



Marketing: Real People, Real Choices

Michael Solomon

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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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