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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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About the Authors

MICHAEL R. SOLOMON, Ph.D., joined the Haub School of Business at Saint Joseph’s University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. From 1995 to 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon’s primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; and the development of visually oriented online research methodologies. He currently sits on the editorial boards of the Journal of Consumer Behaviour, the European Business Review, and the Journal of Retailing, and he recently completed a six-year term on the Board of Governors of the Academy of Marketing Science. In addition to other books, he is also the author of Prentice Hall’s text Consumer Behavior: Buying, Having, and Being, which is widely used in universities throughout the world. Professor Solomon frequently appears on television and radio shows such as The Today Show, Good Morning America, Channel One, the Wall Street Journal Radio Network, and National Public Radio to comment on consumer behavior and marketing issues.

GREG W. MARSHALL, Ph.D., is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Winter Park, Florida. For three years he also served as Vice President for Strategic Marketing for Rollins. Prior to joining Rollins, he served on the faculties of Oklahoma State University, the University of South Florida, and Texas Christian University. He earned a BSBA in Marketing and an MBA from the University of Tulsa, and a Ph.D. in Marketing from Oklahoma State University. Professor Marshall’s research interests include sales force selection, performance, and evaluation; decision making by marketing managers; and intraorganizational relationships. He is editor of the Journal of Marketing Theory and Practice and former editor of the Journal of Personal Selling & Sales Management, and currently serves on the editorial boards of the Journal of the Academy of Marketing Science, Journal of Business Research, and Industrial Marketing Management. Professor Marshall is a Distinguished Fellow and President of the Academy of Marketing Science, Past-President of the American Marketing Association Academic Division, and a Fellow and Past-President of the Society for Marketing Advances. His industry experience prior to entering academe includes product management, field sales management, and retail management positions with firms such as Warner-Lambert, the Mennen Company, and Target Corporation.

ELNORA W. STUART, Ph.D., is Professor of Marketing at the University of South Carolina Upstate. Prior to joining USC Upstate in 2008, she was Professor of Marketing and the BP Egypt Oil Professor of Management Studies at the American University in Cairo, Professor of Marketing at Winthrop University in Rock Hill, South Carolina, and on the faculty of the University of South Carolina. She is also a regular visiting professor at Instituto de Empresa in Madrid, Spain. She earned a BA in Theatre/Speech from the University of North Carolina at Greensboro and both a Master of Arts in Journalism and Mass Communication, and a Ph.D. in Marketing from the University of South Carolina. Professor Stuart’s research has been published in major academic journals including the Journal of Consumer Research, Journal of Advertising, Journal of Business Research, and Journal of Public Policy and Marketing. For over 25 years she has served as a consultant for numerous businesses and not-for-profit organizations in the United States and in Egypt.

BROCK SMITH is a Professor of Marketing and Entrepreneurship, Winspear Scholar, and Entrepreneurship Area Champion at the Peter B. Gustavson School of Business at the University of Victoria where he has taught marketing, marketing research, and new venture marketing courses for more than 20 years. Winner of the 1992 Academy of Marketing Science Doctoral Dissertation Award, he has published articles relating to marketing strategy and entrepreneurial cognition in leading journals such as the Journal of Marketing, Industrial Marketing Management, Psychology and Marketing, the Academy of Management Journal, and Entrepreneurship Theory & Practice.

SYLVAIN CHARLEBOIS is Associate Dean and Professor in the College of Management and Economics at the University of Guelph. Dr. Charlebois is an award-winning researcher and teacher. He also served as the Director of the Johnson-Shoyama Graduate School of Public Policy (Regina Campus). His current research interest lies in the broad area of food distribution, security, and safety. He has published many peer-reviewed journal articles and his research has been featured in a number of newspapers and on television. Dr. Charlebois is a member of the National Advisory Board of the Canadian Food Inspection Agency. He has been asked to act as an advisor on food safety policies in North America and Europe.

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.
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 (UCG), 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

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About the Authors

MICHAEL R. SOLOMON, Ph.D., joined the Haub School of Business at Saint Joseph’s University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. From 1995 to 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon’s primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; and the development of visually oriented online research methodologies. He currently sits on the editorial boards of the *Journal of Consumer Behaviour*, the *European Business Review*, and the *Journal of Retailing*, and he recently completed a six-year term on the Board of Governors of the Academy of Marketing Science. In addition to other books, he is also the author of Prentice Hall’s text *Consumer Behavior: Buying, Having, and Being*, which is widely used in universities throughout the world. Professor Solomon frequently appears on television and radio shows such as *The Today Show*, *Good Morning America*, Channel One, the *Wall Street Journal* Radio Network, and National Public Radio to comment on consumer behavior and marketing issues.

GREG W. MARSHALL, Ph.D., is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Winter Park, Florida. For three years he also served as Vice President for Strategic Marketing for Rollins. Prior to joining Rollins, he served on the faculties of Oklahoma State University, the University of South Florida, and Texas Christian University. He earned a BSBA in Marketing and an MBA from the University of Tulsa, and a Ph.D. in Marketing from Oklahoma State University. Professor Marshall’s research interests include sales force selection, performance, and evaluation; decision making by marketing managers; and intraorganizational relationships. He is editor of the *Journal of Marketing Theory and Practice* and former editor of the *Journal of Personal Selling & Sales Management*, and currently serves on the editorial boards of the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Industrial Marketing Management*. Professor Marshall is a Distinguished Fellow and President of the Academy of Marketing Science, Past-President of the American Marketing Association Academic Division, and a Fellow and Past-President of the Society for Marketing Advances. His industry experience prior to entering academe includes product management, field sales management, and retail management positions with firms such as Warner-Lambert, the Mennen Company, and Target Corporation.

ELNORA W. STUART, Ph.D., is Professor of Marketing at the University of South Carolina Upstate. Prior to joining USC Upstate in 2008, she was Professor of Marketing and the BP Egypt Oil Professor of Management Studies at the American University in Cairo, Professor of Marketing at Winthrop University in Rock Hill, South Carolina, and on the faculty of the University of South Carolina. She is also a regular visiting professor at Instituto de Empresa in Madrid, Spain. She earned a BA in Theatre/Speech from the University of North Carolina at Greensboro and both a Master of Arts in Journalism and Mass Communication, and a Ph.D. in Marketing from the University of South Carolina. Professor Stuart’s research has been published in major academic journals including the *Journal of Consumer Research*, *Journal of Advertising Research*, *Journal of Business Research*, and *Journal of Public Policy and Marketing*. For over 25 years she has served as a consultant for numerous businesses and not-for-profit organizations in the United States and in Egypt.

BROCK SMITH is a Professor of Marketing and Entrepreneurship, Winspear Scholar, and Entrepreneurship Area Champion at the Peter B. Gustavson School of Business at the University of Victoria where he has taught marketing, marketing research, and new venture marketing courses for more than 20 years. Winner of the 1992 Academy of Marketing Science Doctoral Dissertation Award, he has published articles relating to marketing strategy and entrepreneurial cognition in leading journals such as the *Journal of Marketing*, *Industrial Marketing Management*, *Psychology and Marketing*, the *Academy of Management Journal*, and *Entrepreneurship Theory & Practice*.

SYLVAIN CHARLEBOIS is Associate Dean and Professor in the College of Management and Economics at the University of Guelph. Dr. Charlebois is an award-winning researcher and teacher. He also served as the Director of the Johnson-Shoyama Graduate School of Public Policy (Regina Campus). His current research interest lies in the broad area of food distribution, security, and safety. He has published many peer-reviewed journal articles and his research has been featured in a number of newspapers and on television. Dr. Charlebois is a member of the National Advisory Board of the Canadian Food Inspection Agency. He has been asked to act as an advisor on food safety policies in North America and Europe.

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.
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.

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• 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 (UCG), augmented reality, owned/earned/paid media, and multichannel strategies.

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

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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.

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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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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 PowerPoint 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.

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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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