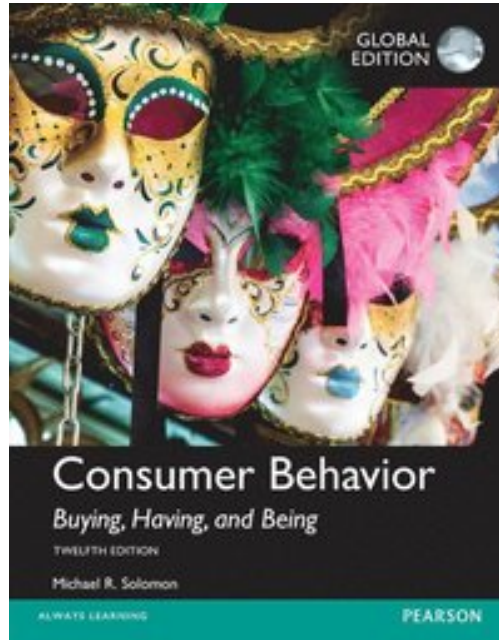


Consumer Behavior: Buying, Having, and Being, Global Edition

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Michael R Solomon

Consumer Behavior: Buying, Having, and Being, Global Edition Michael R Solomon boken PDF

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 Dadvertising, Meerkating, and the Digital Self to maintain an

edge in the fluid and evolving field of consumer behavior.

Pearson MyLab Marketing not included. Students, if Pearson MyLab Marketing is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. Pearson MyLab Marketing should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information.

Pearson MyLab Marketing is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.



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