

# Satisfaction: A Behavioral Perspective On The Consumer

by Richard L. Oliver

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current research and describes the Satisfaction: A Behavioral Perspective on the Consumer . - Routledge 1 Jan 2007 . Oliver, Richard L. (1997), Satisfaction: A Behavioral Perspective on the Consumer, New York: Irwin/McGraw-Hill. Rust, Roland T. and Richard January 2007 RICHARD L. OLIVER Professor of Management Satisfaction: A Behavioral Perspective on the Consumer . Citation: Javier Reynoso, (2010) Satisfaction: A Behavioral Perspective on the Consumer, Journal of Oliver, Satisfaction: A Behavioral Perspective on the Consumer . ?Book Review: Satisfaction: A Behavioral Perspective on the Consumer. Lee Meng ChungAffiliated withDepartment of Marketing, National University of