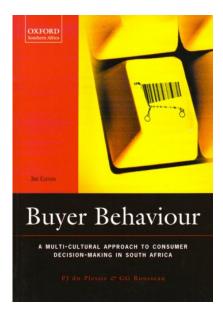
Buyer Behaviour: A Multi-cultural Approach PDF



by by P.J. du Plessis : **Buyer Behaviour: A Multi-cultural Approach**

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Description:

PDF-d1fe3 | What makes a shopper buy one brand of frozen food in preference to another? Does the race or cultural background of the shopper make any difference to the choice? What role does price pay in purchasing decisions? These are just some of the many difficult questions discussed - and answered - in the third edition of this classic on southern African consumer marketing. The authors explain the short... *Buyer Behaviour: A Multi-cultural Approach*





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