



Ninth Edition

# Marketing

## Real People, Real Choices

Michael R. Solomon | Greg W. Marshall | Elnora W. Stuart



# Marketing Real People And Real Choices

**Michael R. Solomon**



## **Marketing Real People And Real Choices:**

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helps students actively learn and retain chapter content so they know what's happening in the world of marketing today This edition features a large number of new cases from prominent marketing academics and professionals from around Europe

*Marketing*, 2015-07-01      Marketing Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, J. Brock Smith, Sylvain Charlebois, Bhupesh Shah, 2012-06-21 Real People Real Choices Marketing Real People Real Choices is the only text on the market that walks students through the decision making process real marketers face on a daily basis Your students will learn how to think like a marketer This reader friendly text conveys timely and relevant material in a dynamic presentation highlighting how marketing concepts are implemented and what they mean in the marketplace The real world focus of this learning package helps students develop the skills necessary to meet these challenges by immersing them in authentic decision making experiences MyMarketingLab is not included with the purchase of this product      *Marketing* Michael R. Solomon, Elnora W. Stuart, 2000-02-24      *Student Value Edition for Marketing* Michael Solomon, 2008-07-28      **Marketing Pearson Etext Access Card** Michael Solomon, Elnora Stuart, Greg Marshall, 2019-05-15 Companies don't make decisions People do Marketing Real People Real Choices is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies every day Timely and relevant this reader friendly text shows students how marketing concepts are implemented and the impacts they can have on a company Featuring new information examples and assessment the 10th Edition continues its focus on the core issues every marketer needs to know including value analytics and metrics and ethical and sustainable marketing It also emphasizes the importance of branding oneself and shows students how the concepts they learn in class apply directly to their own personal marketing plan With this text students take an active approach to understanding marketing through decision making and are well equipped to tackle what's happening in the world of marketing today For undergraduate principles of marketing courses Pearson eText is a simple to use mobile optimized personalized reading experience that can be adopted on its own as the main course material It lets students highlight take notes and review key vocabulary all in one place even when offline Seamlessly integrated videos and other rich media engage students and give them access to the help they need when they need it Educators can easily customize the table of contents schedule readings and share their own notes with students so they see the connection between their eText and what they learn in class motivating them to keep reading and keep learning And reading analytics offer insight into how students use the eText helping educators tailor their instruction NOTE This ISBN is for the Pearson eText access card For students purchasing this product from an online retailer Pearson eText is a fully digital delivery of Pearson content and should only be purchased when required by your instructor In addition to your purchase you will need a course invite link provided by your instructor to register for and use Pearson eText      **Marketing** Michael R. Solomon, Greg W. Marshall, Elnora Stuart, 2015-01-08 ALERT Before you purchase check with your instructor or review your course syllabus to ensure that you select the correct ISBN Several versions of Pearson's MyLab check with the seller before completing your

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