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### Consumer Behavior: Buying, Having, and Being by Michael G ...

Consumer behavior : buying, having, and being Author: Michael R. Solomon Pages: 623 ISBN: 9781292153100 Library: CMMU Library Location: 69 Vipawadee Rungsit Road, Samsennai, Phayathai District 7th floor, Bangkok 10400 Year: 2018 N° catalog: HF5415.32 S6 2018

### New Arrival Book - New Arrival - Consumer behavior ...

Consumer behavior is more than buying things, such as a can of peas; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being.

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### Consumer Behavior: Buying, Having, and Being (13th Edition ...

Consumer Behavior: Buying, Having and Being, by Michael R. Solomon (Goodreads Author) 3.88 - Rating details - 298 ratings - 15 reviews. In this textbook on consumer behaviour the author looks at how the field of marketing is influenced by the actions of consumers and also how we, as consumers, are influenced by marketers.

### Consumer Behavior: Buying, Having and Being by Michael R ...

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### Consumer Behavior: Buying, Having, and Being: Amazon.co.uk ...

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### Consumer Behaviour: Buying, Having Being, 4th, Solomon ...

Abstract: Consumer behavior is more than buying things. It also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being.

### Consumer behavior : buying, having, and being (eBook, 2011 ...

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