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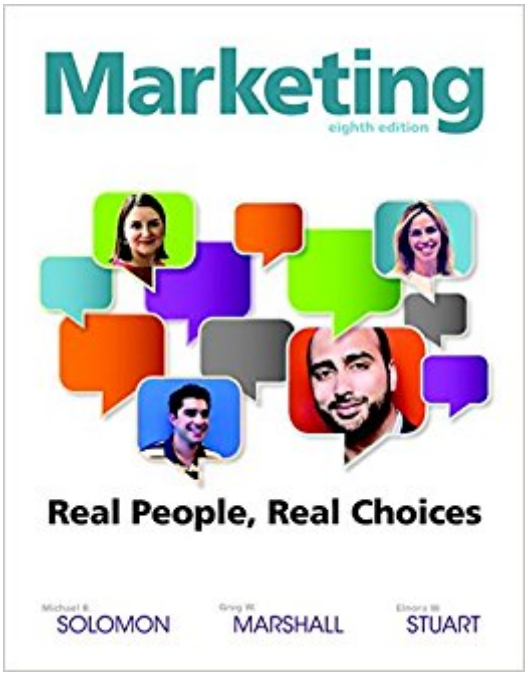

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Synopsis

NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133130592 ISBN-13: 9780133130591. That package includes ISBN-10:0132948931 ISBN-13:9780132948937 and ISBN-10: 0132952343 ISBN-13:9780132952347. For undergraduate Principles of Marketing courses. Real People, 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 everyday. Â Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. Â Fully integrated with MyMarketingLab, the Eighth Editionfeatures 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. Â Also available with MyMarketingLab. MyMarketingLab Â is an online homework, tutorial, and assessment product designed to improve results by helping students quickly master concepts. Students benefit from self-paced tutorials that feature immediate wrong-answer feedback and hints that emulate the office-hour experience to help keep students on track. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. Â Â

Book Information

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Customer Reviews

Michael R. Solomon MICHAEL R. SOLOMON, Ph.D., joined the Haub School of Business at Saint Josephâ ™s University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. From 2007 to 2013 he also held an appointment as Professor of Consumer Behaviour at The University of Manchester in the U.K. From 1995 to 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomonâ ™s primary research interests include consumer behavior and lifestyle issues~ branding strategy~ the symbolic aspects of products~ the psychology of fashion, decoration, and image~ services marketing~ and the development of visually oriented online research methodologies. He currently sits on the editorial boards of the Journal of Consumer Behaviour, the European Business Review, and the Journal of Retailing, and he recently completed a six yearterm on theBoard of Governors of the Academy of Marketing Science. In addition to other books, he is also the author of Prentice Hallâ ™s text Consumer Behavior Buying, Having, and Being, which is widely used in universities throughout the world. Professor Solomon frequently appears on television and radio shows such as The Today Show, Good Morning America, Channel One, the Wall Street Journal Radio Network, and National Public Radio to comment on consumer behavior and marketing issues. Â Greg W. Marshall GREG W. MARSHALL, Ph.D., is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College in Winter Park, Florida and is also Academic Director of the Executive DBA program there. For three years he also served as Vice President for Strategic Marketing for Rollins. Before joining Rollins, he was on the faculty of Oklahoma State University, the University of South Florida, and Texas Christian University. He also holds a visiting professorship in the Marketing Group at Aston Business School, Birmingham, UK. Professor Marshall earned a BSBA in Marketing and an MBA from the University of Tulsa, and a Ph.D. in Marketing from Oklahoma State University. His research interests include sales management, marketing management decision making, and intraorganizational relationships. He is editor of the Journal of Marketing Theory and Practice and former editor of the Journal of Personal Selling & Sales Management and currently serves on the editorial boards of the Journal of the Academy of Marketing Science, Journal of Business Research, and Industrial Marketing Management. Professor Marshall is Past President of the American Marketing Association Academic Division, a Distinguished Fellow and Past President of the Academy of Marketing Science, and a Fellow and Past President of the Society for Marketing Advances. His industry

experience prior to entering academe includes product management, field sales management, and retail management positions with firms such as WarnerLambert, the Mennen Company, and Target Corporation. Â Elnora W. Stuart ELNORA W. STUART, Ph.D., is Professor of Marketing and Associate Dean of the George Dean Johnson, Jr. College of Business and Economics at the University of South Carolina Upstate. Prior to joining USC Upstate in 2008, she was Professor of Marketing and the BP Egypt Oil Professor of Management Studies at the American University in Cairo, Professor of Marketing at Winthrop University in Rock Hill, South Carolina, and on the faculty of the University of South Carolina. She has also been a regular visiting professor at Instituto de Empresa in Madrid, Spain. She earned a BA in Theatre/Speech from the University of North Carolina at Greensboro and both a Master of Arts in Journalism and Mass Communication, and a Ph.D. in Marketing from the University of South Carolina. Professor Stuartâ ™s research has been published in major academic journals including the Journal of Consumer Research, Journal of Advertising, Journal of Business Research, and Journal of Public Policy and Marketing. For over 25 years she has served as a consultant for numerous businesses and not for profit organizations in the United States and in Egypt. Â

This book was easy to understand and was required for a class I was taking. had the best price.

I got this for my online Marketing Class. The book is very easy to read, and it’s even easier to find most concepts for quick reference during papers and quizzes. It’s got a great breadth to it, and the writer must have been open-minded since it includes a lot of what I would think of as niche examples of things (Kevin Smith, greetings in Japanese stores, etc). It’s a fun book as far as textbooks go.

No access code. I had to pay an additional $60 for an access code from the Pearson website!

I saved big by buying an used International version of this textbook. The printed quality of some of the pages was a little blurry, but otherwise the book was in very good condition.The product was accurately described and shipping was super-fast. I placed the order on the 5th and had the book 3 business days later. I couldn’t be happier!The following note is not part of the review, it is just to inform people who are interested in buying this INTERNATIONAL VERSION:Other sellers & sites describe this version as being identical to the U.S. version, except for the front cover. That’s not entirely true. The international version is 22 pages off. For example, page 50 of the U.S. version

would be page 72 of the international version.

Just what we needed!

just as described

Too pricey!

Purchased this book for my Marketing class. It is indeed a good book with lots of explanations and examples. It also clearly identifies the vocabs and definitions to make it easier to access to. It uses examples that one can relate to and provides scenarios of actual situations and the choices that have been made by famous companies and marketers. I definitely recommend this book for beginners.

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