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Neuromarketing: The new science of consumer decisions | Terry Wu | TEDxBlaire
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Science Of Persuasion There is No Luck. Only Good Marketing. | Franz Schrepf |
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Don't Listen To Your Customers - Do This Instead | Kristen Berman | TEDxBerlin
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Personality 48 4 Consumer Perception and Positioning 76 5 Consumer Learning
116 6 Consumer Attitude Formation and Change 142 PART III Communication and
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AU - Bamossy, G J. AU - Askegaard, S. AU - Hogg, M K. PY - 2006. Y1 - 2006. M3 -
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Edition) PB - Prentice Hall. CY - London. ER -

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