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Consumer Behavior

Buying, Having, and Being

Thirteenth Edition

Michael R. Solomon



Consumer Behavior Solomon

Michael R. Solomon



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Consumer Behavior Michael R. Solomon, 2016-01-22 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 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 Advertising Meerkating and the Digital Self to maintain an edge in the fluid and evolving field of consumer behavior Also Available with MyMarketingLab™ 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 understanding and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts NOTE You are purchasing a standalone product MyMarketingLab™ does not come packaged with this content If you would like to purchase both the physical text and MyMarketingLab search for 0134472470 9780134472478 Consumer Behavior Buying Having and Being Plus MyMarketingLab with Pearson eText Access Card Package Package consists of 0134129938 9780134129938 Consumer Behavior Buying Having and Being 0134149556 9780134149554 MyMarketingLab with Pearson eText Access Card for Consumer Behavior Buying Having and Being Consumer Behavior MICHAEL R. SOLOMON, 2019-10-11 This title is a Pearson Global Edition The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States For consumer behavior courses Beyond consumer behavior How buying habits shape identity A 1 best selling text for consumer behavior courses Solomon's Consumer Behavior Buying Having and Being covers what happens before during and after the point of purchase It investigates how having or not having certain products affects our lives specifically how these items influence how we feel about ourselves and each other especially in the canon of social media and the digital age In the 13th Edition up to date content reflects 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 This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior Pearson MyLab Marketing is not included Students if Pearson MyLab Marketing is a recommended mandatory component of the course please ask your instructor for the correct ISBN Pearson MyLab Marketing should only be purchased when required by an instructor Instructors contact your Pearson representative for more information Reach every student by pairing this text with Pearson MyLab Marketing MyLab™ is the

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Consumer Behaviour Michael Solomon,Rebekah Russell-Bennett,Josephine Previte,2012-10-24 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 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

Consumer Behavior Michael R. Solomon,1992

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Consumer Behaviour Michael Solomon, Katherine White, Darren W. Dahl, 2013-02-05 Explore the act of buying and beyond A long standing leader in the field 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 A new author team introduces a uniquely Canadian perspective and integrates cutting edge topics and research in the ever changing field of consumer behaviour Note the Companion Website is not included with the purchase of this product

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