



## media. consumer science(Chinese Edition)

By WEN CHANG HUI

paperback. Book Condition: New. Language:Chinese.Paperback. Publisher: University of media Pub. Date :2007-10-01. media consumer study. a total of 19 chapters divided into three parts. From the first chapter to Chapter VIII. for the first part. Study of media consumption were to be defined. examined the media consumption of the nature. characteristics; on consumer media made a preliminary study; study consumer demand and motivation of the media. media consumer attitudes and consumer behavior. media. consumer and utility . m.



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