NEW MARKETING TITLES from PEARSON
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
Raecheal 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.
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.
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 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.

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-organized, this book emphasizes 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*
Gaétan 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 recognizes 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 recognize 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 recognized 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.