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For this edition, author Michael Solomon invited individuals and student groups from schools across the nation to contribute their own take on key concepts in consumer behavior.

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Michael R. Solomon, Ph.D., is the Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey.

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