

Consumption Values And Market Choices: Theory And Applications

By Jagdish N. Sheth

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Consumption Values And Market Choices: Theory And -

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The article presents a review of the book "Consumption Values and Market Choices: Theory and Applications," by Jagdish N. Sheth, Bruce I. Newman, and Barbara L. Gross.

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http://en.wikipedia.org/wiki/Consumer_choice

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