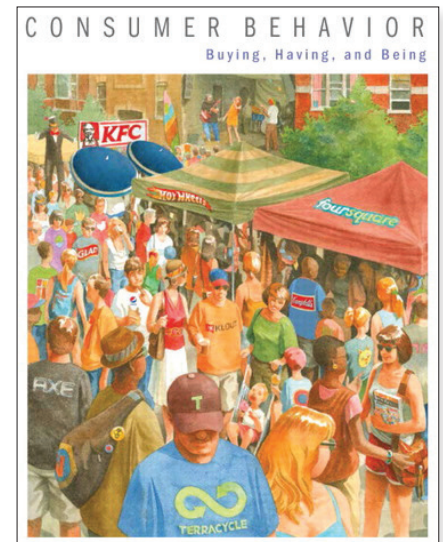


# Consumer Behavior: Buying, Having, Being, 12th Edition

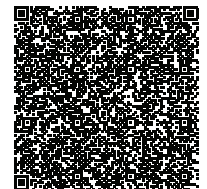
**Michael R. Solomon**, St. Joseph's University

*Consumer Behavior* explores how the examination and application of consumer behavior is central to the planning, development and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this text prepares students for careers in brand management, advertising, and consumer research.

The **12th Edition** has been significantly updated to address contemporary trends and issues. This includes the role of new media, technological advances, and recent ethical concerns affecting the industry.



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## New and updated features

- » **The latest trending terms**, including “Dadvertising,” “Meerkating,” and the “Digital Self,” are incorporated throughout the text.
- » **Examples** address rapidly changing trends and topics in consumer behavior, including big data and gamification.
- » **Marketing Opportunity** and **Marketing Pitfall boxes** highlight new ways in which organizations have capitalized on a marketing opportunity or have handled their marketing strategy ineffectively.
- » The **latest research** helps students more clearly connect the decisions companies make to their success or failure.
- » **6 new Case Studies** examine companies across the globe, helping students to see the practical applications of consumer behavior.
- » **A totally restructured Table of Contents** better organizes the material into 4 sections.

## Hallmark features

- » **The author is an active consumer behavior instructor and researcher** who uses a conversational, lively narrative to speak to today's students.
- » **Relevant examples and references to brands students know and love** engage students in the readings.
- » **Chapter-Opening Objectives and End-of-Chapter Summaries**, organized around these objectives, help keep students focused on key issues and understand the material they've just read.