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# MARKETING: REAL PEOPLE, REAL CHOICES PLUS PEARSON MYLAB MARKETING WITH PEARSON ETEXT, GLOBAL EDITION (MIXED MEDIA PRODUCT)



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...

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- Authored by Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart
- Released at 2018



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