Integrated Advertising, Promotion, and Marketing Communications
Edition 8
Clow / Baack

Binding: Paperback | Page Count: 512

For advertising courses, Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This text covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. To help students retain ideas, each chapter includes tools that allow students to apply concepts to real-life situations. The 8th Edition includes extensive analysis of social media, Internet blogs, and mobile helping students understand the vital links marketers use to connect with consumers.

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Part I: The IMC Foundation
1. Integrated Marketing Communications
2. Brand Management
3. Buyer Behaviors
4. The IMC Planning Process
Part II: IMC Advertising Tools
5. Advertising Campaign Management
6. Advertising Design
7. Traditional Media Channels
Part III: Digital and Alternative Marketing
8. Digital Marketing
9. Social Media 10. Alternative Marketing
Part IV: IMC Promotional Tools
11. Database and Direct Response Marketing and Personal Selling
12. Sales Promotions
13. Public Relations and Sponsorship Programs
Part V: IMC Ethics, Regulation, and Evaluation
14. Relations and Ethical Concerns
15. Evaluating an Integrated Marketing Program

ISBN 9781292222691 | PUB Date: 9/11/2017

Retail Management: A Strategic Approach
Edition 13
Berman / Evans / Chatterjee

Binding: Paperback | Page Count: 592

For courses in Retail Management, Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment. Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the environment that surrounds them. This text helps readers become good retail planners and decision makers. The 13th Edition incorporates updated data that reflects the current world economic climate, extensive coverage of omnichannel retailing, and many new vignettes, questions, and cases, so that students can thrive in today's retailing industry.

Table of Contents

1. An Introduction to Retailing
2. Building and Sustaining Relationships in Retailing
3. Strategic Planning in Retailing
4. Retail Institutions by Ownership
5. Retail Institutions by Store-Based Strategy Mix
6. Web, Nonstore-Based, and Other Forms of Nontraditional Retailing
7. Identifying and Understanding Consumers
8. Information Gathering and Processing in Retailing
9. Trading-Area Analysis
10. Site Selection
11. Retail Organization and Human Resource Management
13. Operations Management: Operational Dimensions
14. Developing Merchandise Plans
15. Implementing Merchandise Plans
16. Financial Merchandise Management
17. Pricing in Retailing
18. Establishing and Maintaining a Retail Image
19. Promotional Strategy
20. Integrating and Controlling the Retail Strategy
Appendix: Careers in Retailing

ISBN 9781292214672 | PUB Date: 7/25/2017

The full catalogue and instructor resources are available online

catalogue.pearsoned.co.uk/educator/catalog
Consumer Behavior
Edition 12
Schiffman / Wisenblit

**Binding** Paperback | **Page Count** 512

For undergraduate and graduate courses in consumer behavior

Consumer Behavior, 12th Edition explores how the examination and application of consumer behavior is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this text prepares students for careers in brand management, advertising, and consumer research. The 12th Edition has been significantly updated to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.

**Table of Contents**

I. Consumers, Marketers, and Technology
1. Technology-Driven Consumer Behavior
2. Segmentation, Targeting, and Positioning
II. The Consumer as an Individual
3. Consumer Motivation and Personality
4. Consumer Perception
5. Consumer Learning
6. Consumer Attitude Formation and Change
III. Communication and Consumer Behavior
7. Persuading Consumers
8. From Print and Broadcast Advertising to Social and Mobile Media
9. Reference Groups and Word-of-Mouth
10. Consumers in their Social and Cultural Settings
11. The Family and its Social Standing
12. Culture’s Influence on Consumer Behavior
13. Cross-Cultural Consumer Behavior: An International Perspective

V. Consumer Decision-Making, Marketing Ethics, and Consumer Research
14. Consumer Decision-Making and Diffusion of Innovations
15. Marketing Ethics and Social Responsibility
16. Consumer Research

**ISBN** 9781292269245 | **PUB Date** 1/20/2016

Marketing Management, An Asian Perspective
Edition 7
Kotler / Keller / Ang / Tan / Leong

**Binding** Paperback | **Page Count** 960

For undergraduate and graduate courses in marketing management

**Table of Contents**

Part 1. Understanding Marketing Management
1. Defining Marketing for the New Realities
2. Developing Marketing Strategies and Plans
Part 2. Capturing Marketing Insights
3. Gathering Information and Forecasting Demand
4. Conducting Marketing Research
Part 3. Connecting with Customers
5. Creating Customer Value, Satisfaction, and Loyalty
6. Analyzing Consumer Markets
7. Analyzing Business Markets
8. Identifying Market Segments and Targets
Part 4. Building Strong Brands
9. Creating Brand Equity
10. Mastering the Marketing Mix
11. Competitive Dynamics
Part 5. Shaping the Market Offerings
12. Setting Product Strategy
13. Designing and Managing Services
14. Developing Pricing Strategies and Programs
Part 6. Delivering Value
15. Designing and Managing Marketing Channels and Value Networks
16. Managing Retailing, Wholesaling, and Logistics
Part 7. Communicating Value
17. Designing and Managing Integrated Marketing Communications
19. Managing Digital Communications: Online, Social Media, and Mobile
20. Managing Personal Communications: Direct and Database Marketing, Word of Mouth, and Personal Selling
Part 8. Creating Successful Long-Term Growth
21. Introducing New Market Offerings
22. Tapping into Global Markets
23. Managing a Holistic Marketing Organization

**ISBN** 9781292089584 | **PUB Date** 4/2/2018
Marketing: Real People, Real Choices, Global Edition
Edition 9
Solomon / Marshall / Stuart
Binding Paperback | Page Count 600
For undergraduate Principles of Marketing courses
Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people, who make real marketing decisions, at leading companies every day. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing.

Table of Contents
PART I. Understand the Value Proposition
1. Welcome to the World of Marketing: Create and Deliver Value
2. Global, Ethical, and Sustainable Marketing
3. Strategic Market Planning
3. Supplement: Build a Marketing Plan
PART II. Determine the Value Propositions Different Customers Want
4. Market Research
5. Marketing Analytics: Welcome to the Era of Big Data!
6. Understand Consumer and Business Markets
7. Segmentation, Target Marketing and Positioning
PART III. Develop the Value Proposition for the Customer
8. Product I: Innovation and New Product Development
10. Price: What is the Value Proposition Worth?
10. Supplement: Marketing Math
PART IV. Deliver and Communicate the Value Proposition
11. Deliver the Goods: Determine the Distribution Strategy
12. Deliver the Customer Experience: Goods and Services Via Bricks and Clicks
13. Promotion I: Advertising and Sales Promotion
14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations
APPENDIX A. Marketing Plan: The S&S Smoothie Company
APPENDIX B. Your Future in a Marketing Career

ISBN 9781292221083 | PUB Date 11/10/2017

Contemporary Logistics
Edition 12
Murphy / Knemeyer
Binding Paperback | Page Count 320
For undergraduate and graduate courses in Logistics
A market-leading text, Contemporary Logistics explores modern logistics from a managerial perspective. These are characterized by geopolitical tensions in parts of the world, steadily increasing trade, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through timely, practical, and exciting coverage of logistics fundamentals, and challenges and opportunities for logistics managers in today's dynamic global landscape. The 12th Edition provides the most up-to-date insights and perspectives sourced from reviewers, adopters, and other stakeholders.

Table of Contents
Part I: An Overview of Logistics
1. An Overview of Logistics
2. Logistics and Information Technology
3. Strategic and Financial Logistics
4. Organizational and Managerial Issues in Logistics
Part II: Supply Chain Management
5. The Supply Chain Management Concept
6. Procurement
Part III: Elements of Logistics Systems
7. Demand Management, Ordered Management, and Customer Service
8. Inventory Management
9. Facility Location
10. Warehousing Management
11. Packaging and Materials Handling
12. Transportation
13. Transportation Management
14. International Logistics

ISBN 9781292218007 | PUB Date 8/13/2017

The full catalogue and instructor resources are available online catalogue.pearsoned.co.uk/educator/catalog
Principles of Marketing, An Asian Perspective
Edition 4
Kotler / Armstrong / Swee-Hoon / Siew-Meng / Chin-Tiong / Yau
Binding Paperback | Page Count 776
For principles of marketing courses that require a comprehensive text
Principles of Marketing, An Asian Perspective provides an authoritative, comprehensive, innovative, managerial, and practical introduction to the fascinating world of marketing in and from Asia.

Table of Contents
Part 1: Defining Marketing and the Marketing Process
1. Marketing: Managing Profitable Customer Relationships
2. Company and Marketing Strategy: Partnering to Build Customer Relationships
Part 2: Understanding the Marketplace and Consumer Value
3. The Marketing Environment
4. Managing Marketing Information
5. Consumer Markets and Consumer Buyer Behavior
6. Business Markets and Business Buyer Behavior
Part 3: Designing a Customer-Driven Strategy and Mix
7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
8. Product, Services, and Branding Strategy
10. Pricing Products: Understanding and Capturing Customer Value
11. Pricing Products: Pricing Strategies
12. Marketing Channels: Delivering Customer Value
13. Retailing and Wholesaling
15. Advertising and Public Relations
16. Personal Selling and Sales Promotion
17. Direct, Online, Social Media, and Mobile Marketing
Part 4: Extending Marketing
18. Creating Competitive Advantage
19. The Global Marketplace
20. Sustainable Marketing: Social Responsibility and Ethics
Appendix 1: Marketing by the Numbers
Appendix 2: Marketing by the Numbers

ISBN 9781292089669 | PUB Date 4/1/2018

Essentials of Services Marketing
Edition 3
Wirtz / Wirtz / Lovelock / Lovelock / Chew
Binding Paperback | Page Count 720

Table of Contents
PART I — UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS
Chapter 1: Introduction to Services Marketing
Chapter 2: Consumer Behavior in a Services Context
Chapter 3: Positioning Services in Competitive Markets
PART II — APPLYING THE 4PS OF MARKETING TO SERVICES
Chapter 4: Developing Service Products and Brands
Chapter 5: Distributing Services through Physical and Electronic Channels
Chapter 6: Setting Prices and Implementing Revenue Management
Chapter 7: Promoting Services and Educating Customers
PART III — DESIGNING AND MANAGING THE CUSTOMER INTERFACE
Chapter 8: Designing Service Processes
Chapter 9: Balancing Demand and Capacity
Chapter 10: Crafting the Service Environment
Chapter 11: Managing People for Service Advantage
PART IV — DEVELOPING CUSTOMER RELATIONSHIPS
Chapter 12: Managing Relationships and Building Loyalty
Chapter 13: Complaint Handling and Service Recovery
PART V — STRIVING FOR SERVICE EXCELLENCE
Chapter 14: Improving Service Quality and Productivity
Chapter 15: Building a World-Class Service Organization
PART VI — CASE STUDIES
Case 1: Sullivan Ford Auto World
Case 2: Dr Beckett’s Dental Office
Case 3: Uber
Case 4: Banyan Tree
Case 5: Kwe Experience
Case 6: Accra Beach Hotel
Case 7: Revenue Management of Gondolas
Case 8: Aussie Pooch Mobile
Case 9: Shouldice Hospital Limited
Case 10: Red Lobster
Case 11: Singapore Airlines
Case 12: Dr Mahalee Goes to London
Case 13: Royal Dining Membership Program Dilemma
Case 14: Customer Asset Management at DHL in Asia
Case 15: Starbucks: Delivering Customer Service
Case 16: Lux Resorts
Case 17: KidZania: Shaping a Strategic Service Vision for the Future

ISBN 9781292089959 | PUB Date 2/13/2018

The full catalogue and instructor resources are available online catalogue.pearsoned.co.uk/educator/catalog
Marketing: An Introduction
Edition 13
Armstrong / Kotler / Opresnik

Binding Paperback | Page Count 672

For undergraduate courses on the principles of marketing
Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

Table of Contents

Part 1: Defining Marketing and the Marketing Process
1. Marketing Creating Customer Value and Engagement
2. Company and Marketing Strategy Partnering to Build Customer Engagement, Value, and Relationships
Part 2: Understanding the Marketplace and Customer Value
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Understanding Consumer and Business Buyer Behavior
Part 3: Designing a Customer Value-Driven Marketing Strategy and Mix
6. Customer Value-Driven Marketing Strategy Creating Value for Target Customers
7. Product, Services, and Brands Building Customer Value
8. Developing New Products and Managing the Product Life Cycle
9. Pricing Understanding and Capturing Customer Value
10. Marketing Channels Delivering Customer Value
11. Retailing and Wholesaling
12. Engaging Customers and Communicating Customer Value Advertising and Public Relations
13. Personal Selling and Sales Promotion
14. Direct, Online, Social Media, and Mobile Marketing
Part 4: Extending Marketing
15. The Global Marketplace
16. Sustainable Marketing Social Responsibility and Ethics
Appendix 1. Company Cases
Appendix 2. Marketing Plan
Appendix 3. Marketing by the Numbers
Appendix 4. Careers in Marketing

ISBN 9781292146508 | PUB Date 4/1/2018

Global Marketing
Edition 9
Keegan / Green

Binding Paperback | Page Count 624

For courses in global marketing
Global Marketing, 9th Edition, builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. This edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets.

Table of Contents

Part I: Introduction
1. Introduction to Global Marketing
Part II: The Global Marketing Environment
2. The Global Economic Environment
3. The Global Trade Environment
4. Social and Cultural Environments
5. The Political, Legal, and Regulatory Environments
Part III: Approaching Global Markets
6. Global Information Systems and Market Research
7. Segmentation, Targeting, and Positioning
8. Importing, Exporting, and Sourcing
Part IV: The Global Marketing Mix
10. Brand and Product Decisions in Global Marketing
11. Pricing Decisions
12. Global Marketing Channels and Physical Distribution
14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication
15. Global Marketing and the Digital Revolution
Part V: Strategy and Leadership in the Twenty-First Century
16. Strategic Elements of Competitive Advantage
17. Leadership, Organization, and Corporate Social Responsibility

ISBN 9781292150765 | PUB Date 9/3/2017

The full catalogue and instructor resources are available online
catalogue.pearsoned.co.uk/educator/catalog
Consumer Behavior: Buying, Having, and Being
Edition 12
Solomon

Binding Paperback | Page Count 632

For courses in consumer behavior

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

The 12th Edition is updated to reflect major marketing trends and changes that impact the study of consumer behavior. The updated text is rich with up-to-the-minute discussions on a range of topics such as “Dadvertising,” “Meerkating,” and the “Digital Self” to maintain an edge in the fluid and evolving field of consumer behavior.

Table of Contents
1. Buying, Having, and Being: An Introduction to Consumer Behavior
2. Consumer and Social Well-Being
3. Perception
4. Learning and Memory
5. Motivation and Affect
6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making
10. Buying, Using, and Disposing
11. Groups and Social Media
12. Income and Social Class
13. Subcultures
14. Culture

ISBN 9781292153100 | PUB Date 2/25/2018

Marketing Research
Edition 8
Burns / Bush

Binding Paperback | Page Count 496

For courses in global marketing

The 8th Edition of Marketing Research provides students with a “nuts and bolts” introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world—and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

Table of Contents
1. Introduction to Marketing Research
2. The Marketing Research Industry
3. The Marketing Research Process and Defining the Problem and Research Objectives
4. Research Design
5. Secondary Data and Packaged Information
6. Qualitative Research Techniques
7. Evaluating Survey Data Collection Methods
8. Understanding Measurement, Developing Questions, and Designing the Questionnaire
9. Selecting the Sample
10. Determining the Size of a Sample
11. Dealing with Field Work and Data Quality Issues
13. Implementing Basic Differences Tests
14. Making Use of Associations Tests
15. Understanding Regression Analysis Basics
16. The Research Report

ISBN 9781292153261 | PUB Date 2/19/2018

The full catalogue and instructor resources are available online catalogue.pearsoned.co.uk/educator/catalog
The Practice of Public Relations
Edition 13
Seitel
Binding Paperback | Page Count 456
For courses in public relations

Featuring a practical approach that favors reasoning, justification, and applications that work, The Practice of Public Relations prepares students for contemporary public relations work in the changing landscape of the 21st century. Seitel's writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This 13th Edition has been updated to include recent public relations cases with an emphasis on ethics, using examples that span several fields and countries. This text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.

Table of Contents
Part I: Evolution
1. Defining Public Relations
2. The History and Growth of Public Relations
Part II: Preparation/Process
3. Communication
4. Public Opinion
5. Management
6. Ethics
7. The Law
8. Research
Part III: The Publics
9. Media
10. Social Media
11. Employee Relations
12. Government Relations
13. Community Relations
Part IV: Execution
15. Public Relations Writing
16. Integrated Marketing Communications
17. Crisis Management
18. Launching a career

ISBN 9781292160054 | PUB Date 4/1/2018

Principles of Marketing
Edition 17
Kotler / Armstrong
Binding Paperback | Page Count 736
For courses on principles of marketing

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework to help students understand how to create value and build customer relationships.

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Part 1: Defining Marketing and the Marketing Process
1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy; Partnering to Build Customer Engagement, Value, and Relationships
Part 2: Understanding the Marketplace and Consumer Value
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behavior
6. Business Markets and Business Buyer Behavior
Part 3: Designing a Customer Value—Driven Strategy and Mix
7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
9. Developing New Products and Managing the Product Life Cycle
10. Pricing: Understanding and Capturing Customer Value
11. Pricing Strategies: Additional Considerations
12. Marketing Channels: Delivering Customer Value
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ISBN 9781292220178 | PUB Date 7/25/2017

The full catalogue and instructor resources are available online
catalogue.pearsoned.co.uk/educator/catalog
Marketing

Marketing Research: An Applied Orientation
Edition 7
Naresh K. Malhotra

Binding Paperback | Page Count 896

For undergraduate and graduate courses in marketing research.

An applied and practical marketing research text. With a do-it-yourself, hands-on approach, Marketing Research: An Applied Orientation illustrates the interaction between marketing research decisions and marketing management decisions.

Table of Contents

PART I: INTRODUCTION AND EARLY PHASES OF MARKETING RESEARCH
1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach

PART II: RESEARCH DESIGN FORMULATION
3. Research Design
4. Exploratory Research Design: Secondary and Syndicated Data
5. Exploratory Research Design: Qualitative Research
6. Descriptive Research Design: Survey and Observation
7. Causal Research Design: Experimentation
8. Measurement and Scaling: Fundamentals and Comparative Scaling
9. Measurement and Scaling: Noncomparative Scaling Techniques
10. Questionnaire and Form Design
11. Sampling: Design and Procedures
12. Sampling: Final and Initial Sample Size Determination

PART III: DATA COLLECTION, PREPARATION, ANALYSIS, AND REPORTING
13. Fieldwork
14. Data Preparation
15. Frequency Distribution, Cross-Tabulation, and Hypothesis Testing
16. Analysis of Variance and Covariance
17. Correlation and Regression
18. Discriminant and Logit Analysis
19. Factor Analysis
20. Cluster Analysis
21. Multidimensional Scaling and Conjoint Analysis
22. Structural Equation Modeling and Path Analysis
23. Report Preparation and Presentation

CASES

ISBN 9781292265636 | PUB Date 1/13/2018

Advertising & IMC: Principles and Practice
Edition 11
Moriarty / Mitchell / Wells / Wood

Binding Paperback | Page Count 680

For courses in introductory advertising

Advertising & IMC: Principles and Practice presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion, and more, Advertising & IMC uses examples of award-winning brand campaigns, contributions from experts, and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications.

And with a new joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning, and how these areas work together, ensuring students are prepared to deal with the latest industry practices in their future careers.

Table of Contents

1. Strategic Brand Communication
2. Advertising
3. Public Relations
4. Action and Interaction: Direct Response and Promotions
5. How Brand Communication Works
6. Strategic Research
7. Segmenting and Targeting the Audience
8. Strategic Planning
9. Creative Side
10. Promotional Writing
11. Direct Response
12. Media Basics
13. Paid Media
14. Owned, Interactive, and Earned Media
15. Media Planning and Negotiation
16. IMC Management
17. Evaluating IMC Effectiveness
18. Social Impact, Responsibility, and Ethics: Is it Right?

ISBN 9781292262062 | PUB Date 5/14/2018

The full catalogue and instructor resources are available online catalogue.pearsoned.co.uk/educator/catalog