

Marketing Real People Real Decisions

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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.

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Unlike other introductory marketing resources, Marketing: Real People, Real Decisions focuses on the decision maker, not just on decision making. The real world focus of this learning package helps students develop the skills necessary to meet these challenges by immersing

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them in authentic decision-making experiences. In many cases, young, Canadian entrepreneurs are highlighted, so that students can easily relate to their successes and challenges.

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