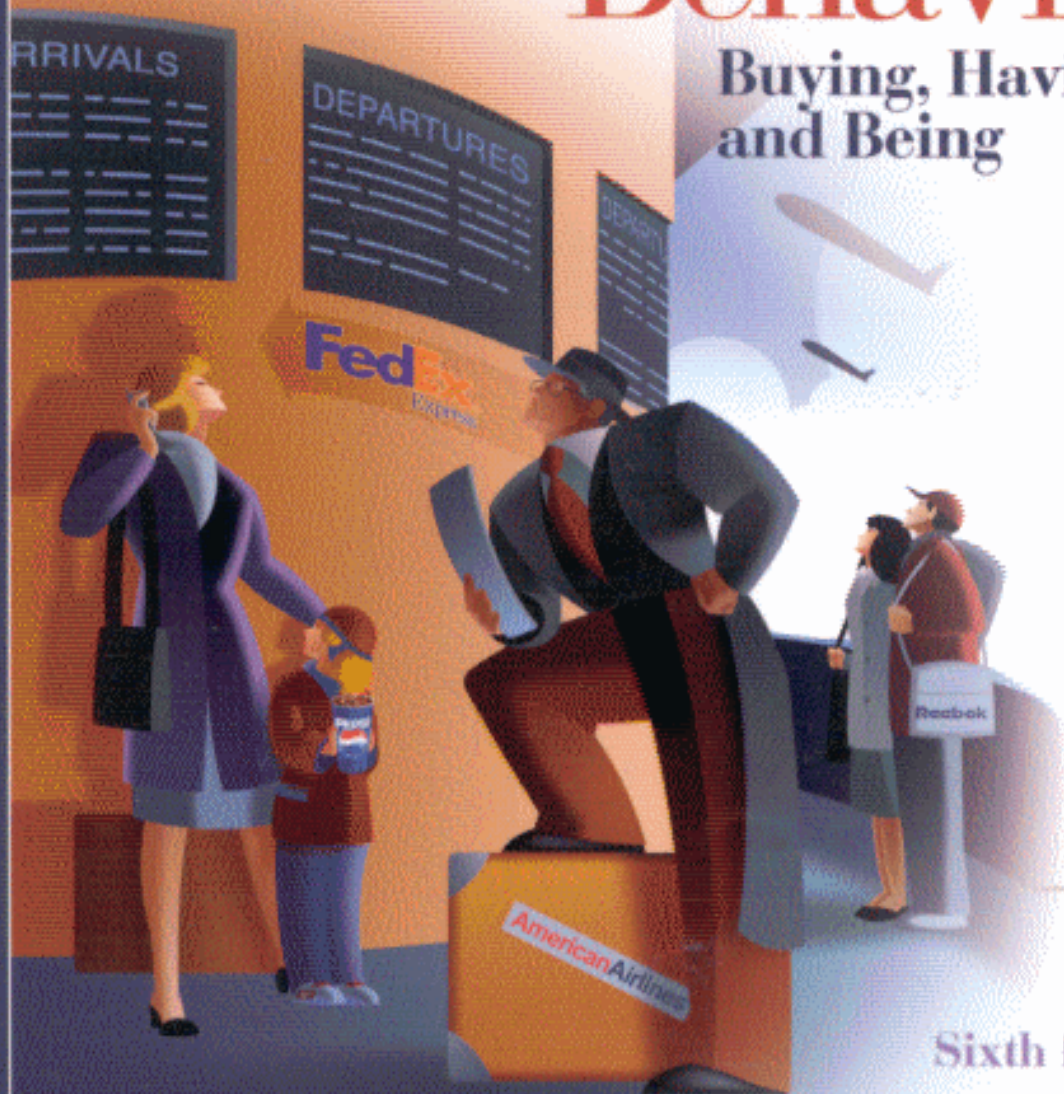


INTERNATIONAL EDITION

Consumer Behavior

Buying, Having,
and Being



Sixth Edition

Michael R. Solomon

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