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Michael R. Solomon, Ph.D., is the Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing

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in the School of Business at Rutgers University, New Brunswick,
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Published January 6th 2012 by Pearson Education. Hardcover, 614 pages. Author (s): Michael R. Solomon (Goodreads Author) ISBN: 0132671840 (ISBN13: 9780132671842) Edition language: English.

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consumer behaviour theory with the real-life problems faced by practitioners in many ways: Marketing opportunity, Marketing pitfalls and Multicultural dimensions boxes throughout the text illustrate the impact consumer behaviour has on marketing activities. Consumer behaviour as I see it boxes feature marketing professionals talking about the relevance of consumer behaviour issues to their everyday work. Brand new Case studies about European companies and topics give deep insights into the world of consumer behaviour. New coverage of sustainable consumption, emerging technologies, social media and online behaviour is woven throughout this edition. Online materials including multiple-choice questions and links to useful websites are available on the book's website at www.pearsoned.co.uk/solomon About the authors Michael R. Solomon, Ph.D., joined the Haub School of Business at

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Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. He is also Professor of Consumer Behaviour at the Manchester Business School, The University of Manchester. In addition to this book, he is also the co-author of the widely used textbook, *Marketing: Real People, Real Decisions*. Gary J. Bamossy, Ph.D., is Clinical Professor of Marketing at the McDonough School of Business, Georgetown University, in Washington D.C. Søren Askegaard, Ph.D., is Professor of Marketing at the University of Southern Denmark, Odense. Margaret K. Hogg, Ph.D., is Professor of Consumer Behaviour and Marketing in the Department of Marketing at Lancaster University Management School.

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This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication. Explore the link between culture and health, and the importance of community. Get up to date on emerging theories of health behavior and their applications. Examine the push toward evidence-based interventions, and global applications. Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

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