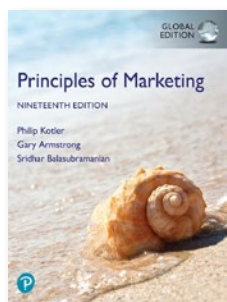


Marketing

Principles of Marketing



Principles of Marketing, 19e

Philip T. Kotler, Gary Armstrong & Sridhar Balasubramanian

©2023 • 768pp • Paperback

Available with MyLab Marketing

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

Principles of Marketing shows students how to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. The authors present the fundamentals of marketing within an innovative customer-value framework. Revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations and experiences.

Print	Pearson eText	VitalSource/Kortext eBook
9781292449364	9781292449401	9781292449333
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292449388	9781292449272	



Marketing: An Introduction, 15e

Gary Armstrong, Philip Kotler & Marc Oliver Opresnik

©2022 • 704pp • Paperback

Available with MyLab Marketing

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

Discover how creating and capturing customer value drives effective marketing strategies, with *Marketing: An Introduction* and gain a richer understanding of basic marketing concepts and practices. The updated text reflects major trends and the shifting forces of this digital age of customer value, engagement and relationships. With company cases and exercises to practice applying marketing concepts to real-world company scenarios.

Print	Pearson eText	VitalSource/Kortext eBook
9781292433103	9781292433172	9781292433165
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292433127	9781292433219	



Marketing: Real People, Real Choices, 11e

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

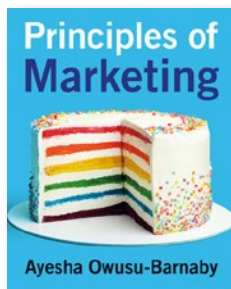
©2022 • 656pp • Paperback

Available with MyLab Marketing

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

Marketing: Real People, Real Choices introduces the subject from the perspective of 'real' people, who make 'real' marketing decisions, at leading companies every day – focusing on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. It also emphasizes the importance of branding oneself and shows students how the concepts they learn in class apply directly to their own personal marketing plan. With this text, students take an active approach to understanding marketing through decision making and are well equipped to tackle what's happening in the field today.

Print	Pearson eText	VitalSource/Kortext eBook
9781292434384	9781292434520	9781292434513
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292434476	9781292434544	



Principles of Marketing

Ayesha Owusu-Barnaby

©2022

Available as a Revel course or Pearson eText.

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

Revel for *Principles of Marketing*, is a comprehensive demonstration of a range of themes from theory to practice, assisting your teaching around the essential concepts of the field. This fully digital edition is a modern, interactive learning resource, with an array of engaging interactive features to support your teaching in a digital learning environment and challenge your students to think like a marketer.

Revel	Pearson eText
9781292296159	9781292739182



Digital Marketing: Strategy, Implementation and Practice, 8e

Dave Chaffey & Fiona Ellis-Chadwick

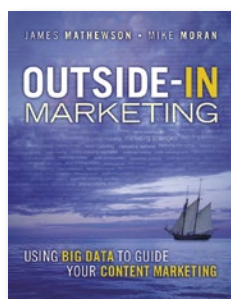
©2022 • 560pp • Paperback

Available with Revel

Course: Marketing on the Internet

A comprehensive guide to the latest strategies, techniques and online trends. It discusses the success factors in digital marketing, with case studies from cutting-edge companies such as ASOS, Spotify and L'Oreal, linking marketing theory with practice. The range of questions, exercises, and self-assessments will develop key skills needed in the workplace.

Print	Pearson eText
9781292400969	9781292401003
Revel	VitalSource/Kortext eBook
9781292243917	9781292401003



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

James Mathewson & Mike Moran

©2016 • 208pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780133375565	9780133375619



Basic Marketing Research, 4e

Naresh K. Malhotra

©2013 • 676pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292020488	9781292033785



Marketing Research: An Applied Orientation, 7e

Naresh K. Malhotra

©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.

Print	VitalSource/Kortext eBook
9781292265636	9781292265919



The Practice of Market Research: From Data to Insight, 5e

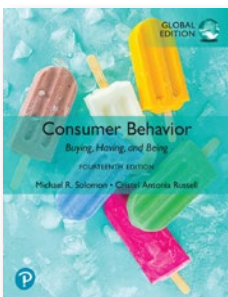
Yvonne McGivern

©2022 • 672pp • Paperback

Course: Marketing Research

This text offers a thorough introduction to the practice of market and social research. It is structured around the research process – from defining the problem to be researched to communicating the insight which the research produces. An ideal companion for a market research student or anyone doing a research project, the book takes you through data analytics and data mining in a market research context, in addition to explaining the ethical, legal and regulatory context in which research operates. Uses real-world examples from successful market research projects in companies such as Formula One, BBC, IBM, PayPal, Twinings and Volvo. There are also examples of research on social issues including the COVID-19 pandemic, anti-social behaviour, HIV/AIDS, cancer support and many more. The new edition supports the MRS Advanced Certificate in Market and Social Research Practice.

Print	VitalSource/Kortext eBook
9780273773115	9781292331348



Consumer Behavior: Buying, Having and Being, 14e

Michael R. Solomon & Cristel
Antonia Russell

©2024 • 544pp • Paperback

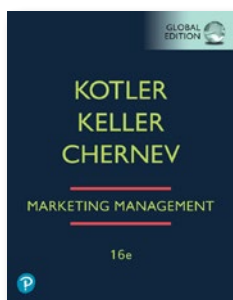
Available with MyLab Marketing

Course: Consumer Behavior

Consumer Behavior covers all of the processes involved when we select, purchase, use or dispose of products, services, ideas or experiences. It investigates the many factors that affect our consumption choices (and non-choices), especially in the era of social media and the digital age. Since we're all consumers, many of the topics have both professional and personal relevance to students. Featuring new co-author Cristel Antonia Russell, the 14th Edition has been significantly revised to elevate its flow, focus, intentionality, freshness and attention to practice.

Print	Pearson eText	VitalSource/Kortext eBook
9781292452340	9781292720685	9781292720654
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292720678	9781292720692	

Marketing Management



Marketing Management, 16e

Philip Kotler, Kevin Lane Keller & Alexander Chernev

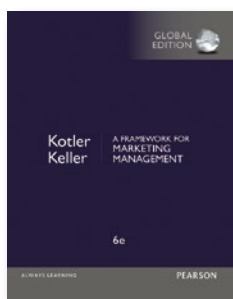
©2022 • 832pp • Paperback

Available with Revel

Course: Marketing Management

Marketing Management offers an extensive analysis of the latest theories and practices in the marketing environment: building and managing successful marketing campaigns and focusing on the decisions managers face in alignment with company objectives. Its reader-friendly content, universal practice applications and reflection of recent developments will arm readers with the knowledge and tools necessary for a successful career in the field.

Print	Pearson eText
9781292404813	9781292404936
Revel	VitalSource/Kortext eBook
9781292422145	9781292405100



A Framework for Marketing Management, 6e

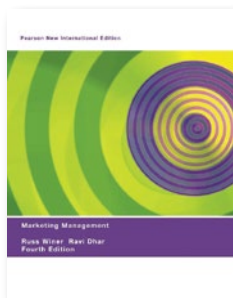
Philip Kotler & Kevin Lane Keller

©2015 • 352pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292093147	9781292093154



Marketing Management, 4e

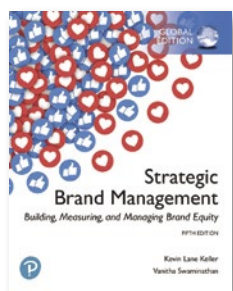
Russ Winer & Ravi Dhar

©2013 • 496pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292023410	9781292036588



Strategic Brand Management, 5e

Kevin Lane Keller & Vanitha Swaminathan

©2019 • 624pp • Paperback

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. This edition 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.

Print	VitalSource/Kortext eBook
9781292314969	9781292314990



Essentials of Services Marketing, 4e

Jochen Wirtz, Christopher Lovelock & Patricia Chew

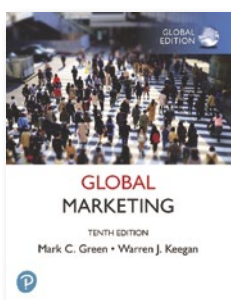
©2013 • 680pp • Paperback

Course: Services Marketing

As economies across the world continue to transition toward services, skills in marketing and managing services have never been more important. *Essentials of Services Marketing* captures the reality of today's world, incorporates recent academic and managerial thinking, and illustrates cutting-edge service concepts. This book places marketing issues within a broader general management context and shows the relationships between the marketing, operations, IT, and human resources functions in service firms.

Print	VitalSource/Kortext eBook
9781292425191	9781292733289

Global / International Marketing



Global Marketing, 10e

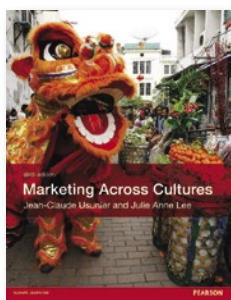
Warren J. Keegan & Mark C. Green

©2020 • 632pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292304021	9781292304083



Marketing Across Cultures, 6e

Jean-Claude Usunier & Julie Anne Lee

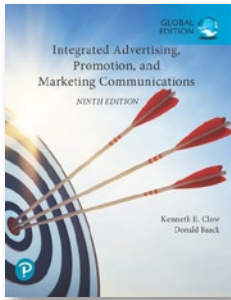
©2012 • 496pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273757733	9780273757764

Marketing Communications



Integrated Advertising, Promotion and Marketing Communications, 9e

Kenneth E. Clow & Donald Baack

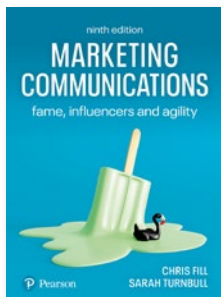
©2022 • Paperback

Available with Revel

Course: Integrated Marketing Communications

Championing the importance of weaving together all marketing activities into one clear message and voice, *Integrated Advertising, Promotion, and Marketing Communications* speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. The text explores advertising and promotions, and the roles of social media, mobile messaging, and other marketing tactics to effectively reach consumers. With added tools to help learners apply concepts to real-life situations, and understand the vital links marketers use to connect and interact with customers.

Print	Pearson eText
9781292411217	9781292411354
Revel	VitalSource/Kortext eBook
9781292421292	9781292411354



Marketing Communications: Fame, Influencers and Agility, 9e

Chris Fill & Sarah Turnbull

©2023 • 816pp • Paperback

Course: Integrated Marketing Communications

The new edition of *Marketing Communications* delivers a rich blend of theory with examples of contemporary marketing practice, drawn from brands and agencies worldwide. An ideal teaching support, the text is streamlined to cover the strategic and tactical aspects of how brands engage audiences. The useful features and examples will support your students' critical thinking around the major topics, providing the additional tools they need to develop their career in the field.

Print	VitalSource/Kortext eBook
9781292400327	9781292400310

New Product Management



Innovation Management and New Product Development, 7e

Paul Trott

©2020 • 568pp • Paperback

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.

Print	Pearson eText	VitalSource/Kortext eBook
9781292251523	9781292453620	9781292251561



Marketing of High-Technology Products and Innovations, 3e

Jakki J. Mohr, Sanjit Sengupta & Stanley Slater

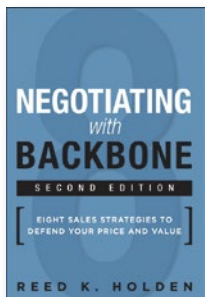
©2013 • 552pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292040332	9781292054537

Sales



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

Reed K. Holden

©2016 • 208pp • Paperback

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*.

Print	VitalSource/Kortext eBook
9780134268415	9780134270036



Selling Today: Partnering to Create Value, 15e

Gerald L. Manning, Michael Ahearne & Barry Reece

©2023 • 544pp • Paperback

Available with MyLab Marketing

Course: Introduction to Selling

Selling Today helps students understand the value of developing personal selling skills. The text incorporates academic theory, roleplay scenarios, real-world applications and ethical dilemmas. With the largest number of “learn by doing” materials of any personal selling text, it offers a wealth of tools to help students develop an ethical, customer-centered mindset.

Print	Pearson eText	VitalSource/Kortext eBook
9781292458632	9781292458656	9781292726908
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292461779	9781292726885	



Sales Management

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

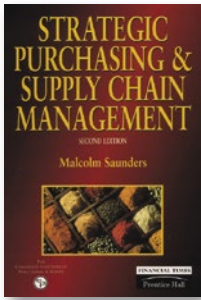
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Course: Sales Management

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.

Print	VitalSource/Kortext eBook
9781292023458	9781292036625

Purchasing



Strategic Purchasing & Supply Chain Management, 2e

Malcolm Saunders

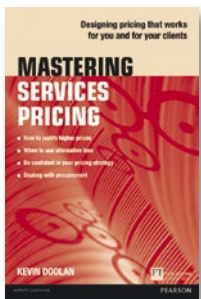
©1997 • 368pp • Paperback

Print
9780273623823

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

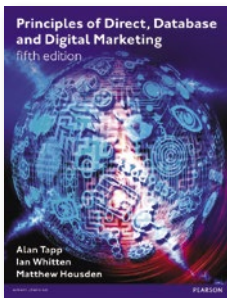
©2015 • 320pp • Paperback

Course: Introduction to Pricing

As traditional manufacturing companies move to service provision, what pricing 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.

Print	VitalSource/Kortext eBook
9781292063362	9781292063393

Direct Marketing



Principles of Direct, Database and Digital Marketing, 5e

Alan Tapp, Ian Whitten & Matthew Housden

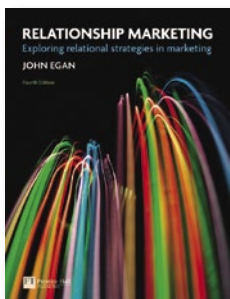
©2013 • 576pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273756507	9780273756521

Relationship Marketing



Relationship Marketing: Exploring Relational Strategies in Marketing, 4e

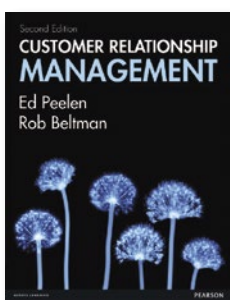
John Egan

©2011 • 328pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273737780	9780273737827



Customer Relationship Management, 2e

Ed Peelen & Rob Beltman

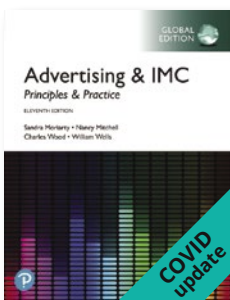
©2013 • 440pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273774952	9780273774976

Advertising



Advertising & IMC: Principles and Practice, 11e

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

©2018 • 664pp • Paperback

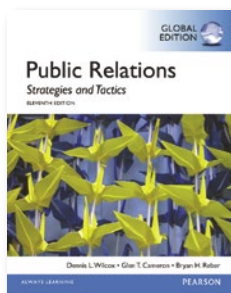
Available with MyLab Marketing

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.

Print	Pearson eText	VitalSource/Kortext eBook
9781292262062	9781292459493	9781292262147
MyLab Marketing	Pack of print text + MyLab Marketing	
9781292262215	9781292262192	

Public Relations



Public Relations: Strategies and Tactics, 11e

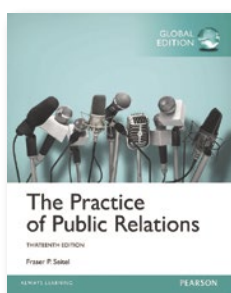
Dennis L. Wilcox, Glen T. Cameron & Bryan H. Reber

©2014 • 624pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292056586	9781292066264



The Practice of Public Relations, 13e

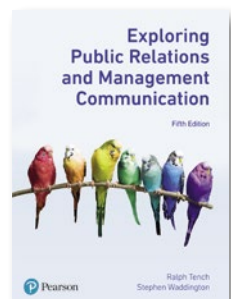
Fraser P. Seitel

©2016 • 456pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292160054	9781292160115



Exploring Public Relations and Management Communication, 5e

Ralph Tench & Liz Yeomans

©2020 • 672pp • Paperback

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.

Print	Pearson eText	VitalSource/Kortext eBook
9781292321745	9781292721941	9781292321783