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Develop a consumer behavior profile for a target market segment of an existing product brand. Formulate a marketing strategy to increase demand for an existing product brand based on the consumer behavior profile. ... Babin, B. J., & Harris, E. J. (2018). CB 8 (8th ed.). Boston, MA: Cengage.

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Dr. Harris's research focuses primarily on personality issues pertaining to consumer and employee behavior, customer-contact personnel, customer orientation, and sales force goal orientations.

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Leon Schiffman and Leslie Kanuk, 'Consumer Behaviour'. Prentice-Hall. RECOMMENDED REFERENCES: thBarry Babin and Eric Harris, 2016, Consumer Behavior. Cengage Learning 7 ed. Henry Assael, Consumer Behavior- A Strategic Approach. Houghton Mifflin Company, 2003 or latest.

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