



## Consumer Behavior, Plus MyMarketingLab with Pearson Etext (Mixed media product)

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By Michael Solomon

Pearson Education Limited, United Kingdom, 2012. Mixed media product. Book Condition: New. Global ed of 10th revised ed. 275 x 216 mm. Brand New Book. This package includes a physical copy of Consumer Behavior: Global Edition, 10/e by Michael Solomon, as well as access to the eText and MyMarketingLab. For undergraduate and MBA courses in consumer behavior. Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

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