

Title of the book

Consumer Behaviour

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About the Book

This Book with the title 'Consumer Behaviour' covers the Consumer Behaviour. The six chapters of this book was written in an easily digestible and reproducible format with 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. We owe a debt of gratitude to our colleagues, who were chiefly instrumental in favouring us to undertaking this work. Valuable comments and Suggestions for the book will be acknowledged with thanks.

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