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Grewal and Levy’s *Marketing* is the first text published since the AMA introduced its new value-based definition of the world “Marketing”, making it the most modern and forward thinking of all principles of marketing offerings. It seeks to apply the marketing concept. *Marketing* was built from scratch by focusing on what the market wants. The motto, “Marketing Creates Value” permeates this text and is stressed through the main themes of entrepreneurship, service global marketing, and ethics.

**Features**

- **Coverage of Ethics**: Ethics has its own chapter early in the text (Ch. 3), plus boxed inserts called “Ethical Dilemmas” and end of chapter applications.
- **Coverage of Services**: An entire chapter (Ch. 12) is dedicated to services marketing. The remaining chapters of the text are peppered with many services examples as well.
- **Interactive Student Toolkit**:
  - **Experiential Learning**: Many instructors are concerned that students complete Principles of Marketing with a list of definitions and some interesting stories, but without learning how to “do” any marketing. The web-based Interactive Student Toolkit provides students with a hands on experience in working with the concepts of marketing.
  - **AACSB accreditation** now requires instructors to demonstrate that students have truly learned the concepts taught in the text. These new “assurance of learning” criteria require that instructors assess students in new ways to be able to document that a student learned concepts taught in a course, beyond providing results on multiple choice quizzes and exams. Using the Interactive Student Toolkit is an excellent way to demonstrate that students have internalized the concepts taught in the Principles of Marketing course.
- **Monthly Newsletter**: Each month instructors using *Marketing 2e* will receive a newsletter which includes many of the hottest topics in marketing today. Each newsletter contains 8-10 articles, videos and podcasts on the latest happenings in the Marketing discipline, with abstracts and a guide that explains where the information can be implemented in an instructor’s course.
- **End of Chapter Material includes**: Chapter Summary, Key Terms, Marketing Application Exercises, and Net Savvy Exercises which direct students to the Internet to do reading/research before answering thoughtful questions.
- **Marketer’s Showdown**: Offering more experiential learning opportunities, this online, interactive video case program, puts students in the middle of dynamic marketing strategy decision-making with real marketers. Nine cases focus on up-to-the-minute issues in the music, automotive, and soft drink industries.

**Table of contents**

1: Overview of Marketing  
2: Developing Marketing Strategies and a Marketing Plan  
3: Marketing Ethics  
4: Analyzing the Marketing Environment  
5: Consumer Behavior  
6: Business-to-Business Marketing  
7: Global Marketing  
8: Segmentation, Targeting, and Positioning  
9: Marketing Research and Information Systems  
10: Product, Branding, and Package Decisions  
11: Developing New Products  
12: Services: The Intangible Product  
13: Pricing Concepts for Establishing Value  
14: Strategic Pricing Methods  
15: Supply Chain Management  
16: Retailing  
17: Integrated Marketing Communications  
18: Advertising and Sales Promotions  
19: Personal Selling and Sales Management

**Supplements**

- 978-0-07-336227-4 (Instructor’s Resource CD)  
- 978-0-07-336225-0 (Video DVD)
Basic Marketing: A Marketing Strategy Planning Approach, 17/e

William D. Perreault, Jr., University of North Carolina
Joseph P. Cannon, Colorado State University
E. Jerome McCarthy, Michigan State University

www.mhhe.com/fourps
2009 • 978-0-07-128104-1 • 832 pages

Basic Marketing is a time-tested leader among principles of marketing texts. Basic Marketing offers a thorough integration of the latest marketing themes, topics, and examples to help train potential marketing professionals of the future!

Table of contents
1: Marketing's Value to Consumers, Firms and Society
2: Marketing Strategy Planning
3: Focusing Marketing Strategy with Segmentation and Positioning
4: Evaluating Opportunities in the Changing Marketing Environment
5: Demographic Dimensions of Global Consumer Markets
6: Final Consumers and Their Buying Behavior
7: Business and Organizational Customer and Their Buying Behavior
8: Improving Decisions with Marketing Information
9: Elements of Product Planning for Goods and Services
10: Product Management and New-Product Development
11: Place and development of Channel Systems
12: Distribution Customer Service and Logistics
13: Retailers, Wholesalers, and Their Strategy Planning
14: Promotion—Introduction to Integrated Marketing Communications
15: Personal Selling and Customer Service
16: Advertising and Sales Promotion
17: Pricing Objectives and Policies
18: Price Setting in the Business World
19: Implementing and Controlling Marketing Plans: Evolution and Revolution
20: Managing Marketing’s Link with Other Functional Areas
21: Developing Innovative Marketing Plans
22: Ethical Marketing in Consumer-Oriented Societies: Appraisal and Challenges

Supplements
978-0-07-336191-8 (Instructor’s Resource CD)
978-0-07-727296-8 (Student CD)
978-0-07-336188-8 (DVD)

Essentials of Marketing, 12/e

William D. Perreault, Jr., University of North Carolina
Joseph P. Cannon, Colorado State University
E. Jerome McCarthy, Michigan State University

www.mhhe.com/fourps
2010 • 978-0-07-017246-3 • 736 pages

Essentials of Marketing, 12/e is a brief version of Perreault’s best selling Basic Marketing text. Not a cut-and–paste of Basic Marketing, Essentials was written specifically for instructors who want to present a more concise view of Marketing topics.

Table of contents
1: Marketing’s Value to Consumers, Firms, and Society
2: Marketing Strategy Planning
3: Evaluating Opportunities in the Changing Marketing Environment
4: Focusing Marketing Strategy with Segmentation and Positioning
5: Final Consumers and Their Buying Behavior
6: Business and Organizational Customers and Their Buying Behavior
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15: Advertising and Sales Promotion
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17: Price Setting in the Business World
18: Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges

Supplements
978-0-07-724642-6 (Instructor’s Resource CD)
978-0-07-724643-3 (Learning Aid)
Marketing, 10/e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program.

Marketing: The Core, 3/e continues the tradition of cutting-edge content and student-friendliness set by Marketing 9/e, but in a shorter, more accessible package. The Core distills Marketing’s 21 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. The Core combines great writing, currency, and supplements into the ideal package for budget-conscious students and time-conscious professors.

Marketing, 14/e is completely updated, and continues to incorporate technology, and feature in-text and boxed examples that highlight global issues, technology, ethics, applied decision making, chapter opening cases, and part-ending cases. Other marketing themes integrated throughout the text include critical and current themes such as global marketing, customer relationship management, small business and entrepreneurship.
This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format.

The concentration on strategic decision making sets this book apart from other texts that place greater emphasis on the description of marketing phenomena than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This edition continues to be the most current and internet-savvy book available, injecting the latest developments in internet-based communication and distribution technology into every chapter. The author team’s rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries, providing an abundance of real-world, global perspectives.

Marketing Management, 9/e is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students’ knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout.
## Preface to Marketing Management, 12/e

**J. Paul Peter**, University of Wisconsin  
**James H. Donnelly, Jr.**, University of Kentucky  
[www.mhhe.com/peterdonnelley12e](http://www.mhhe.com/peterdonnelley12e)  
2010 • 978-0-07-122111-5 • 288 pages

*Preface to Marketing Management, 12/e* is praised in the market for its organization, format, clarity, brevity and flexibility. The text serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students. The text also works in courses that implement a cross-functional curriculum where the students are required to purchase several texts.

### Table of contents

**Section 1: Essentials of Marketing Management**

- **Part A: Introduction**
  1. Strategic Planning and the Marketing Management Process
- **Part B: Marketing Information, Research, and Understanding the Target Market**
  2. Marketing Research: Process and Systems for Decision Making
  3. Consumer Behavior
  5. Market Segmentation
- **Part C: The Marketing Mix**
  6. Product and Brand Strategy
  7. New Product Planning and Development
  8. Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing
  9. Personal Selling, Relationship Building, and Sales Management
  10. Distribution Strategy
  11. Pricing Strategy
- **Part D: Marketing In Special Fields**
  12. The Marketing of Services
  13. Global Marketing

**Section 2: Analyzing Marketing Problems and Cases**

**Section 3: Financial Analysis for Marketing Decisions**

**Section 4: Developing Marketing Plans**

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## Marketing Research: In a Digital Information Environment, 4/e

**Joseph F. Hair, Jr.**, Kennesaw State University  
**Robert P. Bush**, University of Louisiana  
**David J. Ortinau**, University of South Florida  
[www.mhhe.com/hair4e](http://www.mhhe.com/hair4e)  
2009 • 978-0-07-110107-3 • 736 pages

*Marketing Research: In a Digital Information Environment, 4/e* is designed to take students beyond the basic concepts of marketing research. Built upon a research methodology, the book integrates the various tools and techniques essential to the practice of research in the digital environment.

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## Essentials of Marketing Research, 2/e

**Joseph F. Hair, Jr.**, Kennesaw State University  
**Mary Wolfinbarger**, California State University  
**Robert P. Bush**, University of Louisiana  
**David J. Ortinau**, University of South Florida  
[www.mhhe.com/hairessentials2e](http://www.mhhe.com/hairessentials2e)  
2010 • 978-0-07-122028-6 • 416 pages

*Essentials of Marketing Research, 2/e* is designed as a comprehensive text that integrates the various tools and techniques essential to the practice of research in the digital environment. The book aims to provide a clear understanding of the research process and its applications in marketing research.
Table of contents

Section 1: A Perspective on Consumer Behavior
1: Introduction to Consumer Behavior and Marketing Strategy
2: A Framework for Consumer Analysis

Section 2: Affect and Cognition and Marketing Strategy
3: Introduction to Affect and Cognition
4: Consumers’ Product Knowledge and Involvement
5: Attention and Comprehension
6: Attitudes and Intentions
7: Consumer Decision Making

Section 3: Behavior and Marketing Strategy
8: Introduction to Behavior
9: Conditioning and Learning Processes
10: Influencing Consumer Behaviors

Section 4: The Environment and Marketing Strategy
11: Introduction to the Environment
12: Cultural and Cross-Cultural Influences
13: Subculture and Social Class
14: Reference Groups and Family

Section 5: Consumer Behavior and Marketing Strategy
15: Market Segmentation and Product Positioning
16: Consumer Behavior and Product Strategy
17: Consumer Behavior and Promotion Strategy
18: Consumer Behavior and Pricing Strategy
19: Consumer Behavior, Electronic Commerce, and Channel Strategy

Table of contents

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5: The Changing American Society: Subcultures
6: The American Society: Families and Households
7: Group Influences on Consumer Behavior

Part 3: Internal Influences
8: Perception
9: Learning, Memory, and Product Positioning
10: Motivation, Personality, and Emotion
11: Attitudes and Influencing Attitudes
12: Self-Concept and Lifestyle

Part 4: Consumer Decision Process
13: Situational Influences
14: Consumer Decision Process and Problem Recognition
15: Information Search
16: Alternative Evaluation and Selection
17: Outlet Selection and Purchase
18: Postpurchase Processes, Customer Satisfaction, and Customer Commitment

Part 5: Organizations as Consumers
19: Organizational Buyer Behavior

Part 6: Consumer Behavior and Marketing Regulation
20: Marketing Regulation and Consumer Behavior

Supplements
978-0-07-336131-4 (Instructor’s CD)
978-0-07-336133-8 (Video DVD)
Advertising and Promotion

The new edition of *Contemporary Advertising* brings with it several changes that, in our opinion, greatly enhance the comprehensive coverage that instructors and students have come to expect from the book. One change that we are very proud of is the inclusion of “People behind the Ads.” In “People behind the Ads” we introduce students to some of the important individuals from advertising’s past and present. The group includes historical giants, living legends, and fresh new faces that are helping to change the profession. We are especially excited that many of our featured professionals took time to share their thoughts with readers of *Contemporary Advertising*.

---

**Contemporary Advertising, 13/e**

William F. Arens (deceased)  
Michael F. Weigold, University of Florida-Gainesville  
Christian Arens  
www.mhhe.com/arens13e  
2010 • 978-0-07-122060-6 • 736 pages

The new edition of *Contemporary Advertising* brings with it several changes that, in our opinion, greatly enhance the comprehensive coverage that instructors and students have come to expect from the book. One change that we are very proud of is the inclusion of “People behind the Ads.” In “People behind the Ads” we introduce students to some of the important individuals from advertising’s past and present. The group includes historical giants, living legends, and fresh new faces that are helping to change the profession. We are especially excited that many of our featured professionals took time to share their thoughts with readers of *Contemporary Advertising*.

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**Essentials of Contemporary Advertising, 2/e**

William F. Arens (deceased)  
David H. Schaefer, Sacramento City College  
Michael F. Weigold, University of Florida-Gainesville  
www.mhhe.com/arens  
2009 • 978-0-07-127057-1 • 592 pages

*Essentials of Contemporary Advertising* is a briefer version of *Contemporary Advertising*. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors’ goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student’s “real life.” This approach truly transcends the conceptual and propels students into an exciting and practical dimension.
International Marketing, 14/e

Philip R. Cateora, University of Colorado-Boulder
Mary C. Gilly, University of California-Irvine
John Graham, University of California-Irvine

www.mhhe.com/cateora14e
2009 • 978-0-07-128838-5 • 736 pages

International Marketing is far and away the best selling text in the field, with a pioneering approach to making the material accessible and relevant that has become the standard by which other books are judged. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, Cateora helps students to see the cultural and environmental uniqueness of any nation or region. The 14th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools.

Table of contents
Part 1: An Overview
1: The Scope and Challenge of International Marketing
2: The Dynamic Environment of International Trade

Part 2: The Cultural Environment of Global Markets
3: History and Geography: The Foundations of Culture
4: Cultural Dynamics in Assessing Global Markets
5: Culture, Management Style, and Business Systems
6: The Political Environment: A Critical Concern
7: The International Legal Environment: Playing by the Rules

Part 3: Assessing Global Market Opportunities
8: Developing a Global Vision through Marketing Research
9: Emerging Markets
10: Multinational Market Regions and Market Groups

Part 4: Developing Global Marketing Strategies
11: Global Marketing Management: Planning and Organization
12: Products and Services for Consumers
13: Products and Services for Businesses
14: International Marketing Channels
15: Exporting and Logistics: Special Issues for Business
16: Integrated Marketing Communications and International Advertising
17: Personal Selling and Sales Management
18: Pricing for International Markets

Part 5: Implementing Global Marketing Strategies
19: Negotiating with International Customers, Partners, and Regulators

Part 6: Supplementary Material

Supplements
978-0-07-334742-4 (Instructor’s Resource CD)
978-0-07-334744-8 (Video DVD)

Global Marketing: Foreign Entry, Local Marketing, and Global Management, 5/e

Johny K. Johansson, Georgetown University

www.mhhe.com/johansson5e
2009 • 978-0-07-126362-7 • 672 pages

Global Marketing, 5/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. The recognition of the three roles helps dispel the notion that “there is no such thing as international global marketing, only marketing. Much of the excellent research and tried-and-true teaching material that global marketers in business and academe have contributed over the years is reflected in the chapters and in several cases that can be found at the end of each major section. The authors have focused on material that is timely and up-to-date, and relevant to the global context.

Table of contents
Part 1: Fundamentals
1: The Global Marketing Task
2: Theoretical Foundations
3: Cultural Foundations

Part 2: Foreign Entry
4: Country Attractiveness
5: Export Expansion
6: Licensing, Strategic Alliances, FDI

Part 3: Local Marketing
7: Understanding Local Customers
8: Local Marketing in Mature Markets
9: Local Marketing in New Growth Markets
10: Local Marketing in Emerging Markets

Part 4: Global Management
11: Global Marketing Strategy
12: Global Products and Services
13: Global Branding
14: Global Pricing
15: Global Distribution
16: Global Advertising
17: Global Promotion, E-Commerce, and Personal Selling
18: Organizing for Global Marketing

Supplements
978-0-07-334744-8 (Video DVD)
Services Marketing: Integrating Customer Focus Across the Firm, 5/e

Valarie A. Zeithaml, University of North Carolina-Chapel Hill
Mary Jo Bitner, Arizona State University-Tempe
Dwayne D. Gremler, Bowling Green State University

www.mhhe.com/zeithaml5e
2009 • 978-0-07-126393-1 • 736 pages

Services Marketing, 5/e recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book’s content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

Table of contents
Part 1: Foundations for Services Marketing
1: Introduction to Services
2: Conceptual Framework of the Book: The Gaps Model of Service Quality
Part 2: Focus on the Customer
3: Consumer Behavior in Services
4: Customer Expectations of Service
5: Customer Perceptions of Service
Part 3: Understanding Customer Requirements
6: Listening to Customers through Research
7: Building Customer Relationships
8: Service Recovery
Part 4: Aligning Service Design and Standards
9: Service Development and Design
10: Customer-Defined Service Standards
11: Physical Evidence and the Servicescape
Part 5: Delivering and Performing Service
12: Employees’ Roles in Service Delivery
13: Customers’ Roles in Service Delivery
14: Delivering Service through Intermediaries and Electronic Channels
15: Managing Demand and Capacity
Part 6: Managing Service Promises
16: Integrated Services Marketing Communications
17: Pricing of Services
Part 7: Service and the Bottom Line
18: The Financial and Economic Impact of Service

Retailing Management, 7/e

Michael Levy, Babson College
Barton A. Weitz, University of Florida-Gainesville

www.mhhe.com/levy7e
2009 • 978-0-07-128424-0 • 704 pages

Known for its strategic look at retailing and current coverage, this new 7th edition continues to be organized around a model of strategic decision-making. One of the major advantages of the Levy/Weitz approach is the text’s readability, organization, and its emphasis on how students can come to grips with real retailing issues and be able to solve problems. The text provides a balanced treatment of strategic, “how to,” and conceptual material, in a highly readable and interesting format. The seventh edition continues its cutting edge coverage on the latest topics and developments in retailing including globalization; customer relationship management programs; multi-channel retailing; supply chain management, the use of the Internet to improve operating efficiencies and customer service; and legal, ethical and corporate social responsibility issues.

Table of contents
Section 1: The World of Retailing
1: Introduction to the World of Retailing
2: Types of Retailers
3: Multichannel Retailing
4: Customer Buying Behavior
Section 2: Retailing Strategy
5: Retailing Market Strategy
6: Financial Strategy
7: Retail Locations
8: Retail Site Location
9: Human Resource Management
10: Information Systems and Supply Chain Management
11: Customer Relationship Management
Section 3: Merchandise Management
12: Managing Merchandise Assortments
13: Merchandise Planning Systems
14: Buying Merchandise
15: Pricing
16: Retail Communications Mix
Section 4: Store Management
17: Managing the Store
18: Store Layout, Design, and Visual Merchandising
19: Customer Service

Supplements
978-0-07-336128-4 (Instructor’s Resource CD)
978-0-07-336127-7 (Video DVD)
Business Marketing, 4/e is targeted at the undergraduate Business Marketing course to students who want to succeed in business to business marketing. This edition combines a theory-driven yet hands-on approach to show students how to make profitable and quality business marketing decisions. This well known text introduces the concepts of marketing to businesses and stresses the importance of customer relationship and knowledge management.

Table of contents
Part 1: Business Markets and Business Marketing
1: Introduction to Business Marketing
2: The Character of Business Marketing
3: The Purchasing Function
4: Organizational Buyer Behavior
Part 2: Foundations for Creating Value
5: Market Opportunities
6: Marketing Strategy
7: Weaving Marketing into the Fabric of the Firm
Part 3: Business Marketing Programming

Marketing Strategy: A Decision-Focused Approach, 7/e
Orville C. Walker, University of Minnesota
John W. Mullins, University of Denver
www.mhhe.com/walker7e
2010 • 978-0-07-017146-6 • 384 pages

Strategic Marketing, 9/e
David W. Cravens, Texas Christian University
Nigel Piercy, Warwick University
www.mhhe.com/cravens9e
2009 • 978-0-07-126335-1 • 752 pages
New Products Management, 9/e

C. Merle Crawford, University of Michigan
C. Anthony Di Benedetto, Temple University-Philadelphia

www.mhhe.com/crawford9e
2008 • 978-0-07-126336-8 • 552 pages

Written with a managerial focus, New Products Management, 9/e is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a “new product.” Many new examples, cases, and research along with the most current topics highlight the new edition of New Products Management.

Sports Marketing, 2/e

Sam Fullerton, Eastern Michigan University

www.mhhe.com/fullerton2e
2010 • 978-0-07-126763-2 • 688 pages

Sports Marketing presents this field as a new discipline, helping readers gain a stronger understanding of how to apply marketing strategies and tactics within the sports marketing environment. It looks at the economic impact of the industry and identifies an array of career opportunities for students interested in sports marketing. There is comprehensive coverage of how sports are used as a marketing platform and an abundance of real-world national and international examples to support the material.
Principles and Practice of Marketing, 6/e truly sets the benchmark for achievement in introductory marketing courses. David Jobber’s clear writing style, engaging examples and comprehensive coverage of all the essential concepts combine to make this book a trusted and stimulating choice to support your course. This sixth edition is fully updated to offer a contemporary perspective on marketing, with the latest digital developments and both ethical and economic accountability emphasised throughout. You’ll find this book packed with examples of marketing practice in well-known companies, brought to life through real print, video and online advertising samples.

Features
- A fully revised digital marketing chapter plus new vignettes throughout.
- Corporate social responsibility and ethics considered throughout.
- 46 diverse cases: insights from iPods to jumbo jets, fashion retail to sport promotion, and tourism to supermarkets.

Table of contents
Part 1: Fundamentals of Modern Marketing Thought
1: Marketing in the Modern Organization
2: Marketing Planning: An Overview of Marketing
Part 2: Marketing Analysis
3: The marketing Environment
4: Understanding Consumer Behaviour
5: Understanding Organizational Buying Behaviour
6: Understanding Marketing Ethics and Corporate Social Responsibility
7: Marketing Research and Information Systems
8: Market Segmentation and Positioning
Part 3: Marketing Mix Decisions
Product
9: Managing Products: Brand and Corporate Identity Management
10: Managing Products: Product Life Cycle, Portfolio Planning and Product Growth Strategies
11: Developing New Products
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12: Pricing Strategy
Promotion
13: Advertising
14: Personal Selling and Sales Management
15: Direct Marketing
Place
16: Other Promotional Mix Methods
17: Distribution
18: Digital Marketing
19: Analysing Competitors and Creating a Competitive Advantage
20: Competitive Marketing Strategy
Part 5: Marketing Implementation and Application
21: Managing Marketing Implementation, Organization and Control
22: Services Marketing
23: International Marketing

Foundations of Marketing, 3/e

The bestselling Foundations of Marketing offers comprehensive coverage of the essentials of marketing in a concise and student-friendly format, firmly rooting theory in real marketing practice. With its wealth of captivating examples, concise 12-chapter structure, and characteristic accessible style, it remains the ideal text for students on introductory marketing courses.

Table of contents
1: The Nature of Marketing
2: The Global Marketing Environment
3: Understanding Customer Behaviour
4: Marketing Research and Information Systems
5: Market Segmentation, Targeting and Positioning
6: Brand and Product Management
7: Services Marketing Management
8: Pricing Strategy
9: Integrated Marketing Communications, Part 1: Mass Communications Techniques
10: Integrated Marketing Communications, Part 2: Direct Communications Techniques
11: Distribution Management
12: Marketing Planning and Strategy
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