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Key Topics: Provides a real-world emphasis and an anchor for the material presented in the book through the use of "Real People, Real Choices" segments in each chapter. These sections profile a marketing executive and an actual decision he or she had to make.

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Real People, Real Choices: Eskimo Joe's. Which option should Stan pursue? Option 1: Convert the beer bar into a full-service restaurant that focuses on selling great food. Option 2: Continue operating as a beer bar at the core and work to offset declining beer sales with an increase in apparel sales. Option 3:

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