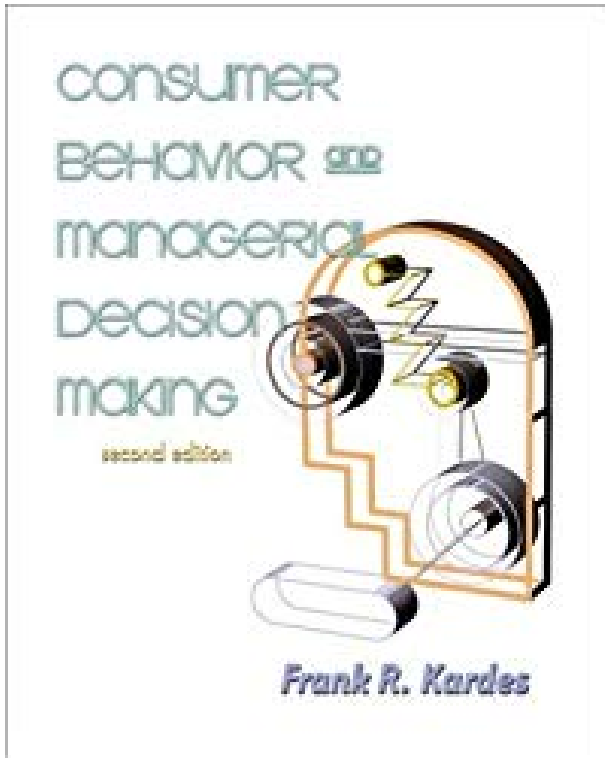


# Consumer Behavior and Managerial Decision Making



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This text approaches the subject of consumer behaviour by using experimental psychology as the foundation, and presents the material in three overlapping sections: basic concepts, persuasion, and managerial decision making. It discusses the principles and scientific research of consumer behaviour and demonstrates how companies and organizations use them strategically every day.