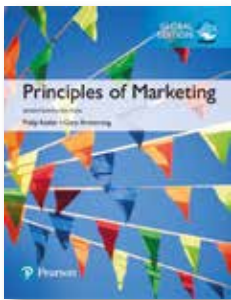




# Marketing

Principles of Marketing



**Principles of Marketing, 17e**

Philip T. Kotler & Gary Armstrong

9781292220178 • ©2017  
736pp • Paperback • £57.99

eBook: 9781292220239 • £46.99

**Available with MyLab Marketing**  
Package: 9781292220284 • £67.00

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

The text's innovative customer-value and engagement framework ties together key concepts, and details how marketing creates customer value and captures value in return. From beginning to end, this marketing process model builds on five major customer value and engagement themes: creating value for customers in order to capture value in return; engaging with customers using today's digital and social media; building and managing strong, value-creating brands; measuring and managing return on marketing; and fostering sustainable marketing around the globe.

**Arab World Edition available 9781408289075**



**Marketing: An Introduction, 13e**

Gary Armstrong, Philip Kotler & Marc Oliver Opresnik

9781292146508 • ©2016  
672pp • Paperback • £58.99

eBook: 9781292146522 • £47.99

**Available with MyLab Marketing**  
Package: 9781292146614 • £67.00

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

An introduction to the world of marketing using a proven, practical, and engaging approach, *Marketing: An Introduction* shows students how customer value – creating it and capturing it – drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.



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

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

9781292221083 • ©2018  
600pp • Paperback • £57.99

eBook: 9781292221106 • £46.99

**Available with MyLab Marketing**  
Package: 9781292221212 • £61.32

**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**

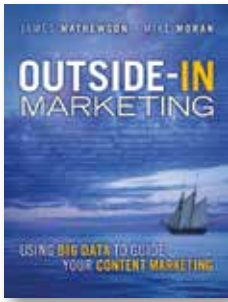
Dave Chaffey & Fiona Ellis-Chadwick

9781292241579 • ©2019  
576pp • Paperback • £55.99

eBook: TBC • £TBC

**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 • £18.49

eBook: 9780133375589 • £14.99

**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 • £63.99

eBook: 9781292033785 • £52.00

**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, 6e

Naresh K. Malhotra

9780136094234 • ©2009  
936pp • Paperback • £55.99

**Course:** Marketing Research

*Marketing Research: An Applied Orientation* allows students to actually experience the interaction between marketing research and marketing decision-making. It takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material.

**New edition coming in 2019**  
**Arab World Edition, 6e will continue to be available**



## The Practice of Market Research: An Introduction, 4e

Yvonne McGivern

9780273773115 • ©2013  
608pp • Paperback • £53.99

eBook: 9780273773153 • £43.99

**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**

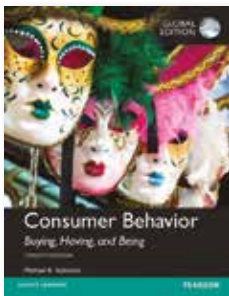
Joseph F. Hair, William C. Black, Barry J. Babin & Rolph E. Anderson

9781292021904 • ©2013  
740pp • Paperback • £55.99

eBook: 9781292035116 • £44.99

**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 provides 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

9781292153100 • ©2017  
632pp • Paperback • £57.99

eBook: 9781292153117 • £46.99

**Available with MyLab Marketing**  
Package: 9781292153209 • £67.00

**Course:** Consumer Behaviour

Solomon's *Consumer Behavior: Buying, Having, and Being* deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age.



**Customer Service: A Practical Approach, 6e**

Elaine K. Harris

9781292040356 • ©2013  
200pp • Paperback • £41.99

eBook: 9781292053509 • £34.00

**Course:** Consumer Behaviour

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 • £60.99

eBook: 9781292092713 • £49.00

**Available with MyLab Marketing**  
Package: 9781292092737 • £69.83

**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.

**Arab World Edition available 9781447925217**



## A Framework for Marketing Management, 6e

Philip Kotler & Kevin Lane Keller

9781292093147 • ©2015  
352pp • Paperback • £47.99

eBook: 9781292093154 • £38.99

**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 • £60.99

eBook: 9781292036588 • £49.00

**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.



## International Marketing Strategy, 5e

Frank Bradley

9780273686880 • ©2004  
440pp • Paperback • £56.99

eBook: 9781405871556 • £46.00

**Course:** Marketing Strategy

This text illustrates the full range of tasks facing the firm in today's competitive business environment. It explains how to integrate the various market entry and development strategies into a series of decisions that reflect an interplay of the international marketing environment, technological forces and strengths and weaknesses of the firm. The book is truly international and has been written from the point of view of the firm competing in international markets, irrespective of country of origin, and is strongly research based.



## Strategic Marketing Problems: Cases and Comments, 13e

Roger Kerin & Robert Peterson

9780273768944 • ©2012  
744pp • Paperback • £58.99

eBook: 9780273775690 • £47.99

**Course:** Marketing Strategy

Decision-making in marketing is first and foremost, a skill. And since all skills are learned through practice, *Strategic Marketing Problems: Cases and Comments* balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they've learned.



## Strategic Brand Management, 4e

Kevin Keller

9780273779414 • ©2012  
592pp • Paperback • £63.99

eBook: 9780273780045 • £52.00

**Course:** Brand Management, Brand Strategy

Keller's market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. This Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo.

Global / International Marketing



**Global Marketing, 9e**

Warren J. Keegan & Mark C. Green

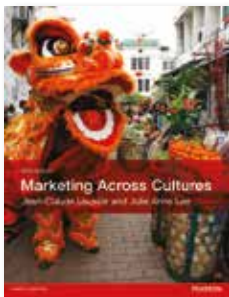
9781292150765 • ©2016  
624pp • Paperback • £58.99

eBook: 9781292150772 • £47.99

**Available with MyLab Marketing**  
9781292150888 • £67.00

**Course:** International Marketing

Marking the 20th anniversary of this series of textbooks, this Ninth Edition of *Global Marketing* builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. In this edition, as in all previous editions, the authors' goal has been to write a book that's authoritative in content yet relaxed and assured in style and tone.



**Marketing Across Cultures, 6e**

Jean-Claude Usunier  
& Julie Anne Lee

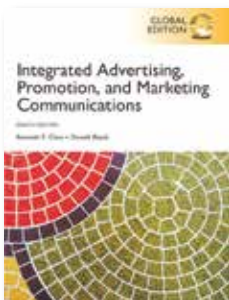
9780273757733 • ©2012  
496pp • Paperback • £56.99

eBook: 9780273757764 • £46.00

**Course:** International Marketing

In an increasingly interconnected global business environment, it is crucial that marketers recognise 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 • £57.99

eBook: 9781292222752 • £46.99

**Available with MyLab Marketing**  
Package: 9781292222790 • £67.00

**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 students 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, 7e**

Chris Fill & Sarah Turnbull

9781292092614 • ©2016  
760pp • Paperback • £49.99

eBook: 9781292093833 • £40.00

**Course:** Integrated Marketing Communications

In addition to an extensive theoretical foundation, *Marketing Communications* provides readers with a strongly applied perspective of this rapidly changing and fascinating discipline. Using case studies and examples of brands from around the world, plus invaluable support from the Institute of Practitioners in Advertising, this book provides a unique blend of the theory and practice of brand communications.



## New Product Management



### Innovation Management and New Product Development, 6e

Paul Trott

9781292133423 • 2016  
672pp • Paperback • £48.99

eBook: 9781292165400 • £40.00

**Course:** Marketing Strategy

*Innovation Management and New Product Development* is an established, text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by practitioners of innovation.



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

Jakki J. Mohr, Sanjit Sengupta & Stanley Slater

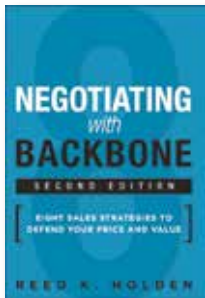
9781292040332 • ©2013  
552pp • Paperback • £55.99

eBook: 9781292054537 • £44.99

**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

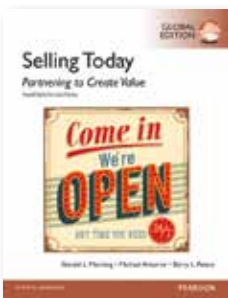
Reed K. Holden

9780134268415 • ©2016  
208pp • Paperback • £25.99

eBook: 9780134270043 • £20.99

**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 • £58.99

eBook: 9781292065243 • £47.99

**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

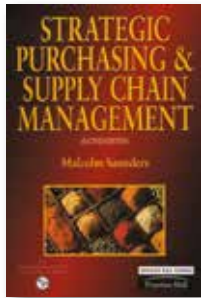
9781292023458 • ©2013  
456pp • Paperback • £60.99

eBook: 9781292036625 • £49.00

**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 • £54.99

**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 organisations. 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**

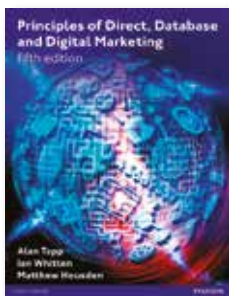
Kevin Doolan

9781292063362 • ©2015  
320pp • Paperback • £75.00

**Course:** Introduction to Pricing

As traditional manufacturing companies move to service provision, what pricing model should they develop and what buyer behaviour 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 • £50.99

eBook: 9780273756521 • £40.99

**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

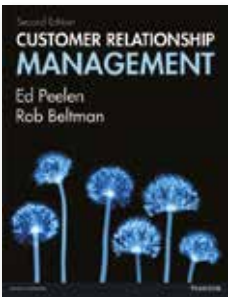
John Egan

9780273737780 • ©2011  
328pp • Paperback • £56.99

eBook: 9780273737827 • £46.00

**Course:** Relationship Marketing

*Relationship Marketing* comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice, by critically reviewing and analysing 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 organising and structuring the book around its core themes.



### Customer Relationship Management, 2e

Ed Peelen & Rob Beltman

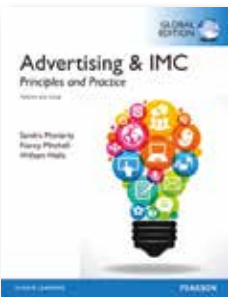
9780273774952 • ©2013  
440pp • Paperback • £56.99

eBook: 9780273774976 • £46.00

**Course:** Customer Relationship Management

*Customer Relationship Management* gives a well-balanced coverage of strategy and organisation, 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, 10e

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

9781292017396 • ©2014  
672pp • Paperback • £63.99

eBook: 9781292019956 • £52.00

**Available with MyLab Marketing**  
Package: 9781292056487 • £77.97

**Course:** Advertising Principles

This textbook tracks the changes in today's dynamic world of media and marketing communication – as well as the implications of these changes to traditional practice – and presents them to students through an accessible, well-written approach. The Tenth Edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

**New edition coming in 2019**

## Public Relations



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

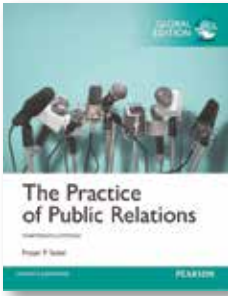
Dennis L. Wilcox, Glen T. Cameron  
& Bryan H. Reber

9781292056586 • ©2014  
624pp • Paperback • £63.99

eBook: 9781292066264 • £52.00

**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.

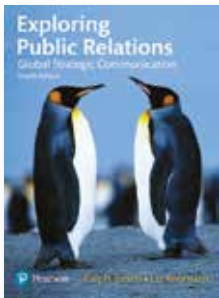


**The Practice of Public Relations, 13e**

Fraser P. Seitel  
 9781292160054 • ©2016  
 456pp • Paperback • £56.99  
 eBook: 9781292160115 • £46.00

**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: Global Strategic Communication, 4e**

Ralph Tench & Liz Yeomans  
 9781292112183 • ©2017  
 612pp • Paperback • £46.99  
 eBook: 9781292112206 • £37.00

**Course:** Public Relations Management

This text is the definitive academic guide on public relations and one of the only texts on the market to take this particular approach to the field. It offers critical analysis of the subject, blended with theory and real-life application, making use of a number of pedagogical features including case studies, exercises and discussion questions for a unique approach to the subject.

Business-to-Business (B2B) Marketing



**Business-to-Business Marketing: A Step-by-Step Guide**

Ray Wright  
 9780273646471 • ©2003  
 536pp • Paperback • £55.99  
 eBook: 9781405870214 • £44.99

**Course:** Business to Business (B2B) Marketing

*Business-to-Business Marketing: A Step-by-Step Guide* offers the reader a clear, cogent understanding of this newly emerging and rapidly evolving sub-discipline. Ideal for college students, undergraduates and non-specialised postgraduates, as well as marketing practitioners, this book is designed specifically to explain the nuances of B2B marketing. With a wealth of local and global case studies, comparisons between B2B and B2C marketing and material linked questions, this text provides a comprehensive overview of an expansive sector to inspire the reader with confidence.