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LE RÔLE DE LA CONFIANCE DANS UN ACTE D'ACHAT RÉFLÉCHI



Book Condition: New. Publisher/Verlag: Éditions universitaires européennes | Cas de l'achat d'une voiture Toyota | Cet Ouvrage Cherche à mettre en exergue les déterminants de la confiance à travers les variables qui influencent l'intention d'achat des deux parties (clients-vendeurs) dans le domaine marketing. Le monde économique actuel connaît une crise très aigüe qui étale ses tentacules dans tous les secteurs d'activités. Le dénominateur commun de tout ce malaise économique repose essentiellement sur le dilemme pétrolier. L'un des secteurs les plus...

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