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Schiffman, Leon G., Håvard Hansen and Leslie Lazar Kanuk. 2012. Consumer behaviour: a European outlook. Harlow: Pearson. Sådan kan du henvise til kapitler i bøger: Finnemann, Niels Ole. 2010. "Internettet Som Nyt Vilkår for Virksomhedernes PR." In Håndbog i Strategisk Public Relations, edited by Henrik Merkelsen, 107-135. Kbh ...

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2 León G. Schiffman, Leslie Lazar Kanuk, Comportamiento del consumidor, p. 11. 14 realidad es subjetiva y no hay una sola verdad objetiva, porque el hábito de consumo de un consumidor es muy distinto al de otro. Se aplican entrevistas de

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