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Consumer Behavior (12th Edition) | By Pearson 2018-01-10

consumer behaviour 12th edition explores how the examination and application of consumer behaviour is central to the planning development and implementation of successful marketing strategies additionally the present edition has been molded keeping in mind that the indian marketing context has several unique aspects that are different from a developed market the diversity and nuances of such a context have been captured in the backdrop of conceptual frameworks with an emphasis on developing a variety of useful skills this text prepares students for careers in brand management advertising and consumer research the 12th edition has been significantly updated to address contemporary trends and issues including the impact of modern technology on marketing and consumer behaviour with coverage of the value exchange between consumers and marketers astute positioning and more the role of new media providing students with a thorough understanding of how marketers can engage with consumers across social media platforms manage successful targeted campaigns and track and measure the results a new section exploring the effects that hidden motives have on consumer behaviour in chapter 3

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Exploring Strategy, Text and Cases, 12th Edition 2018-01-03

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of the characteristics of subsonic and supersonic airflow this book begins with the fundamental physics principles of aerodynamics then introduces the continuity equation energy equations and bernoulli s equation which form the basic aerodynamic principles for subsonic airflow it provides a thorough understanding of the forces acting on an aircraft across a range of speeds and their effects on the aircraft s performance including a discussion on the difference in aerofoil and aircraft shapes aircraft stability issues are analyzed along with the development of a boundary layer over an aerofoil the changes of air speed and air pressure and boundary layer separation readers will gain a clear understanding of the nature of airflow over aircraft during subsonic transonic and supersonic flight the book emphasizes the connection between operating actions in flight and aerodynamic requirements the content will be of interest to senior undergraduates studying to obtain their airline transport pilot license atpl airline transport pilot atp certificate general aviation and air transport pilots and aircraft maintenance engineers

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