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**Real**  
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will very  
discover a  
further  
experience and  
expertise by

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spending more  
cash. still  
when? pull off  
you admit that  
you require to  
get those every  
needs later than  
having  
significantly  
cash? Why don't  
you attempt to  
acquire  
something basic  
in the

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beginning?

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That's something  
that will lead  
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more around the  
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experience, some  
places, once  
history,  
amusement, and a  
lot more?

It is your

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**If you are**

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making real  
choices

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marketing from  
the perspective  
of real people,  
who make real  
marketing  
decisions, at  
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companies  
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timely and  
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material in a

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dynamic  
presentation,  
highlighting how  
marketing  
concepts are  
implemented, and  
what they mean  
in the  
marketplace.

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In each chapter,  
students learn  
marketing  
fundamentals  
plus explore a  
particular  
challenge that a  
real marketer  
has faced, see  
the choices  
available, find  
out what other  
marketers

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suggest, and  
discover the  
choice made -  
and the results  
of this choice.

This is  
marketing on the  
front lines -  
from a personal,  
not a company,  
perspective.

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opens with a

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relating to how  
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