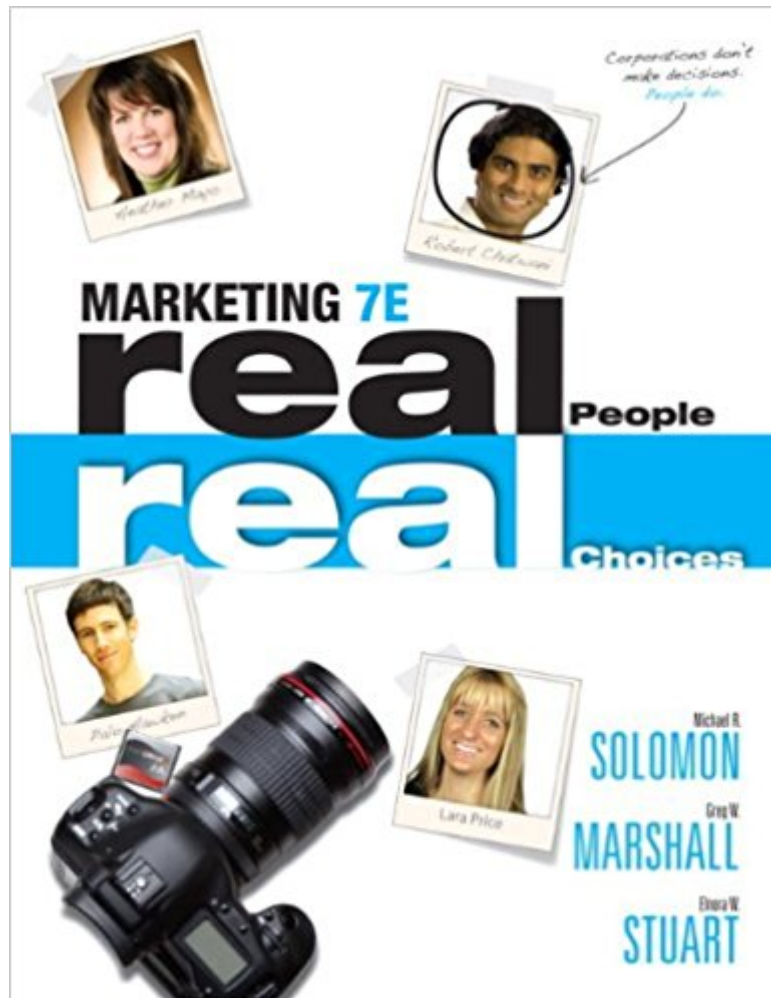


The book was found

Marketing: Real People, Real Choices (7th Edition)



Synopsis

Real people, real choices—give students a real feel for marketing. **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. 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 seventh edition includes more information on marketing metrics, today's new approach to advertising and promotions, and an increased emphasis on the links between marketing principles and the real world.

Book Information

Paperback: 600 pages

Publisher: Pearson; 7 edition (February 11, 2011)

Language: English

ISBN-10: 013217684X

ISBN-13: 978-0132176842

Product Dimensions: 8.3 x 0.8 x 11 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 91 customer reviews

Best Sellers Rank: #55,144 in Books (See Top 100 in Books) #145 in [Books > Business & Money > Marketing & Sales > Advertising](#) #161 in [Books > Textbooks > Business & Finance > Marketing](#) #539 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University, Philadelphia, USA. Greg W. Marshall, Associate Professor of Marketing at the University of South Florida, Tampa, FL. Greg has 13 years of selling and sales management experience and when he left the field to teach in 1986, he was the manager of the top selling performing ales district in the United States. His research focuses on sales force selection, performance and evaluation, sales force diversity, decision making by marketing managers, and inter-organizational relationships. He is the Associate Editor of the *Journal of Personal Selling & Sales Management* and currently serves as Special Guest Editor for a JPSSM issue on Strategic Issues in Selling and Sales Management --This text refers to an out of print or unavailable edition of this title.

This book was easy to understand and was required for a class I was taking. had the best price.

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.

No access code. I had to pay an additional \$60 for an access code from the Pearson website!

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.

Just what we needed!

just as described

Too pricey!

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.

[Download to continue reading...](#)

Marketing: Real People, Real Choices (7th Edition) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media

Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Marketing: Real People, Real Choices (8th Edition) Marketing: Real People, Real Choices (9th Edition) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Health Smarts: How to Eat Right, Stay Fit, Make Positive Choices, and More (USA Today Teen Wise Guides: Lifestyle Choices) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)