



Consumer Behavior: Buying, Having, and Being (11th Edition)

By Michael R. Solomon



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&>For undergraduate and MBA courses in consumer behavior.

Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

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Editorial Review

About the Author

Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University, Philadelphia, USA.

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