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MARKETING

ADVERTISING/PRODUCTION

ADVERTISING AGE
Esther Thorson, University of Missouri; Margaret Duffy, University of Missouri

This book is the perfect accompaniment to any of the Advertising and IMC advertising texts. It can serve as a standalone textbook for introductory courses as well. For instructors, it offers the opportunity to engage students theoretically and practically and in a cost-effective way. The emphasis on applying research and theory to practice is shown graphically through literally hundreds of examples and outside references. Students will find the book to be accessible and easy to understand while rigorous in its investigation of communication practices.

FEATURES

• The book is as timely as a text can be—rooted in the “real world” that students and practitioners really want.
• The book is not the classic 12-pound advertising textbook. It presents solid concepts in a way that’s affordable, lively, readable and full of example and anecdotes that show, don’t tell.
• It acquaints students with Ad Age as a significant and authoritative news and opinion source for everything relating to advertising and marketing communication.
• The book powerfully links today’s advertising and strategic communication to the world of theory and solid marketing research to reveal what works in today’s environment.
• The book can be used as an affordable stand-alone textbook for survey and introductory advertising and IMC courses, or used as a valuable supplement to traditional textbooks.

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© 2012, 224pp, Paperback, 97811111970468

NEW EDITION!

ADVERTISING AND INTEGRATED BRAND PROMOTION (WITH COURSEMate WITH AD AGE PRINTED ACCESS CARD), 7E
Thomas O’Guinn, University of Wisconsin-Madison; Chris Allen, University of Cincinnati; Richard J. Semenik, Montana State University - Bozeman; Angeline Close, University of Texas - Austin

Show your students how good advertising is the result of hard work and careful planning with the exciting new ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E from leading authors O’Guinn/Allen/
Semenik/Close. This clearly written text brings a solid understanding of advertising strategy to life with more dynamic visuals and graphic examples than ever before. Today's most contemporary ads and exhibits help provide the innovative, integrated learning experience your students need for advertising results and business success. A comprehensive online companion to the printed text provides integrated discussion of video and other medium heretofore unavailable to be illustrated in traditional print delivery. A leader for its emphasis on integrated brand promotion, this edition combines a compelling presentation of the fundamentals of advertising with invigorating coverage of contemporary topics and the latest advertising trends. In-depth coverage of social media, new coverage of design thinking, an emphasis on globalization and more cutting-edge coverage exemplifies advertising's latest developments in today's digital society. Packed with practical applications and insights, the book presents concepts in the context of real advertising practice – as the book's content follows the same process as an actual advertising agency.

NEW TO THIS EDITION

- NEW ONLINE COMPANION. A new fully integrated online companion to the printed book provides previously undeliverable access to television advertising and up-to-date data related to advertising. In addition to the content, the authors have woven in commentary on how the practice of advertising relates to the concepts in the chapter. Finally, integrated exercises and assessments provide students with feedback on how well they understand the material, and faculty with insights into how well their students are progressing in the course.
- New Chapter 14 Media Planning: Advertising and IBP in Digital & Social Media – highlights all of the new trends in Advertising and IBP through social media. Also the basics of e-commerce and how it relates to IBP are discussed. New information about social media and implementing advertising and IBP campaigns in the digital world are explored.
- NEW – CengageNow is available for Advertising and Integrated Brand Promotion. CENGAGENOW™ Course Management System offers time-saving online teaching and learning resources. Organized around the essential activities in your course - lecturing, creating assignments, grading, quizzing, and tracking student progress - this robust online course management system gives you the more control in less time and delivers better student outcomes. A Personalized Study diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class.

FEATURES

- CUTTING-EDGE COVERAGE HIGHLIGHTS TODAY'S MOST CURRENT TOPICS AND EMERGING TRENDS. This extensively revised, updated new edition highlights the latest topics, the most contemporary social media issues, and emerging trends from the field. Introduce your students to the world of advertising as it happens today with new coverage of advertising media, design thinking, exhibits that highlight the latest advertising examples, and other advancements.
- PROJECT-BASED ACTIVITIES PROVIDE PRACTICAL, REAL EXPERIENCE WORKING IN GROUPS. Now you can expand your advertising knowledge with challenging, practical new project-based group projects at the end of each part. You practice working in teams to complete assignments that highlight many of today's well known actual companies.
- EXPANDED VISUALS AND THE LATEST AD EXAMPLES BRING LEARNING TO LIFE. A hallmark feature of this dynamic text, this edition's highly visual presentation provides a captivating backdrop that clearly exemplifies how advertising concepts are applied. More than 250 captivating ads and exhibits are highlighted within a magazine-style presentation that further enhances the visual impact of each ad.
- A LEADER IN BRAND STRATEGY, THIS EDITION CONTINUES TO BE AMONG FIRST TO INTRODUCE EMERGING TRENDS. The first to emphasize Integrated Brand Promotion (IBP), this innovative text continues to lead the field -- highlighting how advertising and promotion are developed and deployed to build brand awareness and affinity. This new edition reflects how today's entire advertising and promotion trade focuses on using promotional tools to build the brand. Brand Promotion integrated throughout each chapter emphasizes the importance of building brand awareness in advertising.
- PRACTICAL STRUCTURE CLEARLY PRESENTS FUNDAMENTALS OF ADVERTISING. In addition to setting the standard for coverage of emerging topics,
such as social media, this edition's strengths lie in the authors' compelling presentation of the fundamentals of advertising. Students learn all of the key issues necessary to prepare a sound advertising plan. With a presentation that follows the same process as an advertising agency, this edition's logical parts reflect how advertising and IBP are developed and executed in business today.

- **INTEGRATED INTERNATIONAL COVERAGE HIGHLIGHTS GLOBAL ADVERTISING ISSUES.** Drawing recent examples straight from today's global marketplace, this edition provides real world insights as the authors apply their international experience to the numerous global challenges facing advertisers. This edition frequently features international topics throughout the text that reflect the continuing impact of globalization on business today.

- **EMPHASIS ON ETHICAL PRACTICES HIGHLIGHTS THOSE MOST CRITICAL IN ADVERTISING TODAY.** Today's headlines emphasize the need for stronger ethics in business. Solid ethical practices must guide business decisions, especially in advertising, where ethical challenges can abound.

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© 2015, 512pp, Paperback, 9781285187815

### ADVERTISING AND SALES PROMOTION

*Ken Kaser, Clements High School, Sugarland TX*

**ADVERTISING AND SALES PROMOTION** is a comprehensive introduction to the principles and practices of advertising. The course explores the social, ethical, and legal issues of advertising, historical influences, strategies, and media decision processes as well as integrated marketing communications. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital. The text provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge. A student ACTIVITIES AND PROJECTS supplement as well as COURSEMATE add content and value to the product family.

### FEATURES

- A student ACTIVITIES AND PROJECTS supplement as well as COURSEMATE add content and value to the product family.
- COURSEMATE provides instructors with all of the reporting tools needed to track student engagement, while students can access interactive study tools in a dynamic, online learning environment. It includes an enhanced eBook providing students with an interactive, online-only version of the printed textbook, a Student Learning Pathway, customized to the book, featuring a variety of integrated digital media, and has a simple, user-friendly interface.
- This text brings a solid understanding of advertising strategy to life with dynamic visuals and graphic
examples to provide the innovative, integrated learning experience your students need for winning advertising results and business success.

- Make Academic Connections provides the integrated curriculum activities that show students how advertising concepts relate to other courses of study.
- Impact Advertising is a case study of a real ad campaign, followed by thought-provoking questions, that captures the student's interest and introduces the concepts in each chapter.
- Focus on Advertising uses real advertising examples to introduce and reinforce concepts covered in each lesson for better comprehension.
- Spotlight on Success, found in every chapter, describes advertising success stories of real companies.
- Advertisements and illustrations provide real-world examples that make the content interesting, relevant, and tangible for students.

CONTENTS


© 2013, 480pp, Hardback, 9781111573232, South-Western

ADVERTISING CAMPAIGN STRATEGY, 5E
A Guide to Marketing Communication Plans
Donald Parente, Middle Tennessee State University; Kirsten Strausbaugh, University of Georgia

ADVERTISING CAMPAIGN STRATEGY not only illustrates what effective advertising campaigns are, but also demonstrates how to successfully execute them. A comprehensive and detailed campaign guide is outlined to take students step-by-step through the advertising process. This text is a perfect addition to a principles of advertising text.

NEW TO THIS EDITION

- Updated campaign references and ad examples throughout.
- Updated data throughout- MRI, consumer demographics/psychographics, etc.
- Added play to the creative process throughout--including discussion of creative briefs, brainstorming, concepts, and creative executions--to a level that equals already existing research, strategy, and media detail.
- Written to reflect the market's current interdisciplinary plan approach vs. previously an advertising plan with some IMC components offered as support.
- Written with the new consumer mindset and new media landscape in mind.
- Chapter 1 - Overview of advertising in the digital era.
- Chapter 2 - Niche market section (e.g., info on Hispanic, African American, LGBT markets, etc.) from previous chapter 9 moved to consumer research section. Additional demo/psychographic and media data added.
- Chapter 3 - Discussion of IBISWorld and Mintel added to market sources.
- Chapter 6 - Additional, detailed discussion on how to craft a creative brief, including agency formats
and examples.
• New ad examples in the discussion of positioning and strategic direction.

CONTENTS

© 2013, 432pp, Paperback, 9781133434801

ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, INTERNATIONAL EDITION, 9E
Terence A. Shimp, University of South Carolina; J. Craig Andrews, Marquette University

Market-leading ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9E International Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9E International Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

NEW TO THIS EDITION
• All-New Social Media Coverage: Analyzing the effects of social media on the economy and traditional media, this new chapter broadens student interest in a topic they know well.
• Place-Based Marketing Integration: Mobile phones have given place-based marketing a key spot in I.M.C. today and ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9E International Edition seamlessly integrates their applications throughout the readings.
• Insightful Privacy Discussions: Embracing the digital age often means trading privacy for progress, and the text asks students to evaluate the ethical and other considerations of doing so.
• New Personal Selling Chapter: ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9E International Edition addresses this growing area in sales and marketing, highlighting methods and specific activities for students.
• Expanded Intellectual Property: Ignite classroom discussions about brands as intellectual property, and the potential legal issues to watch out for in business.

FEATURES
• Up-to-Date Material: ADVERTISING PROMOTION AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9E International Edition discusses the latest I.M.C. methods, research, and practices—including social, ethical, regulatory, and international dimensions—to give students a comprehensive picture of I.M.C. today.
• Emerging Practices: I.M.C. coverage would not be complete without discussions of online, mobile, viral, and social media practices and options, making
INTEGRATED MARKETING COMMUNICATIONS IN ADVERTISING AND PROMOTION, 9E International Edition the most current text of its kind.

• Interesting Insights: Chapter-opening features entitled, “Marcom Insights” introduce students to the topics with practical, professional guidance.

• Contemporary Ads: Turning products into household names, campaigns in the readings demonstrate effective advertising, while special “I.M.C. Focus” boxed features draw student attention to a variety of brilliant ads, and illustrate key I.M.C. concepts with real-company situations.

• Global Features: “Global Focus” boxed features enhance the text’s global marketing perspective, and spotlight unique international applications and impacts on I.M.C. campaigns.

CONTENTS


© 2013, 752pp, Paperback, 9781133191421
internet projects enables students to expand their understanding beyond basic concepts
• End of Part Case Studies: 2 new cases for each Part
• Each new copy offers 6 month access to wealth of student on-line revision and learning tools: Coursemate + Search Me! marketing. Includes a series of new local videos to help students link IMC theory to practical business outcomes

FEATURES
• IMC in Action: give students the chance to review how IMC is put into practice through an insight into strategies implemented by a variety of companies
• Asia Pacific Focus and International Focus: highlight local and international companies and their specific marketing decisions
• End of Chapter Discussion Questions provides students with the opportunity to check their understanding and apply the theory learnt

CONTENTS

© 2012, 496pp, Paperback, 9780170191548
implementing a consistent positioning strategy.

- New example of micro-sponsorships as a way to link a brand to a cause to deliver emotional benefits (replaces survey about cause-related marketing).
- New reference to recent sources of political/social turmoil in the discussion of advertising and “social rift”.

**CONTENTS**


© 2013, 368pp, Paperback, 9781133626176
• All-new Chapter 6 focuses on organizational demand analysis.

FEATURES

• Helping students make the most of their study time, each chapter provides an overview, highlights key concepts, and includes several carefully chosen examples of contemporary business marketing in practice as well as a cogent summary and a set of proactive discussion questions.
• Emphasizing relationship marketing strategies, the text offers expansive coverage of the drivers of relationship marketing effectiveness and the financial impact of relationship marketing programs.
• A timely and richly illustrated discussion highlights the determinants and social ingredients of strategic alliance success.
• Specific steps are outlined for building and managing a profitable B2B brand.
• Specific metrics are presented for measuring the impact of marketing strategy decisions on firm performance.
• The text’s value-based approach for pricing offers a framework for identifying and measuring value by customer segment.
• Coverage of customer-centered approaches to channel design illustrates how to design channels from the bottom up, rather than the top down.

CONTENTS

PART I: THE ENVIRONMENT OF BUSINESS MARKETING
1. A Business Marketing Perspective 2. The Business Markets: Perspectives on the Organizational Buyer

PART II: MANAGING RELATIONSHIPS IN BUSINESS MARKETING

PART III: ASSESSING MARKET OPPORTUNITIES
5. Segmenting the Business Market 6. Organizational Demand Analysis

PART IV: FORMULATING BUSINESS MARKETING STRATEGY
17. Business Marketing Communications: Managing the Personal Selling Function

PART V: EVALUATING BUSINESS MARKETING STRATEGY AND PERFORMANCE
18. Controlling Business Marketing Strategies

© 2013, 480pp, Paperback, 9781133189572

MANAGING SUPPLY CHAINS, 9E
A Logistics Approach, International Edition
John J. Coyle, Pennsylvania State University; C. John Langley, Jr., Pennsylvania State University; Robert A. Novack, Pennsylvania State University; Brian J. Gibson, Auburn University

MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply chain approach by blending logistics theory with practical applications. Each chapter opens with “Supply Chain Profiles” vignettes introducing students to real-world companies, people, and events. New and updated “On the Line” boxed features are applied examples providing students with hands-on managerial experience of the chapter’s topics. “Supply Chain Technology” boxes appear throughout the text, helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes. Short Cases at the end of each chapter are updated and build on what students have learned in the chapter.

NEW TO THIS EDITION

• Updated “Supply Chain Profiles” vignettes at the beginning of each chapter introduce familiar real-world companies, people, and events.
• Revised and expanded “Supply Chain Technology”
boxes throughout the text relate technological developments to supply chain management concepts and logistics practice with a deeper global view relative to the fast changing business environment.

- Chapter 10 is updated to include the latest transportation strategies and current data on transportation spending, performance, and modal splits.
- Chapter 15 introduces a sustainable approach to Supply Chain Management and the benefits of a low impact business practice in greater detail.
- Chapter 16 highlights contemporary changes and trends in the supply chain and logistics environments, and discusses major areas of priority for the future.

FEATURES

- MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply chain approach, one of the latest developments in logistics management.
- “Supply Chain Profiles” vignettes at the beginning of each chapter that introduce topics to students using familiar real-world companies, people, and events.
- Practical applications of supply chain management are provided using new and updated “On the Line” boxed featuring hands-on managerial experience of the chapter’s topics.
- Short Cases at the end of each chapter helps students build their knowledge by applying the principles learned in the chapter.

CONTENTS


© 2013, 720pp, Paperback, 9781111533922

PURCHASING AND SUPPLY CHAIN MANAGEMENT, 6E
(with CourseMate and eBook Access Card)
Arjan J. van Weele, Eindhoven University of Technology

In this era of turbulence and change, it is important to be up-to-date with the latest developments in Purchasing and Supply Chain Management theory and practice. Employing a flexible managerial perspective, Purchasing and Supply Chain Management 6th edition provides a complete introduction to the key concepts of this fast moving area. Global examples from Intel, Li and Fung and Hewlett-Packard to name a few, demonstrate the challenges and solutions to the problems companies face every day, while the latest research insights add a critical perspective throughout.

FEATURES

- Brand new chapter on contract management for complex projects thoroughly explains this process from start to finish.
- Updated case studies and memo features bring current practice to life.
- Refined coverage of purchasing and business strategy and corporate social responsibility.
- Every copy of this book comes with access to premium online platform which includes a wealth of additional case material, questions, games, an integrated eBook and more.

CONTENTS

Section 1 1. The role of purchasing in the value chain. 2. Industrial buying behaviour: decision-making in purchasing. 3. The purchasing management process. 4. Purchasing and facilities management. 5. Buying business services. 6. Public procurement. 7. Market

www.cengageasia.com
Introduce students to the critical role of purchasing in the supply chain with one of today’s leading-edge strategy and purchasing books—Handfield/Monczka/Giunipero/Patterson’s SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E, International Edition. This turnkey solution provides current and complete coverage that makes it not only a useful text, but also a valuable professional reference tool for students. This edition presents the most recent critical developments in the field, such as cases from emerging healthcare and the service industries as well as procure-to-pay redesign, supply risk, innovation, sustainability, and collaboration. Students examine the most important changes in supply management today and the impact of the recent recession and ongoing business uncertainty on continuous cost and value management across the supply chain. This leading author team draws from firsthand experience and their relationships with executives and practitioners worldwide to present unique, up-to-date insights that enable students to better understand today’s purchasing process. This edition’s numerous cases and memorable examples help students gain contextual insights and knowledge into the strategies, processes, and practices of purchasing. As future managers, students become better equipped with a thorough understanding of the impact that purchasing and supply chain management have on the competitive success and profitability of today’s organizations.

NEW TO THIS EDITION

- NEW AND UPDATED VIGNETTES AND EXAMPLES REFLECT THE LATEST DEVELOPMENTS FROM TOP PURCHASING EXECUTIVES WORLDWIDE. The authors have tapped into their industry connections worldwide to present insights and memorable examples from leading purchasing executives and the latest research initiatives. Students gain a better understanding of the most recent critical developments in the field as well as the impact of the recent recession and ongoing business uncertainty on today’s supply chain.

- NUMEROUS NEW “GOOD PRACTICE” EXAMPLES ILLUSTRATE STELLAR CASES OF THE CHAPTERS’ TOPICS IN ACTION. Intriguing “Good Practice” examples at the conclusion of each chapter integrate the chapter’s topics while exemplifying some of the latest developments in purchasing and supply chain management today.

- UPDATED DISCUSSION QUESTIONS AND ADDITIONAL READINGS PROVIDE INSIGHTS INTO PURCHASING TODAY. Students gain a better understanding of the strategies, processes, and practices of purchasing as this edition’s new discussion questions prompt engaging class interaction. Additional recommended readings further equip future managers with a better understanding of how purchasing and supply chain management directly impact an organization’s profitability.

- UPDATED CENTER-LED ORGANIZATION DISCUSSIONS GIVE STUDENTS A BETTER UNDERSTANDING OF THIS NEW, EFFECTIVE MODEL OF PROCUREMENT. Students gain a better
understanding of the advantages, challenges, and flexibility that today's center-led organizational model can provide.

• THE LATEST RESEARCH REFLECTS TODAY'S NEW DEVELOPMENTS IN SUPPLY CHAIN MANAGEMENT AND PURCHASING. Students gain a better understanding of the latest changes, such as the procure-to-pay (P2P) process covered in Chapter 2.

• NEW EXAMPLES REFLECT TODAY'S EMERGING INDUSTRIES. This edition provides new supply management case examples and snapshots from the growing healthcare and service industries.

• UPDATES DETAIL THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN PROCUREMENT TODAY. New coverage in Chapter 3 addresses sustainability as an important component of purchasing policy and procedures. This edition also lists the best companies for social responsibility and diversity in procurement.

• UPDATED COVERAGE OF STRATEGIC CATEGORY MANAGEMENT DISCUSSES THE LATEST DEVELOPMENTS AND STRATEGIES. New discussion in Chapter 6 explores how the economic recession is impacting category management strategies. A new section discusses how to perform market intelligence and risk assessments for category management. This edition also examines tools for stakeholder engagement, a critical component of category management.

• NEW COVERAGE DISCUSSES INSOURCING VERSUS OUTSOURCING AS A COMPONENT OF STRATEGY. In this edition, students are able to more clearly compare the advantages and disadvantages of insourcing versus outsourcing as they examine fresh examples that demonstrate the effectiveness of Boeing Corporation insourcing more of its operations.

• NEW COVERAGE PREPARES STUDENTS TO WORK EFFECTIVELY WITH SUPPLIERS. This edition now examines the basic contents of a Supplier Quality Manual in Chapter 8. A new section on “The Seven Wastes” discusses programs such as Honda's BP process (Chapter 8).

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© 2012, 880pp, Paperback, 9781111532819

CONSUMER BEHAVIOR

NEW EDITION!

CB6 (WITH COURSEMate PRINTED ACCESS CARD), 6E

Barry J. Babin, Louisiana Tech University; Eric Harris, Pittsburg State University

Created through a “student-tested, faculty-approved” review process with over 250 students and faculty, CB6 is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. Award-winning authors Babin and Harris cover essential topics of consumer behavior through a unique concept-driven presentation enhanced by online resources that appeal to today's students and encourage participation. New end-of-part cases highlight today's challenges, and the latest statistics
on consumer behavior and contemporary examples reflect the most recent developments in business. New content demonstrates how the recent recession, green marketing, and natural disasters impact contemporary consumer behavior. Convenient chapter-by-chapter student study cards and unique Instructor Prep Cards help you easily transition to this new edition. The CB6 CourseMate interactive online resources bring concepts to life with learning and study tools that ensure student engagement. In an unforgettable presentation focused on students' needs, CB6 brings consumer behavior to life.

NEW TO THIS EDITION

• NEW CONSUMER BEHAVIOR CONTENT REMAINS RELEVANT TO TODAY’S TIMES. Open any page of CB6 and you and your students will find the most current consumer behavior statistics with engaging, contemporary examples that keep content applicable to today's business challenges and meaningful to life today. You'll find new content on the recession, green marketing, and natural disasters as they all affect consumer behavior.

• NEW COVERAGE PREPARES READERS TO MAXIMIZE TODAY’S SOCIAL NETWORKING AND SOCIAL MEDIA TOOLS. Significantly expanded coverage of social networking and social media in this edition addresses the ways consumers derive value from these activities.

• HIGHLIGHTS OF NEW EDITION CHANGES ON INSTRUCTOR PREP CARDS MAKE TRANSITION TO THIS EDITION EASY. The individual, detachable Prep Cards for each chapter, conveniently located in the back of the Instructor's Edition, outline specific content updates and changes from the previous edition to help make the transition to CB6 seamless. In addition, convenient chapter overviews and outlines, lists of terms and topics, PowerPoint® highlights, video teaching notes, and additional examples help you plan and deliver course content efficiently.

FEATURES

• Find all the instructor tools you need on the Instructor's Resource Website. You can instantly review, edit, and copy what you need from supplements that reflect the latest changes throughout the CB6 edition, including the Instructor’s Manual, PowerPoint® slides, and Test Bank.

• Every 4LTR Press solution comes complete with an engaging print textbook, tear-out review cards, an interactive digital solution (CourseMate), and an eBook--all of which were directly influenced from student focus groups and surveys and from interviews with nearly 250 faculty and students.

• Shorter comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.

• Tear-Out Review Cards at the back of the Student Edition provide students with a portable study tool containing all of the pertinent information for class preparation.

• Instructor Prep Cards at the back of the Instructor's Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint® and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.

• Every 4LTR Press solution comes with CourseMate, the interactive digital component that offers a full suite of unique learning tools that appeal to different learning styles. Quizzes, audio downloads, video podcasts, and more are only a click away.

• You get all of the content and resources you expect with a supplements package that is second to none, including an Instructor's Manual, Test Bank, PowerPoint® slides, and case studies.

CONTENTS

Consumer Behavior offers a practical approach to help students apply consumer behavior principles to their studies in business and marketing. This multi-disciplinary field can tempt both students and instructors to stray from the basic business principles they should take away from the course. The authors keep students focused on consumer decision making as it applies specifically to an overall understanding of business theory and practices through the CDP (Consumer Decision Process) model. The book sets out to explore why as well as how consumers make specific decisions and behave in certain ways—what motivates them, what captures their attention, and what retains their loyalty, turning “customers” into “fans” of an organization.

FEATURES
- “Buyer Beware”: This feature, found in all chapters, focuses on educating readers about how to be better consumers, as well as how to do a better job in analyzing and influencing consumer behavior.
- “Consumer Behavior and Marketing”: This feature, which appears throughout the text, provides contemporary examples of how the actions of a variety of companies and industries are shaped by consumer behavior.
- “Market Facts”: These facts provide the reader with an up-to-date understanding of various aspects of the marketplace.
- Case studies: Fifteen case studies of retailing and services companies from Asia, Europe, Africa, and the United States are included in the text. Among them, Amazon and Facebook are two cases that introduce students to consumer behavior on the Internet.
- Bayesian analysis: This concept has been around for several centuries, but has recently gained widespread interest among marketers so it has been included in Chapter 2, “Creating Customer-Centric Organizations”.

CONTENTS

PART 1. Introduction to Consumer Behavior
1. Consumer Behavior and Consumer Research
2. Creating Marketing Strategies for Customer-Centric Organizations
3. Consumer Decision Process
4. Pre-Purchase Processes: Need Recognition, Search, and Pre-Purchase Evaluation
5. Purchase
6. Post-Purchase Processes: Consumption and Post-Consumption Evaluations

PART 2. Consumer Decision Making
7. Consumer Motivation
8. Consumer Beliefs, Feelings, Attitudes, and Intentions

PART 3. Individual Determinants of Consumer Behavior
9. Culture, Ethnicity, Social Class, Family and Household Influences
10. Group and Personal Influence

PART 4. Environmental Influences on Consumer Behavior
11. Making Contact
12. Shaping Consumers’ Opinions
13. Helping Consumers to Remember

Case 1: Amazon.com
Case 2: Volvo YCC (Your Concept Car)
Case 3: Equitec
Case 4: Family Furniture
Case 5: Facebook.com
Case 6: Aldi
Case 7: Pick ‘n Pay
Case 8: Battle of the Beers
Case 9: T-Mobile USA
Case 10: Creating Brands That Last
Case 11: i.Con (Singapore)
Case 12: CrimsonCup
Case 13: National Christmas Tree Association
Case 14: Deciding Where to Deliver Our Baby: Weighing the Pros and Cons
Case 15: Marketing to Women

© 2012, 672pp, 9789814336918
CONSUMER BEHAVIOR, 2E
Frank Kardes, University of Cincinnati; Maria Cronley, Miami (Ohio) University; Thomas Cline, Saint Vincent College

This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, Second Edition, devotes ample attention to “classic” consumer behavior topics, including consumer information processing, consumer decision-making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage. With its strong consumer-focused, strategy-oriented approach, CONSUMER BEHAVIOR, Second Edition, will serve students well in the classroom and help them develop the knowledge and skills to succeed in the dynamic world of modern business.

NEW TO THIS EDITION

- New marketing metrics - This is a new section being added to selected chapters. These smaller cases will provide an applied business problem, with Excel data sets, that ties back to chapter content for students to explore. These problems will help illustrate various consumer research techniques by simple statistical analyses.

- New Chapter 15 - The Influence of Subculture, Family and Other Reference Groups - This chapter investigates the influence of important demographics and subcultures on consumer behavior. Specifically, population size and density, social class, and generational cohorts, such as Pre-depression, Depression, Baby-Boomer, Gen X, Gen Y, and Gen Z are examined. This chapter takes a look at ethnic and religious subcultures, including African-Americans, Hispanics, Asians, Native Americans, Christian, Jewish, Muslim, and Buddhist groups. Finally, the influence of households and household lifecycle on consumer decision making are explored.

- Reorganization of chapters and parts - Chapter flow has been improved just slightly, moving more brand-related macro-strategic perspectives up to the front of the book, followed by deeper dive into individual consumer information processing and decision-making. The last section comes full circle by focusing on social and external drivers of consumer behavior.

FEATURES

- CONSUMER BEHAVIOR, Second Edition, focuses on why and how consumers make specific decisions and behave in certain ways, exploring what captures their attention, motivates them, and retains their loyalty (turning mere “customers” into “fans” of an organization). In addition to thorough coverage of key consumer behavior principles, the text features unique managerial application sections related to relevant advertising, branding, social media content, marketing research, and marketing management decisions.

- The second edition includes updated chapters summarizing the latest developments in consumer research – including new material on cognitive neuroscience, new persuasion techniques, new developments in behavioral decision theory, and many other important topics. Each of the text’s four parts opens with an interview with a well-respected consumer researcher to stimulate student interest and introduce key topics in an engaging, conversational way.

- Every chapter includes innovative and appealing learning resources such as “Marketing in Action” features that illustrate consumer behavior concepts through stories of real companies, products, and situations; “Global Perspectives” segments that
CONSUMER BEHAVIOR, INTERNATIONAL EDITION, 6E
Wayne D. Hoyer, University of Texas, Austin; Deborah J. MacInnis, University of Southern California; Rik Pieters, Tilburg University

CONSUMER BEHAVIOR, 6E, International Edition combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today’s business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR, 6E, International Edition provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed.

NEW TO THIS EDITION
• Chapters 3, 4, and 7 have been combined into two chapters to more clearly show the way exposure, perception, memory, comprehension, and knowledge are related, while streamlining coverage.
• The order of chapters in Part 4 has been changed and material within these chapters has been carefully reorganized to reflect the latest thinking about the role of social influences, consumer diversity, household and social class influences, and psychographics.
• Chapter 17 has been significantly revised to cover the increased attention being paid to the way businesses
and consumers make a difference through marketing and social responsibility.

- New opening examples and new closing cases provide a global and local focus, illustrating a wide range of marketing challenges and opportunities in the United States and in other countries.
- Important new themes represented throughout the book include increased consumer power, shifts in the consumer society, and the changing role of technology-driven developments such as neuroscience, social media, and mobile marketing.

FEATURES

- A conceptual model in each chapter helps students understand how that chapter’s key topics relate to one another and how these topics connect to coverage in other chapters.
- Marketing Implication sections show students how various consumer behavior concepts can be applied to the practice of marketing, including essential functions such as market segmentation, target market selection, positioning, and decisions on promotion, price, product, and place.
- Discussion questions at the end of every chapter encourage students to recall and analyze what they have learned and apply the concepts to real-world situations.
- Online exercises provide extensive interaction with real advertisements, consumer data, and marketing strategies; relate chapter concepts to concrete experiences from students’ lives; and explore how chapter concepts can be used in the workplace.
- Exhibits illustrate how consumer behavior concepts apply to U.S. and international marketing situations.

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© 2013, 560pp, Paperback, 9781133274490

INTERNATIONAL MARKETING

GLOBAL MARKETING, INTERNATIONAL EDITION, 3E
Kate Gillespie, University of Texas at Austin; H. David Hennessey, Babson College and Ashridge Management College, United Kingdom

Written for an undergraduate audience, but also successfully used in post-graduate courses, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. GLOBAL MARKETING, 3e, International Edition offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Third Edition features comprehensive coverage of current topics based on the authors’ extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.
FEATURES

• A student-friendly, four-color design features up-to-date photographs, maps, and advertisements that engage students in the material.
• Each chapter includes up to three brief cases, located at the back of the text, that challenge students to further apply chapter concepts. Cases new to the Third Edition include “Diaspora Marketing,” “Procter & Gamble Targets Emerging Markets,” “ShanghaiCosmopolitan.com,” “Cars for Emerging Markets,” and “Fighting Aids in Asia.”
• Updated coverage of evolving issues in global marketing includes insights and frameworks from recent academic and consulting research. Coverage of new topics includes the Japanese cultural paradox, how global markets are using the new social media, where marketers can go for government support in tough economic times, why global marketers use emic and etic research, halal certification issues, and the rise of parallel firms.
• The Companion Student Site offers interactive practice tests, flashcards and crossword puzzles to help students remember key terms, weblinks for further exploration of issues in global marketing, and a course-length Country Market Project.
• A considerably expanded test bank - now with over 1,500 questions - includes both factual and applied questions. New to this edition are mini-cases with questions that test student's ability to apply knowledge to new situations and to think across chapters.

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© 2011, 576pp, Paperback, 9780538473392

NEW EDITION!

INTERNATIONAL MARKETING, 3E
Asia Pacific Edition
Michael R. Czinkota, Georgetown University; Ilkka Ronkainen, Georgetown University; Catherine Sutton-Brady, The University of Sydney; Tim Beal, Victoria University New Zealand (retired)

This third Asia Pacific edition of International Marketing continues to offer up-to-date examples from Australia, New Zealand and throughout the Asia Pacific region alongside an international perspective to provide a truly global context. The text examines the unique conditions in which businesses from this region operate, concentrating on the challenges that face marketers. Students are provided with a comprehensive overview of both the theory and application of international marketing, including an examination of the distinct issues that affect a range of enterprises from start-up operations to small, medium and multinational firms. The ongoing concerns of the environment and the sustainability of business are integrated throughout the text. Other important emergent areas affecting the practice of international marketing, such as the dominance of social media and e-commerce are also discussed. To aid class discussions, short case studies are presented at the end of each chapter as well as a case for more extensive analysis at the end of each part.

NEW TO THIS EDITION
• Thoroughly updated examples from Australia, New Zealand and throughout the Asia Pacific region alongside an international perspective to provide a truly global context.
• New Engaged-Active Learning focus.
• New chapter on Social Networking and Communications.

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© 2014, 686pp, Paperback, 9780170237871
INTERNATIONAL MARKETING, INTERNATIONAL EDITION, 10E
Michael R. Czinkota, Georgetown University; Ilkka A. Ronkainen, Georgetown University

INTERNATIONAL MARKETING, 10E, International Edition is a completely up-to-date text for one of the most dynamic upper-level and graduate courses in marketing departments today. It offers the entire range of international marketing topics beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global marketers. The text is designed for the undergraduate student with prior exposure to the marketing field. Because of its in-depth coverage, it also presents an excellent challenge for graduate instruction and executive education.

NEW TO THIS EDITION
• New Parsimony of Structure: The book now covers the marketing issues of both small- and medium-sized firms, as well as multi-national corporations. It does so by identifying both the similarities and the differences in marketing activities which result from differences in size, impact, and resources.
• New Color and Design: The 10th Edition is now in four colors, which further enhances the readability of the text and enhances students’ understanding of the key concepts, especially in the exhibits and maps.
• New Chapters: A series of new chapters in the 10th Edition produces in-depth analysis covering new marketing directions and challenges. NEW Chapter 6 focuses on the global consumer. Chapter 16 represents an entirely new thrust on Social Networks and Communication. NEW Chapter 17 on Leadership--including responsibility and sustainability. Also newly revised is the appendix covering how to find one’s calling in Global Markets.

• New Topics: The 10th Edition addresses new controversies such as corruption, volatility, and the need for a reduction in product and brand complexity. The authors also cover their newly developed concept of “curative marketing,” which analyzes how marketing can shape its context, and how it needs to remedy the problems international marketing issues and approaches have caused.
• Updated Vignettes: The vignettes—which appear at the beginning of each chapter and an additional 3 to 4 throughout the chapter--have been condensed and targeted, so that they permit a tighter focus of analysis and more challenging class debate. Virtually all of the vignettes in this edition are brand new or updated, setting the stage for the chapter discussion and elucidate chapter topics.
• New Cases: In this edition, most of the cases following each Part in the text are either new or updated and cover a variety of topics.
• New Challenge Us Feature: Appearing at the end of each chapter, this NEW feature provides a description of issues for debate, so that classroom discussions can be elevated and interactive.

FEATURES
• Focus on the Physical Environment and Geography: Updated maps provide context in terms of social and economic data, including electronic maps. An appendix directly addresses the relationship between geography and international marketing.
• New Cases: Each Part section is followed by 4 cases, with 2 additional cases online. Presented on a variety of topics, these cases present students with real business situations. All cases address the activities of actual or former companies and cover a broad geographic spectrum.
• Video Cases: Video cases are located within the case section and are available on DVD for instructors. These cases further illustrate chapter topics and have been expanded from previous editions.

CONTENTS
NEW TO THIS EDITION

- New approaches to student engagement throughout the text—i.e. new features, new guidelines.
- Expanded emphasis throughout on social media marketing.
- Two NEW chapters: one on social media marketing, and one on lead generation and conversion in B2B markets.
- New Internet Marketing Tools section with completely updated chapters.
- Illustrations of mobile marketing and apps throughout with a completely rewritten Mobile Marketing chapter.

FEATURES

- Information Technology concepts easy to grasp: Students must understand the basics of the underlying technology that supports Internet marketing. This text makes rather complex IT concepts understandable to the student who has only the required MIS basics.
- Internet marketing is presented throughout as a global phenomenon: The Internet is a world without walls. Global material and examples are used throughout the text integrated by subject matter.
- Internet Exercises give students an opportunity to explore the topics and discussions in the chapter in the real-life setting of the Internet.
- Numerous screen captures from the Internet showcase real-world, and timely relative examples of concepts from the text.

CONTENTS


© 2013, 512pp, Paperback, 9781133627012

SOCIAL MEDIA MARKETING
A Strategic Approach, International Edition
Melissa S. Barker, Spokane Falls Community College; Donald I. Barker, Spokane Falls Community College; Nicholas F. Bormann, George Mason University; Krista E. Neher, Cincinnati State Technical and Community College

SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, International Edition promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals.

FEATURES
• The major structural framework for the textbook is a comprehensive eight-step strategy for developing a winning social media marketing plan. The student learns how to listen to the social web to identify marketing opportunities and potential target audiences, then is shown how to set marketing goals and strategies to take advantage of these factors, as well as selecting the optimal social media tools and implementation tactics to execute, monitor, and tune social media marketing campaigns for success.
• Each step in this distinctive social media planning model is presented in a way that creates a powerful cumulative learning experience for the student, resulting in a richly textured overview of the conceptual and practical knowledge necessary to effectively implement social media marketing initiatives.
• Chapters use numerous landmark case studies that highlight the best practices in social media marketing, featuring forward-thinking Fortune 500 companies, innovative small businesses, and adaptive non-profit organizations.
• Each chapter concludes with exercises that reinforce key concepts by providing topics for classroom discussion. These topics focus on how to apply marketing tactics to the major types of social media platforms, such as blogs, social networks, video and photo sharing sites, microblogs (Twitter), podcasts, social news sites, online communities, and article directories.
• The final chapter and appendix draw on all the key information presented throughout the textbook to provide detailed explanations and illustrations of how to apply the eight-step social media planning model in constructing an extensive real world social media marketing plan.

CONTENTS

© 2013, 400pp, Paperback, 9781133589273
Marketing Channels: A Management View, 8e, International Edition a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry.

NEW TO THIS EDITION

- Increased emphasis on the role of technology in marketing channels.
- Increased emphasis on manning the supply chain.
- Increased coverage of global markets, and how currency fluctuations can affect pricing in multiple markets and pricing.
- The eighth edition has been heavily revised to bring the most up-to-date marketing channels coverage. Major influences in today’s business models, such as green or sustainable marketing channels as well as major technology and communications breakthroughs, are included in this edition. The use of real companies relevant to students throughout the book, as well as in the cases in part 5, provides students with a dynamic and engaging learning experience.
- The chapter opening vignettes have been completely rewritten and updated for this new edition to stimulate the reader’s interest and set the stage for the chapter. Opening vignettes include, Amazon.com, Gazelle, The Beatles distribution methods, Burger King’s one dollar Whopper Junior, and more.
- This new edition brings the field of marketing channels to life through an abundance of all new examples, providing readers with the most current, real-world examples and content. There are a number of new examples in the area of services, business-to-business, and integrated channels.
- Through extensive use of case studies, students are provided the opportunity to see market channeling in action, with real companies. The text contains approximately twenty-five cases, of which about a third have been updated.

FEATURES

- Focus on Channels: The chapter opening vignettes stimulate the reader’s interest with up-to-date examples that are relevant to today’s students.
- Cases: Through extensive use of case studies, students are provided the opportunity to see market channeling in action with real companies.
- Electronic and Sustainable Marketing: Chapter covering electronic marketing channels and sustainable business models has been heavily revised to reflect the integrated convergence of electronic and conventional channels as well as the advantages of a sustainable business model.

CONTENTS

GREEN MARKETING MANAGEMENT, INTERNATIONAL EDITION
Robert Dahlstrom, University of Kentucky

GREEN MARKETING MANAGEMENT, International Edition helps individuals make informed decisions about choices that impact the environment. This insightful new text provides a thorough introduction to the emerging field of green marketing management, including a useful exploration of the integral relationships among marketing strategy and action, macroeconomic sectors, and the environment. In addition to providing a detailed look at many green strategies, from environmentally friendly supply chains to the environmental implications of product creation, the text reviews the evolution of marketing and devotes considerable attention to the conditions for potential consumers to act in an ecologically responsible manner.

FEATURES
• This insightful text provides a thorough introduction to the emerging field of green marketing management, including an exploration of key green strategies, an overview of the evolution of marketing, and abundant real-world examples and applications that students are likely to find compelling, relevant, and useful—both as business professionals and informed consumers.
• Author Robert Dahlstrom draws on both his considerable expertise in green marketing management and his extensive teaching experience to create a text that is rich in content while remaining accessible and engaging, making this versatile text well-suited for introductory undergraduate courses as well as more advanced classes within graduate programs.
• The text features a highly modular structure, with every chapter divided into brief, engaging sections designed to sustain student interest and facilitate effective learning and review. This structure also makes the text easy to navigate and extremely versatile, enabling instructors to tailor readings precisely to their particular course goals and syllabi.
• Vibrant visual features throughout the text vividly illustrate and expand on key concepts and applications to engage students and promote better comprehension and retention of the text material.
• Taking a broad view without sacrificing detail or nuance, GREEN MARKETING MANAGEMENT, International Edition provides an easy-to-follow blueprint illustrating the integral relationships among marketing strategy, marketing action, macroeconomic sectors, and the environment.

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© 2011, 360pp, Paperback, 9781111530372
Marketing Management in Asia is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. It employs an integrated marketing management framework using new and proven learning features to detail key concepts, and useful exhibits and graphics further describe key principles. This engaging book incorporates the latest statistics as well as highlights the importance of social media and the impact of consumer behavior on successful marketing management. A complete set of accompanying cases align best-selling business cases from leading case providers, such as Harvard Business School Publishing, with specific chapters. Short Asian case studies and real-life examples of marketing management have been included throughout the book to be more relevant to students studying this subject in Asia.

FEATURES

- **“Anatomy of . . . Feature” Assists Student Understanding of Specific Marketing Management Principles.** This innovative learning feature explains the composition of key marketing management topics using detailed graphics to ensure that students comprehend each critical area within marketing management.
- **Chapters Communicate Marketing Management Concepts in a Modern Design.** The book uses an engaging and accessible format to present marketing management content in a more engaging, accessible format without minimizing coverage for your course.
- **Content and Resources Provide a Supplement Package That is Second to None.** The book provides all of the content and resources you expect with a supplement package, including CourseMate comprehensive online tools, PowerPoint slides, an Instructor’s Manual, a Test Bank, and ExamView electronic testing.
- **Traditional Concepts Provide Solid Foundation in Marketing Management.** Concise, yet thorough, the book covers all core Marketing Management topics in 17 succinct chapters to equip students with a solid foundation in marketing management.

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©2014, 600pp, Paperback, 9789814455244
MARKETING STRATEGY, TEXT AND CASES, INTERNATIONAL EDITION, 6E
O. C. Ferrell, University of New Mexico; Michael Hartline, Florida State University

MARKETING STRATEGY, 6e, International Edition edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow.

NEW TO THIS EDITION
- Updated content: This edition has been thoroughly updated and revised with expanded coverage throughout the text of recent events in marketing practice by well-known global companies.
- Cases: Eight cases are new to this edition, detailing current and relevant topics and companies, including: Netflix, Wyndham, Apple, and Chevrolet. The remaining cases have been fully updated to include the most current information.
- Length: This edition has been shortened from 12 to 10 chapters, with a better integration of marketing program elements throughout and a separate chapter on branding/positioning.
- Versions: Two distinct versions are available this edition: One that includes the text and cases and one that is text-only for use with a separate simulation or case materials.

FEATURES
- There is a focus on the strategic planning process and the writing of a marketing plan.
- Cases are shorter and focus on strategic issues rather than number crunching.
- This edition is now a concise 10 chapters in length, making it easily teachable within a one semester course.
- There are two distinct versions available for this edition: A text and cases version and a text-only version, which can be used with a separate simulation or supplemented by instructors’ own case materials.
- A continued user-friendly writing style covers essential points without heavy use of jargon.
- Real-World Emphasis: The goal of MARKETING STRATEGY, 6e, International Edition is to encourage students to think and act like a marketer. By discussing the key concepts and tools of marketing strategy, the text’s emphasis on critical thinking—both analytical and creative—allows students to understand the essence of how marketing decisions fit together to create an effective, coherent strategy.

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© 2014, 624pp, Paperback, 9781285170435

NEW TO THIS EDITION

• NEW MARKETING MANAGEMENT CONTENT REMAINS RELEVANT TO TODAY’S TIMES. Open any page of MM4 and you and your students will find the most current marketing management statistics with engaging contemporary examples that keep content applicable to today’s current business challenges and meaningful to life today.

• NEW INSTRUCTOR PREP CARDS MAKE TRANSITION TO THIS EDITION EASY. Individual detachable Prep Cards for each chapter, conveniently located in the back of the Instructor’s Edition, outline specific content updates and changes from MM3 to help make the transition to MM4 as seamless as possible. You’ll also find time-saving, convenient chapter outlines, discussion questions, video teaching notes, and more to help you plan and deliver your course efficiently.

FEATURES

• “ANATOMY OF . . . FEATURE” ASSISTS STUDENT UNDERSTANDING OF SPECIFIC MARKETING MANAGEMENT PRINCIPLES. This innovative learning feature explains the composition of key marketing management topics using detailed graphics to ensure that students comprehend each critical area within marketing management.

• AN INNOVATIVE COMBINATION DELIVERS KEY CONTENT BOTH IN PRINT AND ONLINE. The MM, 4E core text offers a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys and from extensive interviews with a wealth of today’s faculty and students. CourseMate for MM, 4E brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook.

• SHORTER COMPREHENSIVE CHAPTERS COMMUNICATE MARKETING MANAGEMENT CONCEPTS IN A MODERN DESIGN. This edition uses an engaging and accessible format to present marketing management content in a more engaging, accessible format without minimizing coverage for your course.

• CONTENT AND RESOURCES PROVIDE A SUPPLEMENT PACKAGE THAT IS SECOND TO NONE. This edition provides all of the content and apply marketing management for business success.
resources you expect with a supplement package, including CourseMate comprehensive online tools, PowerPoint® slides, an Instructor's Manual, a Test Bank, and ExamView™ electronic testing.

• TRADITIONAL CONCEPTS PROVIDE SOLID FOUNDATION IN MARKETING MANAGEMENT. Concise, yet thorough, MM, 4E covers all core Marketing Management topics in 17 succinct chapters to equip students with a solid foundation in marketing management.

• NONTRADITIONAL STREAMLINED PRESENTATION APPEALS TO TODAY’S STUDENTS. Using a vibrant visual style that’s more like a business magazine than a textbook, MM, 4E resonates with today’s active, fast-paced learners. The book clearly communicates concepts and ideas through clear visuals and manageable blocks of information rather than using large portions of text. MM 4E’s concept-driven format gives you the flexibility to weave other materials into your course.

• HARVARD CASES OFFER THE BEST IN LEADING BUSINESS EXAMPLES AND PRACTICE. The author has partnered with Harvard Business Publishing, Darden and Ivey, to provide a complete set of teaching and learning materials that focus on cases that can be customized in to the textbook. These best-selling business cases from leading case providers, such as Harvard Business School Publishing, align at the chapter level to Iacobucci’s MM, 4E.

• CHAPTER-IN-REVIEW CARDS AT THE BACK OF THE STUDENT EDITION PROVIDE STUDENTS WITH A PORTABLE STUDY TOOL. These cards contain all of the pertinent information students need for class preparation.

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© 2014, 352pp, Paperback, 9781133629382

MARKETING RESEARCH

NEW EDITION!

BASIC MARKETING RESEARCH (WITH QUALTRICS PRINTED ACCESS CARD), 8E

Tom J. Brown, Oklahoma State University; Tracy A. Suter, Oklahoma State University; Gilbert A. Churchill, University of Wisconsin

BASIC MARKETING RESEARCH is the best-selling introductory marketing research text because it is accessible to students while maintaining its level of coverage. BASIC MARKETING RESEARCH provides a framework for the choices and decisions that must be made by managers—an important aspect of marketing research—because decisions made in one stage of the process have consequences for other stages. Managers and marketing researchers need to appreciate the interactions among the parts of the research process so they can have confidence in a particular research result. This edition provides readers with an overview of the information gathering function from the perspective of the researchers who gather the information and the marketing managers who use it.

NEW TO THIS EDITION

• In this eighth edition of BASIC MARKETING RESEARCH, co-authors Tracy Suter and Tom Brown continue to revise and update existing examples, exhibits, and figures, while also adding many new ones.

• This edition features examples to open each of the five sections of the book. These short examples, drawn from the business world, are designed to
engage students’ interest in the materials presented in the chapters of a particular section. For instance, the example for the fifth section, which deals with reporting the results of a research project, shows the political leanings of U.S.-based fans of 19 of the world's top 20 brands based on an analysis of Facebook activity using Wisdom, a big data analytic tool.

- The supplemental materials available to instructors have been completely retooled, from teaching tips to test bank questions to classroom-ready presentation slides. Our goal is to make the learning experience for students and the teaching experience for instructors as complete, efficient, and effective as possible. Instructors can completely customize the classroom presentation by including (or excluding) material from the presentation slides we provide or by using the presentation template and adding their own material.

FEATURES

- Part Openers. Each part of the book is introduced by an opening example from the business world related to marketing research. The goal is to present a real example that can stimulate reader interest and attention; the part openers usually relate directly to the material presented in the chapters within that part. Examples include how Sony and Nielsen teamed up to assess the most memorable TV events (Part 1); how data visualization tools can be used with mountains of college football recruiting data to enhance understanding (Part 2); and how pictograms can be used to present the political leanings of the top-20 brands (Part 5).

- Manager’s Focus. These short features provide insights into how the information in that particular chapter is relevant to marketing managers. The goal is to emphasize the role of marketing managers in the research process and to offer guidelines for achieving the most usable results. Jon Austin, who teaches marketing research at Cedarville University and has a strong background working with clients in industry, provided the inspiration—and most of the writing—for the “Manager’s Focus” entries.

- The manager’s focus discussions highlight one of the key distinctions of this book—we favor managerial usefulness and understanding over deep technical sophistication. It’s not that we don’t appreciate the “nuts and bolts” of topics such as big data integration and analysis, sampling, and sophisticated statistical analysis. We just believe that in a beginning course—covering everything from exploratory research to big data analytics to behavioral customer insights to primary data collection to statistical analysis—it’s a lot more important to communicate the basic uses of marketing research, key decisions along the way, when and why to apply certain analysis techniques, and how to interpret the results of an analysis. Deeper knowledge about most of the topics in the book is readily available in advanced courses and textbooks.

- Research Windows. The Research Windows provide a view of what is happening in the world of marketing research, describe what is happening at specific companies, and offer some specific how-to tips. They serve to engage the readers’ interest in the chapter topic and to provide further depth of information. Some examples include “Marketing Research Company Job Titles and Compensation” (Chapter 1); “Online Focus Groups for Better Oral Hygiene” (Chapter 4); “Data, Data Everywhere: Target, Big Data, and You” (Chapter 6); and “Driving’ Towards Golfer Insights at PING” (Chapter 10).

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© 2014, 512pp, Hardback, 9781133188544
Focusing on students as managers, the exciting new ESSENTIALS OF MARKETING RESEARCH, 5E, International Edition offers concise yet thorough coverage that delivers the essential information students need to skillfully use marketing research in making effective business decisions. It also equips readers with the skills to perform basic, core marketing research tasks. Designed specifically for instructors who prefer a more concise introduction to marketing research topics, it succinctly addresses the design, collection, analysis, and reporting of marketing research data relevant to a firm’s current and future needs. Reflecting the latest developments from the field, the Fifth Edition features an increased emphasis on behavioral tracking, social networking, smart phones, and the resulting impact on marketing research.

NEW TO THIS EDITION

- Emerging Trends: Reflecting the latest developments, trends, and issues from the field, the new Fifth Edition is completely up to date. It includes significant new coverage of behavioral tracking with respect to all the automatic data that is now collected. It also offers intriguing discussions of the new ethical situations posed by GPS tracking available on smart phones.
- More Mobile: The new edition illustrates how marketing research is changing. Reducing coverage of in-home telephone interviews and in-person survey approaches, the author focuses on the prevalence of mobile phones versus home phones—and the major implications for marketing researchers.
- Social Networks: An increased emphasis on social networking is integrated throughout the text, especially Chapters 2, 7, and 8.
- New Examples: One to two boxed features per chapter have been thoroughly revised, while a full third of vignettes are new or significantly revised and updated.

FEATURES

- Student Friendly: ESSENTIALS OF MARKETING RESEARCH, 5E, International Edition offers balanced coverage of decision making, qualitative research, and quantitative research tools. Its signature practical, easy-to-understand approach reinforces positive student learning outcomes.
- Hands-on Practice: After illustrating how the Internet is revolutionizing information systems, ways of gathering secondary data, survey processes, sampling, questionnaire design, qualitative analysis, and communication of results, the text enables students to get personal experience using technological tools to build surveys using Qualtrics.
- Real-World Vignettes: Each chapter sets the stage with a story relevant to the topics discussed within. Vignettes include real-world companies as well as “slice of life” stories describing a business person’s struggle to make smart decisions. Both demonstrate how research is intertwined with their struggle. These examples are referred to throughout most of the chapters, providing readers with a running example.
- International Coverage: Expanded international examples increase awareness of research issues beyond North America, exposing domestic students to global dynamics. Cultural and language barriers often present challenges for the researcher, and many readers may work outside the United States or Canada—making these illustrations very relevant to future business leaders.
- New Case Material: Almost all chapters include at least one new end-of-chapter case as well as several new end-of-book cases. These cases present interesting, real-life research situations that require students to make thoughtful decisions. They offer the opportunity for active participation in the decision-making process, one of the most effective forms of learning. Many of these cases focus on Internet issues or ethical issues associated with marketing research. Data sets for Excel and SPSS are included for select cases on the text web site.
• Step-by-Step Guides: Emphasizing managerial applications more than statistical theory, the text equips students with basic tools to perform common data analysis. More sophisticated data analysis approaches are left for further reference. Readers learn how to test simple hypotheses involving differences between means or relationships among variables. Coverage of cross-tabulation, t-tests, ANOVA, and regression teaches students these techniques. Easy-to-follow boxes illustrate how to use software to analyze data and draw conclusions.

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• Survey This! Feature - Students respond to an online questionnaire using Qualtrics software. The questionnaire involves students' opinions, activities, and interests regarding numerous everyday behaviors ranging from study habits to involvement with social networking. The resulting data are made available to instructors and students. In the early chapters, this feature is useful for critiquing the way questionnaires are constructed and how research hypotheses are addressed in a questionnaire. In later chapters, students can use the data to respond to real research questions about other students. Students also get access to Qualtrics to design their own questionnaires.

• Tips of the Trade - Each chapter contains a useful list of important tips that correspond to the particular stage of the research process. The Tips provide information addressing practical questions such as interview length, question wording, interviewer involvement, sample size requirements, and guides for data reliability and validity as well as useful tips for testing hypotheses using inferential statistics.

• New Chapter Vignettes--Each chapter opens with a story relevant to the material featured in that particular chapter. Some of these vignettes involve famous brands and companies, so the reader may well be familiar with some of the topics. Other vignettes involve “slice of life” stories describing a businessperson's struggle to make smart decisions and demonstrate how research is intertwined with this struggle. The ninth edition included all new vignettes and the tenth edition includes about a third new vignettes with updates to the others.

• A Simplified Approach and Style--The boxed material, chapter objectives, and end-of-chapter materials are now presented in a simplified form that allows greater focus on the truly important information. Boxed materials highlight Research Snapshots that cover ethical angles of research, provide illustrations of research in practice, and offer relevant tips or detailed examples. The chapter learning objectives ensure an important coherence and structure to the chapters that culminate with the end-of-chapter materials. This deliberate approach has been taken to emphasize significant content material and issues, which will reinforce positive student learning outcomes. Moreover, this simplified approach continues into the analytical chapters, which now deemphasize statistical theory and detail and focus more on practical statistical application.

• Increased Coverage on International Business Issues--The examples and illustrations make much greater use of international business. Readers of this book may end up working outside the United States or Canada, so the increased international examples will increase awareness of research issues beyond North America and open up domestic students to global dynamics. This is a particularly important addition to the text since cultural and language barriers often present challenges for the researcher.

• Greater Attention to Qualitative Research--More and more companies are benefitting from qualitative research. In response to this important phenomenon, Chapter 6 was rewritten previously in the ninth edition to focus more exclusively on qualitative research. Phenomenology, grounded theory, ethnography, and case study approaches are now all covered. Several other chapters now emphasize qualitative research to a greater extent. For example, the Internet is not just a way of collecting quantitative data. Qualitative research is being dramatically changed by the Internet as consumers leave more and more artifactual data behind on social networking web sites, company chat rooms, blogs, twitters, and more.

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© 2010, 736pp, Paperback, 9780324788617

MARKETING MODELS, INTERNATIONAL EDITION
Dawn Iacobucci

One of the larger challenges of teaching modeling is the issue of balancing quantitative skill sets with qualitative concepts. Students require familiarity with specific mathematical concepts and formulas in order to perform basic tasks. This is a topic that is being taken very seriously in the discipline. Many companies routinely collect massive amounts of customer data, which requires marketing modelers to translate that data into information that may be used to make fact-based strategic and tactical decisions. Marketers are being challenged to illustrate and demonstrate the financial return and measurement of their actions and marketing dashboards and metrics are becoming more important. This book was itself designed in part from a customer perspective, and each chapter also covers a marketing topic using the optimal methods.

FEATURES
• Written to be accessible, useful, and succinct.
• Each chapter couples a marketing concept (or two) with an analytical technique.
• Each chapter describes: a) why to use a particular model, b) what the model is, and c) how to do the modeling.
• The book will include a lot of supplemental materials online (data sets, examples, homework, references, etc.).

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© 2013, 224pp, Paperback, 9781133588108

MARKETING RESEARCH, 3E
Asia-Pacific Edition
William Zikmund, Oklahoma State University; Steve D‘Alessandro (formerly Ward), Macquarie University; Hume Winzar, Macquarie University; Ben Lowe, University of Kent, UK

Marketing Research 3rd Asia–Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model which is reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods,
Marketing Research also examines new theories and techniques such as grounded theory, ethnography, phenomenology, automated interviewing, text, data mining and the increasing use of online panels. To strengthen its ‘learning by doing’ approach, this edition of Marketing Research integrates Qualtrics: a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results. For analysing data, the text covers both SPSS and EXCEL outputs. Finally, each stage of research reporting is explained, as well as a range of presentation methodologies. This text is indispensable for students studying marketing research in any business or marketing course.

NEW TO THIS EDITION

- Improved online resources, including Coursemate with case studies, datasets, templates and research activities.
- Online resource offerings are highlighted in the text to improve visibility.
- NEW and updated vignettes and boxed features throughout, cover a range of compelling topics, including: attitudes to global warming; use of neuroscience in marketing research; social researchers using poetry to gain insights into living conditions of the poor and marginalised in NZ; brand managers utilising negative feedback from social networking sites, and many more! These vignettes give students a real world business context for different market research approaches.
- NEW end of chapter case studies including Google consumer surveys, observational research for the Women’s Weekly, standing up for focus groups in Australian politics, measuring Australia’s social progress, NZ consumer confidence and more. These case studies help to reinforce chapter topics and challenge students to critically evaluate and to relate theory to real world situations.
- NEW videos with Australian Market Research firm Colmar Brunton and case study videos – help engage your students visually.
- NEW suite of student activities through 6 month access to Coursemate Express which helps to reinforce and enhance learning. Datasets are provided so students can immediately input and analyse data using various marketing research tools. Coursemate Express also includes case studies, video activities, research activities, quizzes, project templates, games and more.

FEATURES

- Provides a best practice research framework that leads to more effective marketing decisions.
- Integrates the latest technological advances into the methodology of marketing research. Covers social networking, “social listening”, “big data”, neuromarketing.
- Qualtrics research suite – built for researchers by researchers. Enclosed with each new copy of Marketing Research, 4 month subscription to Qualtrics allows creation and deployment of surveys and provides data for analysis. Gives students real hands on experience enabling them to apply concepts learned in the text to design and implement effective surveys and then interpret the data provided.
- Improved layout of SPSS and Excel tables. Clearly showing how to conduct step by step statistical analysis using both SPSS and Excel.

CONTENTS

Part one: Introduction to the research process 1. The role of marketing research and the research process
Part two: Defining the problem 2. Problem definition and the research process
Part three: Planning the research design 3. Qualitative research 4. Digital research using secondary data 5. Survey research 6. Observation 7. Experimental research and test marketing
Part four: Planning the sample 8. Measurement 9. Questionnaire design
Part five: Collecting the data 10. Sampling: Sample design and sample size
Appendix 15 A Measuring consumer utility
Part seven: Formulating conclusions and writing the final report 16. Communicating research results: Research report, oral presentation, and research follow-up

© 2014, 618pp, Paperback, 9780170236027
MARKETING RESEARCH, 10E
Dawn Iacobucci; Gilbert A. Churchill, University of Wisconsin

Expect superior, balanced coverage of both qualitative and quantitative marketing research with this market leading text from respected marketing authorities Dr. Dawn Iacobucci and Dr. Gilbert Churchill. Recognized as the classic authority for today's marketing research, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 10e, International Edition ensures your students develop a strong conceptual as well as practical understanding of marketing research as it is practiced today. The book's thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. New Qualtrics™ research activities and coverage of SPSS 17 provide practice with some of the most popular online survey tools used in business today. With its proven applications, clear presentation, and variety of timely cases, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 10e, International Edition serves as an exceptional learning tool for today's upper-level undergraduate and graduate students now, and as an invaluable reference tool throughout your students' professional careers.

NEW TO THIS EDITION
- Revised problem sets incorporate SPSS 17: Refined, effective problem sets throughout this edition now integrate SPSS 17, giving your students a hands-on opportunity to apply the marketing research skills they have learned. Working with this recent version of SPSS provides crucial practical experience as students prepare for future success on the job.
- New Qualtrics™ activities provide hands-on practice

with popular online survey tool: Discover a variety of new activities utilizing the leading Qualtrics™ Web-based survey tool in this edition's Instructor's Manual. Now you can easily give your students hands-on practice using this online survey tool that is used extensively today in marketing and business.
- Stronger focus on CRM better prepares students for effective marketing research today: More focused coverage of CRM as an ongoing source of consumer intelligence throughout this new edition ensures your students gain a thorough understanding of this critical topic that is so prominent in marketing research today.
- Extended coverage of online social networks reflects their role in contemporary market research: Thorough examples of today's online social networks highlight their growing influence in today's marketing research and equip students to address their marketing potential fully.
- Fresh new cases familiarize your students with the latest developments in the field: New, current cases address areas of growing importance in marketing research today, including loyalty and RFM, brand extensions and brand associations, advertising databases, new products lead-users, customer satisfaction and CRM, online marketing research samples, brand equity and pricing, as well as segmentation studies.

FEATURES
- Proven “Questions to Guide your Learning” Learning Objectives ensure students focus: Clear, focused Learning Objectives at the beginning of each chapter increase student comprehension and ensure your students concentrate their efforts on key marketing research skills.
- Margin call-outs highlight key topics and skills: “Key Point” margin notes further direct students' attention to today's most important market research topics.
- “Research Realities” emphasize captivating examples from today's businesses: Actual real examples of research at work in marketing and business today provide students with a realistic view of what to expect when they enter the real world.
- Ethical dilemma activities help students apply their skills: Real ethical challenges facing business today provide exceptional opportunities for students to apply what they have learned regarding market research and the important role of ethics.
Variety of proven learning features ensure student comprehension: Discussion Questions, Application Problems, End-of-Part Cases, and Chapter Appendixes reinforce learning with hands-on practice and additional explanations to make certain each student fully understands the most important topics in marketing research today.

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© 2010, 624pp, Paperback, 9780538743778

MARKETING RESEARCH FOR BEGINNERS
Dr Khoo Hong Meng, Nanyang Technological University

This book is aimed at providing students and corporate professionals with some understanding of the basic principles of marketing research. By setting the foundation of the necessary skills to conduct research in the market place, readers will learn how to gather valid information for better managerial decision-making. While most books written on Marketing Research tend to adopt either an academically rigorous or generalist approach to the topic, <i>Marketing Research for Beginners: A Practical Handbook</i> targets readers who may or may not have any prior knowledge and experience with its requirements. Furthermore, it is designed to assist beginners in carrying out marketing
research in a ‘quick, dirty and painless’ way, especially for those who lack the motivation for it, but have been tasked to conduct some form of it. It uses a straightforward, direct and easy-to-follow writing style to discuss the common research woes that students, business executives and professionals face in the research process. Its writing style and design are intended to maximize readers’ appreciation of research. A problem-solving approach through the use of in-case activities and questions is used to facilitate readers’ learning experiences. As a ‘handbook for beginners’, the content will not only help beginners get started with marketing research, but also provide step-by-step instructions to hand-hold them in their research. Also available in the Gale Virtual Reference Library platform eISBN 13: 9789814410274

FEATURES
• OPENING RESEARCH CASE SCENARIOS - To illustrate how marketing research should be designed to solve problems.
• KEY QUESTIONS - To highlight the frequently encountered marketing problems.
• TABLES AND FIGURES - To demonstrate key ideas and concepts in a concise and easy-to-follow manner.
• MARKETING RESEARCH ACTIVITIES - To guide readers in applying what they have learned to real-life situations.
• END-OF-CHAPTER REVIEW QUESTIONS - To emphasize the key ideas and concepts taught in each chapter.

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© 2012, Paperback, 9789814392617

Fred M. Feinberg, University of Michigan; Thomas Kinnear, University of Michigan; James R. Taylor, University of Michigan

Illustrative and analytical, MODERN MARKETING RESEARCH: CONCEPTS, METHODS, AND CASES, 2E, International Edition is a comprehensive introduction to the practice of marketing research. The text treats marketing research design as an integrated process, walking students through each step, from identifying data sources to analyzing findings with various statistical methods. Making sense of complex marketing data for students, MODERN MARKETING RESEARCH: CONCEPTS, METHODS, AND CASES, 2E, International Edition explains in detail the analytical and statistical approaches essential in marketing research, including standard multivariate methods like Factor, Cluster, and Conjoint Analyses, as well as the latest Hierarchical Bayes, Heterogeneity, and Sample Selection techniques. More than three dozen in-text cases highlight research projects in business and academic settings, while numerous examples and special interviews with industry experts give them an in-depth perspective of marketing research and its applications in the real world.

NEW TO THIS EDITION
• All-New Cases: Two new “capstone cases” illustrate basic and advanced statistical techniques, and round out a broad selection of more than 40 cases with real-world, global marketing data to show students how to manipulate and use findings.
• Current and Emerging Online Coverage: MODERN MARKETING RESEARCH: CONCEPTS, METHODS, AND CASES, 2E, International Edition discusses the latest online trends in marketing research to keep
students in step with the ever-evolving field.

- Quick-Reference List: This descriptive list of online marketing resources, databases, and web links is an up-to-date, "go-to" resource for students in your course.
- Expanded Statistical Techniques: This edition delivers even more discussion and illustration of multivariate techniques, including cluster and discriminant analyses for segmentation, as well as state-of-the-art methods like Hierarchical Bayes, heterogeneity, and various types of conjoint analysis.

FEATURES

- Integrated Perspective: Rather than abstract discussions, MODERN MARKETING RESEARCH: CONCEPTS, METHODS, AND CASES, 2E, International Edition uses cases and examples to explain each aspect and stage of the marketing research process for a deeper, more comprehensive understanding.
- Managerial, Detailed Approach: This high-level approach delivers exceptionally detailed coverage of research methods, particularly for “data-driven marketing,” a must-know subject in marketing research today.
- Helpful Data Sets and Instructor Slides: Assign complete data sets from cases to student teams and use classroom-tested PowerPoint® lessons to enhance your lessons.
- Comprehensive Statistical Techniques: Cover all essential statistical techniques used in marketing research—starting with basic summary statistics, through regression, and ending in state-of-the-art methods—with the most complete and modern text on the market.
- “Special Expert” Features: Interviews of world-class scholars and industry leaders show students how marketing research applies to ongoing, real-world projects.

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© 2013, 720pp, Paperback, 9781133191025

MR 2 (WITH COURSEMATE PRINTED ACCESS CARD), 2E
Tom J. Brown, Oklahoma State University; Tracy A. Suter, Oklahoma State University

Created through a “student-tested, faculty-approved” review process, MR2 is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. MR2 provides an exciting, innovative approach to Marketing Research that provides the material needed for a successful course.

NEW TO THIS EDITION

- UPDATED FAST FACTS: The Fast Facts have been updated throughout the text.
- NEW RESEARCH REPORT: A new research report is included in Chapter 14.
- VERIFIED ANALYSES: Verified analyses throughout the text.

FEATURES

- Thorough coverage of basic research process (structure is based on well-known book in 8th edition) with a casual writing style and appealing visuals.
• Access to Qualtrics packaged with MR2. Students can take an online survey and use the data collected from the survey to do data analysis. Students can also use Qualtrics to design and deploy their own surveys.
• This text has been vetted by industry advisory panel.
• An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys, and from interviews with faculty and students.
• Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
• Chapter In Review Cards at the back of the Student Edition provide students a portable study tool containing all of the pertinent information for class preparation.
• Instructor Prep Cards at the back of the Instructor's Edition as well as Qualtrics and SPSS Quickstart guides make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.

CONTENTS


© 2014, 240pp, Paperback, 9781133958413
ensure that students fully comprehend the latest developments in international marketing and its changing focus.

- Extensive coverage of small and medium-sized enterprises examining the skills base needed by global managers around the world, and the implications of the strategy development issues.
- Boxed real-world 'Illustrations' throughout the text enable the reader to focus on the key issues and discuss the practical implications of these issues for international marketing strategy development.
- 'Management Challenges' provide examples of the kind of practical dilemmas faced by international marketing managers in their everyday operations.
- All chapters conclude with a case study which reflects the main focus of the chapter, whilst also encouraging the student to draw on their learning from the chapter.
- All Parts conclude with a more comprehensive 'Integrative Learning Activity' for the reader that focuses on international marketing strategy development.
- Attractive full-colour text design with engaging use of photos and illustrations throughout brings the text to life, and ensures students are actively engaged with the material

**CONTENTS**

PART 1 ANALYSIS. 1 An introduction to international marketing. 2 The international trading environment. 3 Social and cultural considerations in international marketing. 4 International marketing research and opportunity analysis. PART 2 STRATEGY DEVELOPMENT 5 International niche marketing strategies for small and medium-sized enterprises (SMEs). 6 Global strategies. 7 Market entry strategies. 8 International product and service management. PART 3 IMPLEMENTATION. 9 International communications. 10 The management of international distribution and logistics. 11 P r i c i n g for international markets. 12 International marketing implementation through enabling technologies.

© 2012, 472pp, Paperback, 9781408064290

MARKETING Planning and Strategy with Student Resource Access 12 Months

Subash C. Jain, University of Connecticut, Storrs; George T. Haley, University of New Haven; Ranjit Voola, University of Sydney; Mark Wickham, The University of Tasmania

While retaining its analytical approach and managerial orientation, this first Asia-Pacific edition of Jain and Haley’s renowned text Marketing: Planning and Strategy is strengthened by the integration of a strategy implementation focus. Having a strong practical orientation, the text incorporates the relation of theory to practice as well as a critical aspect through questioning assumptions and learning through success and failures.

**FEATURES**

- A thorough adaptation to reflect the Asia Pacific context and to consider recent developments due to the global financial crisis. Emphasis on the practical implementation of marketing strategies against a strong theoretical underpinning
- Contemporary and relevant examples to illustrate theoretical concepts. Companies include Facebook, NAB, Apple, Adidas, NIKE, Google, Fosters, Dell, Coles, Woolworths, Kraft
- A new 13 chapter structure to better suit the university semester
- NEW Strategy Implementation boxes in every chapter demonstrate the practical application of complex marketing strategy theories
- NEW focus on ethics with dedicated sections in every chapter
- NEW checklists throughout to highlight important concepts for reference and verification
- NEW end of chapter internet exercises encourage students to explore marketing strategy in the online environment
NEW end of chapter continuing case study featuring iconic brand Billabong. A running discussion on the activities of Billabong in relation to each chapter topic encourages analysis of the company’s long-term successes and failures in a sustained manner
• 20 case studies including 15 new local cases. Featuring companies such as IBM, Mazda, Fosters, Apple, Powerhouse Museum (Sydney), Oracle, Diary Australia, Roses Only and Red Bull

CONTENTS
1. Marketing and the concept of planning and strategy
2. Strategic marketing
3. Corporate appraisal
4. Understanding competition
5. Focusing on the customer
6. Scanning the environment
7. Measuring strengths and weaknesses
8. Developing marketing objectives and goals
9. Strategy selection
10. Portfolio analysis
11. Organisational structure
12. Strategic tools
13. Market strategies and the marketing mix cases

© 2012, 570pp, Paperback, 9780170189392

MARKETING STRATEGY, TEXT AND CASES, INTERNATIONAL EDITION, 6E
O. C. Ferrell, University of New Mexico; Michael Hartline, Florida State University

MARKETING STRATEGY, 6e, International Edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today—helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow.

NEW TO THIS EDITION
• Updated content: This edition has been thoroughly updated and revised with expanded coverage throughout the text of recent events in marketing practice by well-known global companies.
• Cases: Eight cases are new to this edition, detailing current and relevant topics and companies, including: Netflix, Wyndham, Apple, and Chevrolet. The remaining cases have been fully updated to include the most current information.
• Length: This edition has been shortened from 12 to 10 chapters, with a better integration of marketing program elements throughout and a separate chapter on branding/positioning.
• Versions: Two distinct versions are available this edition: One that includes the text and cases and one that is text-only for use with a separate simulation or case materials.

FEATURES
• There is a focus on the strategic planning process and the writing of a marketing plan.
• Cases are shorter and focus on strategic issues rather than number crunching.
• This edition is now a concise 10 chapters in length, making it easily teachable within a one semester course.
• There are two distinct versions available for this edition: A text and cases version and a text-only version, which can be used with a separate simulation or supplemented by instructors’ own case materials.
• A continued user-friendly writing style covers essential points without heavy use of jargon.
• Real-World Emphasis: The goal of MARKETING STRATEGY, 6e, International Edition is to encourage students to think and act like a marketer. By discussing the key concepts and tools of marketing strategy, the text’s emphasis on critical thinking—both analytical and creative—allows students to understand the
essence of how marketing decisions fit together to create an effective, coherent strategy.

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© 2014, 624pp, Paperback, 9781285170435

PRICING STRATEGY


Tim Smith, Depaul University

Show students how to use pricing decisions to maximize a firm’s profits by creating and capturing customers. PRICING STRATEGY: SETTING PRICE LEVELS, MANAGING PRICE DISCOUNTS AND ESTABLISHING PRICE STRUCTURES, International Edition is written by Tim J. Smith, recognized pricing thought leader and successful principal of a respected pricing firm. The most comprehensive pricing text on the market, PRICING STRATEGY, International Edition highlights the stakeholder’s importance in making decisions, as well as key trade-offs to consider when choosing between opposing outcomes. Students will gain a better understanding of the most important influences to consider when making pricing decisions. This text strikes an appropriate balance between quantitative skill sets and the qualitative concepts necessary for business growth. Core concepts are presented in chapters with optional appendices that require more rigorous knowledge of introductory calculus. The book draws the best thinking from numerous disciplines, including marketing, economics, and finance, to deliver a comprehensive presentation that comes alive through numerous case studies, memorable examples, and graphs. Assist students in developing the pricing strategies and skills needed for business success with Smith’s PRICING STRATEGY, International Edition.

FEATURES

• HIGHLIGHT THE IMPORTANCE OF THE STAKEHOLDER IN MAKING POWERFUL PRICING DECISIONS. This unique, comprehensive book emphasizes the pivotal role of the stakeholder in
making pricing decisions. Students learn which key trade-offs to consider when selecting between opposing outcomes as well as which influences should guide successful decision making.

**LEVERAGE THE BEST THINKING FROM MULTIPLE DISCIPLINES FOR A COMPREHENSIVE PRESENTATION.** As a field of study, pricing spans many disciplines. To meet that need, this unique text leverages the best thinking in marketing, economics, competitive strategy, consumer behavior, and finance to deliver a comprehensive presentation on pricing.

**ADDRESS THE CURRENT MAJOR PRICING DECISIONS FACING EXECUTIVES TODAY.** With this comprehensive approach, you ensure that students have the skills needed to manage today’s most pressing price decisions. PRICING STRATEGY, International Edition is more direct than an economics text focused on industry-level dynamics or a marketing text that emphasizes price as one of several management levers. This text extends beyond the accounting text that provides the mechanics of price-to-profit relationships but lacks the strategy and insight needed to make price decisions. This book goes beyond a strategy text that focuses on competitive dynamics.

**CHOOSE THE RIGHT LEVEL OF QUANTITATIVE INSTRUCTION FOR YOUR INDIVIDUAL COURSE.** To strike the right balance of quantitative instruction, PRICING STRATEGY, International Edition is structured to allow you to choose the level of quantitative instruction that is best for your students. Core chapters in the text are written at a level appropriate for students familiar with basic algebra. For more advanced students, the book includes numerous appendices that require little more than an introductory level of calculus.

**EMPHASIZE REAL PRICING CONCEPTS THROUGH NUMEROUS CASE STUDIES, MEMORABLE EXAMPLES, AND MEANINGFUL GRAPHICS.** Contributing to an effective learning environment for future or practicing professionals, actual case studies, significant examples, and clear tables and graphics further communicate key pricing concepts from the text.

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© 2012, 344pp, Paperback, 9781111571290

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**STRATEGIC MARKETING, 3E**

**Decision Making and Planning with Student Resource Access 12 Months**

*Peter Reed, Monash University (Retired)*

This fully revised 3rd edition of Strategic Marketing: Decision-Making and Planning sets a framework for marketing decision-making as a part of a holistic approach to an organisation’s strategic management. It integrates expanded theoretical coverage with a step-by-step guide to each stage of the strategy development and management processes. The latest theories on how marketing strategy is conceptualised and practiced are examined alongside a framework to facilitate the practical application of relevant concepts, tools and techniques. A series of 10 dynamic interactive modules exploring each stage of the strategic marketing process are included and new features such as Strategy in Practice boxes and end-of-chapter Strategy in Action activities further highlight the connection between theory and application. Continuing to bridge the gap between theory learnt and the practice of writing a marketing plan or report, Strategic Marketing: Decision-Making and Planning 3e is an invaluable resource for students and practitioners alike.
NEW TO THIS EDITION

• New and updated material including: the rise of new media and its impact on marketing and advertising strategy
• Chapters fully revised including: Chapter 2 ‘Strategic thinking and strategic decision-making’ rewritten to concentrate on the role of marketing in the strategic management process
• NEW Strategy in Practice boxes demonstrate the application of theory through practical examples
• NEW end-of-chapter Strategy in Review and Strategy in Action activities help students to revise as well as integrate theory with planning practice
• On-line case studies to highlight key ideas, challenges and the application of marketing strategies.

FEATURES

• A practical and concise approach to strategic marketing theory and the marketing strategy development and planning process.
• Each stage of the strategic marketing development and planning process is tracked by the strategic marketing model which opens most chapters.
• A summary of strategic issues introduces every chapter to prepare students for the upcoming material
• Guidelines for writing abbreviated marketing plans as well as traditional comprehensive reports as well as new coverage on preparation of strategic marketing documents and reports
• A CD containing a series of 10 dynamic interactive modules which explore each stage of the strategic marketing process. Integrated templates and activities further encourage students to apply knowledge learnt.

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© 2010, 350pp, Paperback, 9780170185325

STRATEGIC MARKETING

Subash C. Jain, University of Connecticut, Storrs; George T. Haley, University of New Haven

Strategic Marketing by Jain and Haley focuses on marketing strategy from the viewpoint of the business unit. It takes an analytic approach to concentrate on areas of strategic importance, which have significant implications for the making of policy decisions in competitive situations. The book contains two parts: text and cases. The text reviews the state of the art in marketing strategy, focusing on both research and concepts. The cases are comprehensive and integrative, dealing with a broad range of marketing issues. This book is intended for use in capstone marketing courses for senior undergraduate or graduate students. Exclusively for Sales in Asia Only.

FEATURES

• The text follows a basic model to explain marketing strategy formulation, focusing on company, competition, customer, environment, strengths and weaknesses, strategy development, and strategy implementation.
• It provides current thoughts and concepts based on constructs that have taken place in the field.
• A collection of 23 cases which covers a diverse range of issues, geographic contexts, and industries. Companies featured include Disneyland, IKEA, Nestle, and UPS.
• An Instructor’s Manual to offer suggested syllabi, answers to end-of-chapter questions, suggestions for further reading, exam questions, and comprehensive case notes.
CONTEMPORARY MARKETING, INTERNATIONAL EDITION, 16E
Louis E. Boone, University of South Alabama; David L. Kurtz, University of Arkansas

CONTEMPORARY MARKETING 16E, International Edition has proven to be the premier teaching and learning solution for principles of marketing courses. This best seller only grows stronger with each groundbreaking new edition, building on past milestones with exciting new innovations. The all-new Sixteenth Edition continues the Boone and Kurtz tradition of delivering the most technologically advanced, student-friendly, instructor-supported text available. Current, relevant, and cutting-edge, CONTEMPORARY MARKETING, 16E, International Edition remains in a class by itself.

NEW TO THIS EDITION

- CONTEMPORARY MARKETING, 16E, International Edition includes extensive coverage of social media marketing. Throughout the text, opening vignettes, boxed features, cases, and references discuss how the trend toward social media has affected the entire world of marketing.
- All new Opening Vignettes and “Evolution of a Brand” features give readers an in-depth look at the success stories of brands that have effectively maintained their coveted position as market leaders over the course of time. New photographs and advertisements throughout the text add currency, interest, and concept reinforcement, making the new edition even more effective for visual learners and today’s media-savvy students.
- All-new end-of-chapter video cases focus on the processes, strategies, and procedures of successful real-world companies in order to bring key concepts from the chapter to life for students. Featured companies include BoltBus, Ski Butternut, and Geoffrey B. Small.
- All new end-of-part video cases focus on Korilla BBQ. Korilla BBQ has been featured on Food Network “Great Food Truck Race” the past two seasons, and while they aren’t grilling up their Korean BBQ, they’re focusing on their social media efforts. These all new video cases will focus on how this revolutionary company has used social media to become not only the hottest food truck in New York City, but begin to grow globally.

FEATURES

- Each chapter contains a “Career Readiness” feature addressing important aspects of proper business etiquette, including communication, business dinners, and the most effective way to build strong customer relationships.
- “Assessment Checks” are included at the end of each section of the text, giving students the chance to quickly assess learning.
- Highly effective end-of-chapter self-quizzes called “Assurance of Learning Review” include questions designed to quickly assess students’ understanding of key concepts.
- The text is supported by a full suite of teaching and learning supplements, including a Test Bank with more than 4,000 questions categorized by chapter objective, difficulty level, Bloom’s taxonomy, and AACSB and Rubin/Dierdorff requirements; an updated Instructor’s Manual with detailed lecture outlines, collaborative learning exercises, answers to end-of-chapter questions, and a media guide; and PowerPoint® presentations.
- A completely revised online student assessment suite of solutions are available to help enhance student understanding of the material and give the instructor the ability to manage classes, assignments and track student progress through a variety of platforms.
- CourseMate brings course concepts to life with a simple and elegant interactive supplement that allows students to learn interactively, study and prepare for exams. CourseMate also includes an integrated
e-book, interactive teaching and learning tools including quizzes, interactive flashcards, video case and interactive simulation homework assignments, and more. CourseMate also will provide adopting instructors with access to an “Engagement Tracker” that provides insights into students’ progress and comprehension of the material through CourseMate.

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© 2014, 784pp, Paperback, 9781285092591

FOUNdATIONS OF MARKETING, 6E
William M. Pride, Texas A&M University; O. C. Ferrell, University of New Mexico

The proven marketing text for students of all backgrounds, FOUNDATIONS OF MARKETING, 6th Edition delivers the essentials and latest trends in marketing with strong visuals and exciting, timely discussions. Its extensive coverage of current marketing strategies and concepts includes social media, entrepreneurship, sustainability, globalization, customer relationship management, supply chain management, and e-commerce models. Emerging topics, such as social and environmental responsibility, entrepreneurship, and marketing during transitional times resonate especially well with today's students, who find themselves in a fast-paced, evolving business world. FOUNDATIONS OF MARKETING, 6th Edition comes to life for students with captivating photos, screenshots, advertisements, and examples from real life, while modern learning supplements, such as self-testing, videos, and an interactive marketing plan help them develop critical, decision-making skills.

NEW TO THIS EDITION

• Every boxed feature in the 6th Edition has been updated or replaced to make the readings relevant to today’s students, while Video Cases come at the end of every chapter to support and add interest to the material.
• Learning Objectives have been updated.
• New ads illustrate current marketing trends and promotions.
• Updated figures and tables throughout the book to highlight important concepts.
• Updated concise treatment of pricing concepts and applications in a single chapter.
FEATURES

• New Opening Vignettes: These “Marketing Insights” vignettes depict real businesses today, and help students envision themselves in exciting marketing careers. Current Social Media Coverage: Recognizing the power of social media and its growing influence in marketing strategy, FOUNDATIONS OF MARKETING, 6th Edition delves into this significant trend in the marketplace with up-to-the-minute information.

• “Marketing Debate” Feature: This chapter feature requires students to apply marketing principles to actual situations in business, and use critical thinking skills to solve problems. Emerging Trends: Focusing on the changing landscape of marketing, this boxed feature highlights the latest trends, such as globalization, social media, and more.

• Proven Approach: Concise and straightforward, FOUNDATIONS OF MARKETING, 6th Edition introduces students to basic marketing concepts and strategies, while providing instructors flexibility to integrate supplemental resources or activities into their lessons.

• Consolidated Presentation: Providing comprehensive coverage in an abbreviated format, the text highlights ethics, e-marketing, and customer relationship management, and supports these key topics with up-to-date research and examples.

• Experienced Author Team: Respected, distinguished authors, Pride and Ferrell are known around the world for their decades of marketing and consulting expertise.

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© 2015, 576pp, Paperback, 9781285429779

NEW to THIS EDITION

• Exciting Social Media and Marketing Chapter: A hot topic in marketing today, social media comes with unique challenges and opportunities. INTRODUCTION TO MARKETING, INTERNATIONAL EDITION, 12E

Carl McDaniel, University of Texas, Arlington; Charles W. Lamb, Texas Christian University; Joe F. Hair, Louisiana State University

Engaging and thorough, INTRODUCTION TO MARKETING, 12E, International Edition shows students how marketing principles affect their day-to-day lives, as well as their significant influence on business decisions. Core topics include the social marketing phenomenon, entrepreneurship, C.R.M., global perspectives, and ethics, as well as in-depth discussions on key tools of the trade, such as metrics and the marketing plan. Intriguing coverage of newsworthy events clarifies the readings for students and gets them thinking about their own decisions in the consumer marketplace. Loaded with helpful learning features like detailed appendices, cases, vignettes, boxed features, and videos, INTRODUCTION TO MARKETING, 12E, International Edition gives students countless opportunities to develop and apply critical thinking skills while acquiring the marketing knowledge essential in the business world.
TO MARKETING, 12E, International Edition uses pop culture to examine the growing trend, discussing Lady Gaga’s successful self-marketing campaign, Korean BBQ food trucks, Adobe’s Facebook Real or Fake campaign, and many other examples.

- Marketing Metrics Boxes: New feature boxes illustrate how profitability and other standards of measurement lead to business decisions, giving a mathematical foundation to the decision-making process as it applies to distribution, product development, pricing, and all aspects of the marketing mix.
- Annotated Marketing Plan Appendix: Positioned after Chapter 2, the actual marketing plan from E-Motion Software helps students understand the level of detail needed to plot out an effective marketing strategy.

FEATURES

- Integrated Instructor Support: Spend less time preparing for class and make more of your time in it with the Integrated Learning System, which ties chapter learning objectives to the instructor supplements—for faster, easier planning!
- Real-World Companies: Packed with examples and applications, INTRODUCTION TO MARKETING, 12E, International Edition demonstrates global perspectives, customer experience, ethics, and other marketing-related issues through profiles of actual companies, giving students a close-up perspective of modern marketing in action.
- Entrepreneurship Cases: Ten cases on such captivating companies as Harmonix’s Guitar Hero, Disney, NFL International, Time Warner-Viacom, HBO’s True Blood, Burger King, and others round out the spellbinding slate of cases throughout the text. The cases illustrate exciting marketing success stories while enabling students to apply what they have learned to real marketing scenarios. Marketing Miscues and Critical Thinking Cases also give students an opportunity to work through marketing challenges facing current companies.

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© 2013, 928pp, Paperback, 9781133273875

Marketing: A Global Perspective is the much-anticipated EMEA edition of Grondslagen van de Marketing, the market leader in the Netherlands for over 25 years. In this bestseller, Dr Bronis Verhage strikes the right balance between marketing theory and practice. The text features perspectives from Europe, the Middle East, Africa and the wider world, embedded in a global context, offering a cutting-edge review of new priorities in marketing, as illustrated by a diverse selection of analyses of world-class companies’ customer-focused strategies.

FEATURES

- A global perspective of marketing, demonstrated by
numerous examples of current practices throughout Europe, the Middle East, Africa and beyond.
• An engaging and accessible writing style and use of ‘easy reading’ language.
• A full-colour design and student-friendly structure, clearly separating the presentation of theory from up-to-date examples that enhance student learning and create enthusiasm for marketing.
• Marketing Toppers and Marketing Mistakes case vignettes highlight memorable successes and failures, helping to bring the universal marketing principles to life through real-world examples.
• Practitioner’s Perspectives and Professors’ Perspectives offer insightful opinions and powerful ideas on key issues in marketing management.
• Additional highly-rated pedagogical features, such as learning goals, a Marketing in Action opening feature, a summary and discussion questions.
• A premium online platform that provides a wealth of invaluable additional learning resources for students and lecturers.

CONTENTS
Part 1 Insight into Marketing
1. What is marketing?
2. Strategy development and marketing planning
3. The marketing environment
4. Buying behaviour
5. Marketing research and marketing information
6. Market segmentation and positioning
Part 2 Analyzing the Market
7. Product decisions
8. New product development
9. Promotion decisions
10. Advertising
11. Sales management
Part 3 Product Decisions
12. Pricing decisions
13. Pricing strategies and price determination
Part 4 Distribution Decisions
14. Distribution
15. Retailing
16. Global marketing

© 2013, 776pp, Paperback, 9781408064979
FEATURES

• Each Part concludes with a full-length strategic case study and helps students understand the underlying importance of strategic marketing.
• Draws on the authors’ extensive consultancy knowledge to illustrate to students how marketers use insights from marketing in practice.
• Includes insights from leading marketing practitioners thus allowing students to learn from marketing experts.
• The concise nature of the text makes it perfect for shorter courses so providing students on these courses with a textbook tailored to their needs.
• Superb pedagogical features (including case studies, boxed ‘insight’ features and both discussion and review questions) aid the understanding of key concepts.
• A range of accompanying digital tools for lecturers teaching from the book including an ExamView testbank.

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© 2013, 512pp, Paperback, 9781408075920
NEW TO THIS EDITION
• NEW PRINTED AND ONLINE MARKETING PLAN EXERCISES GUIDE STUDENTS IN APPLYING CONCEPTS. A series of end-of-chapter Marketing Plan Exercises, as well as Marketing Plan Worksheets on the text’s companion website, encourage students to apply the marketing principles and strategies they’ve just learned. After completing each well-crafted exercise, your students are one step closer to building a complete strategic marketing plan for a company of their choosing.
• NEW INTERACTIVE EXERCISES ENCOURAGE DISCUSSION AND ENSURE CLASS PREPARATION. A series of new Interactive Exercises keep your students engaged and prepared to participate in class discussion. These focused homework exercises use a variety of media, such as videos or simulations, to help students master concepts. Every question is automatically graded with immediate feedback and review guidelines that direct students back to the text and help them come to class better prepared. You can efficiently review dashboard reports to measure student performance and progress in your course.
• NEW ANNOTATED MARKETING PLAN APPENDIX DEMONSTRATES HOW TO USE THE BOOK’S CONCEPTS TO CREATE A PROFESSIONAL PLAN. A new Marketing Plan Appendix, early in the text after Chapter 2, uses annotations that connect each part of a professional marketing plan to material throughout this edition. Your students quickly see the direct correlation between chapters in the book and elements of a marketing plan for a real company. A thorough, real marketing plan from E-Motion software also helps students better understand the level of detail needed to plot out a successful marketing strategy.
• NEW “GLOBAL PERSPECTIVES” FEATURE HIGHLIGHTS MARKETING ISSUES THROUGHOUT VARIOUS CONTINENTS. Intriguing, new “Global Perspectives” boxes provide expanded global examples of marketing issues facing companies throughout the world. Each box concludes with thought-provoking questions carefully prepared to stimulate class discussion. Students examine engaging examples, such as how U.S. ethical practices compare around the globe, how McDonald’s is emerging in Russia, and how luxury retailers are becoming global giants.
• REVISED “ETHICS IN MARKETING” FEATURE FOCUSES ON CRITICAL DECISION-MAKING SKILLS. This streamlined edition continues a strong emphasis on ethics. Revised “Ethics in Marketing” boxes throughout offer intriguing questions that guide students through ethical decision making. Provocative examples highlight the importance of ethics throughout numerous marketing decisions.
• NEW “CUSTOMER EXPERIENCE” SHOWCASES CURRENT EXAMPLES OF CONSUMERS IN ACTION. New, exciting feature boxes in each chapter demonstrate some of today’s most current examples of the Customer Experience in action and highlight the chapter’s topic at work. Students examine example, such as whether or not the customer experience at Starbucks—an integral part of that company’s brand and a huge factor in customer loyalty—has been watered down in recent years. Students also review intriguing issues, such as how Zappos’ great customer service helps reduce cognitive dissonance.
• NEW “ANATOMY OF” FEATURE GRAPHICALLY ILLUSTRATES KEY MARKETING CONCEPTS. These new, full-page unique graphics use captivating photography to clearly illustrate particular concepts in select chapters. Each “Anatomy Of” demonstrates how the elements of a key marketing concept connect. Students review the anatomies of a multinational company, buying decision, packaging design, product life cycle, store layout, an integrated marketing campaign, and more. These anatomies help students clearly visualize the connection between marketing concepts and their applications in today’s real business world.
• NEW “BY THE NUMBERS” REFLECTS TODAY’S MOST RECENT STATISTICS AND MARKETING FIGURES. This edition punctuates key marketing concepts with interesting statistics and figures that reflect today’s most recent developments and make concepts more memorable for your students.

FEATURES
• INTEGRATED INSTRUCTOR SUPPORT ENSURES TIME-EFFICIENT, COHESIVE PREPARATION. The hallmark Lamb/Hair/McDaniel Integrated Learning System organizes all instructor supplements and teaching materials around the chapter learning objectives for a cohesive, structured course. With Lamb/Hair/McDaniel’s Integrated Learning System,
you spend less time preparing and are able to make the more effective use of the time your students are in class.

- **WEALTH OF INTERACTIVE TOOLS ENABLES POWERFUL LECTURES.** Create a lively learning environment as you engage and involve students. CengageNOW™ guides you in developing lectures around your students’ comprehension of key concepts. Business & Company Resource Center delivers the latest examples for discussion. In additional PowerPoint® slides includes step-by-step teaching notes with hundreds of full-color images, embedded videos, and hyperlinks to online activities for use during class.

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© 2012, 672pp, Paperback, 9781111221928

**MARKETING PRINCIPLES**

First Asia Pacific Edition with Student Resource Access 12 Months

William M. Pride, Texas A&M University; O. C. Ferrell, University of New Mexico; Bryan Lukas, University of Melbourne; Sharon Schembri, University of Texas Pan America

This first edition of Marketing Principles offers a concise, straightforward approach to basic marketing concepts and strategies

**FEATURES**

- Strong theme on market orientation throughout the book. Students learn to be in touch with the dynamic environment, be alert to trends in the market place and to adapt how they practice and apply marketing. Chapter 8: Market-oriented product decisions, Chapter 10: Market Oriented pricing decisions, Chapter 11: Market-oriented distribution decisions, and Chapter 12: Market-oriented promotion decisions, and theory and practical cases throughout all underline this theme
- Comprehensive treatment of the expanded marketing mix - People, Physical Evidence, Process and Partnerships. The eight expanded marketing-mix variables can be used to achieve competitive advantage, positive word-of-mouth communication, brand loyalty or differentiation, and positive attitude. Students learn to use the extended mix variables in any organisation, to achieve organisational goals
- Add currency to your teaching with integration of emerging contemporary themes such as technology, globalisation, services, ethics
- Icons integrated throughout the text lead students to relevant online activities that support and extend the chapter concepts
- Box features: Sustainable Marketing - explores marketing activities that focus on sustainability, Ethical Marketing - focuses on the role of ethics in
marketing decisions, Marketing in Action explores practical applications of marketing in the real world by profiling businesses, people and projects and Market in Transition - reflects how marketing is changing and adapting to new technology, competitive forces, and to a global economy
• Each chapter opens with a vignette that concludes with a Marketing Challenge to encourage students to evaluate how key chapter concepts apply in real-life scenarios. Companies, products and services explored include ABC3, Aldi and Costco, Wet n’ Wild, Amazon and the pricing of the Kindle, Metlink, Kubota Australia, Weetbix, Penguin, Wikid Travel
• Help students contextualise! Each chapter ends with a case study giving a regional or global example. Eight new cases written by Asia Pacific academics: The Australian Dairy Industry, The Legend of the Harley-Davidson Brand, Direct Selling Mistine Cosmetics in Thailand, Revitalising the Cadbury Roses Brand Through Promotion, The New Vic (Brisbane), Stormy Ride for Queensland’s Tourism Industry, Using Reference Groups to Encourage Social Change, Bill’s Lockups (NZ)
• Engage students with online resources and empower research. Each new copy offers 12 months access to a raft of student online revision and learning tools: CNOW provides diagnostic tests and interactive resources including a marketing plan, audio summaries, videos and animations; Search Me! marketing provides full text journal articles, new and resources, powered by Gale; eBook of the textbook included

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MARKETING, COPYRIGHT UPDATE, 3E

James L. Burrow, North Carolina State University

MARKETING 3E has been updated for 2011! This copyright 2012 edition includes a new Social Media Unit as well as a Math Review Appendix. MARKETING 3E presents marketing as a set of skills and knowledge combined with economics, finance, and career planning to create strategic plans. Students learn the foundations and functions needed to successfully market goods, services, and ideas to consumers. Professional development, customer service, and technology are presented as keys to students’ success. Increased emphasis on careers is also included with the incorporation of Career Clusters. While students study business, economics, selling, human relations, communications, distribution, promotion, product planning, and pricing, they also see marketing as a career choice.

FEATURES

• As the prevalence of Social Media continues to rise, a new unit has been added with activities to help students recognize the ways in which social media can help marketers respond to and attract the attention of their target audience.
• The new Math Review Appendix will help students solve many of the end-of-chapter problems as well as other common arithmetic problems they may encounter in business.
• This text offers the most comprehensive DECA Prep available with a strong correlation of content to DECA’s Performance Indicators and projects at the end of each chapter that help with competitive events.
• Prepare for Performance, found in the beginning of each chapter, lists DECA Performance Indicators
-- core performance indicators and supporting performance indicators -- applicable to the chapter content to help students prepare for competitive events.

- Visual Focus features an actual advertisement with a brief description, explaining the connection to the chapter and focus questions and helping students tie chapter content to the real world.
- SOS or Skills for Occupational Success is a full-page feature that introduces a basic skill such as communicating with charts and graphs, being an effective listener, evaluating information sources, writing a news release, and making a persuasive presentation, developing skills necessary in today's world of work.
- Planning a Career in . . . provides information about a career tied to one of the 16 career clusters, including a brief description of the career, employment outlook, job titles, skills needed, and a short scenario about what it's like to work in this career. Each ends with a “What About You?” question encouraging students to begin to think about a career choice.
- Working in Teams is a new short margin feature with activities that focus on marketing and promote teamwork.
- Fast Facts is a new short margin feature that includes thought-provoking business facts and statistics adding interest to the topic being covered.
- Updated text now includes even more real-world examples, making the content relevant and tangible for students.

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various organization roles and stakeholders to understand the importance of marketing decisions.

• NEW: More emphasis on quantifiable and analytic information gathering as it pertains to key marketing planning.
• NEW: All new opening vignettes that emphasize the themes of this edition—sustainability, marketing during transitional times, entrepreneurship, and social responsibility and ethics.
• NEW: All new boxed features focusing on sustainability, marketing during transitional times (focusing on economic issues and the growth of digital marketing/social media), and entrepreneurial marketing. These include “Marketing Insights,” “Emerging Trends in Marketing,” “Green Marketing,” “Entrepreneurship in Marketing,” and “Marketing Debate.”
• NEW: Increased emphasis on critical thinking through application-based questions and an expanded focus on illustrating to students what it takes to build an effective marketing plan.
• NEW: End-of-chapter video cases, cases, and Strategic Cases new to the Pride/Ferrell program; all have been written with the most recent research. New companies include Threadless, The Melt sandwich shop, Whole Foods, Axe, Caterpillar, and the Indy Racing League.
• New: The “Careers in Marketing” appendix (A) is now an interactive online resource that will allow students to assess their occupational skills to point them toward appropriate career opportunities, search for employment opportunities and internships, prepare a resume, and practice interviewing through programmed scenarios.

FEATURES

• Marketing Debate. This edition capitalizes on several moments to enhance student critical thinking and realization of relevance. The Marketing Debate presents controversial marketing issues and asks students to take a stance on such important topics as genetically modified products, credit card practices, social networking on the job, virtual employment, and advertising puffery.
• Entrepreneurship in Marketing allows students to see that successful business and marketing practices are not strictly confined to a corporate environment. With a good idea and strong marketing strategies, a successful business can be for anyone!

• “Emerging Trends in Marketing” boxed feature highlights the role marketers play in organizational success during transitional times, including topics on the digital era boom, the economic collapse, the evolving consumer, and the ever-changing global market. Featured subjects include virtual products, biofuels, mobile marketing, Netflix, and Zipcar.

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© 2014, 848pp, Paperback, 9781285092607
MKTG 8 (WITH COURSEIMATE PRINTED ACCESS CARD), 8E
Charles W. Lamb, Texas Christian University; Joe F. Hair, Louisiana State University; Carl McDaniel, University of Texas, Arlington

Created by the continuous feedback of a “student-tested, faculty-approved” process, MKTG 8 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools such as animated figures, video cases, games, career tools, timely blog on marketing concepts, and more - all at a value-based price and proven to increase retention and outcomes. CengageNOW for MKTG 8 is an online learning solution designed to optimize the student learning experience and improve student-learning outcomes. CengageNOW features auto-gradable assignments and exercises that prepare & engage students and help students go beyond memorization and recall to reach higher levels of learning such as application and analysis. CengageNOW for MKTG 8 includes course-specific assignments and exercises such as SWOT exercises, Ethics exercises, Video Cases and Questions, and interactive problems to help student ultimately learn how to “Think Like a Marketer”. CengageNOW has built-in reports to help you determine how well your students are performing in relation to various measures such as General Business Program Standards, Bloom’s Taxonomy, Learning Objective, and Difficulty Level.

NEW TO THIS EDITION
• NEW EXAMPLES: MKTG8 contains a number of new examples--pulling from both large companies that students will be familiar with and from small local businesses--to show students how marketing affects consumers on a local, national, and global level. New boxes found throughout MKTG8 examine Teva’s Unfollow integrated marketing campaign, the top ten new franchises of 2013, the Dine Out Vancouver food festival, cutting edge packaging technology, America’s top spenders on Spanish-language media, Home Depot’s embrace of dynamic pricing, and much more.
• NEW COMPANIES: New companies are integrated into the running text, featuring strategic decisions by notable businesses such as H&R Block, John Deere, Reddit, Ford, Major League Baseball, Zillow, and Samsung.
• NEW CONTENT: MKTG8 has new information throughout the text. Some examples of new information include: two new sections and learning outcomes (3); new data on behavioral profiling and mobile tracking (6); new text and examples on social media monitoring, big data, virtual shopping, and mobile research (9); a new section on crowdsourcing (11); new information on mending supplier relationships, supply management, and inventory management, and six new key terms (13); a new section on selling in the technology age (17); and new text on shopping bots and the psychology of shopping (19).
• NEW EXHIBIT NUMBERING SYSTEM: MKTG8 implements an updated exhibit numbering system that allows professors to easily reference figures and tables without using page numbers--making it easier for students to access MKTG8 on the digital devices of their choice.

FEATURES
• Every 4LTRPress solution comes complete with an engaging print textbook, tear-out review cards, an interactive digital solution (CourseMate), and an eBook all of which were directly influenced from student focus groups, surveys, and interviews.
• Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
• Focus on customer relationship management throughout the text. Social Media and Marketing is now prominently featured in Part Five: Promotion.
• Video Cases with Questions provide assessments to students as they are viewing end of chapter videos cases.
• Career Transitions, available within CourseMate, provides an “online career center” environment, to
assist students with job seeking tools and resources.
• KnowNOW! Blog, available within CourseMate, is a timely blog on marketing concepts bringing news that is making a difference into your course with discipline-specific online pages and applications.

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© 2015, 400pp, Paperback, 9781285432625

MKTG2, 2E
Asia Pacific Edition
Charles W. Lamb, Texas Christian University; Joe F. Hair, Louisiana State University; Carl McDaniel, University of Texas, Arlington; Jane Summers, University of Southern Queensland

A unique approach to learning the principles of marketing, MKTG2 is the second Asia-Pacific edition of a proven, innovative solution to enhance the learning experience. Expanded content, supported by a suite of online learning aids, equips students with the tools required to successfully undertake an introductory marketing course. Continuing to pave a new way to both teach and learn, MKTG2 is designed to truly connect with today’s busy, tech-savvy student. Students have access to online interactive quizzing, videos, podcasts, flashcards, marketing plan, games and more. An accessible, easy-to-read text along with tear out review cards complete a package which helps students to learn important concepts faster. MKTG delivers a fresh approach to give students what they need and want in a text.

NEW TO THIS EDITION
• A visual preface explains to students and instructors how to get maximum benefit from both the text and the accompanying resources.
• Restructured table of contents: 4 Parts, 15 Chapters.
• An additional chapter that covers branding.
• Review cards summarise learning outcomes and contain key terms with definitions.

FEATURES
• Integration of text with online resources – Study Tools highlighted
• Clear definitions of complex terminology, both in text and on review cards
• Discussions on sustainability in marketing
• Highlighting ethics for marketing students
• Mapped to VET competencies for VET users
• Detailed instructor manual

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© 2013, 336pp, Paperback, 9780170193566
Introduce students to the critical role of purchasing in the supply chain with one of today's leading-edge strategy and purchasing books—Handfield/Monczka/Giunipero/Patterson's SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E, International Edition. This turnkey solution provides current and complete coverage that makes it not only a useful text, but also a valuable professional reference tool for students. This edition presents the most recent critical developments in the field, such as cases from emerging healthcare and the service industries as well as procure-to-pay redesign, supply risk, innovation, sustainability, and collaboration. Students examine the most important changes in supply management today and the impact of the recent recession and ongoing business uncertainty on continuous cost and value management across the supply chain. This leading author team draws from firsthand experience and their relationships with executives and practitioners worldwide to present unique, up-to-date insights that enable students to better understand today's purchasing process. This edition's numerous cases and memorable examples help students gain contextual insights and knowledge into the strategies, processes, and practices of purchasing. As future managers, students become better equipped with a thorough understanding of the impact that purchasing and supply chain management have on the competitive success and profitability of today's organizations.

NEW TO THIS EDITION

- NEW AND UPDATED VIGNETTES AND EXAMPLES REFLECT THE LATEST DEVELOPMENTS FROM TOP PURCHASING EXECUTIVES WORLDWIDE. The authors have tapped into their industry connections worldwide to present insights and memorable examples from leading purchasing executives and the latest research initiatives. Students gain a better understanding of the most recent critical developments in the field as well as the impact of the recent recession and ongoing business uncertainty on today's supply chain.

- NUMEROUS NEW “GOOD PRACTICE” EXAMPLES ILLUSTRATE STELLAR CASES OF THE CHAPTERS’ TOPICS IN ACTION. Intriguing “Good Practice” examples at the conclusion of each chapter integrate the chapter’s topics while exemplifying some of the latest developments in purchasing and supply chain management today.

- UPDATED DISCUSSION QUESTIONS AND ADDITIONAL READINGS PROVIDE INSIGHTS INTO PURCHASING TODAY. Students gain a better understanding of the strategies, processes, and practices of purchasing as this edition's new discussion questions prompt engaging class interaction. Additional recommended readings further equip future managers with a better understanding of how purchasing and supply chain management directly impact an organization's profitability.

- UPDATED CENTER-LED ORGANIZATION DISCUSSIONS GIVE STUDENTS A BETTER UNDERSTANDING OF THIS NEW, EFFECTIVE MODEL OF PROCUREMENT. Students gain a better understanding of the advantages, challenges, and flexibility that today's center-led organizational model can provide.

- THE LATEST RESEARCH REFLECTS TODAY’S NEW DEVELOPMENTS IN SUPPLY CHAIN MANAGEMENT AND PURCHASING. Students gain a better understanding of the latest changes, such as the procure-to-pay (P2P) process covered in Chapter 2.

- NEW EXAMPLES REFLECT TODAY’S EMERGING INDUSTRIES. This edition provides new supply management case examples and snapshots from the growing healthcare and service industries.

- UPDATES DETAIL THE ROLE OF CORPORATE SOCIAL
RESPONSIBILITY IN PROCUREMENT TODAY. New coverage in Chapter 3 addresses sustainability as an important component of purchasing policy and procedures. This edition also lists the best companies for social responsibility and diversity in procurement.

• UPDATED COVERAGE OF STRATEGIC CATEGORY MANAGEMENT DISCUSSES THE LATEST DEVELOPMENTS AND STRATEGIES. New discussion in Chapter 6 explores how the economic recession is impacting category management strategies. A new section discusses how to perform market intelligence and risk assessments for category management. This edition also examines tools for stakeholder engagement, a critical component of category management.

• NEW COVERAGE DISCUSSES INSOURCING VERSUS OUTSOURCING AS A COMPONENT OF STRATEGY. In this edition, students are able to more clearly compare the advantages and disadvantages of insourcing versus outsourcing as they examine fresh examples that demonstrate the effectiveness of Boeing Corporation insourcing more of its operations.

• NEW COVERAGE PREPARES STUDENTS TO WORK EFFECTIVELY WITH SUPPLIERS. This edition now examines the basic contents of a Supplier Quality Manual in Chapter 8. A new section on “The Seven Wastes” discusses programs such as Honda’s BP process (Chapter 8).

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RETAILING

NEW EDITION!

COMING SOON!

RETAILING, INTERNATIONAL EDITION, 8E

Patrick M. Dunne, Texas Tech University; Robert F. Lusch, University of Arizona; James R. Carver, Auburn University

The new, RETAILING, 8E, International Edition combines the text’s signature in-depth coverage of fundamental retailing principles with cutting-edge updates on the latest trends and practices in today’s fast-paced retail market. Retailing is constantly changing and adjusting to competitive, technological, society and consumer needs. This book emphasizes the creative and analytical aspects of retailing, with special emphasis on the impact of the Internet and continuing changes in the global economy. Authors Dunne, Lusch, and Carver draw on their expertise as seasoned instructors and retail authorities, including abundant, real-world examples and case studies to help students understand the intricacies of retail management. Endorsed by the National Retailing Federation, RETAILING, 8E, International Edition features a conversational writing style and a vibrant, full-color format with strong student appeal, as well as a streamlined structure of 14 chapters that can easily be covered in one term. The text also includes a built-in study guide with review questions, writing and speaking exercises, cases covering diverse retail operations, an interactive spreadsheet case, and other activities to give students hands-on experience.
applying key concepts and developing the creativity and analytical skills required for a successful career in the retail industry. In addition, challenging “Planning Your Own Retail Business” exercises focus on problems small business managers and owners face in day-to-day operations, helping students appreciate the financial impact of retail decisions. Also, the book focuses on some of the major trends in retailing which include more emphasis on design and fashion, e-tailing, global expansion, innovation, entrepreneurship, social media, and service. Finally, the book has a focus on explaining how retail decisions and strategy influence the financial performance of the retailer.

NEW TO THIS EDITION

• Cases for chapters and Parts of book helps students apply theories and concepts to actual retail firms such as Macy’s, Buffalo Wild Wings, Zumiez and Target.
• Boxed inserts are included on service retailing, new trends, and the inside story of how decisions and strategy is developed at actual retail enterprises. This provides the student with more in-depth retail industry examples, recent trends and developments that will get them more engaged in learning. It also exposes the student to new trends, services, and global aspects of retailing and makes course more practical and interesting. End of chapter study guide and learning exercises assist the student in developing communication skills and critical thinking. Helps student to understand what it takes to launch a retail business and involves the student in field projects to gain further insight.
• The House spreadsheet software enables the student to develop in-depth knowledge of how retail decisions influence a firm’s performance.
• Retail Strategy Focus (in both chapter 2 and concluding chapter 14) puts the student in the driver’s seat in terms of strategic action in retailing.

FEATURES

• Created by the authors, the RETAILING, 8E, International Edition Web site offers myriad teaching and learning resources, including additional true/false and multiple-choice questions for every chapter to help students review and apply the text material, a section devoted to retailing career choices, and ongoing updates and new examples of retailing concepts and practices covered in the chapters.
• RETAILING, 8E, International Edition equips students with a solid understanding of the various activities that retailers conduct on a daily basis and how they interrelate, skillfully illustrating how retailers must use both creativity and analytical skills in order solve problems and pursue opportunities in today's fast-paced environment.
• Included in every chapter, unique boxed features relate real-world examples to text material, often while incorporating humor or highlighting innovative business strategies. “Retailing: The Inside Story” presents interesting details of a specific retailing event or decision, while “Global Retailing” highlights key trends and events in international retailing. “What’s New?” explores the impact of technology (especially the Internet) on retailers, and “Service Retailing” addresses issues unique to service providers.
• Each chapter closes with a thorough study guide, including review, discussion, and multiple-choice questions tied to learning objectives, while Writing and Speaking Exercises (mini cases) help instructors bolster oral/written communication skills and teamwork, and a Retail Project requires students to visit a library or Web site to complete exercises.
• Covering the spectrum of retail operations, case studies integrated throughout the text present important retailing issues through real-world stories of department stores, specialty shops, direct retailing, hardware stores, grocers, discount and convenience stores, and more.

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© 2014, 720pp, Paperback, 9781285091136
Created through a “student-tested, faculty-approved” review process with more than 200 students and faculty, SELL 4 is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. SELL 4 employs a comprehensive coverage of contemporary professional selling in an interesting and challenging manner. Including relational consultative selling, the text is organized on a more contemporary relationship-selling process that the author team has tested in, and developed for, major selling organizations.

NEW TO THIS EDITION

• New opening vignettes have been introduced to some of the chapters to reflect current changes in the professional selling industry.
• Updated Ethical Dilemmas and Professional Selling in the 21st Century.
• New Interactive MindTap eReader - This is more than a digital version of the textbook. The new eReader is an interactive learning resource that was built from the ground up to create a digital reading experience based on how students assimilate information in an online environment. MindTap reader allows learners to make notes, highlight text, and even find definitions right from the page.
• Career Transitions - In today’s economic environment, it is more important than ever to help students figure out “what they want to be when they grow up.” Finding sustainable employment post-graduation is among the most difficult challenges facing today’s college students. Cengage Learning’s CAREER TRANSITIONS takes a user-tested, technology-based, practical approach to teaching students how to explore the variety of career path options available, along with practical job search advice. With CAREER TRANSITIONS, students can complete an interactive assessment that maps users’ interests through Department of Labor data and the Holland Code characteristics of vocational choice to explore potential career options, work through guided resume and cover letter creation, explore interactive interview practice, and work through actual job searches. Help your students be successful post-graduation by giving them the tools they need.

FEATURES

• Extended coverage on closing and business to consumer selling.
• Appendix on professional selling career opportunities and the value of selling skills to the non-professional selling career.
• Comprehensive and class-activity length Role Plays and Cases.
• “Ethical Dilemma” boxes with real-life scenarios to spark discussion and critical thinking.
• “Professional Selling in the 21st Century” boxed feature has been updated to reflect the current trends, techniques, and best practices in the professional selling world.
• Every 4LTR Press solution comes complete with an engaging print textbook, tear-out review cards, an interactive digital solution (CourseMate), and an eBook, all of which were directly influenced by student focus groups and surveys, and by interviews with nearly 200 faculty and students.

CONTENTS

SALES MANAGEMENT

SALES MANAGEMENT
Joe F. Hair, Louisiana State University; Rolph E. Anderson, Drexel University; Barry J. Babin, Louisiana Tech University; Rajiv Mehta, New Jersey Institute of Technology

SALES MANAGEMENT: BUILDING CUSTOMER RELATIONSHIPS AND PARTNERSHIPS, International Edition is designed to cover all of the basic topics in sales management while emphasizing customer loyalty, customer relationship management, and the effects of technology on the sales function. Because of advances in telecommunications technology, the traditional role of sales managers is evolving toward managing sales people across multiple channels that contact and service customers through a variety of methods. The text reflects current trends and is designed to prepare students for the additional management responsibilities they are likely to encounter in the real world.

FEATURES
• Learning Objectives for each chapter reflect chapter organization and structure, providing students with a way to map content and focus learning. Review and Application questions at the end of the chapter are organized according to these objectives, giving students an opportunity to review and apply chapter material.
• Inside Sales Management opening profiles feature real sales managers who provide their own on-the-job perspectives on successful selling and sales management strategies.

• Sales Management in Action boxes demonstrate how real-world companies are implementing the latest sales concepts and practices.
• Internet Exercises prompt students to explore online resources available to sales people and sales managers.
• Role Play exercises allow students to experience typical real-world challenges and actively develop their on-the-spot decision-making and communication skills.

CONTENTS

SERVICES MARKETING

SERVICES MARKETING, INTERNATIONAL EDITION, 4E
John E.G. Bateson; K. Douglas Hoffman, Colorado State University

Bateson and Hoffman's SERVICES MARKETING, 4e,
International Edition examines the use of services marketing as a competitive tool from a uniquely broad perspective. The text explores services marketing not only as an essential focus for service firms, but also as a source of competitive advantage for companies that market tangible products. As a result, real-world examples throughout the text feature a wide array of businesses representing a variety of industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and “other services.” The Fourth Edition of this proven text draws on cutting-edge data to cover important current issues such as business-to-business services, technology, and the global market, giving students valuable insights and skills to help them succeed in today’s business environment. The text also maintains its popular, reader-friendly style and the streamlined structure that makes it perfect for courses of all types within both semester and quarter schedules.

NEW TO THIS EDITION

• The Fourth Edition features significant updates and revisions to every chapter to deliver the latest in services marketing concepts and practices, including updated coverage of topics such as managing employees, managing service customers, implementing service recovery programs, understanding service supersectors and ethical considerations, and creating a world-class service culture.
• A new boxed feature dedicated to Sustainability & Services in Action, included in every chapter, addresses sustainable services marketing practices across a variety of global industries, making this groundbreaking services marketing text one of the first to incorporate sustainability as a key emphasis from start to finish. Topics include LEED Rating systems, the cost of going green, TerraPass, TreeHugger, consumer motivations to recycle, the triple-bottom-line, and more.
• Each chapter opens with a new vignette that spotlights service issues in real companies, using compelling real-life situations to draw in readers and set the stage for chapter topics. Featured companies include NetFlix, Ticketmaster, Frontier Airlines, Vail Resorts, Harrah’s, Google, Geico, “Dinner in the Sky,” and RateMyProfessor.com.
• Unique to this market, Bateson and Hoffman have created a YouTube Video Library with links to more than 50 videos illustrating key service concepts that are cross-referenced by chapter. The library includes both humorous and serious videos selected for their potential to bring services marketing practices alive in the classroom and create a more interactive atmosphere for learning.
• New “in Action” boxed features on E-Services, Global Services, and Sustainability & Services effectively integrate considerations of technology and the Internet, the global market, sustainability, and ethics throughout the text as a complement to comprehensive coverage of the latest services marketing concepts and practices.

FEATURES

• Ten review questions follow each chapter to help students revisit key concepts, reinforce their understanding and application of the chapter content, and prepare for class assignments and exams. Answers to the review questions are provided in the Instructor’s Manual.
• Each chapter concludes with a brief, engaging, and informative case that further illustrates and extends the concepts developed in the chapter by exploring their relevance to real-world companies and industries. Additional material on the end-of-chapter cases is provided in the Instructor’s Manual.
• Key terms within each chapter are highlighted in the text and defined in the adjacent margin, while a glossary at the end of the chapter collects all terms and definitions in a convenient list for easy review and reference.
• Every chapter opens with a managerially oriented, thought-provoking quote that pertains to chapter content and sets an immediate practical tone. Examples include “Washrooms will always tell if your company cares about its customers,” and “The bitterness of poor quality is remembered long after the sweetness of low price has faded from memory.”

CONTENTS

PART I: AN OVERVIEW OF SERVICES MARKETING
(THE ESSENTIALS OF SERVICES MARKETING: INSIDE THE BOX) 1: Understanding the Service Experience
Interactive Services Marketing, 4e, International Edition covers the essentials of services marketing—specifically with emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication and in connections through technology. The Fourth Edition focuses on interactions in service environments. This concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material. Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities.

NEW TO THIS EDITION
• All chapters have been revised and updated.
• Material has been rearranged within some chapters to reflect a more logical flow.
• Includes up-to-date examples of technology, especially with respect to social media.
• Includes updated references, but retains the necessary classics that are considered a primary reference source for given topics.
• All opening vignettes have been either fully updated, or are new to this edition.
• New and updated Spotlights are featured in every chapter.

FEATURES
• 2-3 Spotlight features per chapter engage students with an interesting variety of subjects and scenarios. Examples of new spotlights include theater training for medical doctors, the smart phone mobile cash register, and Barcodes in health care services. Examples include stage actors who help to train doctors, services provided at the Ritz-Carlton, and employees at eBay drop-off stores.
• The theater model places the concept of services in the context of a stage production. This model likens service workers to actors, the customer to the audience, the business organization to the backstage, and the service environment to the stage where the performance unfolds. This student-friendly metaphor describes the service experience in familiar, easy-to-understand terms.
• Part openers explain how section concepts relate to services marketing. Each of these vignettes includes an overview, a model illustrating the organization of the section, and brief chapter outlines. The Third Fourth Edition highlights a variety of organizations and businesses, including The Weather Channel, the Louvre Museum, Windsor Court Hotel, and Jordan”s Furniture Apple, The Broadmoor Hotel and IBM – smart planet.
• The Careers in Services Appendix at the back of the book provides examples of career options in the services industry and resources for additional information.
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SOCIAL MEDIA MARKETING

Melissa S. Barker, Spokane Falls Community College; Donald I. Barker, Spokane Falls Community College; Nicholas F. Bormann, George Mason University; Krista E. Neher, Cincinnati State Technical and Community College

SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, International Edition promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization’s marketing goals. Students are taught rules of engagement and social media ethics for behaving properly as marketers on the social web. With these guidelines in mind, the most productive marketing tactics for each type of major social media platform are examined in depth. These platform-specific tactics, along with all the proceeding material in the book, are brought together in the final chapter to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities.

FEATURES
• The major structural framework for the textbook is a comprehensive eight-step strategy for developing a winning social media marketing plan. The student learns how to listen to the social web to identify marketing opportunities and potential target audiences, then is shown how to set marketing goals and strategies to take advantage of these factors, as well as selecting the optimal social media tools and implementation tactics to execute, monitor, and tune social media marketing campaigns for success.
• Each step in this distinctive social media planning model is presented in a way that creates a powerful cumulative learning experience for the student, resulting in a richly textured overview of the conceptual and practical knowledge necessary to effectively implement social media marketing initiatives.
• Chapters use numerous landmark case studies that highlight the best practices in social media marketing, featuring forward-thinking Fortune 500 companies, innovative small businesses, and adaptive non-profit organizations.

• Each chapter concludes with exercises that reinforce key concepts by providing topics for classroom discussion. These topics focus on how to apply marketing tactics to the major types of social media platforms, such as blogs, social networks, video and photo sharing sites, microblogs (Twitter), podcasts, social news sites, online communities, and article directories.

• The final chapter and appendix draw on all the key information presented throughout the textbook to provide detailed explanations and illustrations of how to apply the eight-step social media planning model in constructing an extensive real world social media marketing plan.

CONTENTS

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TRANSPORTATION

TRANSPORTATION, 7E
A Supply Chain Perspective
John J. Coyle, Pennsylvania State University; Robert A. Novack, Pennsylvania State University; Brian Gibson, Auburn University; Edward J. Bardi, University of Toledo

Transportation is arguably the most critical component of global supply chains. And one of the most complex. Delivering comprehensive coverage of current domestic and global transportation trends, TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE, 7e equips your students with a solid understanding of this dynamic field. More student friendly than ever, the SEVENTH EDITION helps readers understand both the fundamental role and importance of transportation in companies and in society, as well as the complex environment in which transportation service is provided today. Taking a managerial approach, the authors give students the tools to successfully adapt to this fast-paced and rapidly changing industry. The text is organized into three parts. Part I provides a framework and foundation for the role of transportation from a micro and macro perspective in supply chains. Discussions include both the theoretical and managerial dimensions of transportation in supply chains, including regulation and public policy. Part II focuses on the providers of transportation, offering an industry overview, operating and service characteristics, cost structure, and current challenges and issues. Part III focuses on a variety of critical transportation management issues, providing insightful discussions of the strategic activities and challenges involved in the movement of goods through the supply chain.

NEW TO THIS EDITION
• New co-author Dr. Brian Gibson adds exciting new
insights to transportation and highlights some of the latest practices and emerging trends in the field. An accomplished instructor, he has received multiple awards for outstanding teaching, research, and outreach—most notably the 2006 Auburn University Alumni Association Undergraduate Teaching Excellence Award. Dr. Gibson also serves in leadership roles for the Council for Supply Chain Management Professionals, the Distribution Business Management Association, and the Retail Industry Leaders Association.

- Thoroughly revised and updated, the exciting new Seventh Edition has been reorganized to be more student friendly than ever. The four chapters in Part I equip readers with a thorough overview of transportation, while the four chapters in Part II focus on the providers of transportation. Part III includes six new chapters highlighting emerging transportation management issues.

- All-new Chapter 14, Issues and Challenges of Global Supply Chains, offers real-world insight into current and emerging challenges facing global supply chains.

- In every chapter, four new boxed features deliver the latest technology, trends, and examples from the field. Transportation Profile opening vignettes introduce students to chapter concepts through familiar, real-world examples. On the Line features provide applied, concrete examples that give students hands-on managerial experience with chapter topics. Transportation Technology boxes help readers relate technological developments to transportation management concepts. Global Perspectives highlight the activities and importance of transportation outside of the United States.

FEATURES

- Comprehensive Coverage: TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE, 7e delivers thorough coverage of current domestic and global transportation trends. The U.S. has seen an increased importance placed on transportation security both within and outside its borders, and the dramatic volatility in worldwide fuel prices has put a strain on transportation costs and capacity. These events illustrate that transportation may be the most critical—and most vulnerable—component of global supply chains.

- Rich Applications: Increased group and individual projects and activities keep students involved and engaged with hands-on learning.

- Current: The new edition is completely up to date. Examples, boxes, and tables have been thoroughly updated to reflect the latest industry information.

- End-of-Chapter Material: Ideal for homework assignments or lively in-class discussions, end-of-chapter material includes a Summary, Study Questions, and two Cases with Case Questions that require students to apply chapter concepts to real-world scenarios and think critically about the concepts.

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