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Consumer Behaviour and Generations in Switzerland



LAP Lambert Academic Publishing Jun 2016, 2016. Taschenbuch. Condition: Neu. Neuware - It has always been intriguing to find out more about consumer behaviour and what triggers and influences the purchases in the modern world. Is it related to the cultural differences, our family tradition or are we really influenced by the online advertising The more we explore the topic the more we come to wonder whether tailored marketing will be welcomed by the general public across all generations. The...

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- Released at 2016

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