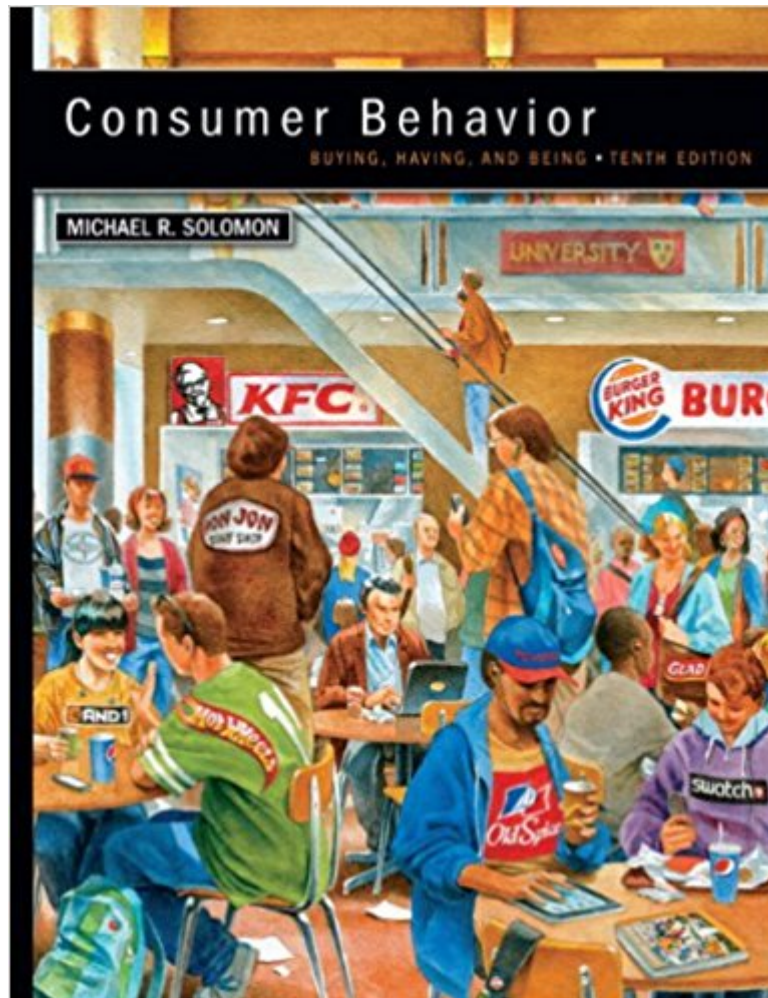


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# Consumer Behavior (10th Edition)



## Synopsis

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.

## Book Information

Hardcover: 640 pages

Publisher: Prentice Hall; 10 edition (January 6, 2012)

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Shipping Weight: 4 pounds

Average Customer Review: 4.3 out of 5 stars 138 customer reviews

Best Sellers Rank: #36,531 in Books (See Top 100 in Books) #40 in Books > Business & Money > Marketing & Sales > Customer Service #45 in Books > Business & Money > Marketing & Sales > Marketing > Research #81 in Books > Business & Money > Marketing & Sales > Consumer Behavior

## 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. Birds eat rice naturally and their bodies deal with it fine, even when it's not cooked. There were no rice cookers in nature :). The reason churches asked people to stop throwing rice is that it's a royal pain to clean up. So, that point aside, I do recommend the book. I purchased this book with my own funds to take my class.

This was one of the most interesting textbooks I've ever come across! Totally recommend even if you're not majoring in marketing!

This book offers a beautiful perspective of the consumer's world with real world examples and lots of pictures for us visual folks. The author itself has a lucid writing style which enables him to flow through the book and making it seamless to read. There are a lot of "Haha" moments and included are real world facts and stats that will surprise you if you did not already know. This book is Good Game.

great information in here. sometimes writing can be bland

I got a lot of use out of this book throughout my master's marketing classes.

I really like this book. It has a very current focus that reaches around the world. It's easy to read and very informative. I am using it for a consumer marketing class that I'm taking. One of the things that I really like about this book is that it is full of advertisements from all over the world. I also have an interest in graphic design and advertisement, so I have a lot of fun reading this book and looking at the pictures!

I bought this book as used and it came almost brand new. I love the insights that this book gives me and the Pearson videos that link to it. I have learned so much from just reading this book and I have successfully started my own blog. I would recommend this for a teacher or any inquisitive person!

used this for a university class, probably need a newer addition now but this one worked great for me

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