## Title of the book

**Consumer Behaviour Basics** 

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#### **About the Book**

This Book with the title 'Consumer Behaviour Basics' covers the Consumer Be haviour Basics. The five chapters of this book were written in an easily digestible and reproducible format with the required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

# **Cover Page**

