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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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Why Do They Buy Consumer Behavior Expert Michael Solomon

Michael is a regular Contributor at Forbes.com, where he writes about retailing, consumer behavior and branding. He has spoken to Fortune 500 companies, top advertising agencies, associations and branches of government on five continents and has received rave reviews.

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Michael R. Solomon (Auburn, AL) is the author of "Consumer Behavior: Buying, Having, and Being," the leading undergraduate text on consumer behavior, now in its fifth edition. He is a director of Mind/Share, Inc., a consulting firm specializing in online consumer research.

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Consumer Behavior Buying Having and Being Michael R

Michael R. Solomon, Ph.D., is Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University.

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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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