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Reviews

Unquestionably, this is the best operate by any author. It is among the most amazing pdf i actually have read. Its been designed in an remarkably basic way which is just right after i finished reading this pdf by which basically altered me, change the way i believe.



(Harold Spencer)

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Pearson Education Limited, United Kingdom, 2018. Mixed media product. Condition: New. 9th edition. Language: N/A. Brand New Book. For undergraduate Principles of Marketing courses. Real people making 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 every day. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. The 9th 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 is happening in the world of marketing today. This package includes MyLab (TM) Marketing, an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. MyLab should only be purchased when required by an instructor. Please be sure you have the correct ISBN and Course ID. Instructors, contact your Pearson rep for more information.

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