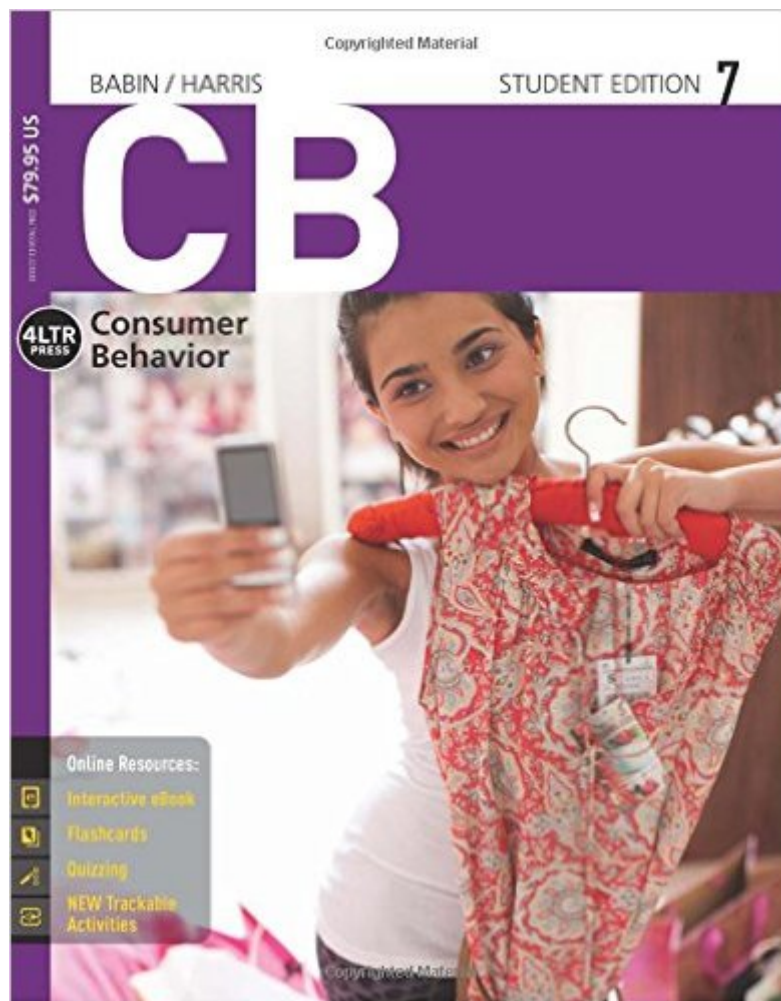


The book was found

CB7 (with CourseMate And Career Transitions 2.0, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, CB 7 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.

Book Information

Series: New, Engaging Titles from 4LTR Press

Paperback: 384 pages

Publisher: Cengage Learning; 7 edition (January 23, 2015)

Language: English

ISBN-10: 1305403223

ISBN-13: 978-1305403222

Product Dimensions: 8.4 x 0.6 x 10.7 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #24,172 in Books (See Top 100 in Books) #15 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #30 in [Books > Textbooks > Business & Finance > Marketing](#) #49 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#)

Customer Reviews

Get Ahead with Babin/Harris's *CB7*. [View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

Anytime, Anywhere with 4LTR Press! Every 4LTR Press solution comes complete with an engaging print textbook, tear-out review cards, an interactive digital solution (Enhanced CourseMate), and an eBook all of which were directly influenced from student focus groups and surveys, and from interviews with students who have taken or were currently enrolled in a Consumer Behavior Course. **Shorter Chapters.** Shorter, comprehensive chapters in a modern design presents content in a more engaging and accessible format without minimizing coverage for your course. **Tear-Out Review Cards.** Tear-Out Review Cards at the back of the textbook provide a portable study tool containing all of the pertinent information for class and test preparation. **Examples Relevant to Your Life.** New feature boxes emphasize current topics that are being discussed within the field of consumer behavior. Updated images throughout the text help paint a picture of the trends, sights, and sounds that you see every day as consumers.

[Download to continue reading...](#)

CB7 (with CourseMate and Career Transitions 2.0, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) Cultural ANTHRO2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MIS5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) OM5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MR2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON: MACRO4 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) M&F (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) HR3 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) GLOBAL (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MGMT (with MGMT Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG (with MKTG Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 9 (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MICRO (with ECON MICRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CB6 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 8 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) CB 5 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) ORGB4 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) Systems Analysis and Design (with CourseMate, 1 term (6 months) Printed Access Card) (Shelly Cashman Series) A Creative Approach to Music Fundamentals (with CourseMate, 1 term (6 months) Printed Access Card)

[Dmca](#)