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wide and deep. The book is very well written and each chapter focuses on a different topic, in a way that makes the reading interesting and fluent.

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The Evolutionary Bases of Consumption: Saad,

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Gad Saad (/ ' g æ d ' s æ d /; Arabic: دعس داچ ; Hebrew: גאד סאד ; born October 13, 1964) is a Canadian evolutionary psychologist at the John Molson School of Business (Concordia University, Montreal, Quebec, Canada) who applies evolutionary psychology to marketing and consumer behaviour. As of 2020, he holds the Concordia

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