

Comportamiento del Consumidor Enfoque America Latina

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✓ Verified Book of Comportamiento del Consumidor Enfoque America Latina

Summary:

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Esta obra provee una vision practica, con un gran respaldo teorico de todos los aspectos que caracterizan el comportamiento del consumidor, vision aplicada en particular a los consumidores latinoamericanos. Se comienza con un recorrido por los diversos componentes de la decision individual de compra y consumo, despues pasamos a la parte de las sensaciones y percepcion, para analizar su aplicacion a las tecnicas de publicidad y distribucion de productos y servicios.

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