

Refereed Journal Articles

Natalie Wood, Michael R. Solomon, and Basil G. Englis, "Personalization of the Web Interface: The Impact of Web Avatars on Users' Responses to E-Commerce Sites," *Journal of Website Promotion*, Volume 2 (1&2), 2007.

Langenderfer, Jeff, Basil G. Englis, and Michael R. Solomon (2006), "The Use of Visual Images in Online Marketing Research: Trademark and Copyright Implications," *Review of Business Research*, VI (1), 22-33.

Caroline Munõz, Natalie Wood, and Michael R. Solomon (2006), "Real or Blarney?: A Cross-Cultural Investigation of the Perceived Authenticity of Irish Pubs," *Journal of Consumer Behaviour*, 5 (May/June): 222-234.

Paula D. Harveston, Basil G. Englis, Michael R. Solomon, and Marla Goldsmith (2005), "Knowledge Management as Competitive Advantage: Lessons from the Textile and Apparel Value Chain," *Journal of Knowledge Management*, vol. 9, no. 2, 91-102.

Michael R. Solomon, "Transfer of Power: The Hunter Gets Captured by the Game," *Marketing Research*, Spring 2005: 26-31 (invited feature article, peer reviewed).

Natalie Wood, Michael R. Solomon, and Basil G. Englis (2005), "Personalisation of Online Avatars: Is the Messenger as Important as the Message,?" *International Journal of Internet Marketing and Advertising*, vol. 2, no. 2, Spring, 143-161.

Michael R. Solomon (2004), "Guru's View: For Services, the Play's (Still) the Thing," *Managing Service Quality*, 14 (1), 2004: 6-10. Invited article (peer reviewed).

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Solomon, Michael R., Mary Anne Poatsy, Alan Evans and Kendall Martin, *Better Business*, Upper Saddle River, NJ: Prentice Hall (in progress, expected publication 2008).

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Solomon, Michael R., Elnora W. Stuart, J. Brock Smith and Ajay K. Sirsi (2005), *Marketing: Real People, Real Decisions*, Toronto: Prentice Hall, 2nd ed.

Book Chapters

Fournier, Susan G., Michael R. Solomon, and Basil G. Englis, "Brand Resonance," in ed. Bernd Schmitt, *Handbook on Brand and Experience Management*, Elgar Publishing, 2008, in press.

Englis, Basil G., Michael R. Solomon, and Paula Danskin (2005). "Web-Based, Visually Oriented Consumer Research Tools," in eds. Curt Haugtvedt, Karen Machleit, and Richard Yalch, *Online Consumer Psychology: Understanding How to Interact with Consumers in the Virtual World*, Hillsdale, NJ: Lawrence Erlbaum: 511-527.

Solomon, Michael R. (2005), "Consumer Psychology," in ed. Charles Spielberger, *Encyclopedia of Applied Psychology*, Elsevier Ltd.

Solomon, Michael R., Gokcen Coskuner and Caroline Lego Muñoz (2005), "You are What You Wear: Fashion as Social Process," in ed. Tulio Gregory, *Fashion Encyclopaedia*, Rome: Istituto della Enciclopedia Italiana.