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# CB 5 (with CourseMate Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

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.

## Book Information

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Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #310,136 in Books (See Top 100 in Books) #253 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #340 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior #350 inÂ Books > Textbooks > Business & Finance > Marketing

## Customer Reviews

DON'T BUY IF YOU NEED THE COURSEMATE ACCESS CARD!!!! I ordered it and it clearly says that it comes with the access card. Mine came without it. It also came late. I was supposed to get 2 day shipping and get it Friday and it didn't come until tuesday (6 days later). Very disappointed.

Needed this for class, it was soo much cheaper to rent this from then to flat out buy it for a class.  
A+++++ ! Love it!

Required text for school. Nothing exceptional about the deal or the experience.

Came on time. Book in tact. Every page was included. Good buy for school.

Returned book as it was not needed. No complaints though.

Item is as described! Fast delivery!

Worked out great for class. Thanks.

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