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Timely, relevant, and dynamic, this reader-friendly text shows readers how marketing concepts are implemented, and what they really mean in the marketplace.

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Marketing: 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 everyday. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. With

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