



[Reference and Links]

[Introduction to Consumer behavior & Marketing Ethics]

Subject:	Business Economics
Course:	B.A., 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 521 (Five Two One) Consumer Behavior
Unit No. & Title:	Unit - 1 Introduction to Consumer behavior
Lecture No. & Title:	1(One): Introduction to Consumer behavior & Marketing Ethics

Reference:

- ✓ Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk.

Links:

- ✓ <https://www.boundless.com/economics>
- ✓ <http://www.e-jei.org/upload/1w100170.pdf>
- ✓ http://www.tankonyvtar.hu/hu/tartalom/tamop425/0049_17_centers_of_world_economy/6212/index.scorml