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Nota di contenuto	Cover -- Brief Contents -- Contents -- About the Author -- New to this Edition! -- Preface -- Acknowledgments -- Section 1: Foundations of Consumer Behavior -- Chapter 1: Buying, Having, and Being: An Introduction to Consumer Behavior -- Consumer Behavior: People in the Marketplace -- What is Consumer Behavior? -- Consumer Behavior is a Process -- Consumers' Impact on Marketing Strategy -- Consumers are Different! How We Divide Them Up -- Segmenting by Behavior: Welcome to Big Data -- Marketing's Impact on Consumers -- Popular Culture is Marketing is Popular Culture . . . -- All the World's a Stage -- What Does it Mean to Consume? -- What do We Need-Really? -- How We Classify Consumer Needs -- The Global "Always On" Consumer -- The Digital Native: Living a Social [Media] Life -- Consumer Behavior as a Field of Study -- Where Do We Find Consumer Researchers? -- Interdisciplinary Influences on the Study of Consumer Behavior -- Two Perspectives on Consumer Research -- Should Consumer Research Have an Academic or an Applied Focus? -- Taking it from Here: The Plan of the Book -- Chapter Summary -- Key Terms -- Review -- Consumer Behavior Challenge -- Case Study -- Notes -- Chapter 2: Decision Making and Consumer Behavior -- What's Your Problem? -- Consumer Involvement -- Types of Involvement -- Cognitive Decision Making -- Steps in the Cognitive Decision-Making

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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. This program will provide a better teaching and learning experience-for you and your students. Here's how:

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 Chapter'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 chapter's contents. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text. Please note that the product you are purchasing does not include MyMarketingLab. MyMarketingLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyMarketingLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyMarketingLab to accelerate your learning? You need both an access card and a course ID to access MyMarketingLab. These are the steps you need to take:

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