

# **Customer Sense: How The 5 Senses Influence Buying Behavior By Aradhna Krishna**

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Jul 27, 2015 Written by. Mark Bilotta. Qlik Social Media Manager, analyzing social data daily and telling new stories whenever possible. My first Qlik Sense app mapped

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Jul 29, 2015 (There is a way to disable the sensor, but it requires calling customer support to get a code The Sense also claims extended wireless range

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Dr. Aradhna Krishna received her Ph.D. from marketers have been experimenting with the senses and sensory experiences to create Krishna, Aradhna. Published

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Journal of Consumer Marketing "Customer Sense: How the 5 Senses Influence Buying Behaviour", How the 5 Senses Influence Buying Behaviour By Aradhna Krishna

### **Customer sense : how the 5 senses influence**

Author/Creator Krishna, Aradhna. Language English. Edition 1st ed. Imprint New York : Palgrave Macmillan, 2013. Physical description xiii, 185 p. : ill.

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