

Why People (Don't) Buy: The Go And Stop Signals By Amitav Chakravarti;Manoj Thomas

By Amitav Chakravarti;Manoj Thomas

Book excerpt: Why People (Don't) Buy Is it caused by weak GO signals? Or is it caused by intense STOP signals? Amitav Chakravarti and Manoj Thomas, Why

<http://www.luxurydaily.com/book-excerpt-why-people-dont-buy/>

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In this book by Amitav Chakravarti and Manoj Thomas, you will learn about what makes people click the buy button, and what stops them doing so.

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Dr Amitav Chakravarti is Professor of Home > Department of Management > People > Professor Amitav Chakravarti. "GO & STOP Signals: Why Consumers (Don't) Buy

<http://www.lse.ac.uk/management/people/achakravarti.aspx>

Amitav Chakravarti and Manoj Thomas have pedigrees in the business of marketing.

Chakravarti as Professor of Marketing at the Department of Management, London School

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Why People (Don't) Buy: the GO and STOP signals Professor Amitav Chakravarti he was a principal domestic policy advisor to House Speaker Thomas P. O'Neill,
<https://itunes.apple.com/cn/itunes-u/latest-300-lse-public-lectures/id625271688?mt=10>

Amitav Chakravarti. Why People (Don't) Buy: The Go and Stop Signals. A Chakravarti, M Thomas. Palgrave Macmillan, 2015 : 2015:
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