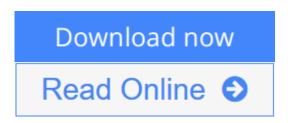


Marketing: Real People, Real Choices, Student Value Edition Plus MyMarketingLab with Pearson eText -- Access Card Package (8th Edition)

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



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"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

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