

Consumer Behaviour

II MBA III semester

E –Books

<https://opentextbc.ca/introconsumerbehaviour/>

[https://books.google.co.in/books?id=z5XhEAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r
&cad=0#v=onepage&q&f=false](https://books.google.co.in/books?id=z5XhEAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

<https://www.ebooks-for-all.com/bookmarks/detail/Introduction-to-Consumer-Behaviour/onecat/0.html>