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Consumer identity in a multicultural society -

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Marye c. tharp (author of marketing and consumer

Marye C. Tharp is the author of Marketing and Consumer Identity in Multicultural America (3.00 avg rating, 1 rating, 0 reviews, published 2001)

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Department of Marketing marye.tharp@utsa.edu Ph.D. The University of Texas at Austin Marketing and Consumer Identity in Multicultural America.

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