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In addition to co-authoring CONSUMER BEHAVIOR, she has several edited volumes on branding and has an upcoming book on developing, enhancing and leveraging brand admiration. She is former Treasure and President of the Association for Consumer Research and former Vice President of Conferences and Research for the American Marketing Association s academic council.

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7. For each situation listed in question 3, select one level from Maslow's hierarchy of human needs that can be used to segment the market and position the product (or company).

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