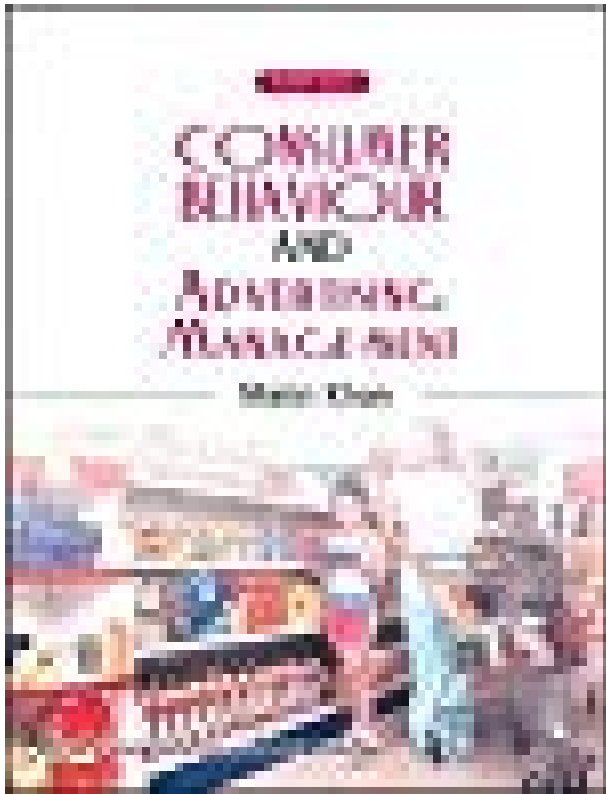


Consumer Behavior and Advertising Management



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The book Consumer Behaviour and Advertising Management has been written for the management students of Indian institutions. It clearly explains the fundamentals of the subject and is designed to give an insight to the students with Indian examples. The book is written in simple language so that it can be understood by the students and teachers. Almost all the topics on consumer behaviour and advertising have been covered in this book. The entire syllabi of the I.E.T. has been covered and the book will be useful for the students. All the factors effecting consumer behaviour and some cases have been dealt in the book. In advertising, besides the promotional tools, five 5 Ms of advertising, ethical and social issues have also been dealt in a comprehensive manner. Both the sections of the book are supplemented with brief examples of cases for the understanding of the students.