



International brand image of propagation: A Perspective Based on audience attitudes and behavior(Chinese Edition)

By XU LIN JIA

Hardcover. Condition: New. Language:Chinese.HardCover. Pub Date: 2016-1-1 Publisher: Daily Press * Xulin Jia series of brand image of international spread (based on audience attitudes and behavior perspective) (fine). From the consumer's attitudes, intentions and behavior of the angle, the use of social psychology theory of reasoned action TRA model demonstrates the international brand communication in consumer attitudes and subjective norms influence purchase intent, thereby affecting the buying behavior. Detailed ana.



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