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Guilherme Pires (author of Ethnic Marketing) -

Guilherme Pires is the author of Ethnic Marketing (4.00 avg rating, 1 rating, 0 reviews, published 2014)

A comparative analysis of four scales of consumer

(1995), A comparative analysis of four scales of consumer involvement. The Journal of Marketing Theory and Practice, Guilherme Pires, John Stanton,

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27, 1987, p. 227; Robert E. Linneman and John L. Stanton Guilherme D. Pires 14 Questionable Retail Practices, Journal of Marketing Theory & Practice

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Determinants of Consumer Perceptions toward Mobile Advertising Journal of Marketing Theory and Practice, 10 Pires et al., 2006; Guilherme D. Pires, John

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