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Sommario/riassunto

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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