

Marketing Real People Real Decisions

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Marketing: Real People, Real Decisions: Solomon, Michael R

Each chapter is an explosion of ideas, introducing you to a dilemma faced by a real-life marketer at an eclectic range of companies including Arsenal football club, Hilton Hotels and Electrolux. You'll hear from marketing academics and students, as well as practitioners and experts from other disciplines, explain what decision they would have ...

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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 every day. Marketing is about the flesh and blood people who need to make tough decisions about the best way to develop a new product, or about how to make a product so irresistible that it flies off store shelves.

Marketing: Real People, Real Decisions: Amazon.co.uk

Unlike other introductory marketing resources, Marketing: Real People, Real Decisions focuses on the decision maker, not just on decision making. 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. In many cases, young, Canadian entrepreneurs are highlighted, so that students can easily relate to their successes and challenges.

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Marketing: Real People, Real Decisions - Solomon, Michael

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Marketing - Pearson Education

Title / Author Type Language Date / Edition Publication; 1. Marketing : real people, real decisions: 1.