



Miks Zmysłowy: Odkrywanie Zachowań i Preferencji Klientów

Indeks: **761689** Producent: **Springer** Kod producenta: **9783662637975**

Cena: **37.80 zł**

Opis

The Right Sensory Mix: Decoding Customers' Behavior and Preferences

Producent: Springer

- **temat:** Business innovation, Occupational & industrial psychology, Psychology, Sales & marketing, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS, Management, BUSINESS & ECONOMICS / Consumer Behavior, Consumer Behavior, PSYCHOLOGY / General, PSYCHOLOGY, General, BUSINESS & ECONOMICS / Marketing / General, Marketing, Innovation and Technology Management, Behavioral Sciences and Psychology, HC/Wirtschaft/Management, HC, Wirtschaft, HC/Wirtschaft/Werbung, Marketing, Werbung, Marketing, HC/Psychologie, Psychologie, Behavioral Neuromarketing;New Product Development;Product Design;Sensory Science;User Experience;Sensory Marketing, Occupational and industrial psychology, Sales and marketing, BUSINESS & ECONOMICS / Consumer Behavior, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Management Science, BUSINESS & ECONOMICS / Marketing / General, Business & Economics/Consumer Behavior - General, Business & Economics/Management - General, Business & Economics/Management Science, Business & Economics/Marketing - General, PSYCHOLOGY / General, Psychology/General, Business innovation, Occupational & industrial psychology, Psychology, Sales & marketing, Arbeits-, Wirtschafts- und Organisationspsychologie, Management: Innovation, Market research, Marketing und Vertrieb, Occupational and industrial psychology, Psychologie, Sales and marketing, Vertrieb und Marketing, HC/Psychologie, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover / Wirtschaft/Management
- **wiążący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 1.09 pounds
- **strony:** 349
- **słowo kluczowe tematu:** Behavioral Neuromarketing; New Product Development; Product Design; Sensory Science; User Experience; Sensory Marketing, Behavioral Neuromarketing;New Product Development;Product Design;Sensory Science;User Experience;Sensory Marketing
- **kod unspsc:** 55101500
- **kod podmiotu:** JMJ, KJD, KJSM, KJS, JMJ, JM, KJS, KJS, BUS016000, BUS041000, BUS042000, BUS043000, BUS016000, BUS041000, BUS042000, BUS043000, PSY000000, PSY000000, KJD, JMJ, JM, KJS, 1530, 1784, 1785, 1784
- **grupa docelowa:** General/trade
- **Liczba przedmiotów:** 1
- **numer części:** 9783662637975
- **kolor:** White
- **waga opakowania przedmiotu:** 1.38 pounds
- **wydanie:** 2nd ed. 2022

- **zewnętrznie przypisany identyfikator produktu:** 3662637979, 9783662637975, 09783662637975
- **producent:** Springer
- **tytuł serii:** Management for Professionals
- **autor:** Derval, Diana
- **gatunek muzyczny:** Business innovation, Occupational & industrial psychology, Psychology, Sales & marketing, BUSINESS & ECONOMICS, Management, BUSINESS & ECONOMICS, Consumer Behavior, PSYCHOLOGY, General, BUSINESS & ECONOMICS, Marketing, General, HC, Wirtschaft, Management, HC, Wirtschaft, Werbung, Marketing, HC, Psychologie, Business innovation, Occupational and industrial psychology, Psychology, Sales and marketing
- **Data publikacji:** 2023-04-11T00:00:01Z
- **numer wydania:** 2
- **nazwa przedmiotu:** The Right Sensory Mix: Decoding Customers' Behavior and Preferences
- **data premiery:** 2023-04-11T00:00:01Z
- **data uruchomienia strony produktu:** 2022-10-26T00:00:01Z

Parametry

Wydanie	2 wydanie z 2022 roku
Waga	0.49 kg
ISBN	9783662637975
Język	Angielski
Liczba stron	349