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# Loudon And Della Bitta Consumer Behaviour Definition

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## **'Cognitive Dissonance and Its Impact On Consumer Buying**

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## **'Progress and prospects for event tourism research**

May 12th, 2018 - This paper examines event tourism as a field of study and area of professional practice updating the previous review article published in 2008'

## **'diffusion of innovations wikipedia**

may 13th, 2018 - diffusion of innovations is a theory that seeks to explain how why and at what rate new ideas and technology spread everett rogers a professor of communication studies popularized the theory in his book diffusion of innovations the book was first published in 1962 and is now in its fifth edition 2003'

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