
MICHAEL SOLOMON

Author of Consumer Behaviour: Buying, Having, and Being

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Michael Solomon's books, including Consumer Behaviour: Buying, Having, and Being, are some of the most widely used books on the subject of marketing and understanding consumers in the world.

Solomon advises global clients on marketing strategies to make them more consumer-centric. He regularly appears on television shows including The Today Show, Good Morning America and CNN to comment on consumer issues, and he is frequently quoted in major media outlets such as The New York Times, USA Today, Adweek and Time.

Topics

- Business
- Communications
- CRM
- Customer Service
- Marketing

As a Professor of Marketing at the Haub School of Business at Saint Joseph's University in Philadelphia, Solomon 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 – today and tomorrow. An executive at Subaru said it best: "The man is a scholar who is current and street-wise."

Solomon aims to help clients reach – and engage – fickle customers. He speaks about how to harness the power of collaborative consumption, inspiring companies to turn customers from pawns into partners as you develop new products and communications strategies. Solomon also shares his insights about current issues and challenges in consumer behaviour.

Solomon is passionate about the extraordinary world of the ordinary consumer, showing how everyday behaviours are much more meaningful than we think – and an essential pathway to grabbing the attention and loyalty of your customers.

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