



SPECIAL  
INDIAN  
EDITION

NINTH EDITION

# CONSUMER BEHAVIOR

## BUILDING MARKETING STRATEGY



- Balanced coverage of psychological, social and managerial perspectives
- Linkage of CB concepts with marketing planning and strategy
- Case studies in the Indian setting and coverage of Indian cultures and subcultures
- DDB Needham Lifestyle Survey Data Disk (CD-ROM), available free with this book

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