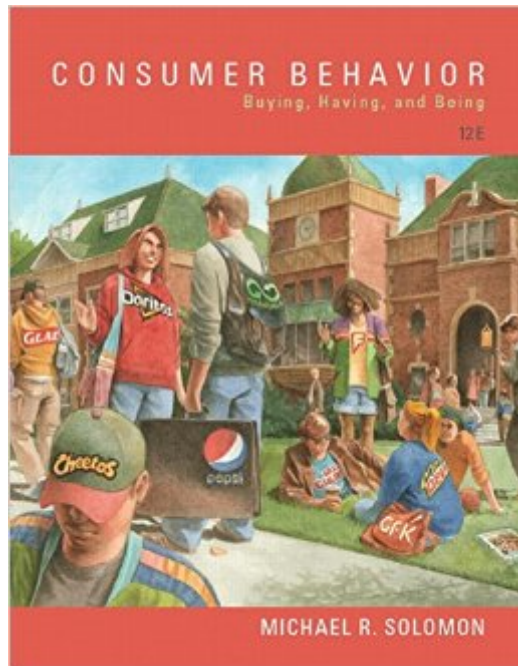


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Consumer Behavior: Buying, Having, And Being (12th Edition)



Synopsis

For courses in Consumer Behavior. **Beyond Consumer Behavior: How Buying Habits Shape Identity** Solomon's **Consumer Behavior: Buying, Having, and Being** deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. In the Twelfth Edition, Solomon has revised and updated the content to reflect major marketing trends and changes that impact the study of consumer behavior. Since we are all consumers, many of the topics have both professional and personal relevance to students, making it easy to apply them outside of the classroom. The updated text is rich with up-to-the-minute discussions on a range of topics such as advertising, meerkating, and the Digital Self to maintain an edge in the fluid and evolving field of consumer behavior. Also Available with MyMarketingLab, MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for: 0134472470 / 9780134472478 **Consumer Behavior: Buying, Having, and Being Plus MyMarketingLab with Pearson eText -- Access Card Package** Package consists of: 0134129938 / 9780134129938 **Consumer Behavior: Buying, Having, and Being** 0134149556 / 9780134149554 **MyMarketingLab with Pearson eText -- Access Card -- for Consumer Behavior: Buying, Having, and Being**

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