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Consumer Behavior In Fashion (2nd Edition)



Synopsis

In addition to contributing to the understanding of why people buy things, this book considers how products, services, and consumption activities contribute to the broader social world we experience. Consumer Behavior: In Fashion, Second Edition not only probes the psyche of the American consumer, but considers the multicultural perspectives of consumers from around the world. Models of consumer behavior underscore the complex interrelationships between the individual consumer and his/her social reality. Fashion and Interior Designers

Book Information

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This book is well written and interesting. It explains the drive behind why and what people buy, important for any designer.

Huge and very complete, but not so easy reading, more like a support book, I'm using it for my thesis.

For school right book, too expensive though.

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