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: Consumer Behavior eBook: Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters: Kindle Store. Deborah MacInnis is the Charles L. She received her PhD from the University of Pittsburgh. Her work focuses on the role of emotions in consumer behavior and branding. She is the winner of local and national teaching awards.

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embarrassment,48 and general moods49 can affect how consumers think, the choices they make, how they feel after making a decision, what they remember, and how much they enjoy an experience.

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