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Michael R. Solomon (Auburn, AL) is the author of "Consumer Behavior: Buying, Having, and Being," the leading undergraduate text on consumer behavior, now in its fifth edition. He is a director of Mind/Share, Inc., a consulting firm specializing in online consumer research. [Consumer Behavior Buying, Having, and Being Eleventh ...](#)

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Michael R. Solomon, Ph.D. joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research.

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