

CB

Human Pursuit of Happiness in the World of Goods

Welcome to the fascinating world of consumers. In this book, we describe, dissect, and discourse about consumer behavior—human pursuits in the world of goods. We study how we come to see the products the way we see them, how we make our choices from the mind-boggling array of goods, how we buy them and then weave them into the tapestry of our lives. How we consume them to sustain and energize our bodies, feed our minds, and construct our egos and our identities. This is the study of CONSUMER BEHAVIOR.



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


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