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Real people making real choices. 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 everyday. Timely, relevant, and dynamic, this reader-friendly text shows readers how marketing concepts are implemented, and what they really mean in the marketplace.

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Marketing: **Real People, Real Choices, Student Value—**

For undergraduate Principles of Marketing courses. This package includes MyMarketingLab™. Real People, Real Choices. 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 everyday.. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts ...

Pearson — Marketing: **Real People, Real Choices Plus—**

Real People, Real Choices theme—Every chapter opens by introducing students to a real marketer. Sixteen Real People (featured marketers) are new to this edition, ranging from CEO's (hotjobs.com - Ch. 1) to brand managers (Nissan - Ch. 10). Teaches students about a situation the marketer faced and the options he or she considered.

Pearson — Marketing: **Real People, Real Choices (with FREE—**

Each chapter opens with a Real People Real Choices feature. These features introduce a real person who is faced with a range of options relating to how best to market their goods or services. Students are encouraged to choose one of the options provided and to develop their reasoning for this option. Ripped from the headlines! This feature highlights a current example of a marketing activity that originates with material generated by customers rather than company employees.

Marketing: **Real People Real Choices—3rd Edition—Pearson**

Marketing: Real People, Real Choices brings you and your students into the world of marketing through the use of real companies and the real-life marketing issues that they have faced in recent times. The authors explain core concepts and theories in Marketing, while allowing the reader to search for the information and then apply it to their own experiences as a consumer, so that they can develop a deeper understanding of how marketing is used every day of the week, in every country of the ...

Marketing: **Real People Real Choices—pearson.com.au**

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Marketing: **Real People Real Choices MyLab —Pearson**

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Pearson — Marketing: **Real People, Real Choices, Pearson—**

DESCRIPTION For undergraduate Principles of Marketing courses. Real people making real choices 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.

John Smith's — Marketing: **Real People, Real Choices—**

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9780133973136- Marketing: Real People, Real Choices—

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For undergraduate Principles of Marketing courses. Real people making real choices 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 everyday. Timely, relevant, and dynamic, this reader-friendly text shows readers how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. And with new examples and assessments, the text helps readers actively learn and retain chapter content, so they know what's happening in the world of marketing today. Also available with MyLab Marketing MyLab(tm) Marketing is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 013463960X / 9780134639604 Marketing: Real People, Real Choices Plus MyLab Marketing with Pearson eText -- Access Card Package Package consists of: 0134292669 / 9780134292663 Marketing: Real People, Real Choices 0134293185 / 9780134293189 MyLab Marketing with Pearson eText -- Access Card -- for Marketing: Real People, Real Choices

Marketing: Real People, Real Choices brings you and your students into the world of marketing through the use of real companies and the real-life marketing issues that they have faced in recent times. The authors explain core concepts and theories in Marketing, while allowing the reader to search for the information and then apply it to their own experiences as a consumer, so that they can develop a deeper understanding of how marketing is used every day of the week, in every country of the world. The new third edition is enhanced by a strong focus on Value Creation and deeper coverage of modern marketing communications practices.

For undergraduate Principles of Marketing courses. Real people making real choices 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 everyday. Timely, relevant, and dynamic, this reader-friendly text shows readers how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. And with new examples and assessments, the text helps readers actively learn and retain chapter content, so they know what's happening in the world of marketing today. Also available with MyLab Marketing MyLab(tm) Marketing is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 013463960X / 9780134639604 Marketing: Real People, Real Choices Plus MyLab Marketing with Pearson eText -- Access Card Package Package consists of: 0134292669 / 9780134292663 Marketing: Real People, Real Choices 0134293185 / 9780134293189 MyLab Marketing with Pearson eText -- Access Card -- for Marketing: Real People, Real Choices

*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 11th 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"-.

For undergraduate Principles of Marketing courses. Real people making real choices 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, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. And with new examples and assessments, the text helps students actively learn and retain chapter content, so they know what's happening in the world of marketing today. MyLab™ Marketing not included. Students, if MyLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab should only be purchased when required by an instructor. Instructors, contact your Pearson rep for more information. MyLab Marketing is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

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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. Note: If you are purchasing an electronic version, MyMarketingLab does not come automatically packaged with it. To purchase MyMarketingLab, please visit MyMarketingLab or you can purchase a package of the physical text and MyMarketingLab by searching for ISBN 10: 0132913178 / ISBN 13: 9780132913171.

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.

Who is Jenna Fox? Seventeen-year-old Jenna has been told that is her name. She has just awoken from a coma, they tell her, and she is still recovering from a terrible accident in which she was involved a year ago. But what happened before that? Jenna doesn't remember her life. Or does she? And are the memories really hers? This fascinating novel represents a stunning new direction for acclaimed author Mary Pearson. Set in a near future America, it takes readers on an unforgettable journey through questions of bio-medical ethics and the nature of humanity. Mary Pearson's vividly drawn characters and masterful writing soar to a new level of sophistication. The Adoration of Jenna Fox is a 2009 Bank Street - Best Children's Book of the Year.

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