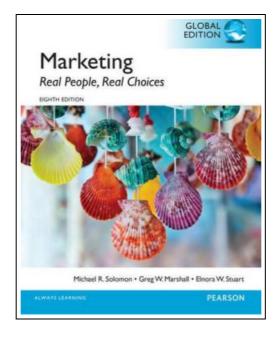
# Marketing: Real People, Real Choices with MyMarketingLab, Global Edition (Mixed media product)



Filesize: 4.56 MB

### Reviews

A brand new electronic book with a new standpoint. It is writter in basic phrases rather than confusing. Its been designed in an extremely basic way which is merely right after i finished reading through this publication where basically altered me, change the way i believe. (Kitty Crooks)

# MARKETING: REAL PEOPLE, REAL CHOICES WITH MYMARKETINGLAB, GLOBAL EDITION (MIXED MEDIA PRODUCT)



Pearson Education Limited, United Kingdom, 2015. Mixed media product. Condition: New. 8th edition. Language: N/A. Brand New Book. This package contains Solomon, Marketing: Real People, Real Choices 8e and access to MyMarketingLab. Important information for students:You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. Real People, Real ChoicesMarketing: Real People, Real Choicesis the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies everyday. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. This package includes MyMarketingLab, an online homework, tutorial, and assessment program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. MyMarketingLab should only be purchased when required by an instructor. Please be sure you have the correct ISBN and Course ID. Instructors, contact your Pearson representative for more information. Fully integrated with MyMarketingLab, the Eighth Edition features a completely reorganized Table of Contents and chapter pedagogy divided in a four-part structure that emphasizes the value proposition and the process of creating and delivering value. This edition presents more information than ever on marketing research and analytics and students are guided through chapter content with new integrated study maps and assessments that help them actively learn and retain content. Personalize Learning with MyMarketingLabMyMarketingLab is an online homework, tutorial, and assessment product designed to improve results by helping students quickly master concepts. Students benefit from self-paced tuto



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