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Handbook of Research on Contemporary Consumerism

Hans Ruediger Kaufmann

*University of Applied Management Studies, Mannheim, Germany & University
of Nicosia, Cyprus*

Mohammad Fateh Ali Khan Panni

City University, Bangladesh

A volume in the Advances in Marketing, Customer
Relationship Management, and E-Services
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Eldon Y. Li

National Chengchi University, Taiwan & California Poly-
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List of Contributors

Abdo, Simona / <i>Lebanese International University, Lebanon</i>	285
Al Khoury, Grace / <i>School of Business, University of Nicosia, Cyprus</i>	263
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