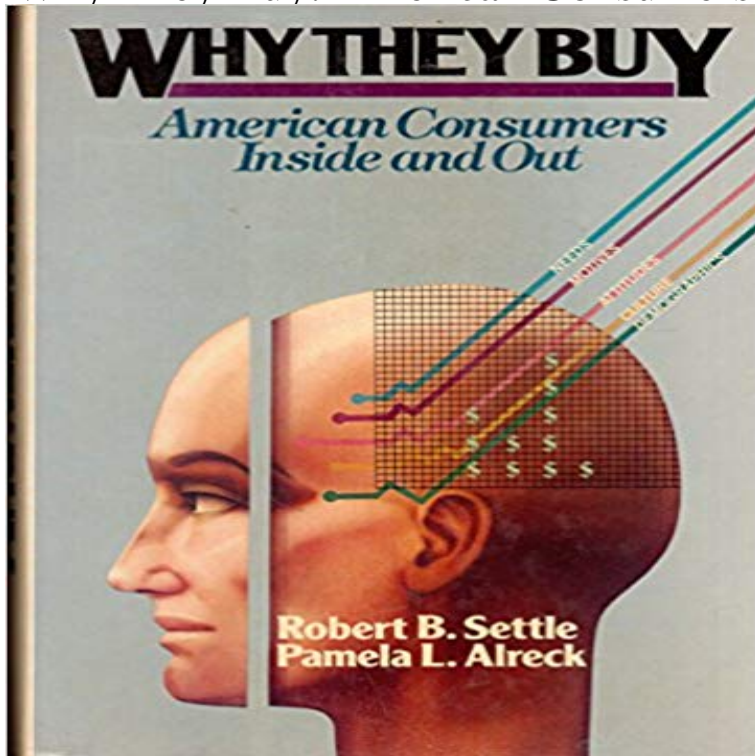


## Why They Buy: American Consumers Inside and Out



What makes people buy the things they do? This audio cassette offers marketers insight into the buying behavior of American consumers. It reveals the hidden needs, motivations, and physical and psychological influences behind their buying habits. Presents invaluable information that can be applied to product design, packaging, marketing, and advertising. Describes how consumers learn about products and develop attitudes toward products and brands, stores and services.

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