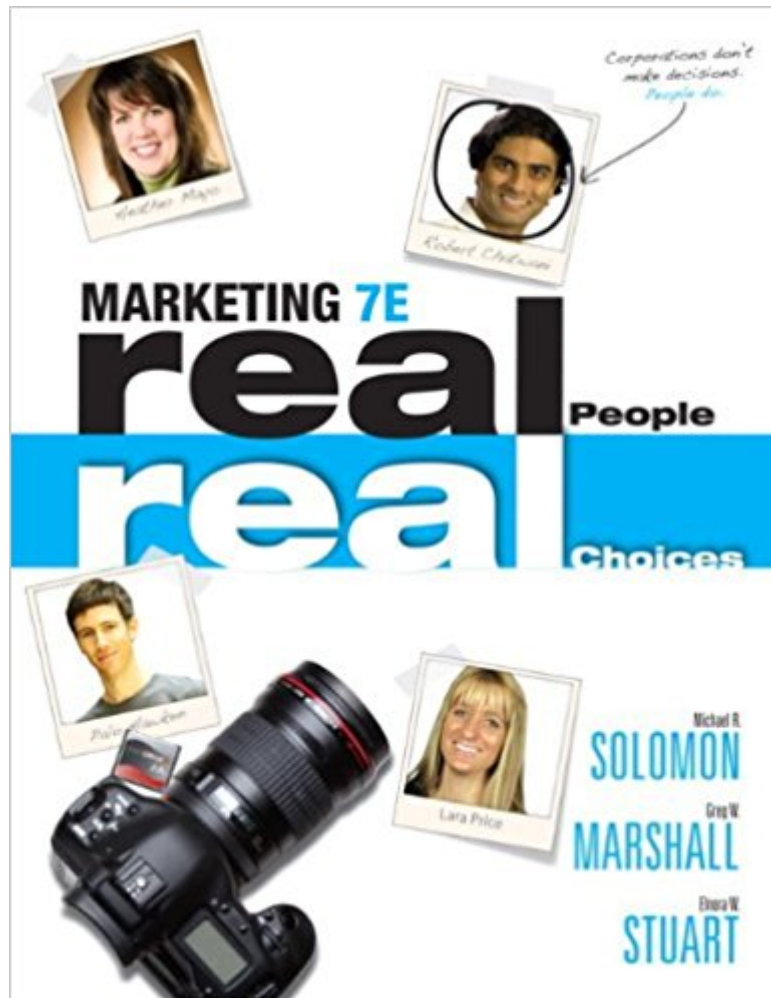




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Marketing: Real People, Real Choices (7th Edition)



Synopsis

Real people, real choicesâ “give students a real feel for marketing. Â 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. 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. Â The seventh edition includes more information on marketing metrics, todayâ™s new approach to advertising and promotions, and an increased emphasis on the links between marketing principles and the real world.

Book Information

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Customer Reviews

Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University, Philadelphia, USA. Greg W. Marshall, Associate Professor of Marketing at the University of South Florida, Tampa, FL. Greg has 13 years of selling and sales management experience and when he left the field to teach in 1986, he was the manager of the top selling performing ales district in the United States. His research focuses on sales force selection, performance and evaluation, sales force diversity, decision making by marketing managers, and inter-organizational relationships. He is the Associate Editor of the Journal of Personal Selling & Sales Management and currently serves as Special Guest Editor for a JPSSM issue on Strategic Issues in Selling and Sales Management --This text refers to an out of print or unavailable edition of this title.

This book was easy to understand and was required for a class I was taking. had the best price.

I got this for my online Marketing Class. The book is very easy to read, and it's even easier to find most concepts for quick reference during papers and quizzes. It's got a great breadth to it, and the writer must have been open-minded since it includes a lot of what I would think of as niche examples of things (Kevin Smith, greetings in Japanese stores, etc). It's a fun book as far as textbooks go.

No access code. I had to pay an additional \$60 for an access code from the Pearson website!

I saved big by buying an used International version of this textbook. The printed quality of some of the pages was a little blurry, but otherwise the book was in very good condition. The product was accurately described and shipping was super-fast. I placed the order on the 5th and had the book 3 business days later. I couldn't be happier! The following note is not part of the review, it is just to inform people who are interested in buying this INTERNATIONAL VERSION: Other sellers & sites describe this version as being identical to the U.S. version, except for the front cover. That's not entirely true. The international version is 22 pages off. For example, page 50 of the U.S. version would be page 72 of the international version.

Just what we needed!

just as described

Too pricey!

Purchased this book for my Marketing class. It is indeed a good book with lots of explanations and examples. It also clearly identifies the vocabs and definitions to make it easier to access to. It uses examples that one can relate to and provides scenarios of actual situations and the choices that have been made by famous companies and marketers. I definitely recommend this book for beginners.

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