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James F. Engel Snippet view - 1968 About the author (1995) Roger Blackwell, founder of the marketing consulting firm Roger Blackwell & Associates, is a sought-after speaker & the author of "From Mind to Market" & the classic textbook "Consumer Behavior".

The Engel Kollat Blackwell Model of Consumer Behavior was created to describe the increasing, fast-growing body of knowledge concerning consumer behavior. This model, like in other models, has gone through many revisions to improve its descriptive ability of the basic relationships between components and sub-components.

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