



Do consumers judge a book by its cover? A study of the factors that influence the purchasing of books

Leitão, L., Amaro, S., Henriques, C., Fonseca, P. (2018).

Do consumers judge a book by its cover? A study of the factors that influence the purchasing of books.

Journal of Retailing and Consumer Services, 42, 88-97.

DOI: <https://doi.org/10.1016/j.jretconser.2018.01.015>