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Section 1
Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Marketing and Consumer Behavior. Chapters found within these pages provide an excellent framework in which to position Marketing and Consumer Behavior within the field of information science and technology. Insight regarding the critical incorporation of global measures into Marketing and Consumer Behavior is addressed, while crucial stumbling blocks of this field are explored. With 18 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Marketing and Consumer Behavior discipline.

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This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging developments within the field of Marketing and Consumer Behavior. Research fundamentals imperative to the understanding of developmental processes within Marketing and Consumer Behavior are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the Marketing and Consumer Behavior community. This section includes 16 contributions from researchers throughout the world on the topic of Marketing and Consumer Behavior.

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