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Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Preface; Acknowledgements; Introduction; A COGNITIVE STUDY INTO ENVIRONMENTALLY ORIENTED CONSUMPTION; COGNITIVE CONSUMER RESEARCH; EMPIRICAL RESEARCH INTO GREEN CONSUMER BEHAVIOUR; CLASSIFICATION OF CONSUMERS; INTERPRETATION OF KNOWLEDGE STRUCTURES; EXPERIENCE AND LEARNING: THE PROBLEM SOLVING BEHAVIOUR OF THE GREEN CONSUMER; THE BEGINNING OF KNOWLEDGE; Appendices; Glossary; Notes; Bibliography; Index
Sommario/riassunto	There is evidence that most western markets have been affected by green consumer behaviour. This book deals with the questions surrounding this phenomenon, the theories and the practice. Previously only available in hardback.