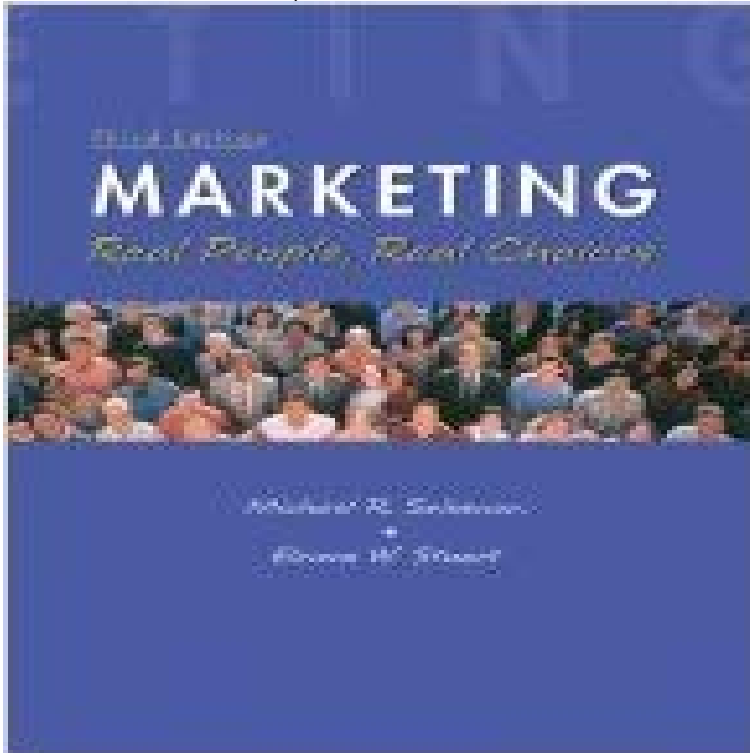


## Solomon Study Guide



For undergraduate courses in Principles of Marketing. Why do students love this book? This is the only book that makes marketing REAL to them by using real people-real marketers. Like most introductory books, all fundamental marketing concepts are covered with an emphasis on emerging topics, but this is the only book where students get up close and personal with real marketers. 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 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. This is not a book that sees as its mission getting students to memorize key terms. Its a book that is conversational and lively, that helps students think like real marketers. The authors developed the Third Edition and its teaching resource package with extensive input and ideas from instructors, students, and marketing professionals from around the world.

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