



# Consumer Behavior

Buying, Having, and Being

Thirteenth Edition

Michael R. Solomon



# **Consumer Behaviour Buying Having And Being**

Michael R. Solomon

# **Consumer Behaviour Buying Having And Being:**

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Consumer Behavior Michael R. Solomon, 2016-01-21

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technology driven world Tim Dunphy Senior Marketing Manager Consumer Insights Black Decker Consumer Behaviour, 2014 Consumer Behaviour Janet Forrest, Solomon, Michael R, 2002 Consumer Behavior: Buying Having And Being 8Th Ed. Michael R. Solomon, Michael R., 2008 This book goes beyond the discussion of why people buy things It explores how products services and consumption activities contribute to shape people s social experiences too It is most suitable for undergraduate and MBA courses in consumer behavior CONSUMER BEHAVIOR MICHAEL. SOLOMON, 2014

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