

the non-significant Journal of Business & Consumer Psychology (Volume 2)

Katharina Wittgens

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This Issue (3.1) contains articles on Colour Psychology, Machiavellianism Leadership and Burnout. There is
also a theoretical piece on the use of Transactional Analysis to reduce the tendency of individual shoppers to
over-consume. There are notes on Creativity and Consumer-Narcissism and a concluding article that
examines the influence of body-shape on interview success!



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