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Blackwell has published more than twenty-five books and research reports. His most notable publications include Consumer Behavior, 10th edition (he is a co-author), a textbook used in several languages internationally.

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Consumer behaviour - Wikipedia

Additional Physical Format: Online version: Blackwell, Roger D. Consumer behavior. Mason, OH : Thomson/South-Western, ©2006 (OCOLC)629246178: Document Type:

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