
Chapter 3 Consumer Behavior

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April 29th, 2018 - Consumer and organisational buyer behaviour 3 OBJECTIVES After studying this chapter you should be able to 1 Understand the different motivations of consumer and organisational buyers'

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April 18th, 2018 - CHAPTER 3 CONSUMER BEHAVIOR EXERCISES 2 Draw the indifference curves for the following individuals preferences for two goods hamburgers and beer a Al likes beer but hates hamburgers'

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