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Michael R. Solomon, Ph.D., joined the Haub School of Business at Saint Joseph ' s University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. He is also Professor of Consumer Behaviour at the

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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. Prior to joining Auburn in

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1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey.

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A thought leader in marketing and advertising, Michael 's presentations reveal cutting-edge trends in advertising and marketing, branding, consumer behavior, and social media. He creates a visual excursion into the minds of consumers and what influences them to buy.

For courses in Consumer Behavior. Beyond Consumer Behavior: How Buying Habits Shape Identity Solomon's Consumer Behavior: Buying, Having, and Being deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects

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our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. In the Twelfth Edition, Solomon has revised and updated the content to reflect major marketing trends and changes that impact the study of consumer behavior. Since we are all consumers, many of the topics have both professional and personal relevance to students, making it easy to apply them outside of the classroom. The updated text is rich with up-to-the-minute discussions on a range of topics such as "Dadvertising," "Meerkating," and the "Digital Self" to maintain an edge in the fluid and evolving field of consumer behavior. Also Available with MyMarketingLab(tm) MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their

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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. 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.

Fashion is a driving force that shapes the way we live--it influences apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. Fashion is a major component of popular culture--one that is everchanging. With a solid base in social science, and in economic and marketing research, "Consumer Behavior: In Fashion" provides a

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comprehensive analysis of today's fashion consumer. Up-to-date, thought-provoking information is presented in an engaging everyday context that helps students, business people and scholars understand how fashion shapes the everyday world of consumers. Among other special features, this comprehensive text: Starts each chapter with a consumer scenario used to analyze concepts covered in the chapter
Relates consumer behavior concepts specifically to fashion products and processes
Integrates the rapidly-evolving domain of fashion e-commerce
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Includes both a marketing and consumer approach to the business of fashion
Highlights both good and bad aspects of fashion marketing and offers a chapter on consumer and business ethics, social responsibility, and environmental issues
Includes a chapter on consumer protection by

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business, government, and independent agencies

Revised edition of Consumer behaviour, 2013.

The key to marketing is understanding and satisfying consumer needs, thus a knowledge of consumer behavior is essential to any organization dealing with customers, users, or clients. This book promises to be a contemporary classic. It brings together an international set of scholars, many of whom are "household names", to examine the diverse approaches to consumer behavior topics. The editors employ a micro to macro structure, dividing each topic into three parts: one reflecting foundational work, one focused on emerging trends, and one covering practical applications. Each part examines the relationship between consumer behaviour and motivation, including well-being, gender,

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social class, and more, and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers. Readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior, allowing them to reach customers successfully, and to meet their needs. With contributions from leading scholars, including Sidney Levy and Jagdish Sheth, this volume sets the standard as the most comprehensive, cutting-edge resource on the subject of consumer behavior. Students of consumer behaviour and marketing will find this a useful exploration of a fast-moving field, fundamental to the welfare of companies, government, non-profits, and consumers. It will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge.

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The creation and expression of identity (or of multiple identities) in immersive computer-mediated environments (CMEs) is rapidly transforming consumer behavior. The various social networking and gaming sites have millions of registered users worldwide, and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds. Despite this huge potential, however, experts know very little about the best way to talk to consumers in these online environments. How will well-established research findings from the offline world transfer to CMEs? That's where "Virtual Social Identity and Consumer Behavior" comes in. Written by two of the leading experts in the field, it presents cutting-edge academic research on virtual social identity, explores consumer

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behavior in virtual worlds, and offers important implications for marketers interested in working in these environments. The book provides special insight into the largest and fastest growing group of users - kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.

Now in its fourth edition, *Consumer Behaviour: A European Perspective* provides a fully comprehensive, lively and engaging introduction to consumer behaviour. The book links consumer behaviour theory with the real-life problems faced by practitioners. The unique five-part micro-to-macro wheel structure also provides a multi-disciplinary approach, including the latest data profiling European consumers. This fourth edition offers a cutting edge

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overview of the consumer behaviour literature and a substantial restructuring of the book's chapters. This book is ideal for second and third year undergraduate marketing students, undergraduate students taking a consumer behaviour module as part of a business course and postgraduate students on Masters courses in marketing.

Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial applications and ethical

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examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline.

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