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Solomon's Professor of Marketing and Director of the Center for Consumer Research at the Pike School of Business in Saint Joseph' University of Philadelphia. He is also professor of consumer behaviour at manchester business school in the UK. Michaelâ e< 11/2 s primary research and advisory interests include consumer behavior, branding and marketing applications in virtual worlds. He has written several textbooks and business books; the text of its consumer behaviour is the most widely used in the world. Michael often talks to business groups about new trends in consumer behaviour and marketing strategy. Mary Anne Poatsy is a senior faculty member at Montgomery County Community College, teaching a variety of business, management and computer applications and concepts courses in face-to-face and online environments. He holds a BA in psychology and education at Mount Holyoke College and an MBA in finance at Northwestern University at a variety of basic and secondary institutions, including Gwynedd Mercy College, Montgomery County Community College, Muhlenberg College and Bucks County Community College, as well as training in a professional environment and presenting at several conferences. Before teaching, he was vice president of Shearson Lehman Hutton in the investment banking department of municipal bonds. Kendall Martin has taught since 1988 at many institutions, including Villanova University, DeSales University, Arcadia University, Ursinus College, County Community College, both at the undergraduate and graduate level. Kendallâ et a ducation includes BS electrical engineering from the University of Rochester and MS and a PhD in engineering from the University of Pennsylvania. He has experience in research and development environments (AT& T Bell Laboratories), as well as experience in a number of technology companies. As a full associate professor at Montgomery County Community College, he presents nationally entrepreneurship, student engagement and technology issues in the classroom. Get Better Business, 5/e now O'Reilly online learning. O'Reilly members experience live online training, plus books, videos and digital content from 200+ publishers. The conversational, question and answer approach of modern business Better Business introduces the business content readers need -- in a better way. By presenting material in a stimulating, conversational, guestion and answer format, the text encourages readers to engage more fully with the material. Throughout the text, the unique characteristics illustrate the positive and negative results of the companies concerned, while mini-chapters focus on the main themes of business. 5. 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