



Consumer Behavior: Buying, Having, and Being, Student Value Edition (11th Edition)

Michael R. Solomon

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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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- **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.

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