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With this editions' emphasis on new media, Schiffman and Kanuk recognize that new technologies may produce socially undesirable practices. The inclusion of new Chapter 16, Consumers Social Responsibility and Green Marketing , covers social responsibility, potentially unethical marketing strategies, and socially desirable marketing such as advocating social causes and green marketing.

Schiffman & Kanuk, Consumer Behavior | Pearson

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CHAPTER 2 CONSUMER BEHAVIOUR THEORY

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