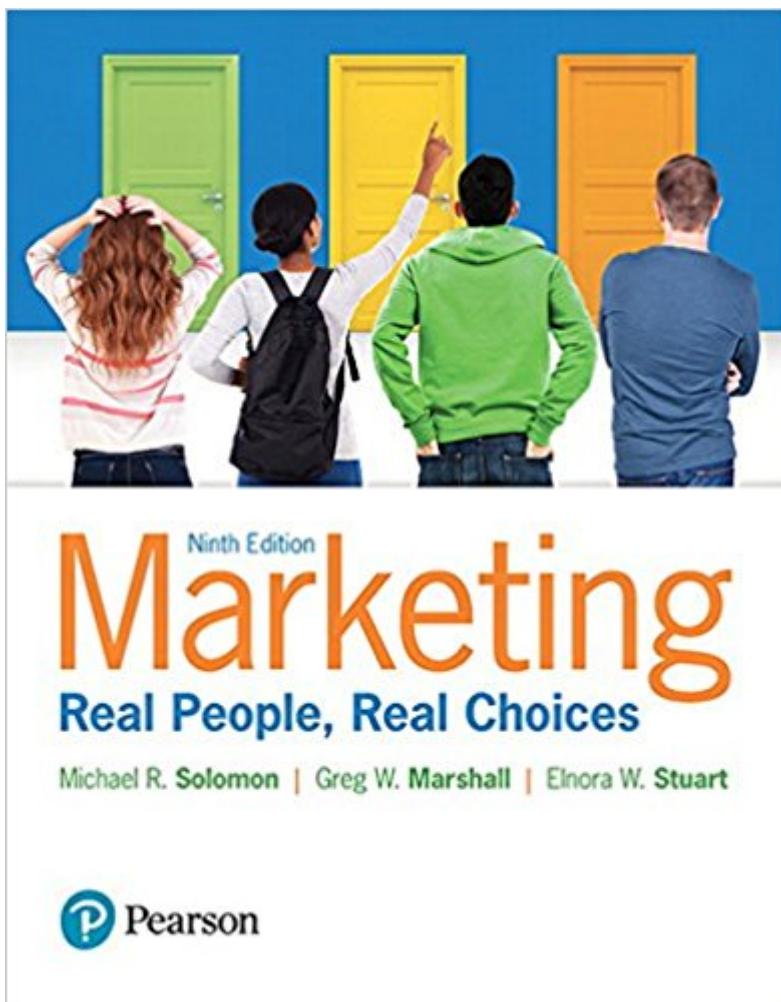


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# Marketing: Real People, Real Choices (9th Edition)



## Synopsis

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 everyday. Timely, relevant, and dynamic, this reader-friendly text shows readers how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. And with new examples and assessments, the text helps readers actively learn and retain chapter content, so they know what's happening in the world of marketing today. Also available with MyLab Marketing MyLab Marketing is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Marketing: Real People, Real Choices, 9th Edition is also available via Revel, an interactive learning environment that enables students to read, practice, and study in one continuous experience.

Note: You are purchasing a standalone product; MyLab Marketing does not come packaged with this content. Students, if interested in purchasing this title with MyLab Marketing, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Marketing, search for: 013463960X / 9780134639604 Marketing: Real People, Real Choices Plus MyLab Marketing with Pearson eText -- Access Card Package. Package consists of: 0134292669 / 9780134292663 Marketing: Real People, Real Choices 0134293185 / 9780134293189 MyLab Marketing with Pearson eText -- Access Card -- for Marketing: Real People, Real Choices.

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## Customer Reviews

Michael R. Solomon, PhD, joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006. From 2007 to 2013, he also held an appointment as Professor of Consumer Behaviour at the University of Manchester in the United Kingdom. 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 Solomon'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 Journal for the Advancement of Marketing Education, the Journal of Marketing Theory and Practice, and Critical Studies in Fashion and Beauty. In addition to other books, he is also the author of Pearson'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.

Greg W. Marshall, PhD, is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College in Winter Park, Florida. 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, United Kingdom. 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-in-chief 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, the Journal of Business Research, and Industrial Marketing

Management. Professor Marshall is a member of the board of directors of the American Marketing Association, past president of the American Marketing Association Academic Division, a distinguished fellow and past president of the Academy of Marketing Science, and a distinguished 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 Warner-Lambert, the Mennen Company, and Target Corporation. Å Å Elnora W. Stuart, PhD, 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 and 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 theater and speech from the University of North Carolina at Greensboro and both an MA in journalism and mass communication and a PhD in marketing from the University of South Carolina. Professor StuartÅ¢â„¢s research has been published in major academic journals, including the Journal of Consumer Research, the Journal of Advertising, the Journal of Business Research, and the 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. Å Å Å Å

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