

# CONSUMER BEHAVIOUR QUESTER PETTIGREW HAWKINS PDF

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Quester, P and Neal, C and Pettigrew, S and Grimmer, MR and Davis, T and Hawkins, D (2007) Consumer behaviour: implications for marketing strategy 5th ed Consumer Selling a consumer product is not easy in present, as nowadays there is high competition in the market and everyone tries to attract consumers with Research Publications Below are links to annual collections listing all of the research publications produced at The University of Western Australia from 1993 to 2012

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