

Real People Real Choices Pearson Canada Ebooks Www

Companies don't make decisions. People do. 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 10th 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. With this text, students take an active approach to understanding marketing through decision making and are well equipped to tackle what's happening in the world of marketing today. For undergraduate principles of marketing courses. Pearson eText is a simple-to-use, mobile-optimized, personalized reading experience that can be adopted on its own as the main course material. It lets students highlight, take notes, and review key vocabulary all in one place, even when offline. Seamlessly integrated videos and other rich media engage students and give them access to the help they need, when they need it. Educators can easily customize the table of contents, schedule readings and share their own notes with students so they see the connection between their eText and what they learn in class -- motivating them to keep reading, and keep learning. And, reading analytics offer insight into how students use the eText, helping educators tailor their instruction. NOTE: This ISBN is for the Pearson eText access card. For students purchasing this product from an online retailer, Pearson eText is a fully digital delivery of Pearson content and should only be purchased when required by your instructor. In addition to your purchase, you will need a course invite link, provided by your instructor, to register for and use Pearson eText.

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.

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Real People, Real Choices

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Pearson Etext for Marketing

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Study Guide for Marketing

Real People, Real Choices, Student Value Edition

Student Value Edition for Marketing

Real People, Real Choices

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MarketingReal People, Real ChoicesPearson

Marketing: Real People, Real Decisions 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 howmarketing concepts are implemented, and what they really mean in the marketplace. With this book, the authors show how marketing can come alive when practiced by real people who make real choices. The 3rd European 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. This edition features a large number of new cases from prominent marketing academics and professionals from around Europe.

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Marketing: Pearson New International Edition

Real People, Real Decisions

Real People Real Choices

Marketing: Real People, Real Choices

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Marketing

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Brand You for Marketing

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Real People, Real Choices, Student Value Edition Plus 2014 MyMarketingLab with Pearson EText -- Access Card Package

Marketing - Real People, Real Choices

Box Marketing Real People Real Choices

Marketing Revel Access Card

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.

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Real People, Real Choices, Student Value Edition Plus MyMarketingLab with Pearson EText -- Access Card Package

Videos on DVD for Marketing: Real People, Real Choices

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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.

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