NEW MARKETING TITLES

from

PEARSON

FEATURED TITLES

Marketing, 8e

Philip Kotler, Northwestern University
Linden Brown
Suzan Burton, Macquarie Graduate School of Management
Ken Deans, University of Otago
Gary Armstrong, University of North Carolina

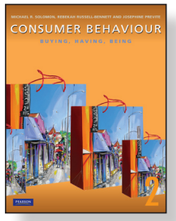
ISBN 9781442511248 © 2010

Celebrating 21 years of Australian Marketing Excellence
Introductory marketing students need a text that not only provides them with a sound knowledge of marketing principles but one that is also engaging and relevant to them. It needs to be exciting, motivating and complete as it delivers the theory that will form the cornerstone of their marketing studies and serve as a perennial reference throughout their business careers. ***Marketing***, in its 8th Australian edition, continues to provide an authoritative and holistic platform whilst delivering updated, cutting edge content in new and exciting ways.

Highlights of the new edition include:

- New '**Go Green'** boxed features discuss and allow students to explore important environmental issues in a number of the chapters.
- At the end of each chapter **Case studies** are used to explore how different 'real-life' companies have implemented their strategies and dealt with various marketing issues.
- New approaches to **marketing research** which assists marketers in understanding market potential, such as VoIP.
- **Social marketing** is explored in more depth than before with material on legal compliance, ethics, non-profit marketing and marketing 'causes'.
- **Marketing issues** are discussed in each chapter to encourage students to consider and debate the practical and ethical issues that may arise during the implementation of marketing theory.
- **New cases from new companies** and based on recent events make this text the most current on the market.
- New content and focus on **marketing metrics**, marketing accountability and performance.

To see more of the exciting new features of *Marketing* 8e, click here or contact your local Pearson Education Consultant



Consumer Behaviour, 2e

Michael R. Solomon, Auburn University
Rebekah Russell Bennett, Queensland University of Technology
Jo Previte, University of Queensland

ISBN 9781442507302 © 2010

***Consumer Behaviour* is fresh, relevant and up-to-date. It will provide students the best possible introduction to this fascinating discipline**
Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being.

The new 2nd edition of ***Consumer Behaviour***, explores these issues and ideas with a psychological framing. The text is presented in a contemporary framework based around the buying, having and being model. The approach includes both the standard five-stage decision-making model and theories on sub-conscious and emotional buying. This provides a comprehensive view of consumer behaviour rather than relying on a single approach.

The text has been deliberately written to be engaging and exciting for students. It pulls together the most current research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour and captivate students' interests on many levels.

Exciting features to the new edition include:

- **More international and Australian examples** have been added to the body of the text, in the ads within the text, and also in the cases throughout the book.
- Updated content which reflects **contemporary marketing practice**, in particular Web 2.0 information and examples.
- The addition of government and **social marketing examples**, extended attitude theories, emotion-based decision-making, co-creation theory of consumption, social networking, updated age cohort information and 2006 census data keeps the content relevant for the workplace students will enter.
- ***'How to'* guides** at the end of the text include a "How to be ethical" feature to provide a framework for students to assess the 'ethical vignettes' in the book and a "How to find information on consumer behaviour" feature which helps students source material for assignments (this was provided by a qualified university librarian).
- This new edition of Consumer Behaviour has been condensed by approximately 15% to make it an **extremely clear and concise** book. It will ensure students are not being confused or 'weighed down' by excess text.
- **Good balance between academic theory and industry examples** gives students a broader and more holistic view of the subject.

For more information, click here or contact your local Pearson Education Consultant

Marketing Research: An Integrated Approach

Alan Wilson, University of Strathclyde
Raechel Johns, University of Canberra
Karen Miller, University of Southern Queensland
Robin Pentecost, Griffith University

ISBN 9781442517042 © 2010

***Marketing Research* is the only Australian marketing research text that focuses equal attention on both qualitative and quantitative research processes, making it one of the most comprehensive and holistic books in this discipline.**

This concise book places marketing research in the bigger picture of the marketing function and demonstrates how marketing research, and its understanding, should be seen as a key element of marketing rather than a backroom activity performed by statisticians.

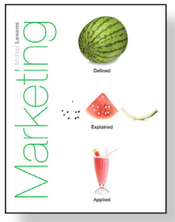
The text aims to be concise and easy to read, so all large complicated formulas have been moved to the appendix of each chapter. Students will read and understand the most crucial parts of the chapter and not be 'side-tracked' by trying to memorise big formulas.

This new edition includes exciting features such as:

- **Australian/NZ examples AND international examples** exhibit how the theory is applied to real-world situations on a day-to-day basis.
- **Internet research** is highlighted throughout the book, making it one of the most up to date and technologically advanced marketing research texts on the market.
- A **Running Case** throughout the text ties in crucial information from each chapter to show students how all the areas of marketing research fit in together.
- **Review questions** at the end of each chapter ensure that students have understood all the crucial concepts and material before moving on to the next chapter.
- **Mini case studies** from leading companies at the end of each chapter help students to link theory to real life business situations. An application question is also included.

For more information, click here or contact your local Pearson Education Consultant

INTRODUCTION TO MARKETING



Marketing

Michael Levens

ISBN 9780136075691 © 2010

A unique marketing text based on student feedback.

Marketing: Defined, Explained, Applied revolutionises the way students learn by offering them a textbook that is not written as a continuous narrative, but is instead broken down by topic and each topic is broken down into three sections: Defined, Explained, Applied. This innovative approach presents key concepts in an easy to use format, allowing students to quickly learn all of the information they need.

MARKETING RESEARCH

Marketing Research: An Applied Orientation, 6e

Naresh K Malhotra

ISBN 9780136094234 © 2010

Marketing Research: An Applied Orientation **allows students to actually experience the interaction between marketing research and marketing decision-making.**

Marketing Research: An Applied Orientation 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. It is contemporary, illustrative, and sensitive to user needs.

Marketing Research, 6e

Alvin C. Burns
Ronald F. Bush

ISBN 9780137135998 © 2010

The "nuts and bolts" of marketing research
Marketing Research gives students a fundamental understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students can understand, this text provides the basic fundamentals of the statistical procedures used to analyse data without dwelling on the more complex and intricate concepts.

The sixth edition now includes new case ideas contributed from innovative professors (5 of them with international authorship), updated insight from industry professionals, and current information on how marketing research is being practiced today.

Multivariate Data Analysis, 7e

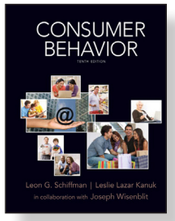
Joseph F. Hair
William C. Black
Barry J. Babin
Rolph E. Anderson

ISBN 9780138132637 © 2010

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis
Multivariate Data Analysis provides an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.

In this seventh revision, the organisation of the chapters has been greatly simplified. New chapters have been added on structural equations modelling, and all sections have been updated to reflect advances in technology, capability, and mathematical techniques.

CONSUMER BEHAVIOUR



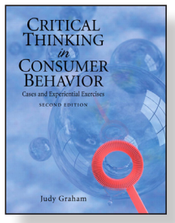
Consumer Behavior, 10e

Leon Schiffman
Leslie Kanuk

ISBN 9780135053010 © 2010

The text that set the standard for consumer behaviour study
Consumer Behavior explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of marketing strategies.

The tenth edition captures the impact of new media on consumer behaviour and focuses on the marketer's ability to learn more about customers' purchases in order to implement a strategy with greater precision.



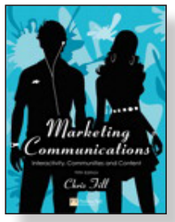
Critical Thinking in Consumer Behavior: Cases and Experiential Exercises, 2e

Judy Graham

ISBN 9780136027164 © 2010

Designed to be used alone or packaged WITH ANY core texts in consumer behaviour.
This unique casebook applies consumer behaviour theory to practice via thirty-five cases and activities.

MARKETING COMMUNICATIONS



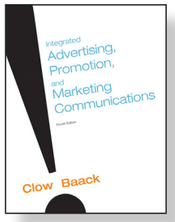
Marketing Communications: Interactivity, Communities and Content, 5e

Chris Fill, University of Portsmouth

ISBN 9780273717225 © 2009

Marketing Communications is the most complete and accessible introduction to marketing communications on the market. It combines breadth of coverage with a student-friendly style; and is an essential resource for marketing and business degree students studying Marketing modules at undergraduate and postgraduate level.

This new edition has an exciting and modern new design and is structured into 6-parts: the first 2 sections focus on what Marketing Communications is and how it works; Parts 3 and 4 look at the practical management and tools of Marketing Communications; and, new to this edition, Part 5 covers its emerging relationships with the media. Finally part 6 covers its connection to *special audiences*.



Integrated Advertising, Promotion and Marketing Communications, 4e

Kenneth E Clow
Donald E Baack

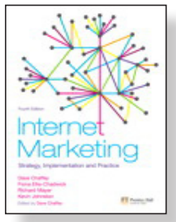
ISBN 9780136079422 © 2010

Integrated Advertising, Promotion and Marketing Communications examines advertising and promotions through the lens of integrated marketing communications.

The carefully integrated approach of this text blends advertising, promotions and marketing communications together, providing students with the information they need to understand the process and benefits of successful IMC campaigns.

In addition to enhancing the overall visual appeal, the fourth edition of this text has updated and revised the material to include the cutting-edge topics of the industry.

ONLINE MARKETING



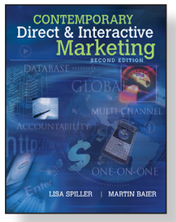
Internet Marketing: Strategy, Implementation and Practice, 4e

Dave Chaffey
Fiona Ellis-Chadwick, University of Derby
Kevin Johnston, University of Derby
Richard Mayer, University of Derby

ISBN 9780273717409 © 2009

The Internet has revolutionised marketing practice, connecting potential customers to businesses in a way never before possible. Now in its fourth edition, ***Internet Marketing*** provides comprehensive, practical guidance on how companies can get the most out of the web to meet their marketing goals. Edited by Dave Chaffey, one of Europe's top thinkers in this area, ***Internet Marketing*** links marketing theory with case studies on cutting edge companies such as Dell, eBay and Facebook, to help students to understand digital marketing in the real world.

In this major update, you will learn best practice in applying digital media channels such as affiliate marketing, online PR and search engine marketing, with each chapter containing a new 'Digital Marketing in Practice' interview.



Contemporary Direct & Interactive Marketing, 2e

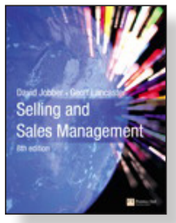
Lisa Spiller, Christopher Newport University
Martin Baier

ISBN 9780136086109 © 2010

Contemporary Direct & Interactive Marketing combines the theory of direct and interactive marketing with highly practical strategies and examples. Direct and interactive marketing requires a focused set of skills for maximum effectiveness, including customer profiling, research and testing, and interactive media planning. Students learn to use the fundamental principles of direct marketing to create hi-tech campaigns using the latest technology.

In this newly revised second edition, the text has been updated to reflect the most recent innovations in online advertising and customer interaction. Among these additions are sections on blogging, social networks, and search engine advertising.

SALES AND RETAIL MANAGEMENT



Selling and Sales Management, 8e

David Jobber, University of Bradford
Geoffrey Lancaster, University of North London

ISBN 9780273720652 © 2009

Selling and Sales Management is essential reading for all marketing and management students and practitioners, in particular those with specific interests in the world of sales. The text is split into five logical parts: Sales Perspective, Sales Technique, Sales Environment, Sales Management and Sales Control.

This edition places emphasis on international aspects of selling and sales management whilst also covering all of the important elements of the marketing mix. Topics covered include Sales strategies, Key account management, Sales forecasting and budgeting, and the role of selling in marketing.

Selling Today, 11e

Gerald L Manning
Barry L Reece
Michael Ahearne

ISBN 9780138152475 © 2010

Professional sales skills are becoming increasingly important in today's business world. This text covers up-to-date academic topics and rich application materials, providing students with everything they need to understand and apply selling techniques.

In the eleventh edition of ***Selling Today***, Manning and Reece have invited Michael Ahearne to join their best-selling author team. Ahearne's experience as Associate Professor of Marketing and Executive Director of the Sales Excellence Institute, in addition to his extensive educational background, provides invaluable insight to this already well-researched text.

Customer Service: A Practical Approach, 5e

Elaine K. Harris

ISBN 9780135064337 © 2010

The market-leader, ***Customer Service: A Practical Approach***, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence.

Using an organised and concise layout, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new quick quizzes, job link activities, team building exercises, and expanded challenge projects. Focusing on problem solving, communication strategies and self-assessment, it transcends superficial elements and pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

Retail Management: A Strategic Approach, 11e

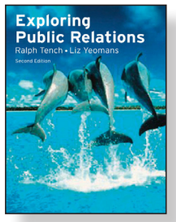
Barry Berman
Joel R Evans

ISBN 9780132465502 © 2010

Without a pre-defined and well-integrated strategy, a retail firm may flounder as it's attempting to cope with the changing environment that surrounds it. Berman and 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.

The eleventh edition of ***Retail Management: A Strategic Approach*** highlights how retailing has changed in the new millennium.

PUBLIC RELATIONS



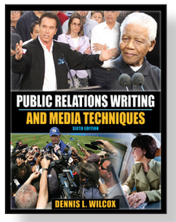
Exploring Public Relations, 2e

Ralph Tench, Leeds Metropolitan University
Liz Yeomans, Leeds Metropolitan University

ISBN 9780273715948 © 2009

Exploring Public Relations is the definitive academic text on public relations. The first edition, which published in 2006, has sold in its thousands and is now essential reading on courses in PR at undergraduate and postgraduate level.

This second edition continues to provide a critical analysis of the subject and a sophisticated blend of theory with real life, and includes many case studies, activity exercises, discussion questions and full colour photographs to illustrate the discussions in the text. There is also updated coverage on globalisation, media relations, and a new chapter on celebrity, to engage students of this exciting subject with the thought processes behind some of the latest PR stunts.



Public Relations Writing and Media Techniques, 6e

Dennis L. Wilcox, San Jose State University

ISBN 9780205648283 © 2009

Public Relations Writing and Media Techniques is the most comprehensive and up-to-date public relations writing text available. With real-world examples of award-winning work by PR professionals, this new edition continues to help students master the many techniques needed to reach a variety of audiences in today's digital age.

Clearly written and well-organised, this book emphasises the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media. The author provides step-by-step procedures illustrated by examples from actual campaigns to engage today's students. This text also serves as an invaluable resource for public relations practitioners in the field.

Marketing Public Relations

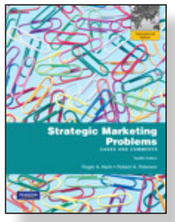
Gaetan T. Giannini

ISBN 9780136082996 © 2010

The first text to teach public relations through the lens of marketing

Marketing Public Relations breaks from the norm by presenting public relations using a marketing, rather than a communications studies or journalism, approach. This text recognises the similarities between PR, word-of-mouth, and social networking media and creates a framework for constructing marketing strategies that incorporate these highly credible and cost-effective tools. Students will first learn the theory and then how to apply it in order to "do Marketing Public Relations" in the real world.

STRATEGIC MARKETING



Strategic Marketing Problems: Cases and Comments, 12e

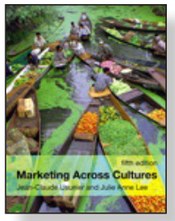
Roger Kerin
Robert Peterson

ISBN 9780132465496 © 2010

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

The twelfth edition of ***Strategic Marketing Problems: Cases and Comments*** includes new cases, updated material and a new chapter on Global Marketing.

INTERNATIONAL MARKETING



Marketing Across Cultures, 5e

Jean-Claude Usunier
Julie Lee, University of Western Australia

ISBN 9780273713913 © 2009

In an increasingly interconnected global business environment it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance
Marketing Across Cultures examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts.

The fifth edition is full of up-to-date examples of internationally recognised companies that illuminate the various theories that underpin this area. Using clear language and numerous illustrations the text guides students through key cultural marketing issues, including new material on hot topics such as ethics, corporate social responsibility, and bribery.

MARKETING OF HIGH-TECH PRODUCTS AND INNOVATIONS

Marketing of High-Technology Products and Innovations, 3e

Jakki J. Mohr, University of Montana
Sanjit Sengupta, San Francisco State University
Stanley Slater, Colorado State University

ISBN 9780131364912 © 2010

Provide your students with the vital information they need to successfully market high-tech products
Marketing of High-Technology Products and Innovations is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service.

The third edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.