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Cutting-edge content-Michael Solomon is the only author that personally contacts hundreds of colleagues while writing a new edition, so that when the book publishes it reflects the very latest research and material that is just hitting the presses and academic journal. Cutting-edge material includes: SMS addiction, the increasing importance of design and aesthetics, multitasking, terror management theory, vigilante marketing, metrosexuals, the obesity epidemic, contextual marketing, neuromarketing, electronic recommendation agents, the rise of Chinese brands, pop-up stores, Freecycling, divestment rituals, determined detractors, prediction markets, virtual pets, mass class, and branded entertainment.