



## CB 5 (with CourseMate Printed Access Card) (Mixed media product)

By Barry J. Babin, Eric Harris

Cengage Learning, Inc, United States, 2013. Mixed media product. Condition: New. 5th edition. Language: English . Brand New Book. Created through a student-tested, faculty-approved review process with over 250 students and faculty, CB5 is an engaging and accessible solution to accommodate the diverse lifestyles of today s learners at a value-based price. Award-winning authors Babin and Harris cover essential consumer behavior topics through a unique concept-driven presentation enhanced by online resources that appeal to today s students and encourage participation. New end-of-part cases highlight today s challenges, and the latest consumer behavior statistics and contemporary examples in this edition reflect the most recent developments in business. New content demonstrates how the recent recession, green marketing, and natural disasters impact contemporary consumer behavior. Convenient chapter-by-chapter student study cards and unique Instructor Prep Cards help you easily transition to this new edition. The CB5 CourseMate interactive online resources bring concepts to life with learning and study tools that ensure student engagement. In an unforgettable presentation focused on students needs, CB5 brings consumer behavior to life.



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