



Marketing: Real People, Real Choices, Student Value Edition Plus MyMarketingLab with Pearson eText -- Access Card Package (8th Edition)

By Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart

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Editorial Review

Review

"A fun look at marketing principles...examples are current and interesting, very relatable to students." - Trinity University reviewer "Appears to be more to the point than other marketing texts while not leaving out important information." - Boston University reviewer "Students sometimes cannot easily make the connection between what they learn in the classroom and how these concepts are applied in businesses. The Real People/Real Choices storyline allows them to glimpse into how these concepts are applied by people who make such decisions everyday." - University of South Alabama reviewer "I like the focus on real people and the short vignettes that include students, professors, and professionals. Very nice. I really like this [text's] approach. It's fun to see the advice given and the ultimate solution to the problem." - Western Michigan University reviewer "The writing style draws students into the book. They don't find themselves listing 6 steps for this and 7 steps for that. The CRM discussion is the best of all textbooks we reviewed." - Macomb CC reviewer "It appears, dare I say, fun. It is very current and has examples today's students can relate to." - Montgomery CC reviewer "This is great!!! [Real People, Real Choices] is an excellent way to frame the material. It incorporates real time, real life examples of the concepts in the book." - Johnson & Wales reviewer "The tone of the book is a bit more conversational. Students would like this text." - Mississippi State reviewer "Great! [The RPRC approach] is very entertaining and an interesting way to engage the reader." - Wichita State University reviewer

From the Publisher

Introduces marketing from a practical, real-world perspective. Fosters the development of students' decision-making skills through the presentation of the most important current trends in marketing thought and practice in an accessible manner.

From the Back Cover

So what makes this book unique?

It's not just what we say, it's also how we say it

You'll be encouraged to focus less on memorizing definitions and more on understanding the importance of marketing. We'll take you behind the scenes in every chapter and introduce you to real marketers and explore real choices they've made. Students and instructors tell us time and again that no other book brings students closer to experiencing real marketing. We think you'll agree. The personal approach brings marketing to life.

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