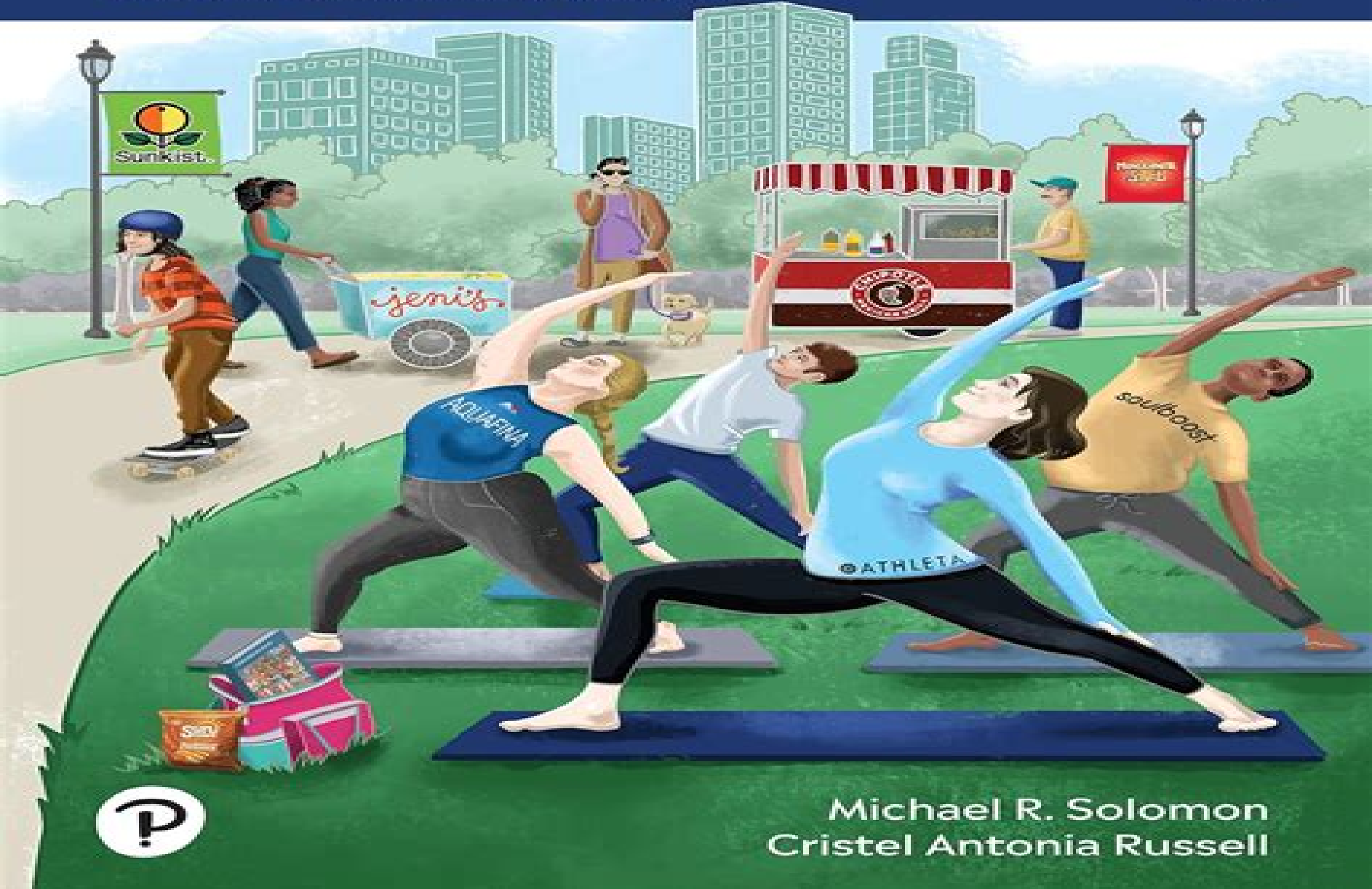


CONSUMER BEHAVIOR

BUYING, HAVING, and BEING

14E



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Consumer Behavior Solomon

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Consumer Behaviour Michael R. Solomon, 2010 Super client introduction to consumer behavior which uses the latest behavioral theories to give a practical discussion of the buying behaviors of consumers in all cultures

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