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Jim Blythe is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic – he always planned on having a varied life and likes learning new skills.

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Consumer Behaviour: Amazon.co.uk: Blythe, Jim ...

Consumer Behaviour: Author: Jim Blythe: Edition: illustrated: Publisher: Cengage Learning EMEA, 2008: ISBN: 1844803813, 9781844803811: Length: 456 pages: Subjects

Consumer Behaviour - Jim Blythe - Google Books

Consumer behaviour is the starting point for all marketing planning and this book provides the necessary insights to understand what makes people buy, and buy again. Written from a European perspective, international in its scope, the book first provides a comprehensive overview of research and then links theory to practical aspects of marketing.

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Consumer Behaviour (3rd edition) (PDF) | UK education

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Consumer Behaviour: SAGE Publications - Jim Blythe ...

Consumer Behaviour. Zubin Sethna, Jim Blythe. SAGE, Aug 22, 2016- Business & Economics- 528 pages. 0Reviews.

Praised for its no nonsense approach to engaging students and conveying key learning outcomes and for striking a good balance between sociological and psychological aspects of consumer behaviour, the new edition now features increased coverage of social media, digital consumption and up-to-date marketing practice.

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Consumer Behaviour - Zubin Sethna, Jim Blythe - Google Books

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understand what makes people buy, and buy again. It offers a comprehensive overview of research and then links theory to practical aspects of marketing.

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Web Links curated to help explore consumer behaviour even further, with lots of extra information to reference in your assignments. Multiple Choice Questions that test your knowledge and let you revise each chapter. Flash Cards to help you review the key terms used within the textbook and understand the jargon. Just click on the links to the left.

Consumer Behaviour | Online Resources

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Consumer Behaviour by Jim Blythe (Paperback, 2013) for

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