

# Consumer Behavior

## **Building Marketing Strategy**

FOURTEENTH EDITION

### David L. Mothersbaugh

University of Alabama

#### Del I. Hawkins

University of Oregon

#### Susan Bardi Kleiser

Texas Christian University

### **Contributing Authors**

Linda L. Mothersbaugh Integrated Solutions, LLC

Carolyn (Casey) Findley Watson Indiana University Southeast





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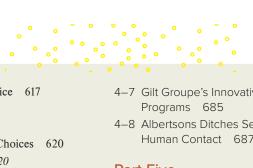
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