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Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Marketing and Consumer Behavior. Chapters found within these pages provide an excellent framework in which to position Marketing and Consumer Behavior within the field of information science and technology. Insight regarding the critical incorporation of global measures into Marketing and Consumer Behavior is addressed, while crucial stumbling blocks of this field are explored. With 18 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Marketing and Consumer Behavior discipline.

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