

Basics Marketing 01: Consumer Behaviour

By Hayden Noel

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JSTOR: Journal of Consumer Research, Vol. 30, No -

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Hayden Noel earned his Ph.D. in Marketing, Basics Marketing
01: Consumer Behaviour AVA Academia www.avabooks.com, 1 Aug
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Hayden Noel, Ph.D., is an assistant professor in the College
of Business Administration at the University of Illinois at
Urbana-Champaign. His research interests

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