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EBK model is one of the structural models of consumer behaviour. It is a holistic model, with a full description to the decision making problem, reflecting consumer behaviour process during choosing product or service. It was developed in 1968 by J.F. Engel, D.T. Kollat and R.D. Blackwell. The name comes from the first letters of the names of its creators.

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Blackwell has published more than twenty-five books and research reports. His most notable publications include Consumer Behavior, 10th edition (he is a co-author), a textbook used in several languages internationally.

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