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Michael R. Solomon, Ph.D. Professor of Marketing and Director of the Center for Consumer Research, Professor of Consumer Behaviour Saint Joseph s University, Manchester School of Business, The University of Manchester, U.K

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Consumer Behaviour A European Perspective Michael R

Michael R. Solomon, Ph.D., joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research.

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