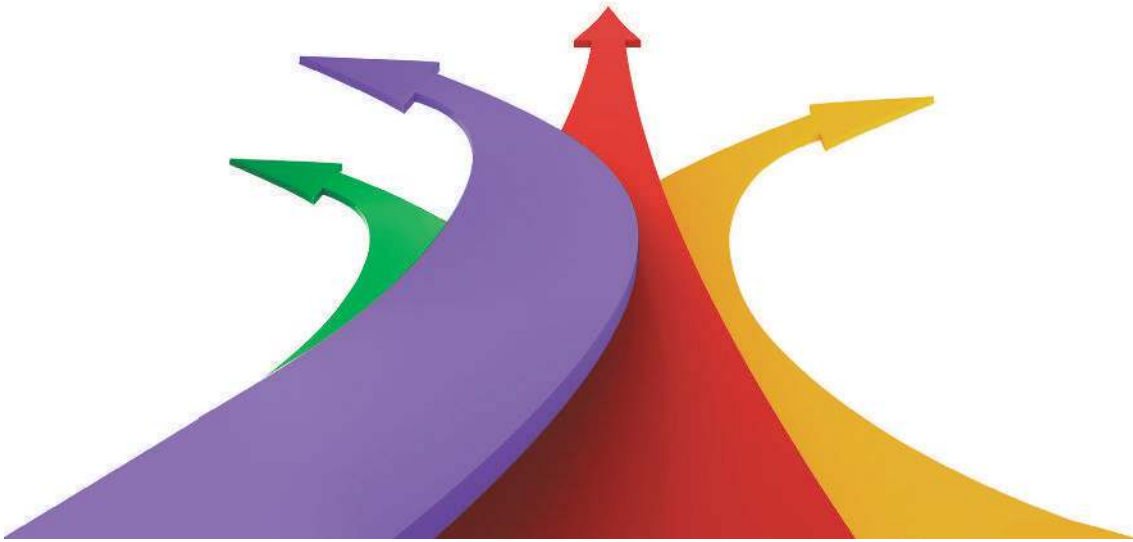


# Consumer Behavior

Buying, Having, and Being

**Twelfth Edition**

**Global Edition**



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