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Consumer behavior embraces the study of how having things affects our lives and how our possessions influence the way we feel about ourselves and each other. Solomon has developed the Wheel of Consumer Behavior to underscore the complex and often inseparable interrelationships between the individual consumer and his or her social realities.

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Most consumer behavior researchers do not hold this rather extreme view, but it has encouraged many to expand the scope of their work beyond the field's traditional focus on the purchase of consumer goods such as food, appliances, and cars to embrace social problems such as homelessness or preserving the environment.

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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. MyMarketingLab for Consumer Behavior is a total learning package

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Professor Solomon's primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online research methodologies.

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PDF Consumer behaviour buying having being

Consumer behaviour : buying, having, being while the modern consumer behaviour research extends the concept and examines influences on consumption decisions. Solomon et al, sees consumer

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Consumer Behavior Buying Having and Being by Michael R

One of the most easy and enjoyable to read academic books. I studied it during MBA for the consumer behavior subject and it was very interesting.

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9780134129938 Consumer Behavior Buying Having and

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