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Descrizione fisica	1 online resource (217 pages)
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Soggetti	Consumer behavior Marketing - Data processing
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An introduction to consumer analytics -- Purchase insight and the anatomy of transactions -- Web & social media activity -- Extant research and exogenous cognition -- Elemental features of consumer choice : needs, economics, deliberation and impulse -- Perceptual and communicative features of consumer choice -- Individual and social features of consumption -- Knowledge driven marketing & the modular adaptive dynamic schematic -- Index.