



A Talent Agency

Why Stress? Hire the Best!

Michael R. Solomon's Profile

Travels from Philadelphia, PA, USA



We buy what we are and we are what we buy.

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’s mantra: *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 such as apparel and footwear (Calvin Klein, Levi Strauss, Under Armour, Timberland), financial services and e-commerce (eBay, Progressive), CPG (Procter & Gamble, Campbell’s), retailing (H&M), sports (Philadelphia Eagles), manufacturing (DuPont, PP&G) and transportation (BMW, United Airlines) 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*.

As a Professor of Marketing (in the Haub School of Business 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 – today and tomorrow. An executive at Subaru said it best: “The man is a scholar who is current and street-wise.”

Michael is passionate about the extraordinary world of the ordinary consumer. He brings humor and arresting visuals to his keynotes to show how everyday behaviors are much more meaningful than you thought – and an essential pathway to grabbing the attention and loyalty of your customers. The marketing guru Philip Kotler summed it up when he stated, “Solomon has the mind of a scientist and the writing flair of a journalist.”

For Further Information or to Book
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Specialties: Marketing Strategies; Business Trends; Branding; Fashion and Design

Target Audience: Corporations; Trade Associations

Topics Include:

Earthshaking Trends:

What You Need To Know NOW About Keeping your Top Consumers

For years, marketers put customers into tidy little boxes, such as age, income or gender groups. Consumers don’t like boxes! Fundamental categories that form the bedrock of marketing strategy and customer insights simply no longer exist. You need to understand the new landscape of consumer behavior before the earth shifts on its axis again.

The top earthshaking trends that will dramatically change how you think about your customers:

- How consumers plug into a “hive mind” that tells them what to buy
- Why “offline” versus “online” marketing strategies are useless
- How our bodies are product delivery platforms
- Why yesterday’s customer is today’s subcontractor
- How we play at work and work at play
- Why your customers want to rent what you sell rather than own it

Please call for fees

Testimonial:

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**Joe Barstys, Manager, Customer Satisfaction,
Subaru of America**

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