

Consumer Behavior: Buying, Having, and Being, Student Value Edition (11th Edition)

By Michael R. Solomon

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For undergraduate and MBA courses in consumer behavior.

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.

This program will provide a better teaching and learning experience–for you and your students. Here's how:

- **Digital Consumer Focus:** This text continues to highlight and celebrate the brave new world of digital consumer behavior.
- **Help Students Apply the Case to the Chapter's Contents:** A case study has been added to the end of each chapter along with discussion questions to help students apply the case to the chapter's contents.
- **Keep your Course Current and Relevant:** New examples, exercises, and research findings appear throughout the text.

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Editorial Review

About the Author
Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph s University, Philadelphia, USA.

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