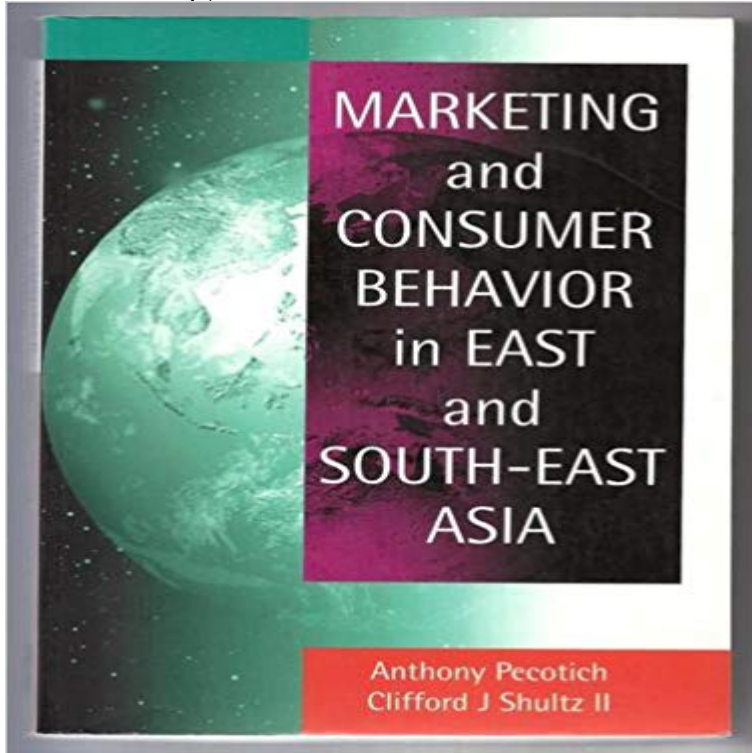


# Marketing and Consumer Behavior in East and South-East Asia



This text provides a direct and up-to-date description of the late-1990s situation and trends in Asia. In essence the chapters present a mini-textbook on the environmental consumer behaviour and, marketing situation in each country in Asia.

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