

Welcome!

Consumer Behavior



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Why We Study CB?

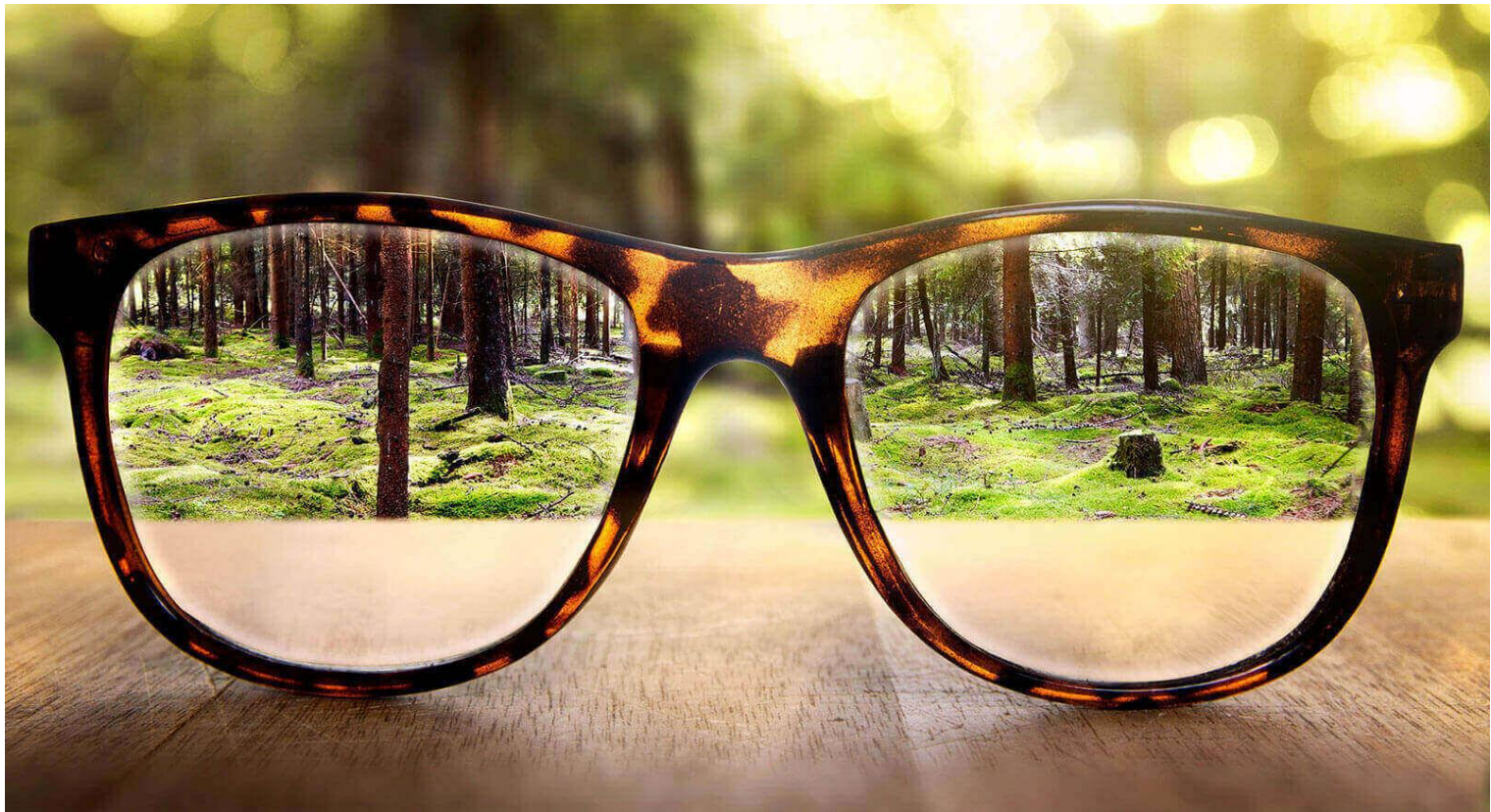
Purpose of this course



“The More You Know The More You Can See”
What you see then will be totally different from
what you used to see before.

Why We Study CB?

Purpose of this course



Learning CB means having another “perspective” and eyes

Process of getting to know yourself & others

