

GLOBAL  
EDITION



# Consumer Behavior

*Buying, Having, and Being*

TWELFTH EDITION

Michael R. Solomon

ALWAYS LEARNING

PEARSON

# Consumer Behaviour 2008 Edition Free

**Guillaume Favre**



## **Consumer Behaviour 2008 Edition Free:**

**Consumer Behavior, Global Edition** Leon G. Schiffman, Joseph L. Wisenblit, 2019-01-09 For undergraduate and graduate courses in consumer behavior Strategic applications for understanding consumer behavior Consumer Behavior 12th Edition explores how the examination and application of consumer behavior is central to the planning development and implementation of successful marketing strategies With an emphasis on developing a variety of useful skills this text prepares students for careers in brand management advertising and consumer research The 12th Edition has been significantly updated to address contemporary trends and issues including the role of new media technological advances and recent ethical concerns affecting the industry

**Consumer Behavior** Syed Akhter, David Loudon, Albert Della Bitta, 2023-03-11 The sixth edition explains key consumer behavior concepts and theories drawing on the latest research in psychology economics and sociology The new lead author Syed Akhter Marquette University has completely updated 6e to deliver a more concise alternative approximately 450 pages to the old style exhaustive encyclopedic approach of the major competitors 6e covers the important areas CB instructors would likely want covered but omits material less essential to the student s education in consumer behavior The book s emphasis on the practical application of the chapter material meets students bias for retaining that which can help them become successful in a marketing career It presents a Strategy Box in each chapter that focuses on questions related to consumer behavior research and findings challenging students to think critically and answer strategic questions as well as numerous cross cultural examples to illustrate concepts of consumer behavior and make them meaningful End of chapter applied sections Putting Theory into Practice offer students additional materials to dig deeper into chapter topics and improve decision making skills

*Consumer Behaviour* Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele, 2021-09-29 A serious thoughtful consumer behaviour text that focuses on substance rather than what s fashionable in academic circles Professor Byron Sharp Ehrenberg Bass Institute University of South Australia A thought provoking text that challenges readers to consider consumer behaviour in new and refreshing ways and reflect on routine behaviours that occupy so much of daily life buying brands patronising stores watching adverts making recommendations Professor Mark Uncles Deputy Dean Australian School of Business University of New South Wales Written by respected marketing academics this popular textbook extends beyond a basic psychological approach to Consumer Behaviour by providing a more empirical understanding of the subject helping students grasp marketing applications at both individual and market levels The fourth edition maintains a strong focus on research particularly quantitative methods helping higher level students develop analytical and evidence based thinking for success in scholarly and industry based marketing research The textbook contains new examples exercises and research findings along with recent advancements in the digital environment Suitable for upper undergraduate and postgraduate students taking courses in consumer behaviour as well as doctoral candidates with a focus on consumer behaviour Robert East is Emeritus Professor at Kingston University

London UK Jaywant Singh is Professor of Marketing at Southampton Business School University of Southampton UK Malcolm Wright is Professor of Marketing at Massey University New Zealand Marc Vanhuele is Professor of Marketing at HEC Paris France

Free Will and Consciousness Gregg D. Caruso, 2012-02-23 In recent decades with advances in the behavioral cognitive and neurosciences the idea that patterns of human behavior may ultimately be due to factors beyond our conscious control has increasingly gained traction and renewed interest in the age old problem of free will In this book Gregg D Caruso examines both the traditional philosophical problems long associated with the question of free will such as the relationship between determinism and free will as well as recent experimental and theoretical work directly related to consciousness and human agency He argues that our best scientific theories indeed have the consequence that factors beyond our control produce all of the actions we perform and that because of this we do not possess the kind of free will required for genuine or ultimate responsibility It is further argued that the strong and pervasive belief in free will which the author considers an illusion can be accounted for through a careful analysis of our phenomenology and a proper theoretical understanding of consciousness Indeed the primary goal of this book is to argue that our subjective feeling of freedom as reflected in the first person phenomenology of agentic experience is an illusion created by certain aspects of our consciousness

**Consumer Behavior** Rajagopal, 2010 Book CD This book examines how consumer behaviour is influenced in emerging markets by the marketing strategies of global firms and analyses its impact on market culture and consumption that contribute to the broader socio economic development values and lifestyle of consumers around The discussions in the book analyse behaviour of consumers as individuals decision makers players in subcultures and corporate associates in business performance of global firms Discussions in this book delineate behavioural and relational factors of consumers in emerging markets that affect overall business performance of global firms Strategies on building customer life time value customer relationship management and bottom of the pyramid consumer strategies to assure the high business performance of manufacturing retailing and services sectors have also been analysed in the book Managerial applications of consumer behaviour are also discussed in each chapter emphasising consumer behaviour concepts which can be employed to develop managerial strategy by the firms

Marketing Communications Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context

**Consumer Behavior: 2008 Edition (Fourth Edition)** Wayne D. Hoyer, Deborah J. Macinnis, Pinaki Dasgupta, 2008-02 The book is an accessible and topical introduction to the subject of the consumer behavior A broad conceptual model helps students see how all chapter topics tie together and real world examples reinforce each concept and theoretical principle under review Chapter opening cases show the anecdotal application of concepts while end of chapter questions and answer exercises require students to investigate consume behavior issues and analyze advertisements and marketing strategies The Indian

adaptation retains the essential global context of the world class management text while adding value through closer home Indian equivalents

**Consumer Behavior** Wayne D. Hoyer, Deborah J. MacInnis, 2007 Active field researchers and award winning teachers Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behavior A broad conceptual model helps students see how all chapter topics tie together and real world examples reinforce each concept and theoretical principle under review The text also focuses on the implications of consumer behavior research for marketers Updated to reflect the most recent research and examples the Fourth Edition features streamlined content and organization from 21 to 20 chapters as well as a new interior design and new photos and advertisements In addition several pedagogical features make the material accessible and meaningful to marketing students chapter opening cases show the anecdotal application of concepts while end of chapter questions and exercises require students to investigate consumer behavior issues and analyze advertisements and marketing strategies A range of technology resources supports instructors and students throughout the term New The chapters on culture have been reorganized to include recent developments in academic research such as new information about the values that characterize Western culture Consolidated and streamlined coverage also includes privacy social class influences household consumption demographics and diversity New Updated and expanded coverage includes an examination of AMA s new definition of marketing consumer behavior as related to environmental issues such as recycling the effects of memory and retrieval and word of mouth communication among others New Chapter opening cases focus on companies and topics such as Swatch ING Direct iPod Shopping com beer advertising product placement consumer behavior in China and Thailand buzz marketing and identity theft New Cases on consumer behavior are available through the HMXChange Business Case Database This online resource allows business instructors to assemble maintain and update casebooks from any web accessible location The result is a printed casebook tailored to meet course objectives New Designed specifically for users of the Fourth Edition the technology package includes the Online Teaching Center HM Testing basic and premium PowerPoint slides Blackboard WebCT course cartridges Overhead Transparencies with additional advertising examples videos and the Online Study Center with ACE practice tests Consumer Behavior is known for the inclusion of chapters and topics that often do not appear in other textbooks for this course such as Symbolic Consumer Behavior and The Dark Side of Consumer Behavior which explores obesity theft and compulsive spending

**Sacred Space** Steve Brie, Jenny Daggars, David Torevell, 2009 The identification and positioning of sacred space within contemporary contexts has to date received scant attention In reflecting upon a broad spectrum of conceptions of what constitutes sacred space this collection of interdisciplinary essays presents a new perspective on an area that is developing into an important theological and philosophical concept

**Annual Report** Raw Materials Research and Development Council (Nigeria), 2012

Selected Readings in Educational Leadership Azam bin Othman, Hairuddin bin Mohd. Ali, 2016

*China Review International*, 2009

What Do We Really Know about Herta Herzog? Elisabeth

Klaus,Josef Seethaler,2016 The book for the first time explores in depth the life and work of Herta Herzog 1910 2010 an Austrian American social psychologist Herzog spent most of her working life in the United States where she moved to in the 1930s following her first husband Paul Lazarsfeld into migration and working with him at the famous Office of Radio Research in Princeton and Columbia The chapters by scholars from the U S Israel Germany and Austria show the amazing scope of Herzog s work as both one of the founders of empirical communication research and the grand dame of market and motivation research Herzog crossed many borders moving from Europe to the U S and back again stepping over disciplinary lines as well as restrictions by gender

**Educators Guide to Free Internet Resources** Educators Progress Service,2007-05 To provide our customers with a better understanding of each title in our database we ask that you take the time to fill out all details that apply to each of your titles Where the information sheet asks for the annotation we ask that you provide us with a brief synopsis of the book This information can be the same as what may appear on your back cover or an entirely different summary if you so desire

S.A.M. Advanced Management Journal ,2007 **Southern Economic Journal** ,2010 Consumer Behavior Michael R. Solomon,2009 For undergraduate and MBA courses in consumer behavior Solomon goes beyond the discussion of why people buy things and explores how products services and consumption activities contribute to shape people s social experiences

**Choice** ,2009 **Bibliographic Index** ,2009 **Managing Regional Tourism** Rhodri Thomas,2009 In addition to explaining the historical development of tourism in Yorkshire this book examines key policy issues These encompass marketing economic development and regeneration governance business development and the labour market sustainability and various socio cultural considerations Yorkshire is ideal material for a case study of regional tourism It encompasses declining seaside resorts national parks industrial heritage iconic landmarks aspirational cities seeking to reinvent themselves via tourism world heritage sites and national museums These characteristics are far from unique In providing a detailed analysis of Yorkshire the insights contained in this book will resonate with those seeking to understand regional tourism management more generally

Thank you unquestionably much for downloading **Consumer Behaviour 2008 Edition Free**. Maybe you have knowledge that, people have look numerous period for their favorite books subsequently this Consumer Behaviour 2008 Edition Free, but stop up in harmful downloads.

Rather than enjoying a good PDF in the manner of a cup of coffee in the afternoon, instead they juggled taking into account some harmful virus inside their computer. **Consumer Behaviour 2008 Edition Free** is handy in our digital library an online entrance to it is set as public so you can download it instantly. Our digital library saves in fused countries, allowing you to get the most less latency times to download any of our books when this one. Merely said, the Consumer Behaviour 2008 Edition Free is universally compatible like any devices to read.

[https://py.bijouxmedusa.com/results/uploaded-files/Download\\_PDFS/Credit%20Score%20Improvement%20Software%20For%20Creators%2091%202775%20Credit%20Score.pdf](https://py.bijouxmedusa.com/results/uploaded-files/Download_PDFS/Credit%20Score%20Improvement%20Software%20For%20Creators%2091%202775%20Credit%20Score.pdf)

## **Table of Contents Consumer Behaviour 2008 Edition Free**

1. Understanding the eBook Consumer Behaviour 2008 Edition Free
  - The Rise of Digital Reading Consumer Behaviour 2008 Edition Free
  - Advantages of eBooks Over Traditional Books
2. Identifying Consumer Behaviour 2008 Edition Free
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Consumer Behaviour 2008 Edition Free
  - User-Friendly Interface
4. Exploring eBook Recommendations from Consumer Behaviour 2008 Edition Free
  - Personalized Recommendations

- Consumer Behaviour 2008 Edition Free User Reviews and Ratings
- Consumer Behaviour 2008 Edition Free and Bestseller Lists
- 5. Accessing Consumer Behaviour 2008 Edition Free Free and Paid eBooks
  - Consumer Behaviour 2008 Edition Free Public Domain eBooks
  - Consumer Behaviour 2008 Edition Free eBook Subscription Services
  - Consumer Behaviour 2008 Edition Free Budget-Friendly Options
- 6. Navigating Consumer Behaviour 2008 Edition Free eBook Formats
  - ePub, PDF, MOBI, and More
  - Consumer Behaviour 2008 Edition Free Compatibility with Devices
  - Consumer Behaviour 2008 Edition Free Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Consumer Behaviour 2008 Edition Free
  - Highlighting and Note-Taking Consumer Behaviour 2008 Edition Free
  - Interactive Elements Consumer Behaviour 2008 Edition Free
- 8. Staying Engaged with Consumer Behaviour 2008 Edition Free
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Consumer Behaviour 2008 Edition Free
- 9. Balancing eBooks and Physical Books Consumer Behaviour 2008 Edition Free
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Consumer Behaviour 2008 Edition Free
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Consumer Behaviour 2008 Edition Free
  - Setting Reading Goals Consumer Behaviour 2008 Edition Free
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Consumer Behaviour 2008 Edition Free
  - Fact-Checking eBook Content of Consumer Behaviour 2008 Edition Free

- Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

### **Consumer Behaviour 2008 Edition Free Introduction**

In the digital age, access to information has become easier than ever before. The ability to download Consumer Behaviour 2008 Edition Free has revolutionized the way we consume written content. Whether you are a student looking for course material, an avid reader searching for your next favorite book, or a professional seeking research papers, the option to download Consumer Behaviour 2008 Edition Free has opened up a world of possibilities. Downloading Consumer Behaviour 2008 Edition Free provides numerous advantages over physical copies of books and documents. Firstly, it is incredibly convenient. Gone are the days of carrying around heavy textbooks or bulky folders filled with papers. With the click of a button, you can gain immediate access to valuable resources on any device. This convenience allows for efficient studying, researching, and reading on the go. Moreover, the cost-effective nature of downloading Consumer Behaviour 2008 Edition Free has democratized knowledge. Traditional books and academic journals can be expensive, making it difficult for individuals with limited financial resources to access information. By offering free PDF downloads, publishers and authors are enabling a wider audience to benefit from their work. This inclusivity promotes equal opportunities for learning and personal growth. There are numerous websites and platforms where individuals can download Consumer Behaviour 2008 Edition Free. These websites range from academic databases offering research papers and journals to online libraries with an expansive collection of books from various genres. Many authors and publishers also upload their work to specific websites, granting readers access to their content without any charge. These platforms not only provide access to existing literature but also serve as an excellent platform for undiscovered authors to share their work with the world. However, it is essential to be cautious while downloading Consumer Behaviour 2008 Edition Free. Some websites may offer pirated or illegally obtained copies of copyrighted material. Engaging in such activities not only violates copyright laws but also undermines the efforts of authors, publishers, and researchers. To ensure ethical downloading, it is advisable to utilize reputable websites that prioritize the legal distribution of content. When downloading Consumer Behaviour 2008 Edition Free, users should also consider the potential security risks associated with online platforms. Malicious actors may exploit

vulnerabilities in unprotected websites to distribute malware or steal personal information. To protect themselves, individuals should ensure their devices have reliable antivirus software installed and validate the legitimacy of the websites they are downloading from. In conclusion, the ability to download Consumer Behaviour 2008 Edition Free has transformed the way we access information. With the convenience, cost-effectiveness, and accessibility it offers, free PDF downloads have become a popular choice for students, researchers, and book lovers worldwide. However, it is crucial to engage in ethical downloading practices and prioritize personal security when utilizing online platforms. By doing so, individuals can make the most of the vast array of free PDF resources available and embark on a journey of continuous learning and intellectual growth.

### **FAQs About Consumer Behaviour 2008 Edition Free Books**

1. Where can I buy Consumer Behaviour 2008 Edition Free books? Bookstores: Physical bookstores like Barnes & Noble, Waterstones, and independent local stores. Online Retailers: Amazon, Book Depository, and various online bookstores offer a wide range of books in physical and digital formats.
2. What are the different book formats available? Hardcover: Sturdy and durable, usually more expensive. Paperback: Cheaper, lighter, and more portable than hardcovers. E-books: Digital books available for e-readers like Kindle or software like Apple Books, Kindle, and Google Play Books.
3. How do I choose a Consumer Behaviour 2008 Edition Free book to read? Genres: Consider the genre you enjoy (fiction, non-fiction, mystery, sci-fi, etc.). Recommendations: Ask friends, join book clubs, or explore online reviews and recommendations. Author: If you like a particular author, you might enjoy more of their work.
4. How do I take care of Consumer Behaviour 2008 Edition Free books? Storage: Keep them away from direct sunlight and in a dry environment. Handling: Avoid folding pages, use bookmarks, and handle them with clean hands. Cleaning: Gently dust the covers and pages occasionally.
5. Can I borrow books without buying them? Public Libraries: Local libraries offer a wide range of books for borrowing. Book Swaps: Community book exchanges or online platforms where people exchange books.
6. How can I track my reading progress or manage my book collection? Book Tracking Apps: Goodreads, LibraryThing, and Book Catalogue are popular apps for tracking your reading progress and managing book collections. Spreadsheets: You can create your own spreadsheet to track books read, ratings, and other details.
7. What are Consumer Behaviour 2008 Edition Free audiobooks, and where can I find them? Audiobooks: Audio

recordings of books, perfect for listening while commuting or multitasking. Platforms: Audible, LibriVox, and Google Play Books offer a wide selection of audiobooks.

8. How do I support authors or the book industry? Buy Books: Purchase books from authors or independent bookstores. Reviews: Leave reviews on platforms like Goodreads or Amazon. Promotion: Share your favorite books on social media or recommend them to friends.
9. Are there book clubs or reading communities I can join? Local Clubs: Check for local book clubs in libraries or community centers. Online Communities: Platforms like Goodreads have virtual book clubs and discussion groups.
10. Can I read Consumer Behaviour 2008 Edition Free books for free? Public Domain Books: Many classic books are available for free as they're in the public domain. Free E-books: Some websites offer free e-books legally, like Project Gutenberg or Open Library.

### **Find Consumer Behaviour 2008 Edition Free :**

**credit score improvement software for creators 91-2775 credit score entrepreneurs 91-2833 smart home tech best practices for small business improvement case study for startups 91-1381 self improvement checklist science careers tutorial for creators 91-81 data science careers examples USA 91-103 Instagram growth examples USA 91-2099 Instagram best practices USA 91-803 healthy recipes best practices for startups cybersecurity for beginners for creators 91-2898 cybersecurity guide USA tutorial for entrepreneurs 91-1544 NFT marketplace apps America 91-1000 investing roadmap for startups 91-2466 real estate investing step by step for startups 91-1398 SEO strategy tips America 91-2557 SEO strategy tips examples for entrepreneurs 91-1416 real estate investing examples for finance examples for startups 91-83 personal finance explained United America 91-2004 cybersecurity tips United States 91-2007 cybersecurity strategies for small business 91-2545 content marketing tips for development software America 91-1866 blockchain development software for**

## Consumer Behaviour 2008 Edition Free :

Mercedes Benz Atego Wiring Diagram Pdf Mercedes Benz Atego Wiring Diagram Pdf. INTRODUCTION Mercedes Benz Atego Wiring Diagram Pdf .pdf. Mercedes Truck Actros Axor Atego Wiring Reading part1 MERCEDES ATEGO Wiring Diagrams MERCEDES ATEGO Wiring Diagrams ; ATEGO AGN Power Supply. AGN Power Supply ; ATEGO Coolant Temperature Sensor 'Retarder. Coolant Temperature Sensor 'Retarder. Merc ATEGO 815 day cab 1999 - Wiring Diagrams Aug 21, 2019 — Hi My friend has a ATEGO 815 day cab 1999 wagon with a faulty cluster (displays) etc which decide to work when it feels like it. I was wondering if somebody ... Mercedes Atego Wiring Diagrams Mar 3, 2017 — Looking for wiring diagrams for Mercedes atego 815 2005. Truck is a non starter and has lost communication with engine ecu. Coming up MR and FR ... Mercedes Truck Actros Axor Atego Wiring Reading part2 atego complete wiring diagrams.zip (5.11 MB) - Repair manuals Mercedes Benz Atego from 2004. 5.1 MB. Download slowly 40 seconds @ 1 Mbit/s Downloading ... Download fast + without registration 1 seconds @ 40 Mbit/s. Mercedes Benz 950 Wiring Diagram For Alternator | PDF Mercedes Benz 950 Wiring diagram for alternator - Read online for free. Wiring diagram for 950 series Mercedes-Benz alternator. Mercedes Atego PDF Service Manual This brochure is intended for the use of technical personnel. familiar with the service and maintenance of Mercedes-Benz trucks. It is assumed here that the ... Driver Air Bag Module Service Manual 09 Ford Fusion Driver Air Bag Module Service Manual 09 Ford Fusion pdf download online full. Read it. Save. Read it. Save. More like this. the fuel oil purifier manual. 2009 Air Bag SRS Fuses Nov 26, 2014 — I am attempting to repair the Airbag system on my 2009 Fusion following an accident. The driver airbag and the driver seat belt tensioner ... 2009 Ford: SE...I need to replace the Air Bag control Module May 15, 2011 — I have a 2009 Ford Fusion SE. Car has been in a major accident. I need to replace the Air Bag control Module. Where is it located? User manual Ford Fusion (2009) (English - 312 pages) Manual. View the manual for the Ford Fusion (2009) here, for free. This manual comes under the category cars and has been rated by 6 people with an average ... Table of Contents - IIS Windows Server (25 cm) between an occupant's chest and the driver airbag module. WARNING: Never place your arm over the airbag module as a deploying airbag can result in ... Ford Fusion SRS RCM Airbag Module Reset (Restraint ... This service is for an airbag module reset after your vehicle was in accident. This is a repair and return service for Ford Fusion SRS RCM Airbag Module ... Programming new Ford blank airbag srs control modules or ... Ford Fusion 2012 - 2019 RCM Airbag Module Location & ... Aug 22, 2021 — How to remove Ford Fusion RCM airbag restraint control module & seat belt pretensioners. Vehicle in the video is Ford Fusion 2012 - 2019. Airbag light question Jan 28, 2010 — The car is an 09 S manual that has less than eight k on it. I have only been in one bad wreck that caused the whole front and rear bumper covers ... Le macchine e l'industria da Smith a Marx Panoramica del libro. Le macchine e le#39;industria da Smith a Marx. 16mo. pp. 302. . Molto buono (Very Good). . Prima edizione (First Edition). . Amazon.it: Le macchine e l'industria da Smith a Marx Dettagli libro · Lunghezza stampa. 307 pagine · Lingua. Italiano · Editore. Einaudi ·

Data di pubblicazione. 1 gennaio 1971 · ISBN-10. 8806325817 · ISBN-13. 978 ... Le macchine e l'industria da Smith a Marx - Armando De ... Le macchine e l'industria da Smith a Marx è un libro di Armando De Palma pubblicato da Einaudi nella collana Piccola biblioteca Einaudi: acquista su IBS a ... Le macchine e l'industria da Smith a Marx Le macchine e l'industria da Smith a Marx è un libro di Armando De Palma pubblicato da Einaudi : acquista su Feltrinelli a 8.40€! Le macchine e l'industria da Smith a Marx by DE PALMA ... Le macchine e l'industria da Smith a Marx ; Condition: Molto buono (Very Good) ; Seller. Studio Bibliografico Marini · Seller rating: This seller has earned a 5 ... le macchine e l'industria da smith a marx - AbeBooks Le macchine e l'industria da Smith a Marx di Armando De Palma e una grande selezione di libri, arte e articoli da collezione disponibile su AbeBooks.it. Le macchine e l'industria da Smith a Marx Nov 22, 2023 — Le macchine e l'industria da Smith a Marx è un libro di Armando De Palma pubblicato da Einaudi : acquista su Feltrinelli a 8.50€! Le macchine e l'industria da Smith a Marx Le macchine e l'industria da Smith a Marx. 13,00 €. iva esente Art. 74. DE PALMA - Le macchine e l'industria da Smith a Marx DE PALMA - Le macchine e l'industria da Smith a Marx ; Quantità. 1 disponibile ; Numero oggetto. 292173149877 ; ISBN. Non applicabile ; EAN. Non applicabile ...