





awards include those at the World Marketing Congress and the 2014 Academy of Marketing Science.

A study of marketing for non-specialists, showing the importance of the buyer-supplier relationship. It examines product and service marketing and explains marketing principles in the context of all types of organizations, modern business management practice and the changing business environment.

Revised edition of Financial services marketing, 2013.

"This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing"--

This book reveals the theories, the strategies, and real-life case studies of niche marketing success and why it is on its way to becoming the next global marketing wave.

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This is the latest book from Cengage Learning on Principles and Practice of Marketing Principles and Practice of Marketing 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 ethical 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 examples. Find out: what challenges BMW faced in

bringing the Mini E car to market how Nintendo regained supremacy in the videogame industry what Apple is doing to outsmart smartphone competitors why General Motors was vulnerable in the economic downturn how Cadbury relaunched their discontinued Wispa brand Interactive online resources support every chapter and integrate with the text to make Principles and Practice of Marketing the ultimate learning resource.

'Marketing: Principles and Practice' is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses. The aim of this book is to deal with marketing in such a way that covers as few pages and is as accessible as possible, while communicating the fundamental, most important theoretical aspects and facilitating the transfer of this knowledge to real-life decision situations. In addition, the book not only integrates all relevant aspects of both strategic and operational marketing but also structures them in such a way, that both practitioners and students acquire a comprehensive and holistic overview, how it all fits together. Consequently, this textbook concentrates on the essential marketing know-how for both, practitioners and students. 'The dynamic and global competitive landscape requires marketing professionals who have a thorough knowledge of marketing principles coupled with strong creative skills. This book provides excellent coverage of these principles and serves as a great resource for marketing students and young professionals everywhere.' Christoph Schweizer, President Corporate Strategy & Business Development, Drägerwerk AG & Co. KGaA 'Marketing: Principles and Practice is an exciting textbook that provides a concise introduction to the theory and practice of Marketing in the 21st century organized around an innovative customer relationship perspective. Perfectly suited to students of one semester marketing courses, this invaluable source of knowledge presents a solid grounding in the fundamentals of contemporary marketing, in a clear, lively, practical and straightforward style. Highly recommended to marketing students, educators and marketing managers everywhere.' Prof. Dr. Marko Sarstedt, Chair of Marketing, Otto-von-Guericke-Universität Magdeburg, Germany The authors Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark. He is the author of globally published textbooks and several articles in well-recognised journals. Svend Hollensen has also worked as a consultant for several multinational companies, as well as global organizations like the World Bank. Marc Opresnik is a distinguished Professor of Marketing at the Technische Hochschule Lübeck and Member of the Board of Directors at SGMI Management Institute St. Gallen. He is Chief Research Officer at Kotler Impact Inc. and a global co-author of marketing legend Philip Kotler. With his many years of international experience, Marc Opresnik is one of the world's most renowned marketing, management and negotiation experts.

The most exciting, practitioner-based introduction available to the field of advertising. Exceptionally real-world in focus—with examples, issues, and applications interlaced throughout—this best-selling introduction to both the theory and practice of advertising provides important insights into how advertising is done, who does it, and the critical questions that must be resolved. It provides a focus on what principles and practices make advertising effective—and the volume's rich and extensive support package make the teaching/learning process not only exciting, but more effective as well. The volume examines advertising foundations, environment, background, planning, and strategy, advertising media, creating advertising and marketing communication elements. For





