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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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Michael is a regular Contributor at Forbes.com, where he writes about retailing, consumer behavior and branding. He has spoken to Fortune 500 companies, top advertising agencies, associations and branches of government on five continents and has received rave reviews.

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