

Marketing: Real People, Real Choices (7th Edition)

Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart



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Real people, real choices-give students a real feel for marketing.

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. This reader-friendly text conveys timely and relevant material in a dynamic presentation, highlighting how marketing concepts are implemented, and what they mean in the marketplace.

The seventh edition includes more information on marketing metrics, today's new approach to advertising and promotions, and an increased emphasis on the links between marketing principles and the real world.

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