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Michael R. Solomon is the author of Consumer Behavior: Buying, Having and Being, a college textbook on consumer behavior. He is director of Mind Share, Inc., a consulting firm specializing in online consumer research. He lives in Auburn, Alabama.

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Michael R. Solomon (Auburn, AL) is the author of

Consumer Behavior: Buying, Having, and Being, the leading undergraduate text on consumer behavior, now in its fifth edition. He is a director of Mind/Share, Inc., a consulting firm specializing in online consumer research.

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