

Baixar livros gratuitos Comportamento do consumidor (PDF|ePub|Mobi|Mp3|Txt) Guilherme Caldas De Castro, Helder Haddad Carneiro Da Silva, José Mauro Gonçalves Nunes, & Roberto Meireles Pinheiro amor, Este livro representa um compromisso de longo prazo dos autores com uma abordagem do estudo do comportamento do consumidor, alicerce fundamental para o

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Este livro compõe as Publicações FGV Management, programa de educação continuada da Fundação Getulio Vargas (FGV).

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