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Each chapter opens with a Real People Real Choices feature. These features introduce a real person who is faced with a range of options relating to how best to market their goods or services. Students are encouraged to choose one of the options provided and to develop their reasoning for this option. Ripped from the headlines! This feature highlights a current example of a marketing activity that originates with material generated by customers rather than company employees.

Marketing: Real People Real Choices, 3rd Edition - Pearson

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Real People, Real Choices vignettes unify each chapter and place the student in the marketing driver's seat. Students, faculty, and industry professionals from around the world weigh in on what featured marketers should do to solve their marketing dilemmas. Students find out the marketer's "real choice" at chapter's end.

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