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Marketing: Real People, Real Choices | 9th edition | Pearson

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Marketing: Real People, Real Choices 2nd Edition - amazon.com

Real People, Real Choices vignettes introduce students to marketers at companies big and small. Vignettes ask students to consider three options the marketer had and then pick the best option. Real People, Real Choices vignettes unify each chapter and place the student in the marketing driver's seat.

Marketing: Real People, Real Choices, 10th Edition - Pearson

Marketing plan: document that describes the marketing environment, outlines the marketing objectives and strategy and identifies who will be responsible for carrying out each part of the marketing strategy Market segment: distinct group of customers within a larger market who are similar to one another in some way and whose needs differ from other customers in the larger market.

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Summary Marketing: Real People Real Choices, Michael R ...

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Marketing: Real People, Real Choices (9th edition) - eBook

Key Topics: Provides a real-world emphasis and an anchor for the material presented in the book through the use of "Real People, Real Choices" segments in each chapter. These sections profile a marketing executive and an actual decision he or she had to make.

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Marketing: Real People, Real Choices by Michael R. Solomon

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