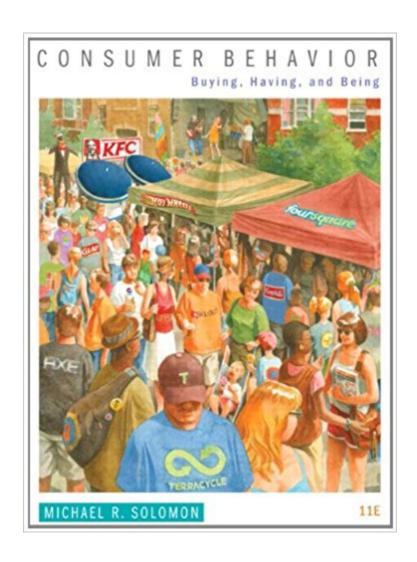
### The book was found

# Consumer Behavior: Buying, Having, And Being (11th Edition)





## **Synopsis**

&>For undergraduate and MBA courses in consumer behavior. A Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape peopleâ TMs social experiences. Â This program will provide a better teaching and learning experienceâ "for you and your students. Hereâ ™s how: Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Digital Consumer Focus: This text continues to highlight and celebrate the brave new world of digital consumer behavior. Help Students Apply the Case to the Chapterâ ™s Contents: A case study has been added to the end of each chapter along with discussion questions to help students apply the case to the chapterâ ™s contents. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text. A Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 013347223X/ ISBN-13: 9780133472233. That package includes ISBN-10: 0133450899/ISBN-13: 9780133450897 and ISBN-10: 0133451925/ISBN-13:9780133451924. A MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. A

# **Book Information**

Hardcover: 608 pages

Publisher: Pearson; 11 edition (February 13, 2014)

Language: English

ISBN-10: 0133450899

ISBN-13: 978-0133450897

Product Dimensions: 8.6 x 1 x 10.9 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â See all reviews (126 customer reviews)

Best Sellers Rank: #26,799 in Books (See Top 100 in Books) #20 in Books > Business & Money

> Marketing & Sales > Marketing > Research #38 in Books > Textbooks > Business & Finance >

Marketing #7660 in Books > Reference

#### **Customer Reviews**

I am about to graduate from Northeastern and this was the book for one of my final elective courses, Consumer Behavior. I run several websites so it is absolutely critical to me to understand how web visitors think about content, make selections, and build affinities with brands. The book provided wonderful information in all areas. The book is full color and provides a wealth of examples of ads, labels, and other material so you can understand what is being presented. You can see visually how some styles of promotions draw users in, while others repel the users to convince them to stop doing something (for example, using drugs). The book uses real life stories mixed in with theoretical explanations to help you explain the concepts. There is a good mix of cross-cultural information, to help readers understand how marketing to an American audience differs from marketing to the Chinese, for example. It also delves thoroughly into sub cultures, from African Americans to tweens to Harley riders. It discusses the challenges of narrowing down social class in our mobile society. It discusses how buyers have ongoing "wars" in their heads between the rational decision making process and the emotion-driven pleasure center. I enjoyed the book immensely and found much of its material immediately valuable for my daily work. I imagine most people who read this will find it helpful, if not for what they do for a living, then in how they themselves are being marketed to and are making decisions. I have a minor "factual" issue I'd like to point out. On page 535 the author perpetuates the myth that we don't throw rice at weddings now because it makes birds' stomachs' explode. This absolutely is NOT TRUE.

#### Download to continue reading...

Consumer Behavior: Buying, Having, and Being (11th Edition) Consumer Behavior: Buying, Having, and Being (12th Edition) Consumer Behavior: Buying, Having, and Being Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Consumer Behavior (11th Edition) Consumer-Centric Category Management: How to Increase Profits by Managing Categories based on Consumer Needs Consumer Behavior: Building Marketing Strategy, 12th Edition Consumer Behavior (10th Edition) Consumer Behavior in Fashion (2nd Edition) Consumer Behavior and Culture: Consequences for Global Marketing and Advertising Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else Consumer Behavior Consumer Behavior: Building Marketing Strategy Consumer Behavior: A Strategic Approach Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Nolo's Essential Guide to Buying Your First Home (Nolo's Essential Guidel to Buying Your First House) Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior, Second Edition: Tools for Resolving Violated Expectations, ... and Bad Behavior, Second Edition AUDIO Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human

Behavior for Health Science) ONE HOUR DROPSHIPPING SYSTEM (EBAY & ) - Mid 2016 Edition: How to make money online selling physical products without having an inventory of your own (and for as low as \$5) Screw It, Let's Do It: 14 Lessons on Making It to the Top While Having Fun & Staying Green, Expanded Edition

<u>Dmca</u>