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students. The book links 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

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materials including multiple-choice questions and links to useful websites are available on the book's website at

[www.pearsoned.co.uk/solomon](http://www.pearsoned.co.uk/solomon)

About the authors 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. 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

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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.

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

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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

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truly European consumer behaviour textbook, placing the subject clearly within its economic, psychological, sociological and historical context. The authors provide greater insight for readers by examining both the determinants and the consequences of consumer decision making. Antonides and Van Raaij include numerous examples, cases and sociodemographic data and provide complete coverage of core topics together with important new ones. Innovative chapters are included on: \* financial behaviour \* welfare, wellbeing and property \* families and household production \* consumption and the environment \* shopping behaviour. The authors explore the full consumption cycle,

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not only the first stages of orientation and procurement, but also the usage and disposal of products. Consumer Behaviour is ideal for both undergraduate and postgraduate students. It will also benefit non-European students who need to gain a wider understanding of consumer behaviour. Marketers, market researchers, public relations officers and government officials dealing with consumer policy will also find it extremely useful.

This great value multipack contains Bamossy: Consumer Behaviour Euro Edition (027365182x) and McEnally: Cases in Consumer Behaviour Vol 1 (0130665584).

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This book explores key factors associated with consumer behaviour, from both a theoretical and practical perspective. It particularly focuses on the consumer in the 21st century – educated and conscious, but also impatient, disloyal and capricious. The book is divided into three main parts: the first part discusses the theoretical and legal aspects of consumers' behaviour, analysing the government's role in regulating consumer behaviour and the role of the European Union. The second part then examines organisational strategies, such as omni-channel retailing and branding products. And lastly, the third part describes consumer

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