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NELSON/DARBY/KARNI (the information economics based good classification), there are: A.

Ranges/categories/lines/brands/products/items B. Convenience goods/shopping goods/speciality goods C.

Tangibles/services/information/rights D. Search goods/experience goods/credence goods

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Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning. She is a key member of a team exploring how technology can be used to enhance the student learning experience.

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