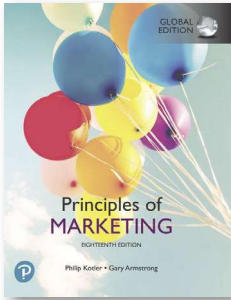


# Marketing

## Principles of Marketing



### Principles of Marketing, 18e

Philip T. Kotler & Gary Armstrong

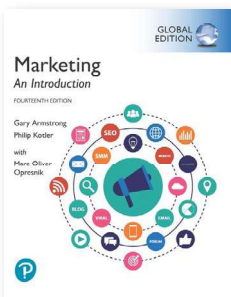
9781292341132 • ©2020  
736pp • Paperback

eBook version available

**Available with MyLab Marketing or Pearson Horizon**

**Course:** Principles of Marketing – Two-Year and Four-Year

*Principles of Marketing* helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, the 18th Edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences and communities.



### Marketing: An Introduction, 14e

Gary Armstrong, Philip Kotler & Marc Oliver Opresnik

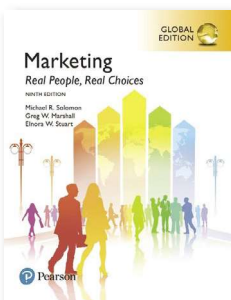
9781292294865 • ©2019  
680pp • Paperback

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**Available with MyLab Marketing or Pearson Horizon**

**Course:** Principles of Marketing – Two-Year and Four-Year

*Marketing: An Introduction* shows students how customer value – creating it and capturing it – drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement and relationships, leaving students with a richer understanding of basic marketing concepts, strategies and practices. Through updated company cases, *Marketing at Work* highlights and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios.



### Marketing: Real People, Real Choices, 9e

Michael R. Solomon, Greg W. Marshall & Elnora W. Stuart

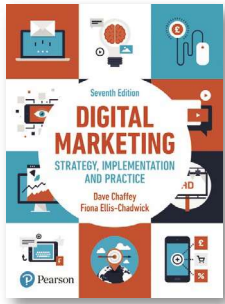
9781292221083 • ©2018  
600pp • Paperback

eBook version available

**Available with MyLab Marketing**

**Course:** Principles of Marketing – Two-Year and Four-Year

The only text to introduce marketing from the perspective of real people, who make real marketing decisions, at leading companies every day. Timely, relevant and dynamic, this reader-friendly text shows students how marketing concepts are implemented and what they really mean in the marketplace. The Ninth Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics and ethical and sustainable marketing.



## Digital Marketing: Strategy, Implementation and Practice, 7e

Dave Chaffey & Fiona Ellis-Chadwick

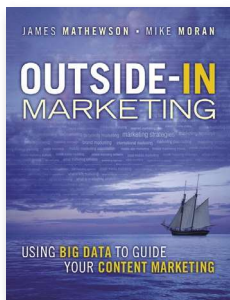
9781292241579 • ©2019  
576pp • Paperback

eBook version available

**Available with Revel**

**Course:** Marketing on the Internet

*Digital Marketing* provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing. This streamlined Seventh Edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. The text links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world.



## Outside-In Marketing: Using Big Data to Guide your Content Marketing

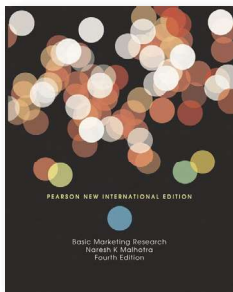
James Mathewson & Mike Moran

9780133375565 • ©2016  
208pp • Paperback

eBook version available

**Course:** Marketing on the Internet

Marketing has always been about my brand, my product, my company. That's inside-out marketing. Today, customers hate it – and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that's outside-in. This book shows how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines and metrics for engaging on your customers' terms, using their words, reflecting their motivations.



## Basic Marketing Research, 4e

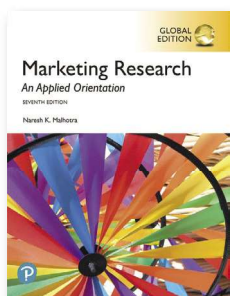
Naresh K. Malhotra

9781292020488 • ©2013  
676pp • Paperback

eBook version available

**Course:** Marketing Research

With a hands-on, do-it-yourself approach, Malhotra offers a contemporary focus on decision making, illustrating the interaction between marketing research decisions and marketing management decisions.



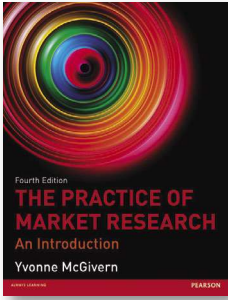
## Marketing Research: An Applied Orientation, 7e

Naresh K. Malhotra

9781292265636 • ©2019  
888pp • Paperback

**Course:** Marketing Research

With a do-it-yourself, hands-on approach, *Marketing Research: An Applied Orientation* illustrates the interaction between marketing research decisions and marketing management decisions. This text uses a practical six-step framework for conducting marketing research, utilizing a variety of marketing companies to highlight qualitative and quantitative research strategies. With detailed emphasis on how to run the SPSS and SAS programs, marketing research students obtain the most extensive help available on this industry.

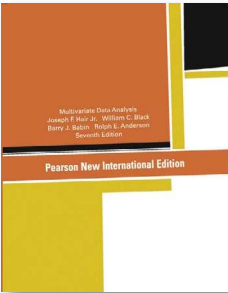


The Practice of Market Research: An Introduction, 4e

Yvonne McGivern  
 9780273773115 • ©2013  
 608pp • Paperback  
 eBook version available

**Course:** Marketing Research

This text offers a comprehensive and understandable account of the techniques and practical tasks involved in setting up and running marketing or social research projects. Linked to the professional body MRS (the Market Research Society) and with plenty of real-life examples from big-name companies such as McDonalds and Levis as well as governments and charities, the author's depth of insight and experience of the real world of market research is evident throughout this book.

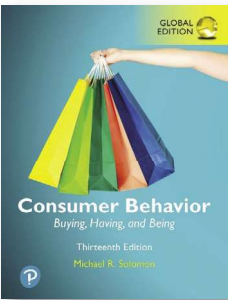


Multivariate Data Analysis, 7e

Joseph F. Hair, William C. Black,  
 Barry J. Babin & Rolph E. Anderson  
 9781292021904 • ©2013  
 740pp • Paperback  
 eBook version available

**Course:** Graduate Marketing Research

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. Hair et. al provide an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.



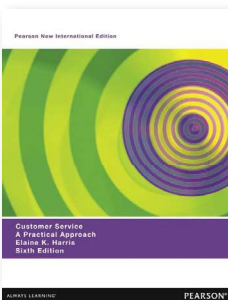
Consumer Behavior: Buying, Having and Being, 12e

Michael R. Solomon  
 9781292318103 • ©2019  
 640pp • Paperback  
 eBook version available

**Course:** Consumer Behavior

Solomon's *Consumer Behavior: Buying, Having and Being* covers what happens before, during and after the point of purchase. It investigates how having (or not having) certain products affects our lives; specifically, how these items influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. Since we are all consumers, many of the topics have both professional and personal relevance to students. This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior.

**Available with MyLab Marketing or Revel**



Customer Service: A Practical Approach, 6e

Elaine K. Harris  
 9781292040356 • ©2013  
 200pp • Paperback  
 eBook version available

**Course:** Consumer Behavior

The market-leader, *Customer Service: A Practical Approach* goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field.

## Marketing Management



### Marketing Management, 15e

Philip Kotler & Kevin Lane Keller

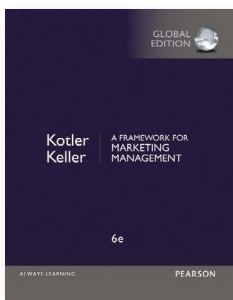
9781292092621 • ©2015  
832pp • Paperback

eBook version available

**Available with MyLab Marketing**

**Course:** Marketing Management

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. The world of marketing is changing everyday – and in order for students to have a competitive advantage, they need a textbook that reflects the best of today's marketing theory and practices. *Marketing Management* is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.



### A Framework for Marketing Management, 6e

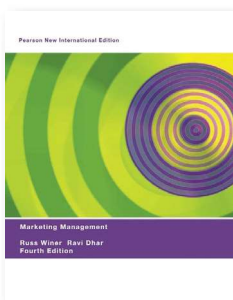
Philip Kotler & Kevin Lane Keller

9781292093147 • ©2015  
352pp • Paperback

eBook version available

**Course:** Marketing Management

*A Framework for Marketing Management* is a concise, streamlined version of Kotler and Keller's *Marketing Management*, Fifteenth Edition, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects and cases.



### Marketing Management, 4e

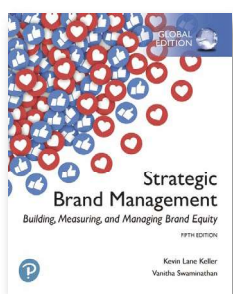
Russ Winer & Ravi Dhar

9781292023410 • ©2013  
496pp • Paperback

eBook version available

**Course:** Advanced Marketing Management

Go beyond the basic concepts with a strategic focus and integration of IT and global perspectives. *Marketing Management* reflects the dynamic environment inhabited by today's marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success.



### Strategic Brand Management, 5e

Kevin Keller and Vanitha Swaminathan

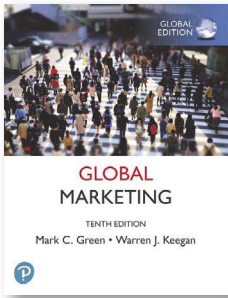
9781292314969 • ©2019  
624pp • Paperback

eBook version available

**Course:** Brand Management, Brand Strategy

*Strategic Brand Management: Building, Measuring and Managing Brand Equity* looks at branding from the perspective of the consumer and provides a framework that identifies, defines and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world. New co-author and award-winning scholar Vanitha Swaminathan, joins Kevin Lane Keller on this exciting, new 5th Edition. This edition also features a greater focus on digital branding, so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers.

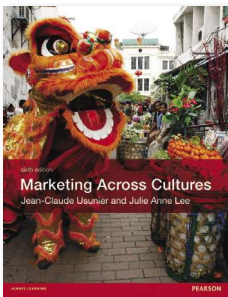
Global / International Marketing



**Global Marketing, 10e**  
 Warren J. Keegan & Mark C. Green  
 9781292150765 • ©2020  
 632pp • Paperback  
 eBook version available  
**Available with MyLab Marketing**

**Course:** International Marketing

*Global Marketing's* environmental and strategic approach outlines the major dimensions of the global business environment for students. The 10th Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. The text offers authoritative content as well as conceptual and analytical tools that will prepare students to successfully pursue careers in global marketing or related areas.

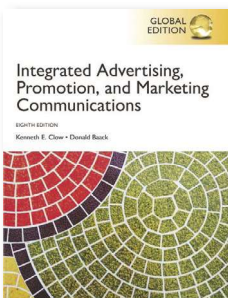


**Marketing Across Cultures, 6e**  
 Jean-Claude Usunier & Julie Anne Lee  
 9780273757733 • ©2012  
 496pp • Paperback  
 eBook version available

**Course:** International Marketing

In an increasingly interconnected global business environment, it is crucial that marketers recognize how a better understanding of cultural differences can help improve performance. *Marketing Across Cultures* examines how multinational companies can appreciate and adapt to international diversity.

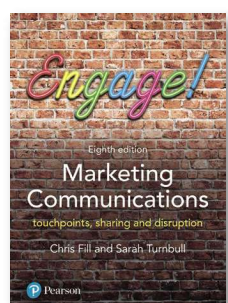
Marketing Communications



**Integrated Advertising, Promotion and Marketing Communications, 8e**  
 Kenneth E. Clow & Donald E. Baack  
 9781292222691 • ©2018  
 512pp • Paperback  
 eBook version available  
**Available with MyLab Marketing**

**Course:** Integrated Marketing Communications

This book speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. It covers advertising and promotions, the role of social media, blogs, mobile messaging and other marketing tactics. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The Eighth Edition includes extensive analysis of social media, Internet blogs and mobile, helping students understand the vital links marketers use to connect with consumers.



**Marketing Communications: discovery, creation and conversations, 8e**  
 Chris Fill & Sarah Turnbull  
 9781292234977 • ©2019  
 816pp • Paperback  
 eBook version available  
**Available with Revel**

**Course:** Integrated Marketing Communications

The new edition of *Marketing Communications* delivers a rich blend of theory with examples of contemporary marketing practice. Providing a critical insight into how brands engage audiences, Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields.

## New Product Management



### Innovation Management and New Product Development, 7e

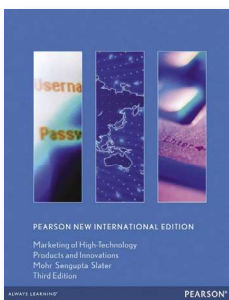
Paul Trott

9781292251523 • 2020  
Paperback

eBook version available

**Course:** Marketing Strategy

This text takes evidence-based approach and covers various fields: manufacturing, services, private and public sectors. 'Innovation in action' boxes illustrate how real companies are managing innovation today. The 7th Edition has a new chapter on 'Public Sector Innovation' and new case studies such as for 3M.



### Marketing of High-Technology Products and Innovations, 3e

Jakki J. Mohr, Sanjit Sengupta & Stanley Slater

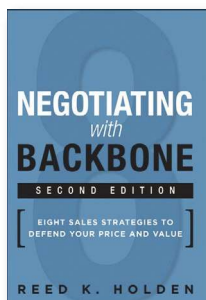
9781292040332 • ©2013  
552pp • Paperback

eBook version available

**Course:** New Product Design and Marketing

This is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service. The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.

## Sales



### Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value, 2e

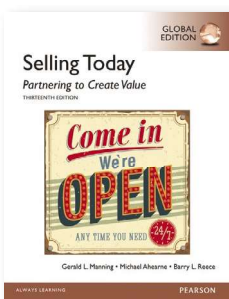
Reed K. Holden

9780134268415 • ©2016  
208pp • Paperback

eBook version available

**Course:** Sales Promotion

Sales professionals now confront an unprecedented threat to their success. Regardless of their size, industry, country, customer type, nature of their relationships, or the value they provide, they're finding purchasing decisions increasingly constrained by procurement organizations. Where traditional purchasing managers negotiated, procurement officials seek to dictate unprecedented discounts and concessions. As a sales professional, you must level the playing field – and that means developing some powerful new strategies and tactics of your own. You'll find them in *Negotiating with Backbone*.



### Selling Today: Partnering to Create Value, 13e

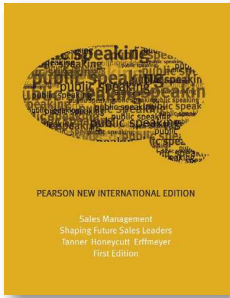
Gerald L. Manning, Michael Ahearne & Barry Reece

9781292060170 • ©2014  
552pp • Paperback

eBook version available

**Course:** Introduction to Selling

This text helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of "learn by doing" materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of business people.



## Sales Management

Jeff Tanner, Earl D. Honeycutt & Robert C. Erffmeyer

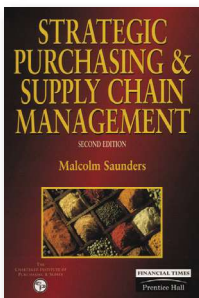
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456pp • Paperback

eBook version available

**Course:** Sales Management

*Sales Management* is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy – by integrating current technology, research and strategic thinking activities.

## Purchasing



## Strategic Purchasing & Supply Chain Management, 2e

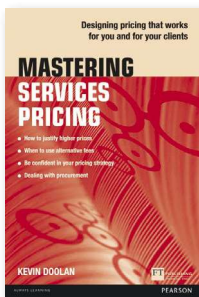
Malcolm Saunders

9780273623823 • ©1997  
368pp • Paperback

**Course:** Purchasing

This text provides students with a clear understanding of the scope and potential of purchasing and supply chain management strategy in a variety of international organizations. It takes an integrated approach to the strategic management of the supply chain and sees this as a central component of the management function. It demonstrates the links between developments in the field of purchasing and changes in business strategy and functional areas such as marketing strategy and manufacturing strategy.

## Pricing



## Mastering Services Pricing: Designing pricing that works for you and for your clients

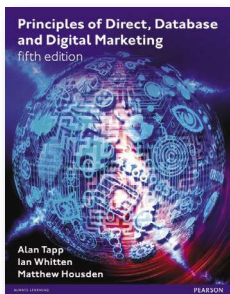
Kevin Doolan

9781292063362 • ©2015  
320pp • Paperback

**Course:** Introduction to Pricing

As traditional manufacturing companies move to service provision, what pricing companies model should they develop and what buyer behavior model should they nurture? What happens if you get your services offering right, but your pricing model wrong? *Mastering Services Pricing* shows you how to create pricing that allows you to deliver maximum profit and high client satisfaction.

## Direct Marketing



## Principles of Direct, Database and Digital Marketing, 5e

Alan Tapp, Ian Whitten & Matthew Housden

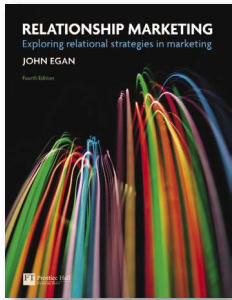
9780273756507 • ©2013  
576pp • Paperback

eBook version available

**Course:** Direct Marketing

Alan Tapp's successful text has long been a leading authority on direct marketing and for this Fifth Edition he is joined by Ian Whitten and Matthew Housden for the most up-to-date book yet. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields.

## Relationship Marketing



### Relationship Marketing: Exploring Relational Strategies in Marketing, 4e

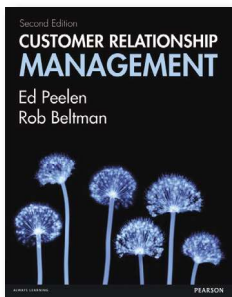
John Egan

9780273737780 • ©2011  
328pp • Paperback

eBook version available

**Course:** Relationship Marketing

*Relationship Marketing* comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice, by critically reviewing and analyzing what has been described as 'marketing's new paradigm'. Established as the key text in the area, the Fourth Edition continues to offer an accessible and authoritative introduction to this increasingly important subject. It retains its informed coverage of the most recent and important literature, as well as clearly organizing and structuring the book around its core themes.



### Customer Relationship Management, 2e

Ed Peelen & Rob Beltman

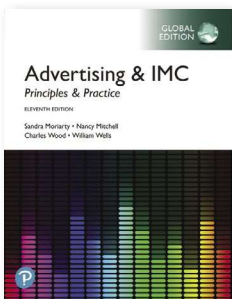
9780273774952 • ©2013  
440pp • Paperback

eBook version available

**Course:** Customer Relationship Management

*Customer Relationship Management* gives a well-balanced coverage of strategy and organization, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle.

## Advertising



### Advertising & IMC: Principles and Practice, 11e

Sandra Moriarty, Nancy D. Mitchell  
& William D. Wells

9781292262062 • ©2018  
664pp • Paperback

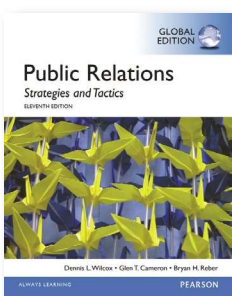
eBook version available

**Available with MyLab Marketing**

**Course:** Advertising Principles

*Advertising & IMC: Principles and Practice* presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion and more, Advertising & IMC uses examples of award-winning brand campaigns, contributions from experts and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications. With a new author joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning and how these areas work together.

## Public Relations



### Public Relations: Strategies and Tactics, 11e

Dennis L. Wilcox, Glen T. Cameron  
& Bryan H. Reber

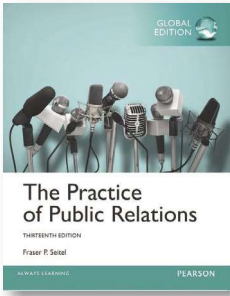
9781292056586 • ©2014  
624pp • Paperback

eBook version available

**Course:** Introduction to Public Relations

*Public Relations: Strategies and Tactics* uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates and many colorful charts and photos are used to enhance major concepts.





## The Practice of Public Relations, 13e

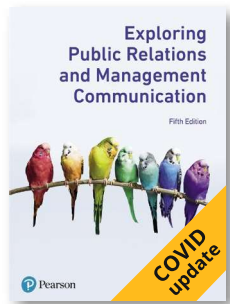
Fraser P. Seitel

9781292160054 • ©2016  
456pp • Paperback

eBook version available

### **Course:** Introduction to Public Relations

Featuring an intensely practical approach that favors reasoning, justification and applications that work, *The Practice of Public Relations* prepares students for contemporary public relations work in the changing landscape of the 21st century. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries.



## Exploring Public Relations and Management Communication, 5e

Ralph Tench & Liz Yeomans

9781292321745 • ©2020  
672pp • Paperback

eBook version available

### **Course:** Public Relations Management

*Exploring Public Relations and Management Communication* by Tench and Waddington is the definitive text on public relations. Blending theory with real-life applications, this book offers critical analysis with updated case studies, exercises and discussion questions that provide you with a holistic subject understanding. It also engages you with the thought processes behind some of the latest PR campaigns. This fundamental yet very practical text recognizes the strategic importance of public relations to organizations, growing conversation about professionalism in practice and professional ethics. Includes comprehensive coverage of the COVID-19 pandemic.