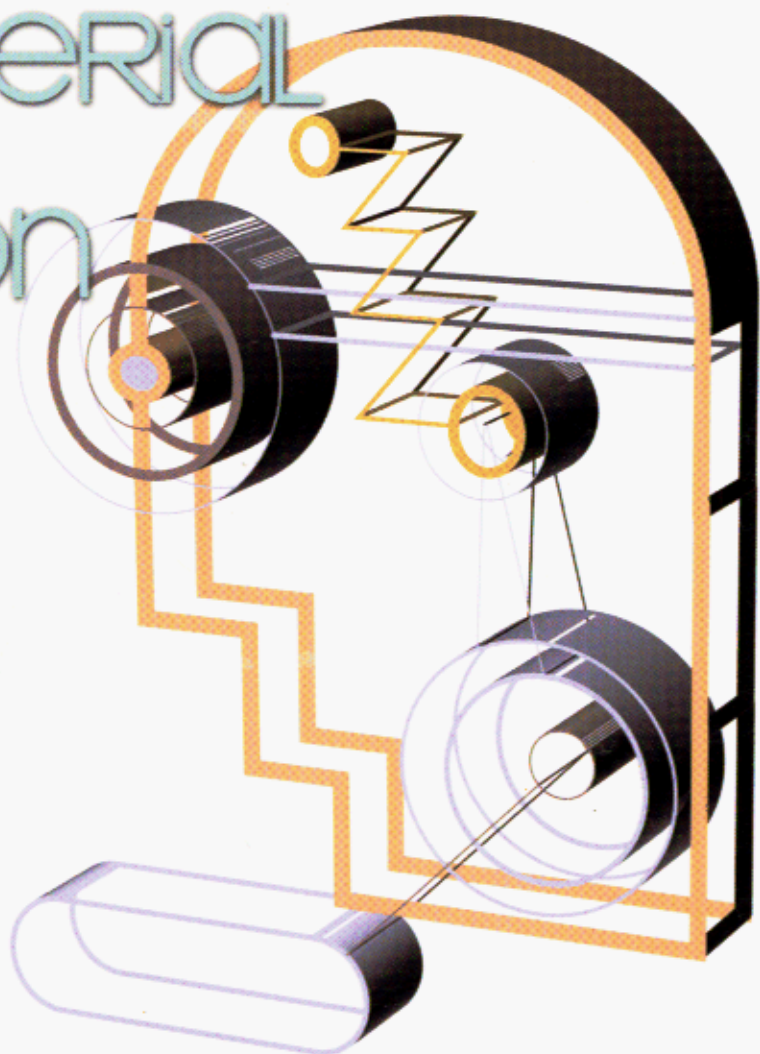


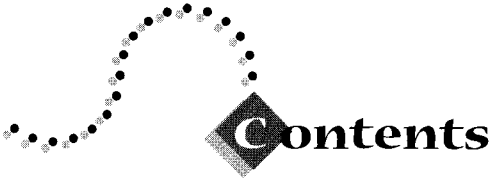
International
Edition

CONSUMER
BEHAVIOR and
MANAGERIAL
DECISION
MAKING

second edition



Frank R. Kardes



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