

Behavioural Science for Business and Marketing Students

Joseph MacDonagh, Rebecca Weldridge



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Behavioural Science for Business and Marketing Students Joseph MacDonagh, Rebecca Weldridge It is written in a simple and jargon-free manner using Irish examples to illustrate particular points and covers the social and economic history of Ireland over the last 30 years. Each chapter has clearly defined section headings, summaries and possible exam questions.

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