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Consumer Behavior: Buying, Having, and Being (12th Edition ... *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. Consumer Behavior, 9 by Solomon, Michael R. [Prentice Hall ... I am about to graduate from Northeastern and this was the book for one of my final elective courses, Consumer Behavior. I run several websites so it is absolutely critical to me to understand how web visitors think about content, make selections, and build affinities with brands.*

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