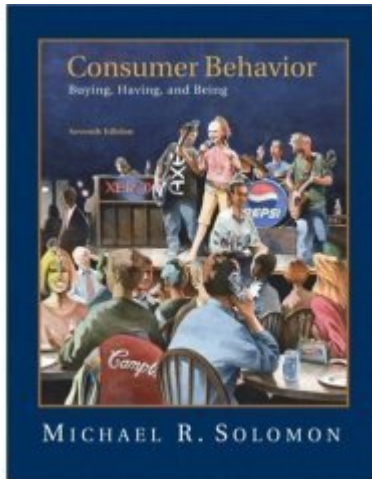
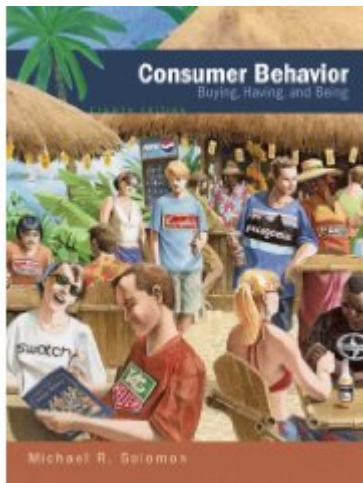


BOOK review



Solomon's 'Consumer Behavior - Buying, Having, and Being' - 7th (Seventh) Edition (Hardcover)

Solomon's Consumer Behavior, 7e is a market leader because it goes beyond the "act of buying" by presenting an engaging, balanced and global perspective.



Consumer Behavior (8th Edition) by Michael

R. Solomon (**Hardcover** - Mar 7, 2008)

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.

Social networking, sensory marketing, illusion of truth effect, interactive mobile marketing, cross-cultural value differences, impression management, doppelganger brand image, red campaign, CSR, low literate consumer, crowdsourcing, and multigenerational marketing.

For marketing professionals to understand the latest trends in consumer behavior.

These books are being currently adopted at UERJ marketing courses.