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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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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.

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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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CONSUMER BEHAVIOR

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Michael R. Solomon, Ph.D., is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University.

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