

**2019 MYLAB MARKETING WITH PEARSON ETEXT --
ACCESS CARD -- FOR MARKETING 13TH EDITION PDF,
EPUB, EBOOK**



Kotler, Philip, Armstrong, Gary | 0135873401 | 9780135873403

9780134236933: Marketing Management | BookScouter

College of Business + Information Technology Textbooks

**Current Textbooks for College of Business + Information Technology Classes -
Updated for Fall 2022**

ACC 2013 - Introduction to Financial Accounting - new edition

Financial Accounting for Undergraduates with Access Card (5th ed.), by Wallace. Cambridge Business Publishers, 2022. ISBN 978-1618534415

ACC 2023 - Introduction to Managerial Accounting

Managerial Accounting for Undergraduates (2nd ed.), by T. Christensen, L.S. Hobson and J. Wallace. Cambridge Business Publishers, 2019. ISBN 978-1618533098

ACC 3023 - Intermediate Accounting 1: Assets

Intermediate Accounting (17th ed.), by D. Kieso, J. Weygandt & T. Warfield. Wiley, 2016. Loose leaf ISBN 978- 1119503668

ACC 3033 - Intermediate Accounting 2: Equities

Intermediate Accounting (17th ed.), by D. Kieso, J. Weygandt & T. Warfield. Wiley, 2016. Loose leaf ISBN 978- 1119503668

ACC 3053 - Individual Income Tax - new edition

South-western Federal Taxation 2023: Individual Income Taxes (46th ed.), by J. Young, A. Nellen, W. Raade, M. Persellin, S. Lassar, A. Cuccia, and B. Cripe. Cengage, 2023. ISBN: 978-0357719824 (loose-leaf 978-0357719848)

ACC 4013 - Accounting Information Systems - new edition

Accounting Information Systems (15th ed.), by M. Romney, P. Steinbart, S. Summers & D. Wood. Pearson, 2020. ISBN 978-0135572832

ACC 4033 - Principles of Auditing - new edition

Principles of Auditing and Other Assurance Services (22nd ed.), by R. Whittington & K. Pany. McGraw Hill, 2022. ISBN 978-1260247954

ACC 4093 - Independent Study Accounting (Cost Accounting) - new class

Horngren's Cost Accounting: A Managerial Emphasis (17th ed.), by S. Datar & M. Rajan. Pearson, 2020. ISBN 978-0135628478

ACC 5003 - Fundamentals of Financial Accounting - new edition

Survey of Accounting (9th ed.), by C. S. Warren. South-Western/Cengage, 2017. ISBN 978-0357132593 (hardcopy), ISBN 978-0357999929 (ebook)

ACC 6003 - Managerial Accounting

Managerial Accounting (17th ed.), by R. Garrison, E. Noreen & P. Brewer. McGraw Hill, 2020. Loose leaf ISBN 978-1260709513

ECN 5011 - Managerial Economics - new edition

Economics (22nd ed.), by C. McConnell, S. Brue & S. Flynn. McGraw Hill, 2021. ISBN 978-1264112272 Loose leaf, 978-1264112272 Paperback

ECN 5021 - Fundamentals of Macro Economics - new edition

Economics (22nd ed.), by C. McConnell, S. Brue & S. Flynn. McGraw Hill, 2021. ISBN 978-1264112272 Loose leaf, 978-1264112272 Paperback

ECN 6023 - Global Business Economics

Global Business Today (12th ed.), by C. Hill. McGraw Hill, 2021. ISBN 978-1264067503 Hardcover; 978-1264209637 Loose leaf

FIN 3103 - Financial Management

Fundamentals of Financial Management (9th ed.), by E. Brigham & J. Houston. South-Western/Cengage, 2016. ISBN 978-1305635937

FIN 3113 - Investment Management

Investments: An Introduction (12th ed.), by H. Mayo. Cengage, 2016. ISBN 978-1305638419

FIN 3203 - Corporate Finance

Fundamentals of Corporate Finance (11th ed.), by Ross, Westerfield & Jordan. McGraw Hill, 2014. ISBN 978-0077861704

FIN 3303 - International Financial Management

International Financial Management (14th ed.), by J. Madura. Cengage, 2020. ISBN 978-0357130544. Students should check with the bookstore for the Access Code through Cengage Unlimited.

FIN 4013 - Financial Institutions and Markets - new textbook

Financial Markets and Institutions (13th ed.), by J. Madura. Cengage, 2020. ISBN 978- 0357130797

FIN 4023 - Risk Management

Options, Futures, and other Derivatives (8th or 9th ed.), by J. Hull. Pearson, 2014. ISBN 978-0133456318 (9th ed.)

HRM 3013 - Organizational Behavior

Organizational Behavior (12th ed.), by J.R. Schermerhorn. Wiley, 2011. ISBN 978-0470878200

HRM 3023 - Human Resource Management

Human Resource Management: An Applied Approach (3rd ed.), by J. Phillips. Chicago Business Press, 2021. ISBN 978-1948426237

HRM 3053 - Leadership

Course Pack Title: HRM 3053 Leadership: Effective Skills Development, XanEdu. Course Pack ID 362215

HRM 4013 - Labor Relations

Labor Relations (13th ed.), by A. Sloane & F. Witney. Prentice Hall, 2009. ISBN 978-0136077183

Case Study Book. Primis. Available only at LTU Bookstore. ISBN 978-0390918604

HRM 4023 - Organization Development and Change Management

Organization Development and Change (10th ed.), by T. Cummings & C. Worley. Cengage, 2014. ISBN 978-1133190455

INT 2103 - Information Technology Management

Essentials of Management Information Systems (14th ed.), by K. Laudon & J. Laudon. Prentice Hall, 2020. ISBN 978-0136500810

INT 2114 - Fundamental Programming for Business (new course name)

Starting Out with Python with My Programming Lab and access card (5th ed.), by T. Gaddis. Pearson, 2020. ISBN 978-0135929032

INT 2123 - Web Design

Web Development and Design Foundations with HTML5 (10th ed.), by T. Felke-Morris. Pearson, 2020. ISBN 978-0136681540

INT 2134 - Introduction to Business Programming JAVA

Programming in Java with zyLabs by R. Lysecky & A. Lizzarraga. zyBooks (A Wiley Brand). ISBN 978-1394125623

INT 2143 - Database Systems I

Database Systems: Design, Implementation, and Management (13th ed.), by C. Coronel & S. Morris. Cengage, 2018. ISBN 978-1337627900

INT 3033 - Web Programming

Required: Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5 (4th ed.), by R. Nixon. O'Reilly Media, 2014. ISBN 978-1491918661

Optional: PHP Programming with MySQL: The Web Technologies Series, (2nd ed.), by D. Gosselin, D. Kokoska & R. Easterbrooks. Cengage, 2010. ISBN 978-0538745840

INT 3203 - Computer Network I - new edition

Computer Networking, A Top-Down Approach (8th ed.), by J. Kurose & K. Ross. Pearson, 2021. ISBN 978-0136681557

INT 3603 - Human Computer Interaction

Required: Human-Computer Interaction: Fundamentals and Practice (1st ed.), by G.J. Kim. Auerbach Publications, 2015. ISBN 978-1482233896

Optional: Interaction Design: Beyond Human-Computer Interaction (5th ed.), by J. Preece, H. Sharp & Y. Rogers. Wiley, 2019. ISBN 978-1119547259

Optional: HCI and User-Experience Design: Fast-Forward to the Past, Present, and Future (Human-Computer Interaction Series), (1st ed.), by A. Marcus. Springer, 2015. ISBN 978-1447167433

INT 3703 - Enterprise Resource Planning

Modern ERP: Select, Implement, and Use Today's Advanced Business System (4th ed.), by M. Bradford. KDP (Amazon), 2020. ISBN 978-0578697987

Business Process Integration with SAP S/4HANA (Online Course Access Code), by S. Magal & J. Word. Epistemy Press, 2013. ISBN 978-0997209235

INT 3803 - Database Systems II

Murach's MySQL (3rd ed.), by J. Murach. Mike Murach & Associates, 2019. ISBN 978-1943872367

INT 4013 - Computer Networks II

Required: Routing and Switching Essentials v6 Companion Guide (1st ed.), by Cisco Networking Academy. Cisco Press/Pearson, 2016. ISBN 978-1587134289

Routing and Switching Essentials v6 Labs and Study Guide by Cisco Networking Academy and A. Johnson. Cisco Press/Pearson, 2016. ISBN 978-1587134265

Optional: Introduction to Networks v6 Companion Guide (1st ed.), by Cisco Networking Academy. Cisco Press, 2016. ISBN 978-1587133602

INT 4023 - Cybersecurity

Network Defense and Countermeasures: Principles and Practices (3rd ed.). By W. Easttom. Pearson, 2018. ISBN 978-0789759962

INT 4203 - Systems Analysis and Design - *new edition*

Systems Analysis and Design (12th ed.), by S. Tilley. Cengage, 2020. ISBN 978-0357117811

INT 4303 - IT Capstone

No textbook required.

INT 4313 - Mobile App Development

Murach's Android Programming (2nd ed.), by J. Murach. Mike Murach & Associates, 2015. ISBN 978-1890774936

INT 4323 - Computer Forensics

Guide to Computer Forensics and Investigations (6th ed.), by B. Nelson, A. Phillips & C. Steuart. Cengage/Course Technology, 2018. ISBN 978-1337568944

MindTap Live Virtual Labs (access card): Guide to Computer Forensics and Investigations. (Also see Cengage Unlimited)

INT 4403 - Ethical Hacking

No textbook needed.

INT 4413 - Business Intelligence and Analytics

Business Intelligence, Analytics, and Data Science: A Managerial Perspective (4th ed.), by R. Sharda, D. Delen & E. Turban. Pearson, 2017. ISBN 978-0134633282

INT 4423 - Data Science for Business

Data Science from Scratch: First Principles with Python (2nd ed.), by J. Grus. O'Reilly Media, 2019. ISBN 978-1492041139

INT 4613 - Directed Study (Cyber Law, Policy and Ethics)

Cybersecurity Law (2nd ed.), by J. Kosseff. Wiley, 2019. ISBN 978-1119517207

INT 5024 - Business Application Programming

Intro to JAVA Programming (11th ed.), by Y.D. Liang. Pearson, 2017. ISBN 978-0134611037

INT 6043 - Management Info Systems - *new edition*

Management Information Systems (17th ed.), by K. Laudon & J. Laudon. Pearson, 2021. ISBN 978-0136971276

INT 6103 - Python for Data Analysis and Visualization

No textbook required.

INT 6113 - Database Modeling and Administration

Required: Modern Database Management (13th ed.), by J. Hoffer, R. Venkataraman, & H. Topi. Prentice Hall, 2018. ISBN 978-0134773650

Optional: Murach's SQL Server 2019 for Developers (20th ed.), by J. Murach and B. Syverson. Mike Murach & Associates, 2020 ISBN: 978-1943872572

INT 6123 - Systems Analysis and Design

Systems Analysis and Design in a Changing World (7th ed.), by J. Satzinger. Cengage, 2016. ISBN Hardcover 978-1305117204, eText 978-1305465268

INT 6143 - Advanced Computer Networking

Business Data Communications & Networking (14th ed.), by J. FitzGerald, A. Dennis & A. Durcikova. Wiley, 2020. ISBN 978-1119702849

INT 6253 - Managing Outsourced Projects

International Project Management: Leadership in Complex Environments (1st ed.), by T. Grisham. Wiley, 2009. ISBN 978-0470578827

INT 7213 - Business Analytics and Intelligence

The Data Warehouse Lifecycle Toolkit (2nd ed.), by R. Kimball, M. Ross, W. Thornthwaite, J. Mundy & B. Becker. Wiley, 2008. ISBN 978-0470149775

INT 7223 - Cybersecurity

Computer Security: Principles and Practice (4th ed.), by W. Stallings and L. Brown. Pearson, 2018. ISBN 978-0134794105

INT 7233 - Cyber Law, Policy and Ethics - *new course*

Cybersecurity Law (2nd ed.), by J. Kosseff. Wiley, 2019. ISBN 978-1119517207

INT 7243 - Disaster Recovery and Business Continuity - *new textbook (updated 5.3.22)*

Principles of Incident Response and Disaster Recovery (3rd ed.), by M. Whitman & H. Mattord. Cengage, 2022. ISBN 978-0357508329

hardcover or 978-0357508336 loose leaf

INT 7253 - Visual Analytics

Learning Tableau 2019 (3rd ed.), by J. Milligan. Packt Publishing, 2019. ISBN 978-1788839525

INT 7263 - Vulnerability Assessment and Penetration Testing

The Pentester BluePrint: Starting a Career as an Ethical Hacker (1st ed.), by P. Wylie. Wiley, 2021. ISBN 9781119684305

INT 7463 - Virtual Work Environments

Virtual Team Success: A Practical Guide for Working and Leading from a Distance (1st ed.), by D. DeRosa and R. Lepsinger. Wiley, 2010. ISBN 978-0470532966

INT 7513 - Information Retrieval and Data Mining

Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner (3rd ed.), by G. Shmueli, N. Patel, & P. Bruce. Wiley, 2016. ISBN 978-1118729274

INT 7563 - Agile Project Management

The Project Manager's Guide to Mastering Agile: Principles and Practices for an Adaptive Approach (1st ed.), by C. Cobb. Wiley, 2015. ISBN 978-1118991046

The Agile Guide to Business Analysis and Planning: From Strategic Plan to Continuous Value Delivery (1st ed.), by H. Podeswa. Pearson, 2021. ISBN 978-0134191126

Agile Project Management with Kanban Approach (1st ed.), by E. Brechner. Microsoft Press, 2015. ISBN 978-0735698956

Optional: Agile Practice Guide, by Project Management Institute, 2017. ISBN 978-1628251999

INT 7593 - IT Capstone

Managing Information Technology (7th ed.), by C. Brown, et al. Prentice Hall, 2011. ISBN 978-0132146326

INT 7623 - Data Science for Business

Data Science from Scratch: First Principles with Python (2nd ed.), by J. Grus. O'Reilly Media, 2019. ISBN 978-1492041139

MBA 5013 - Business Applications of Statistical Analysis

Statistical Techniques in Business and Economics (18th ed.), by D. Lind, W. Marchal, & S. Wathen. McGraw Hill, 2020. Hard cover ISBN 978-1260239478; Loose leaf ISBN 978-1260788730

MBA 5031 - Fundamentals of Marketing

Optional: Principles of Marketing (17th or 18th ed.), by P. Kotler & G. Armstrong. Pearson, 2017. ISBN 978-0134492513 (17th) or 978-0135766590 (18th)

MBA 5041 - Fundamentals of Management - new edition

Management (13th ed.), by R. Griffin. Cengage, 2021. ISBN 978-0357517123

MBA 5051 - Fundamentals of Finance - new edition

Fundamentals of Corporate Finance (13th ed.), by S. Ross, R. Westerfield & B. Jordan. McGraw Hill, 2021. ISBN 978-1260772395

MBA 5061 - Legal Environment of Business

The Legal Environment of Business: Text and Cases - Ethical, Regulatory, Global and Corporate Issues (10th ed.), by F. Cross & R. Miller. Cengage, 2017. ISBN 978-1305967304 (hardcover), 978-1337093903 (loose-leaf)

MBA 6003 - Financial Management

Fundamentals of Financial Management (16th ed.), by E. Brigham & J. Houston. Cengage, 2022. ISBN 978-0357517574

MBA 6013 - Human Resource Management

Human Resource Management (16th ed.), by G. Dessler. Pearson, 2020. ISBN 978-0135172780

MBA 6033 - Corporate Finance

Corporate Finance (5th ed.), by J. Berk & P. DeMarzo. Pearson, 2020. ISBN 978-0135183809

MBA 6043 - Reflective Leadership - title change

Leadership: Enhancing the Lessons of Experience (10th ed.), by R. Hughes, R. Ginnett, & G. Curphy. McGraw Hill, 2022. ISBN 978-1260682977; Loose leaf 978-1264071449

MBA 6053 - Strategic Marketing Management

No textbook required. StratSim^{Marketing} Simulation, ISBN 978-1885837615

MBA 6063 - Operations and Supply Chain Management

Operations and Supply Chain Management (16th ed.), by F. Jacobs & R. Chase. McGraw Hill, 2020. ISBN 978-1260238907

MBA 6073 - Global Strategic Management

Crafting & Executing Strategy: Concepts and Cases (23rd ed.), by A. Thompson, M. Peteraf, J. Gamble & A. Strickland. McGraw Hill, 2022. ISBN 978-1260735178 hardcover, 978-1264250134 loose leaf

MBA 6103 - Statistics for Data Analytics and Visualization – *new course*

Statistics With R: Solving Problems Using Real-World Data by J. Harris. Sage, 2020. ISBN 978-1506388151

MBA 7003 - Investment Management

Investments: An Introduction (12th ed.), by H. Mayo. Cengage, 2016. ISBN 978-1305638419

MBA 7013 - Financial Markets and Institutions

Financial Markets and Institutions (13th ed.), by J. Madura. Cengage, 2020. ISBN 978- 0357130797

MBA 7023 - International Finance

International Financial Management (14th ed.), by J. Madura. Cengage, 2020. ISBN 978-0357130544. Students should check with the bookstore for the Access Code through Cengage Unlimited.

MBA 7033 - Organization Development and Change

Practicing Organization Development (4th ed.), by Rothwell, Stavros, et al. Wiley, 2015. ISBN 978-1118947708

MBA 7043 - Management and Organization Behavior

Organizational Behavior: Key Concepts, Skills & Best Practices (5th ed.), by A. Kinicki & M. Fugate. McGraw Hill, 2011. ISBN 978-0078137204

MBA 7053 - Managing a Global Workforce

Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management (3rd ed.), by C. Vance & Y. Paik. Routledge, 2014. ISBN 978-0765638656

Transnational Leadership Development: Preparing the Next Generation for the Borderless Business World, by B. Fisher-Yoshida & K. Geller. XanEdu Course Pack is available at the LTU Bookstore.

MBA 7063 - Project Management – *new edition*

Project Management: A Managerial Approach (11th ed.), by J. Meredith, S. Mantel & S. Shafer. Wiley, 2021. ISBN 978-1119803836 paperback, 978-1119803812 ebook

MBA 7073 - Digital Marketing

Social Media Marketing: A Strategic Approach (2nd ed.), by M. Barker, D. Barker, N. Bormann & D. Zahay. Cengage, 2016. ISBN 978-1305502758

MBA 7083 - Marketing Research & Consumer Behavior

No textbook required.

MBA 7093 - Logistics, Global Operations, & Supply Chain Management

Supply Chain Management (5th ed.), by S. Chopra & P. Meindl. Prentice Hall, 2012. ISBN 978-0132743952

MBA 7103 - Entrepreneurship and New Venture Management

No textbook required.

MBA 7113 - Business Sustainability

Sustainable Enterprise Fieldbook (1st ed.), by J. Wirtenberg, D. Lipsky, & W. Russell. AMACOM, 2008. ISBN 978-0814412787

Sustainable Value: How the World's Leading Companies Are Doing Well by Doing Good, by C. Laszlo. Stanford Business Books, 2008. ISBN 978-0804759632

MBA 7163 - Corporate Finance

Corporate Finance (3rd ed.), by J. Berk & P. DeMarzo. Prentice Hall, 2013. ISBN 978-0132992473

MBA 7173 - Project Risk and Quality Management

Project Risk Management: A Practical Implementation Approach, by M. Bissonette. Project Management Institute, 2016. ISBN 978-1628251159

Quality Management for Organizational Excellence: Introduction to Total Quality (9th ed.), by D. Goetsch & S. Davis. Pearson, 2021. ISBN 978-0135577325

MGT 2113 - Introduction to Business Law

Professor Yeaster: The Legal Environment of Business (13th ed.), by R. Meiners, A. Ringleb & F. Edwards. Cengage, 2011. ISBN 978-1337095495

Professor Jolly: Business Law and the Legal Environment Version 2.0, by D. Mayer, D. Warner, G. Siedel & J.K. Lieberman. FlatWorld, 2017.

ISBN 978-1453383902

MGT 2203 - Principles of Management

All Classes: Supervision: Concepts and Practices of Management (13th ed.), by E. Leonard & K. Trusty. South-Western/Cengage, 2015. ISBN 978-1285866376 Hardcover; 978-1305884878 Loose leaf– no access card needed.

Dr. Stavros classes only (new edition): Conversations Worth Having: Using Appreciative Inquiry to Fuel Productive and Meaningful Engagement (2nd ed.), by J. Stavros & C. Torres. Berrett-Kohler, 2022. ISBN 978-1523000104

MGT 3013 - Entrepreneurship

Blue Ocean Strategy, Expanded Edition, by W.C. Kim & R. Mauborgne. Harvard Business Review Press, 2015. ISBN 978-1625274496

The Startup Owner's Manual (1st ed.), by S. Blank & B. Dorf. K & S Ranch, 2012. ISBN 978-0984999309

MGT 3033 - International Trade – new edition

International Economics (18th ed.), by R. Carbaugh. Cengage, 2021. ISBN 978-0357518915

MGT 3043 - Business Ethics

To Be Announced

MGT 3103 - Project Management – new edition

Contemporary Project Management (5th ed.), by T. Kloppenborg. Cengage, 2022. ISBN 978-0357715734

MGT 3113 - Operations Management

Operations and Supply Chain Management (10th ed.), by R. Russell & B. Taylor. Wiley, 2019. ISBN for Loose Leaf and eBook 978-1119577652

MGT 4023 - Simulation and Management Science – new edition

An Introduction to Management Science: Quantitative Approaches to Decision Making (16th ed.), by D. Anderson, D. Sweeney, T. Williams, J. Camm, J. Cochran & M. Fry. Cengage/South-Western, 2022. ISBN 978-0357715468

MGT 4113 - Applied Decision Analysis

Making Better Decisions: Decision Theory in Practice (1st ed.), by I. Gilboa. Wiley, 2010. ISBN 978-1444336528

Rational Choice, by I. Gilboa. The MIT Press, 2012. ISBN 978-0262518055

Optional: Game Theory 101: The Complete Textbook, by W. Spaniel. CreateSpace Independent Publishing Platform, 2011. ISBN 978-1492728153

MGT 4213 - Strategic Management and Business Policy

No textbook required.

MKT 2013 - Principles of Marketing

M: Marketing (7th ed.), by D. Grewal & M. Levy. McGraw Hill. Access Card and ebook: ISBN 978-1260478860. (Hard copy optional: ISBN 978-1260260359)

MKT 2123 - Entrepreneurship

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (1st ed.), by E. Ries. Currency, 2011. ISBN 978-0307887894

MKT 3213 - Marketing Research

No textbook required.

MKT 4013 - Consumer Behavior

Consumer Behavior; Building Marketing Strategy (14th ed.), by D. Mothersbaugh, D. Hawkins & S. Bardi Kleiser. McGraw Hill, 2020. ISBN 978-1260100044

MKT 4023 - Digital Marketing

Digital Marketing Essentials and Mimic Pro Bundle by J. Larson & S. Draper. Stukent, 2017. ISBN 978-0999630204

MKT 4033 - Entrepreneurship

No textbook required.

MKT 4043 - Professional Selling

Selling Today: Partnering to Create Value, 2019 Mylab Marketing with Pearson eText Access Card (14th ed.), by G. Manning, M. Ahearne & B. Reece. ISBN 978-0135871645

MKT 4053 - Consumer Analytics

Customer Relationship Management: Concept, Strategy, and Tools (3rd ed.) by V. Kumar & W. Reinartz. Springer, 2018. ISBN: 978-

3662553800

MKT 4093 - Independent Study in Marketing (Sales)

Selling Today: Partnering to Create Value (14th ed.) by G. Manning, M. Ahearne, B. Reece. Pearson, 2017. Access Card and ebook: ISBN 978-0135871645. Hard copy optional: ISBN 978-0134477404

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ACCT-2101-02F

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ISBN: 978-0-9962839-0-8"

ACCT-4390-02F

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BUSA-2010-02F

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Office 365 & Excel 2019 Comp

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ISBN: 978-0-357025765

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Author: Proctor U

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Author: Donnelly
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Author: Alan M. Marks
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Author: Milkovich George and Gerhart Barry

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About Michael Solomon

About our author

Michael R. Solomon, PhD, is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Before moving to Auburn in 1995, he was chair of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon began his academic career in the Graduate School of Business Administration at New York University, where he also served as Associate Director of NYU's Institute of Retail Management. He earned his BA degrees in psychology and sociology magna cum laude at Brandeis University and a PhD in social psychology at the University of North Carolina at Chapel Hill. In 1996 he was awarded the Fulbright/FLAD Chair in Market Globalization by the US Fulbright Commission and the Government of Portugal, and he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon. He held an appointment as Professor of Consumer Behaviour at The University of Manchester (UK) from 2007 to 2013.

Professor Solomon's primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures on these subjects in Europe, Australia, Asia and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, the US Department of Agriculture, the International Council of Shopping Centers, and the US Department of Commerce. He currently sits on the editorial or advisory boards of The Journal of Consumer Behaviour, Journal of Marketing Theory and Practice, Critical Studies in Fashion and Beauty, and Journal for Advancement of Marketing Education, and he served an elected six-year term on the Board of Governors of the Academy of Marketing Science. He was selected as a Fellow of the Society for Marketing Advances in 2018. Professor Solomon has been recognized as one of the 15 most widely cited scholars in the academic behavioral sciences/fashion literature, and as one of the 10 most productive scholars in the field of advertising and marketing communications.

Professor Solomon is a frequent contributor to mass media. He is a regular contributor to Forbes.com, where his columns focus on issues related to consumer behavior. His feature articles have appeared in such magazines as Psychology Today, Gentleman's Quarterly, and Savvy. He has been quoted in numerous national magazines and newspapers, including Allure, Elle, Glamour, Mademoiselle, Mirabella, Newsweek, The New York Times, Self, USA Today, and The Wall Street Journal. He frequently appears on television and speaks on radio to comment on consumer behavior issues, including appearances on The Today Show, Good Morning America, Inside Edition, Newsweek on the Air, the Entrepreneur Sales and Marketing Show, CNBC, Channel One, the Wall Street Journal Radio Network, the WOR Radio Network, and National Public Radio. He acts as a consultant to numerous companies on consumer behavior and marketing strategy issues and often speaks to business groups throughout the US and overseas. In addition to this text, Professor Solomon is co-author of the widely used textbook Marketing: Real People, Real Choices. He has 3 children, Amanda, Zachary, and Alexandra; a son-in-law, Orly; and 3 granddaughters, Rose, Evey, and Arya. He lives in Philadelphia with his wife Gail.

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About Michael Solomon

About our author

Michael R. Solomon, PhD, is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Before moving to Auburn in 1995, he was chair of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon began his academic career in the Graduate School of Business Administration at New York University, where he also served as Associate Director of NYU's Institute of Retail Management. He earned his BA degrees in psychology and sociology magna cum laude at Brandeis University and a PhD in social psychology at the University of North Carolina at Chapel Hill. In 1996 he was awarded the Fulbright/FLAD Chair in Market Globalization by the US Fulbright Commission and the Government of Portugal, and he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon. He held an appointment as Professor of Consumer Behaviour at The University of Manchester (UK) from 2007 to 2013.

Professor Solomon's primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online

research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures on these subjects in Europe, Australia, Asia and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, the US Department of Agriculture, the International Council of Shopping Centers, and the US Department of Commerce. He currently sits on the editorial or advisory boards of The Journal of Consumer Behaviour, Journal of Marketing Theory and Practice, Critical Studies in Fashion and Beauty, and Journal of Advancement of Marketing Education, and he served an elected six-year term on the Board of Governors of the Academy of Marketing Science. He was selected as a Fellow of the Society for Marketing Advances in 2018. Professor Solomon has been recognized as one of the 15 most widely cited scholars in the academic behavioral sciences/fashion literature, and as one of the 10 most productive scholars in the field of advertising and marketing communications.

Professor Solomon is a frequent contributor to mass media. He is a regular contributor to Forbes.com, where his columns focus on issues related to consumer behavior. His feature articles have appeared in such magazines as Psychology Today, Gentleman's Quarterly, and Savvy. He has been quoted in numerous national magazines and newspapers, including Allure, Elle, Glamour, Mademoiselle, Mirabella, Newsweek, The New York Times, Self, USA Today, and The Wall Street Journal. He frequently appears on television and speaks on radio to comment on consumer behavior issues, including appearances on The Today Show, Good Morning America, Inside Edition, Newsweek on the Air, the Entrepreneur Sales and Marketing Show, CNBC, Channel One, the Wall Street Journal Radio Network, the WOR Radio Network, and National Public Radio. He acts as a consultant to numerous companies on consumer behavior and marketing strategy issues and often speaks to business groups throughout the US and overseas. In addition to this text, Professor Solomon is co-author of the widely used textbook Marketing: Real People, Real Choices. He has 3 children, Amanda, Zachary, and Alexandra; a son-in-law, Orly; and 3 granddaughters, Rose, Evey, and Arya. He lives in Philadelphia with his wife Gail.

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