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Michael R. Solomon, Ph.D., is the Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University. Prior to joining Auburn in 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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Consumer Behavior: Buying, Having, and Being (Hardcover) Published January 6th 2012 by Pearson Education. Hardcover, 614 pages.

Author (s): Michael R. Solomon

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About the authors 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 Manchester Business School, The University of Manchester. In addition to this book, he is also the co-author of the widely used textbook, Marketing: Real People, Real

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Decisions. Gary J. Bamossy, Ph.D., is Clinical Professor of Marketing at the McDonough School of Business, Georgetown University, in Washington D.C. Søren Askegaard, Ph.D., is Professor of Marketing at the University of Southern Denmark, Odense. Margaret K. Hogg, Ph.D., is Professor of Consumer Behaviour and Marketing in the Department of Marketing at Lancaster University Management School.

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