



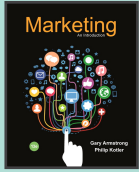
AT-A-GLANCE **SPRING 2017**

MARKETING

Find a full list of all our titles at:
www.pearsonhighered.com/marketing



Pearson



Marketing: An Introduction, 13e

ARMSTRONG / KOTLER

©2017 | ISBN: 013414953X

This best-selling, brief text introduces marketing through the lens of creating value for customers.

MyLab Marketing



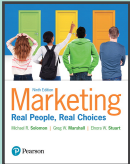
Principles of Marketing, 17e

KOTLER / ARMSTRONG

©2018 | ISBN: 0133795020

A comprehensive, classic principles text organized around an innovative customer-value framework.

MyLab Marketing



Marketing: Real People, Real Choices, 9e

SOLOMON / MARSHALL / STUART

©2018 | ISBN: 0132948931

The only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies everyday. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace.

MyLab Marketing



The Marketing Plan Handbook, 5e

WOOD

©2014 | ISBN: 0133078353

The only planning handbook that guides readers, step-by-step, through the complete development of a realistic, customized marketing plan.

MyLab Marketing



Marketing: Defined, Explained, Applied, 2e

LEVENS

©2012 | ISBN: 0132177153

This innovative approach presents key concepts in an easy-to-use format, allowing students to quickly learn all the information they need.

MyLab Marketing

MARKETING RESEARCH

Available with Pearson MyLab Marketing



Marketing Research, 8e

BURNS / BUSH

©2017 | ISBN: 0134167406

Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.



Essentials of Marketing Research: A Hands-On Orientation

MALHOTRA

©2015 | ISBN: 0137066732

Essentials of Marketing Research: A Hands-On Orientation presents a concise overview of marketing research via a do-it-yourself approach that engages students.



Basic Marketing Research with Excel, 3e

BURNS / BUSH

©2012 | ISBN: 0135078229

Burns/Bush uses Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to the fundamentals of market research.



Basic Marketing Research, 4e

MALHOTRA

©2012 | ISBN: 0132544482

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



Marketing Research: An Applied Orientation, 6e

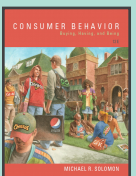
MALHOTRA

©2010 | ISBN: 0136085431

Takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material..

CONSUMER BEHAVIOR

Available with Pearson MyLab Marketing



Consumer Behavior: Buying, Having, and Being 12e

SOLOMON

©2017 | ISBN: 0134129938

Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

MyLab Marketing



Consumer Behavior, 11e

SCHIFFMAN / WISENBLIT

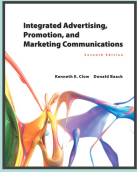
©2015 | ISBN: 0132544369

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

MyLab Marketing

ADVERTISING AND IMC

Available with Pearson MyLab Marketing



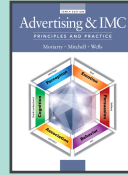
Integrated Advertising, Promotion and Marketing Communications, 8e

CLOW / BAACK

©2018 | ISBN: 0133866335

Clow and Baack speak to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics.

MyLab Marketing



Advertising & IMC, 10e

MORIARTY / MITCHELL / WELLS

©2015 | ISBN: 0133506886

Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach.

MyLab Marketing

MARKETING AND MANAGEMENT STRATEGY

Available with Pearson MyLab Marketing



Marketing Management, 15e

KOTLER / KELLER

©2016 | ISBN: 0133856461

Kotler/Keller is the gold standard in marketing management because it continues to reflect the latest changes in marketing theory and practice.

MyLab Marketing



A Framework for Marketing Management, 6e

KOTLER / KELLER

©2016 | ISBN: 0133871312

A concise adaptation of the gold standard marketing management textbook with authoritative coverage of current practice and theory and the flexibility to add outside cases, simulations, or projects.



Strategic Marketing Problems, 13e

KERIN / PETERSON

©2013 | ISBN: 0132747251

A comprehensive, practice-driven approach to developing decision-making skills in marketing.



Strategic Brand Management, 4e

KELLER

©2013 | ISBN: 0132664259

Keller provides insights into how to create profitable brand strategies by building, measuring, and managing brand equity.



Market-Based Management, 6e

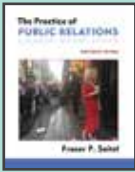
BEST

©2013 | ISBN: 0130387754

While most textbooks in this area stress concepts and theory, Best incorporates a more strategic and applied approach. Streamlined organization makes this text ideal for courses in which outside cases and readings will be assigned.

PUBLIC RELATIONS

Available with Pearson MyLab Marketing



The Practice of Public Relations, 13e

SEITEL

©2017 | ISBN: 0134170113



Public Relations Practices, 8e

CENTER / JACKSON / SMITH / STANSBERRY

©2014 | ISBN: 0133127648

Written by two of the most respected individuals in the field, *Public Relations Practices* presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.



Cutlip and Center's Effective Public Relations, 11e

BROOM

©2013 | ISBN: 0132669153

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market.

RETAIL MANAGEMENT

Available with Pearson MyLab Marketing



Retail Management: A Strategic Approach, 13e

BERMAN / EVANS

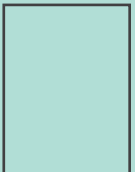
©2018 | ISBN: 0133796841

Berman/Evans' reader-friendly text, *Retail Management: A Strategic Approach*, provides a strategic, decision-making approach that illustrates how retailers plan for, and adapt to, today's changing and complex retail environment.

New Edition
Coming in
January

INTRODUCTION TO SELLING

Available with Pearson MyLab Marketing



Selling Today: Partnering to Create Value, 14e

MANNING / AHEARNE / REECE

©2018 | ISBN: 0134477405

Extensive, real-world applications, carefully integrated with current personal selling concepts.

MyLab Marketing

INTERNATIONAL MARKETING

Available with Pearson MyLab Marketing



Global Marketing, 9e

KEEGAN / GREEN

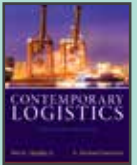
©2017 | ISBN: 0134129946

The excitement, challenges, and controversies of global marketing. *Global Marketing* reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing.

MyLab Marketing

LOGISTICS

Available with Pearson MyLab Marketing



Contemporary Logistics, 12e

MURPHY JR. / KNEMEYER

©2018 | ISBN: 0134519256

This market-leading text explores modern logistics from a managerial perspective characterized by geopolitical tensions in various parts of the world, steadily increasing trade among countries and across continents, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement.

**New Edition
Coming in
January**

MARKETING AT-A-GLANCE

SPRING 2017



Personalize content by adding material from readers or other
Pearson texts at Pearson Collections.
pearsonhighered.com/collections

www.pearsonhighered.com/marketing | www.coursesmart.com



Pearson