



Marketing: AND MyMarketingLab Online Access Card: Real People, Real Decisions

Greg W Marshall, Bradley Barnes and Michael R. Solomon Elnora W. Stuart

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Imagine you are Jamie Mitchell, "chief squeezer" at Innocent, the biggest smoothie brand in the UK and an entrepreneurial phenomenon. Things are going well but you must reward the commitment and passion of your customers. You need an idea that reinforces all their expectations of the brand; it's got to be natural, friendly and ethical. Your options are... * Continue with the Innocent Fruitstock music festival that you launched four years ago * Stage a smaller scale family-friendly village fete instead * Do nothing for a year and invest in a bigger event next time ...What would you do? Each chapter is an explosion of ideas, introducing you to a dilemma faced by a real-life marketer at an eclectic range of companies including Arsenal football club, Hilton Hotels and Electrolux. You'll hear from marketing academics and students, as well as practitioners and experts from other disciplines, explain what decision they would have made in the same situation, before you find out how it worked out. This new and innovative approach will throw you into the exciting decision-making process and help you to understand all the key theories and "metrics" underpinning the discipline, whilst vividly bringing both the principles and practice of marketing to life.

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