




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Consumer behavior

	Author	Schiffman, Leon G. (Author) Kanuk, Leslie Lazar (Author)
	Responsibility Data	Leon G. Schiffman, Leslie Lazar Kanuk
	Publication Data	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2007
	Edition	9th ed.
	Physical Description	xix, 561 p.
	ISBN	0-13-186960-4
	Subject Area	Management
	Subject Headings	Consumer behavior Motivation research (Marketing)
	Call Number	658.8342 SCH
	Philadelphia University Library 2011	