

Cb Book Barry Babin Eric Harris

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CB, a unique book for your consumer behavior course, began with you. We asked you, the students, through conversations, focus groups, surveys, and interviews, how you learn best. Based on your answers and input from faculty, we took your solutions--brief chapters, MP3 files, even quizzing--and built it into the most innovative approach to teaching and learning consumer behavior today. This student-tested, faculty-approved streamlined text and suite of multimedia learning aids is designed to accommodate the busy and diverse lifestyles of today's learners. With CB, you'll find everything you need to prepare efficiently and succeed in your consumer behavior course.

Created through a student-tested, faculty-approved review process with more than 175 learners and faculty, CB3 offers an engaging, accessible solution to accommodate the diverse lifestyles of today's learners. CB3 streamlines an engaging introduction to the core concepts and applications of contemporary consumer behavior as it's practiced today. This concise, engaging, and accessible solution addresses the latest consumer behavior statistics, examples and trends using a full suite of proven learning tools. An accompanying website brings consumer behavior concepts to life with interactive learning tools that support this unique, magazine-style book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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