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Chapter 6 Video Ski Butternut Ski Butternut is a ski and snowboard mountain in the Berkshires. Because the mountain is a "soft" mountain, Ski Butternut collects large amounts of data based on rentals and Web traffic to make sure that they understand who the customer is and to whom they need to market.

Chapter 6 Consumer Decision Making 2014
Lamb, Hair, & McDaniel Ch. 1, 2, 5, 7, 8 linked notes for weeks 1-4 Start after 10:00 AM Monday, 16 FEB, complete before testing center closing on Friday, 20 FEB.

Exam 1
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