



## Vocational education curriculum reform planning new textbooks: Consumer Psychology(Chinese Edition)

By LI XIU YING . WANG XU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date: December 2012 Publisher: Machinery Industry Press vocational education curriculum reform planning new textbooks: consumer psychology characteristics of secondary vocational and technical education. according to the vocational and technical education service for the purpose of employment-oriented culture goals. skills-oriented to be enough for the degree. highlighting the cultivation of students' abilities. Vocational education curriculum reform planning of new teaching materials: consumer psychology is divided into 10 chapters. including the basic theory of consumer psychology. consumer groups and consumer psychology. environmental factors and consumer psychology. marketing services and consumer psychology. trade names. trademarks. packaging and consumer psychology. commodity prices and consumer psychology. merchandise advertising and consumer psychology. new products. and consumer psychology. consumer goods market and consumer psychology and consumer psychology. the new development. The book can be used as a secondary vocational school finance. commerce. marketing or related professional materials. but also as a corporate marketing staff training materials. also apply to the ordinary reader self-study. Contents: Preface Chapter 1 Consumer Psychology theory to guide case consumers of mental activity process 1.1 1.2 individual psychological characteristics of consumers...

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