



# Consumer Behavior: Building Marketing Strategy, 11th Edition (International Edition)

By *Delbert Hawkins, David Mothersbaugh*

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## Consumer Behavior: Building Marketing Strategy, 11th Edition (International Edition) By Delbert Hawkins, David Mothersbaugh

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### **About the Author**

Del is C. H. Lundquist Professor of Marketing and Chair of the Marketing Department at the University of Oregon

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