

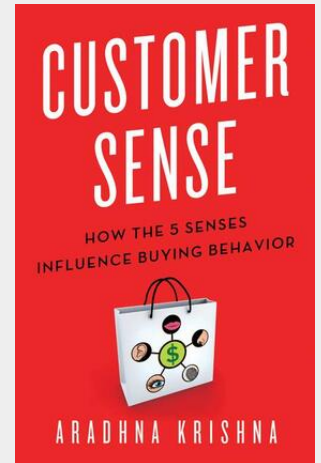
Krishna

## Customer Sense

How the 5 Senses Influence Buying Behavior

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An insightful look at how touch, taste, smell, sound, and appearance effect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. Customer Sense describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.



**74,89 €**

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Lieferfrist: bis zu 10 Tage

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