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FIGURE 5-8 Kerin - Chapter 05 174. (p. 105) When Clorox uses the Good Housekeeping Seal for its Fresh Step cat litter, in Figure 5-8 above, their strategy is to reduce the consumer's _____ and encourage purchases. A. perceived risk B. behavioral risk C. retentive learning D. functional learning E. motivated learning Text term definition-behavioral learning AACSB: Analytical Blooms: Knowledge ...

Chapter 5_78 - FIGURE 5-8 Kerin Chapter 05 174 When Clorox ...

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