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in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. He is also Professor of Consumer Behaviour at the Manchester Business School, The University of Manchester.

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Michael R. Solomon, Ph.D., is 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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