

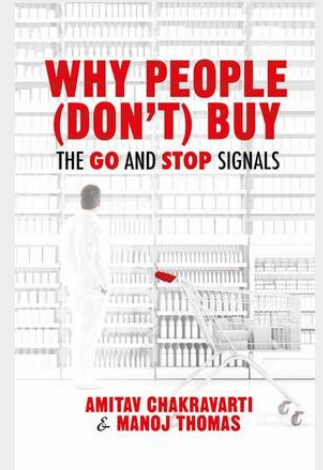
Thomas / Chakravarti

## Why People (Don't) Buy

The Go and Stop Signals

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Full of practical diagrams and maps, as well as international case studies, this book offers a unique and extensively-tested 'GO-STOP Signal Framework', which allows managers to better understand why consumers are not buying their products and what can be done to put this right.



**40,65 €**

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