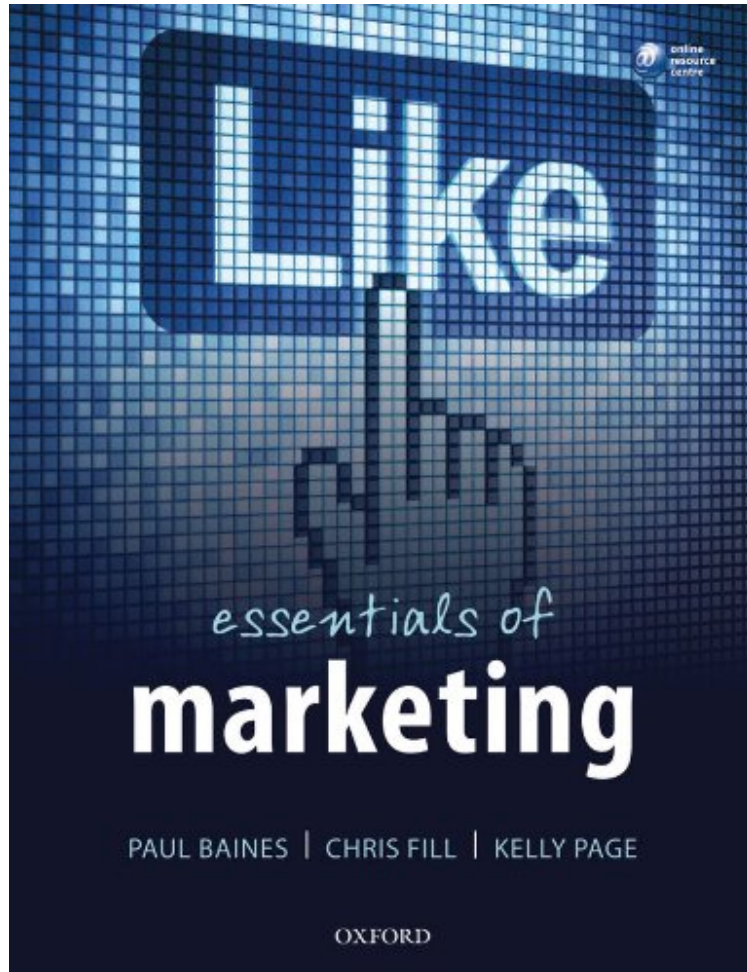


Essentials of Marketing

Paul Baines, Chris Fill, Kelly Page
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Paul Baines, Chris Fill, Kelly Page : Essentials of Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Essentials of Marketing:

Are you motivated by learning from marketers at top organizations like Apple and IKEA? Are you excited by the prolific growth in social media and its implications for marketing? Do you need a fresh and concise introduction to marketing? Then look no further, as Essentials of Marketing has arrived! Packed full of exciting and stimulating cases from organizations such as Twitter, Foursquare, and WOMAD, this text, written by these best-selling authors, encourages you to consider how you would tackle the real marketing challenges and issues encountered by professionals on a daily basis. Fundamental marketing concepts are presented clearly, and illustrated by a wealth of European and international examples. In addition, links to classic and contemporary research papers introduce you to influential academic contributions to marketing. Essentials of Marketing is the must-have textbook for students looking

to shine and excel in their marketing studies and future careers. Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook. For lecturers: Exclusive video interviews of marketers from well-known organizations including 3M and Innocent; A fantastic bank of additional resources including PowerPoint slides, a test bank, and tutorial activities For students: Learn from the top recruitment professionals about the attributes they look for in graduates; Explore exciting developments in digital marketing and social media; Check your understanding with a wealth of multiple-choice questions, worksheets, and activities

Part 1. 1. Marketing Principles and Society; 2. The Global Marketing Environment; 3. Understanding Consumer Behaviour; 4. Marketing Research; Part 2. 5. Marketing Strategy; 6. Market Segmentation and Positioning; Part 3. 7. Products, Services and Branding Decisions; 8. Price Decisions; 9. An Overview of Marketing Communications; 10. Managing Marketing Communications; 11. Retailing and Channel Management; Part 4. 12. Services Marketing and CRM

With content on digital marketing and social media integrated throughout the book.

"An absolute must for all marketing students! This text provides outstanding coverage of core marketing knowledge underpinned by relevant, new and up-to-date cases" --Dr Frauke Mattison Thompson, Lecturer in Marketing, King's College, London

"This excellent book provides the perfect balance of theory and practice for those seeking a thorough grasp of marketing. Concise and accessible, yet crammed with interesting and highly relevant case studies, the authors have really succeeded in bringing the subject to life!" --Dr. Ian Richardson, Stockholm University, School of Business

"Essentials of Marketing's coverage of core topics is first rate, and the discussions about marketing ethics, digital and social marketing are simply essential to our understanding of the way in which marketing practice influences today's society. Highly recommended" --Robert P. Ormrod, Associate Professor, Aarhus University

"When Marketing was first published in 2008, I must confess to being sceptical at the launch of yet another marketing textbook. However, on reading it, my reaction was 'wow' as it is outstanding in every department. Now, these talented, experienced authors have launched Essentials of Marketing. My advice to all lecturers and students is to take a look inside - like its cousin, it is a remarkable introduction to marketing" --Malcolm McDonald, Emeritus Professor, Cranfield University

About the Author Paul Baines is Reader in Marketing and Director, MSc Strategic Marketing at Cranfield School of Management, Cranfield University. He is an international authority in the field of political marketing and Managing Editor, Europe, for the Journal of Political Marketing. He has published widely in journals and books on marketing topics including on public relations, public opinion, market segmentation and positioning, marketing research and strategic marketing. Paul runs his own strategic marketing and research consultancy, Baines Associates, which has undertaken work for a number of large and medium sized organisations including government departments, national charities and private sector organisations. In this spare time, he likes to swim, travel and devour current affairs magazines. Chris Fill is a Director of Fill Associates. The company develops resources relating to marketing, communications, advertising and corporate reputation. Formerly a Principal Lecturer at the University of Portsmouth, Chris now works with a variety of organisations. He is a Visiting Professor at the Grenoble Graduate School of Business and a Fellow of the Chartered Institute of Marketing where he was the Senior Examiner responsible for designing, writing and managing the Professional Diploma in Marketing Communications and subsequently the Professional Postgraduate Diploma module, Managing Corporate Reputation. In addition to numerous papers published in a range of academic journals, he has authored several books, including his internationally recognised text Marketing Communications, soon to be published in its sixth edition. He has just published Essentials of Marketing Communications, and Corporate Reputation, and Business Marketing

Kelly is a researcher, writer and speaker, and works in partnership with organizations exploring situated digital and social media learning and practices in organizational communications and developing case and strategic insights for digital participation. Kelly has a PhD on Web Knowledge (UNSW), is Associate Editor of Journal of Consumer Behaviour and authority on Digital Marketing for the 3rd Wiley Encyclopedia of Management. Her work is published in Psychology and Marketing, Behaviour and Information Technology, International Journal of Retailing and Distribution Management, Consumer Behaviour, and is co-author of Marketing. She won Best Paper in Interactive Marketing at the 2010 AM Conference for her work on 'The Web Makes Youth Feel', presented at the 2011 TedxCardiff on 'Rediscovering Friendship', and is member of the Academy of Marketing Research Committee (AMRC). Kelly is a lecturer in Digital Media Marketing at Cardiff University and a visiting fellow at Cranfield School of Management