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Nota di contenuto	Cover -- Title -- Copyright -- Contents -- Preface -- Guided tour of the book -- Guided tour of MyMarketingLab -- About the authors -- Publisher's acknowledgements -- 1 What is marketing? -- Real people, real decisions: Meet Steve Perry, Commercial Director of Visa Europe -- Objectives -- Welcome to a branded world -- The value of marketing -- When did marketing begin? The evolution of a concept -- What can be marketed? -- 'Something of value' to whom? -- Marketing as a process -- Real people, real decisions: How it worked out at Visa Europe -- Chapter summary -- Key terms -- Chapter review -- Real people, real surfers: Exploring the web -- Marketing in action case: Real decisions at Ocado -- 2 Strategy and environment -- Real people, real decisions: Meet Kevin Parkin, a decision maker at DavyMarkham -- Objectives -- Business planning: composing the big picture -- The three levels of business planning -- Strategic planning: framing the picture -- The global marketing environment -- Marketing planning: selecting the camera setting -- Creating and working with a marketing plan -- Playing on an international stage: the complicated world of global marketing -- How global should a global marketing strategy be? -- Product-level decisions: choosing a marketing mix strategy -- Real people, real decisions: how it worked out at DavyMarkham -- Chapter summary -- Key terms -- Chapter review -- Real people, real surfers: Exploring the web -- Marketing in action case: Real decisions at Mattel Toys -- 3 Marketing research -- Real people, real decisions: Meet Ryan Garton, Consumer Insights Director at Discover Financial Services --

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Real People, Real Decisions is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies every day. Marketing is about the flesh and blood people who need to make tough decisions about the best way to develop a new product, or about how to make a product so irresistible that it flies off store shelves. With this book, the authors show how marketing can come alive when practiced by real people who make real choices. Please note that the product you are purchasing does not include MyMarketingLab. MyMarketingLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyMarketingLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyMarketingLab to accelerate your learning? You need both an access card and a course ID to access MyMarketingLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system 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. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the

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