

## Michael R. Solomon

Marketing Expert and Best-Selling Author of *Consumer Behavior: Buying, Having and Being*

Michael “wrote the book” on understanding consumers. Literally. Hundreds of thousands of business students have learned about Marketing from his books, including *Consumer Behavior: Buying, Having, and Being* -- the most widely used book on the subject in the world.

Michael often is asked to provide briefings to global executive teams who want significant increases in their bottom line and who understand that’s accomplished by a deeper connection with their customers.

Michael’s mantra is: We don’t buy products because of what they do. We buy them because of what they mean. He advises global clients in leading industries to make them more consumer-centric. He is frequently quoted in major media outlets such as *The New York Times*, *USA Today*, *Adweek* and *Time*, and he is a regular Contributor at *Forbes.com* where he writes about current trends in consumer behavior.

As a Professor of Marketing (at Saint Joseph’s University in Philadelphia) and an industry consultant, Michael combines cutting-edge academic theory with actionable real-world strategies. He helps managers get inside the heads of their customers so they can anticipate and satisfy their deepest and most pressing needs. An executive at Subaru said it best: “The man is a scholar who is current and street-wise.”