

MARKETING

REAL PEOPLE, REAL CHOICES

**4TH CANADIAN
EDITION**

MICHAEL R.

SOLOMON

Saint Joseph's University

GREG W.

MARSHALL

Rollins College

ELNORA W.

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The University of
South Carolina
Upstate

J. BROCK

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University of
Victoria

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*To Claudia, Ford, and Reed. Thank you for your patience and
wonderful support.*

—J.B.S.

To Janèle, Mathieu, Émilie, Judith and Laura, my targeted market.

—S.C.

To Alexander and Christopher.

—B.S.

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BHUPESH SHAH earned his B.Sc. (Anthropology/Microbio-Biochem) from the University of Toronto and his MBA (Marketing/Finance) from York University. After 15 years of marketing management positions in the retail, packaged goods and equipment industries, he has returned to the classroom to teach marketing and other business-related courses at Seneca College. Bhupesh also puts theory to practice via his strategy consulting business.

Preface

WHAT'S **NEW** IN THE FOURTH CANADIAN EDITION?

What's new in the fourth Canadian edition is what's new in marketing: more on metrics, more on new marketing tools and techniques, a rethinking of advertising and promotions, and even stronger links to the real world of marketing by showing how concepts are linked with marketing planning.

Here's just a sample of what we changed.

Focus on marketing metrics:

- Marketing Metrics boxed features illustrate how marketers specify and measure desired outcomes.
- Specific exercises in every chapter and revised pedagogical material includes focused in-class and homework activities and research that encourage improved critical thinking and decision-making skills.

Heightened attention to social networking as a marketing communication option of increasing importance:

- New Tech and Trends boxed feature highlights cutting-edge trends in technology in every chapter.
- Covers emerging topics such as geospatial platforms, user-generated content (UGC), augmented reality, owned/earned/paid media, and multichannel strategies.

Rethinking how companies are approaching advertising and promotion:

- Major revision and recasting of the entire promotion/marketing communication series of Chapters 10, 11, and 12.

Linking marketing planning with concepts:

- The addition of Part Openers that add value in two ways: (1) providing a brief overview of the key learning to come within the part chapters, and (2) linking those learning elements to application in a threaded example marketing plan.
- Marketing Plan Template, available both in the text and on MyMarketingLab, walks students through the steps to creating strategic and compelling marketing plans.

Features of the Fourth Canadian Edition of *Marketing: Real People, Real Choices*

Focus on Decision Making

The Real People, Real Choices approach and unique decision-making focus features real marketers at real companies in the chapter openers, and it walks students through the critical thinking questions and ethics issues faced by real marketers on a daily basis in the form of new Applying boxes.

Meet Real Marketers

Many of the Real People, Real Choices vignettes are new to this edition, featuring a variety of decision makers from CEOs to brand managers, including many Canadians. Here is just a sample of the marketers we feature:

- Richard Hill, Yellow Point Lodge
- Jay Minkoff, First Flavor
- Ryan Garton, Discover Financial Services
- Julie Cordua, (RED)
- Catharine Downes, North Shore Credit Union
- Jeff Quipp, Search Engine People Inc.
- Michael Pepperdine, Sitka
- Michael Monello, Campfire
- Hesham Shafie, Brand Momentum Inc.

Ethics and Sustainability in Marketing

Because the roles of ethics and sustainability in business and marketing are so important, we focus on these topics in every chapter of the book. These Ethical and Sustainable Decisions in the Real World boxes feature real-life examples of ethical and sustainable decisions marketers are faced with on a day-to-day basis.

Cutting-Edge Technology

With technology evolving at a rapid-fire pace, it's now more important than ever for today's marketers to stay on the cutting edge of the latest technological developments. Viral marketing campaigns are just the tip of the iceberg! Tech and Trends boxes feature the most current technological advances and explain how companies are using them to creatively get their messages out to consumers.

An Easy-to-Follow Marketing Plan Template

Marketing: Real People, Real Choices, Fourth Canadian edition includes a template of a marketing plan you can use as you make your way through the book. The template provides a framework that will enable you to organize marketing concepts by chapter and create a solid marketing plan of your own.

End-of-Chapter Study Map

Each chapter now has an integrated study map for students that includes an Objective Summary, Key Terms, and student assessment opportunities of several types—Concepts: Test Your Knowledge; Activities: Apply What You've Learned; Marketing Metrics Exercise (more on this one below); Choices: What Do You Think?; and Miniproject: Learn By Doing. By completing these assessments, students and instructors achieve maximum assurance of learning.

Measuring the Value of Marketing through Marketing Metrics

Just how do marketers add value to a company, and can that value be quantified? More and more, businesses demand accountability, and marketers respond as they develop a variety of "scorecards" that show how specific marketing activities directly affect their company's ROI—return on investment. On the job, the decisions that marketers make increasingly come from data and calculations and less from instinct. Each end-of-chapter section includes exercises that provide real-world examples of the measures marketers use to help them make good decisions.

New and Updated End-of-Chapter Cases in This Edition

Each chapter concludes with an exciting Marketing in Action minicase about a real firm facing real marketing challenges. Questions at the end let you make the call to get the company on the right track.

All New CBC Video Cases

Each part concludes with all new CBC Video Cases drawn from the CBC's *The National* and *Marketplace* programs. The case summaries demonstrate for students how the concepts they have learned in the book apply to the real world, while the questions at the end of each case provide students with the opportunity to apply what they have learned and develop their critical thinking skills.

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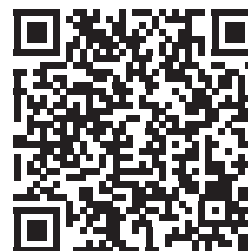
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*To Claudia, Ford, and Reed. Thank you for your patience and
wonderful support.*

—J.B.S.

To Janèle, Mathieu, Émilie, Judith and Laura, my targeted market.

—S.C.

To Alexander and Christopher.

—B.S.

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BHUPESH SHAH earned his B.Sc. (Anthropology/Microbio-Biochem) from the University of Toronto and his MBA (Marketing/Finance) from York University. After 15 years of marketing management positions in the retail, packaged goods and equipment industries, he has returned to the classroom to teach marketing and other business-related courses at Seneca College. Bhupesh also puts theory to practice via his strategy consulting business.

Preface

WHAT'S **NEW** IN THE FOURTH CANADIAN EDITION?

What's new in the fourth Canadian edition is what's new in marketing: more on metrics, more on new marketing tools and techniques, a rethinking of advertising and promotions, and even stronger links to the real world of marketing by showing how concepts are linked with marketing planning.

Here's just a sample of what we changed.

Focus on marketing metrics:

- Marketing Metrics boxed features illustrate how marketers specify and measure desired outcomes.
- Specific exercises in every chapter and revised pedagogical material includes focused in-class and homework activities and research that encourage improved critical thinking and decision-making skills.

Heightened attention to social networking as a marketing communication option of increasing importance:

- New Tech and Trends boxed feature highlights cutting-edge trends in technology in every chapter.
- Covers emerging topics such as geospatial platforms, user-generated content (UGC), augmented reality, owned/earned/paid media, and multichannel strategies.

Rethinking how companies are approaching advertising and promotion:

- Major revision and recasting of the entire promotion/marketing communication series of Chapters 10, 11, and 12.

Linking marketing planning with concepts:

- The addition of Part Openers that add value in two ways: (1) providing a brief overview of the key learning to come within the part chapters, and (2) linking those learning elements to application in a threaded example marketing plan.
- Marketing Plan Template, available both in the text and on MyMarketingLab, walks students through the steps to creating strategic and compelling marketing plans.

Features of the Fourth Canadian Edition of *Marketing: Real People, Real Choices*

Focus on Decision Making

The Real People, Real Choices approach and unique decision-making focus features real marketers at real companies in the chapter openers, and it walks students through the critical thinking questions and ethics issues faced by real marketers on a daily basis in the form of new Applying boxes.

Meet Real Marketers

Many of the Real People, Real Choices vignettes are new to this edition, featuring a variety of decision makers from CEOs to brand managers, including many Canadians. Here is just a sample of the marketers we feature:

- Richard Hill, Yellow Point Lodge
- Jay Minkoff, First Flavor
- Ryan Garton, Discover Financial Services
- Julie Cordua, (RED)
- Catharine Downes, North Shore Credit Union
- Jeff Quipp, Search Engine People Inc.
- Michael Pepperdine, Sitka
- Michael Monello, Campfire
- Hesham Shafie, Brand Momentum Inc.

Ethics and Sustainability in Marketing

Because the roles of ethics and sustainability in business and marketing are so important, we focus on these topics in every chapter of the book. These Ethical and Sustainable Decisions in the Real World boxes feature real-life examples of ethical and sustainable decisions marketers are faced with on a day-to-day basis.

Cutting-Edge Technology

With technology evolving at a rapid-fire pace, it's now more important than ever for today's marketers to stay on the cutting edge of the latest technological developments. Viral marketing campaigns are just the tip of the iceberg! Tech and Trends boxes feature the most current technological advances and explain how companies are using them to creatively get their messages out to consumers.

An Easy-to-Follow Marketing Plan Template

Marketing: Real People, Real Choices, Fourth Canadian edition includes a template of a marketing plan you can use as you make your way through the book. The template provides a framework that will enable you to organize marketing concepts by chapter and create a solid marketing plan of your own.

End-of-Chapter Study Map

Each chapter now has an integrated study map for students that includes an Objective Summary, Key Terms, and student assessment opportunities of several types—Concepts: Test Your Knowledge; Activities: Apply What You've Learned; Marketing Metrics Exercise (more on this one below); Choices: What Do You Think?; and Miniproject: Learn By Doing. By completing these assessments, students and instructors achieve maximum assurance of learning.

Measuring the Value of Marketing through Marketing Metrics

Just how do marketers add value to a company, and can that value be quantified? More and more, businesses demand accountability, and marketers respond as they develop a variety of "scorecards" that show how specific marketing activities directly affect their company's ROI—return on investment. On the job, the decisions that marketers make increasingly come from data and calculations and less from instinct. Each end-of-chapter section includes exercises that provide real-world examples of the measures marketers use to help them make good decisions.

New and Updated End-of-Chapter Cases in This Edition

Each chapter concludes with an exciting Marketing in Action minicase about a real firm facing real marketing challenges. Questions at the end let you make the call to get the company on the right track.

All New CBC Video Cases

Each part concludes with all new CBC Video Cases drawn from the CBC's *The National* and *Marketplace* programs. The case summaries demonstrate for students how the concepts they have learned in the book apply to the real world, while the questions at the end of each case provide students with the opportunity to apply what they have learned and develop their critical thinking skills.

Instructor Resources

The following instructor supplements are available for downloading from a password-protected section of Pearson Canada's online catalogue (www.pearsoned.ca/highered). Navigate to your book's catalogue page to view a list of those supplements that are available. See your local sales representative for details and access.

Instructor's Manual

The *Instructor's Manual* includes a chapter overview, objectives, a detailed lecture outline, support for end-of-chapter material, along with additional student projects and assignments. It also includes teaching notes for the end-of-chapter cases and end-of-part CBC video cases.

Test Item File

Available in Microsoft Word format, this test bank includes more than 1200 questions—100+ questions per chapter. Questions range from multiple choice and true/false to essay and application. All questions offer level of difficulty and page references and are linked to the book's learning objectives. These questions are also available in MyTest format.

MyTest

MyTest from Pearson Canada is a powerful assessment-generation program that helps instructors easily create and print quizzes, tests, exams, as well as assignment or practice handouts. Questions and tests can all be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments anytime, from anywhere. MyTest for the Fourth Canadian edition of *Marketing: Real People, Real Choices* includes over 1200 multiple choice, true/false, and short answer questions. These questions are also available in Microsoft Word format on the Instructor's Resource Centre.

PowerPoint Presentation

This presentation includes outlines and key points from each chapter. The slides provide instructors with visual talking points designed to engage students and stimulate classroom discussion. These slides were designed for instructors who like to customize their PowerPoints using their own materials or the image library featured on the Instructor's Resource Centre. A student version of these PowerPoint slides is also available on MyMarketingLab.

PowerPoints for Personal Response Systems (PRS)

These Q&A style slides are designed for classrooms using “clickers” or classroom response systems.

CBC Video Library

The CBC Video Library is a compilation of video segments drawn from the CBC’s *The National* and *Marketplace* programs upon which the video cases in the book are based.

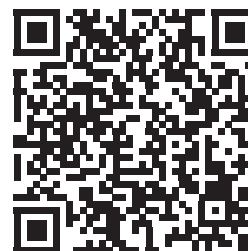
Image Library

The Image Library consists of many of the figures and exhibits featured in the text. These are ideal for PowerPoint customization.

Study on the Go

At the end of each chapter, you will find a unique QR code providing access to Study on the Go, an unprecedented mobile integration between text and online content. Students link to Pearson’s unique Study on the Go content directly from their smartphones, allowing them to study whenever and wherever they wish! Go to one of the sites below to see how you can download an app to your smartphone for free. Once the app is installed, your phone will scan the code and link to a website containing Pearson’s Study on the Go content, including the popular study tools Glossary Flashcards, Audio Summaries, and Quizzes, which can be accessed anytime.

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For enrollments of at least 25 students, you can create your own textbook by choosing the chapters that best suit your own course needs. To begin building your custom text, visit www.pearsoncustomlibrary.com. You may also work with a dedicated Pearson Custom editor to create your ideal text—publishing your own original content or mixing and matching Pearson content. Contact your local Pearson representative to get started.

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