

## **Cases in Consumer Behavior, Volume I**

Martha McEnally



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#### Cases in Consumer Behavior, Volume I Martha McEnally

This book is made up of short, medium, and long decision oriented and analytical cases that help explain consumer behavior. Most cases feature a real, live (but disguised) person—and none of the cases are published anywhere else. A wide range of topics range from lifestyles (vampyres) to collecting (Dale Earnhardt) to values (St. Timothy's) to rituals and symbolism (Princess for a Day).

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