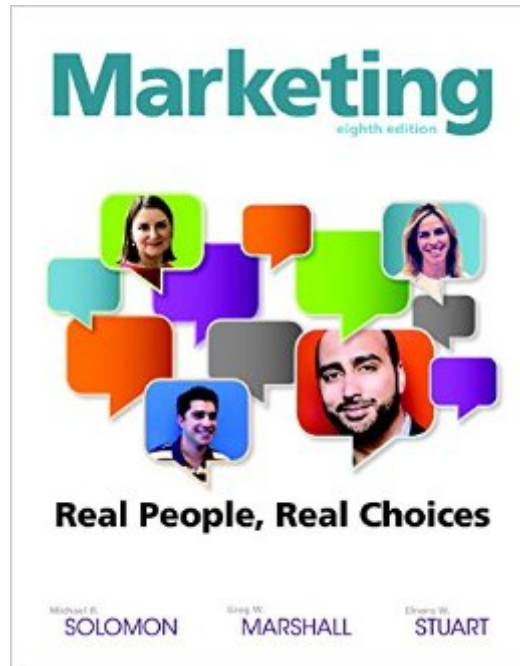


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# Marketing: Real People, Real Choices (8th Edition)



## Synopsis

NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133130592 ISBN-13: 9780133130591. That package includes ISBN-10:0132948931 ISBN-13:9780132948937 and ISBN-10: 0132952343 ISBN-13:9780132952347. For undergraduate Principles of Marketing courses. **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. **Real People, Real Choices** is timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. **Real People, Real Choices** is fully integrated with MyMarketingLab, the Eighth Edition features a completely reorganized Table of Contents and chapter pedagogy divided in a four-part structure that emphasizes the value proposition and the process of creating and delivering value. This edition presents more information than ever on marketing research and analytics and students are guided through chapter content with new integrated study maps and assessments that help them actively learn and retain content. **Real People, Real Choices** is also available with MyMarketingLab. MyMarketingLab is an online homework, tutorial, and assessment product designed to improve results by helping students quickly master concepts. Students benefit from self-paced tutorials that feature immediate wrong-answer feedback and hints that emulate the office-hour experience to help keep students on track. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

## Book Information

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## Customer Reviews

This text gives a great overview of the many aspects of marketing. The text explains all aspects in great theoretical detail with an abundance of real world examples to clarify each point. The text is up to date and the real people, real decisions stories are quite interesting and fitting to the subject of their respective chapters. The book was easy to read and all important points are highlighted and defined in the page margins. The study guide which comes with the text helps students remember the key points of each chapters by providing a brief summary of the chapter followed by a number questions of all different types. This is the second administration text book that I have bought from Pearson Education and I would recommend this book for anyone who is taking or planning on taking an introduction to marketing course at the University or College level or even for those who just wish to know more about the topic of marketing.

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.

Stages within stages! Every chapter presents content in a numerical list that has sub numerical lists. The questions associated with it include "What's the 3rd step in the second stage of 'x'?" For something as volatile and changing as marketing, this means something that isn't going to be any help beyond the test.

I got this cheaper on the other place I look was way more then what I wanted to pay. thank you . it was will worth the wait to get it and now school is over I want be needing it any more.

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.

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.

The book was required for my class. It was in great condition. There is highlighting in the book, but it's just vocabulary and important information so I see it as work I don't have to do. Very happy with this purchase.

Great book and very helpful for any Marketing Majors. I purchased this textbook for my MKTG 101 Principles of Marketing course and it was definitely worth the investment. The examples are very good and the author explains the concepts well and easy for people to learn, students especially. The only downside was that my professor didn't utilize a lot of the concepts inside because this book is fantastic.

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