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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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How the 5 Senses Influence Buying Behavior. The Sense of Buying. Aradhna Krishna is Dwight F. Benton professor of marketing at the University of

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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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