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NEW-Real People, Real Choices executive vignettes - This is the only text to introduce marketing from the perspective of real people making real marketing decisions at leading companies every day. In each chapter, a real marketer is highlighted and students are asked to consider a dilemma the marketer recently faced as well as three options the marketer had to choose from, and then decide which option they would choose and why. The end result: students don't just read about marketing, they meet real marketers and make marketing decisions -- they experience marketing.