

2019



# MARKETING

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# PRINCIPLES OF MARKETING

NEW EDITION Available with MINDTAP

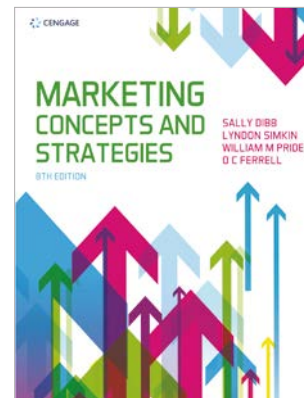
## Marketing Concepts and Strategies

8th Edition

**Sally Dibb**, The Open University  
**Lyndon Simkin**, Oxford Brookes University  
**William M. Pride**, Texas A&M University  
**O.C Ferrell**, Auburn University

© 2019 | 9781473760271

*Marketing Concepts and Strategies* gives an in-depth insight into the core theories behind modern marketing. It combines the theoretical and practical knowledge of its world class authors to ensure students develop a comprehensive understanding of marketing in the modern world. Updated to include new trends and challenges in the industry and with a diverse range of pedagogical features to help students learn in a variety of ways, the new edition continues to be a comprehensive guide to the subject.



Available with MINDTAP

## MKTG

12th Edition

**Charles W. Lamb**, Texas Christian University  
**Joe F. Hair**, Louisiana State University  
**Carl McDaniel**, University of Texas, Arlington

© 2019 | 9781337407588

With cutting-edge cases, engaging images, and profiles of today's most compelling marketers, *MKTG* shows students how the Principles of Marketing are applied at the world's top companies every day. *MKTG* combines an easy-reference, paperback textbook with Chapter Review Cards, and a ground-breaking online product that enables students to study how and when they want – including on their smartphones.



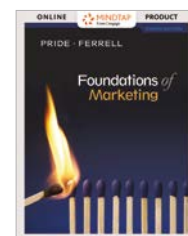
## MindTap for Foundations of Marketing

8th Edition

**William M. Pride**, Texas A&M University  
**O. C. Ferrell**, Auburn University

© 2019 | 9781337675147

MindTap for *Foundations of Marketing* provides extensive coverage of current marketing strategies and concepts addressing social media, sustainability, globalisation, customer relationship management, supply chain management, and digital marketing. Emerging topics, such as social and environmental responsibility, entrepreneurship, and new trends in marketing, resonate especially well with today's students who are striving for success in today's fast-paced, evolving business world.



## Marketing Essentials

2nd Edition

**Sally Dibb**, The Open University  
**Lyndon Simkin**, Oxford Brookes University

© 2013 | 9781408073681

*Marketing Essentials* explains the nature of marketing and the importance of understanding the complexities of the market place in a concise manner. This comprehensive text is easy to read, reflects accurately the current thinking in the world of marketing and is informative, interesting and topical.



NEW EDITION

## MindTap for Marketing 2020

20th Edition

**William M. Pride**, Texas A&M University  
**O. C. Ferrell**, Auburn University

© 2020 | 9781337680585

MindTap for *Marketing 2020* provides a thorough overview of essential marketing principles to help students develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. *MindTap for Marketing 2020* delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples.



## MindTap for Contemporary Marketing

18th Edition

**Louise E. Boone**, University of South Alabama  
**David L. Kurtz**, University of Arkansas

© 2019 | 9781337782944

This MindTap product delivers a "learn it today, use it tomorrow" approach through in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples. Activities like Group Projects and Marketing Plan assignments promote applications, not just recall, of course concepts.



## MindTap for Marketing Strategy

7th Edition

**O. C. Ferrell**, Auburn University  
**Michael Hartline**, Florida State University

© 2017 | 9781337017770

MindTap for *Marketing Strategy* teaches students to think and act like marketers. The authors present strategic marketing management in the social, economic, and technological arenas in which businesses function today. This practical approach to analysing, planning, and implementing marketing strategies is based on applying marketing concepts to the development and implementation of marketing strategy.



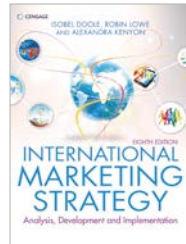


NEW EDITION

## International Marketing Strategy

Analysis, Development and Implementation  
8th Edition

**Isobel Doole**, Sheffield Hallam University  
**Robin Lowe**, Sheffield Hallam University  
**Alexandra Kenyon**, Leeds Beckett University  
© 2019 | 9781473758742



The new edition of *International Marketing Strategy* reflects the changing focus of international marketing and ensures students are fully up-to-date with the challenges posed by new patterns of development in global markets. It provides students with accessible content from around the world including newly emerging economies as well as explaining the increasingly global risks such as natural disasters and the role of digital developments. An exciting range of features including Management Challenges, Directed Study Activities and contemporary case studies guide students through the complexities of international marketing as it responds to a rapidly changing environment.

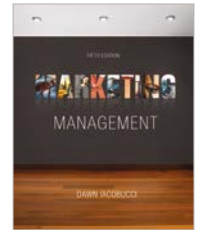
Available with MINDTAP

## Marketing Management

5th Edition

**Dawn Iacobucci**, Vanderbilt University  
© 2018 | 9781337271127

*Marketing Management* reflects the vibrant and challenging environment facing today's marketers. Engaging explanations, timely cases and memorable examples help readers understand how an increasingly competitive global marketplace and current changes in technology affect the marketing decisions that today's managers must make.



## MindTap for Business Marketing Management: B2B

12th Edition

**Michael D. Hutt**, Arizona State University  
**Thomas W. Speh**, Miami University, Ohio  
© 2017 | 9781337418478

Reflecting the latest trends and issues, MindTap for *Business Marketing Management: B2B* delivers comprehensive, cutting-edge coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet.



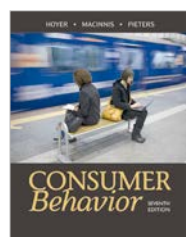
# CONSUMER BEHAVIOUR

Available with MINDTAP

## Consumer Behavior

7th Edition

**Wayne D. Hoyer**, University of Texas - Austin  
**Deborah J. MacInnis**, University of Southern California  
**Rik Pieters**, Tilburg University  
© 2018 | 9781305507272



The new edition of this pioneering text incorporates cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. Students examine controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability. This edition also increases its emphasis on social responsibility and ethics in marketing.

## CB

8th Edition

**Barry J. Babin**, Louisiana Tech University  
**Eric Harris**, Pittsburg State University  
© 2018 | 9781305577244

Coupled with straightforward course management, assessment, and analytics for instructors, *CB* with *CB Online* from 4LTR Press engages students of all generations and learning styles, and integrates seamlessly into your course, setting the stage for thinking critically about your Consumer Behavior Course. Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format.



Available with MINDTAP

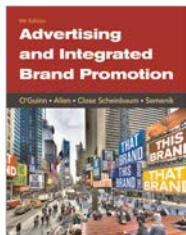
## Advertising and Integrated Brand Promotion

8th Edition

**Thomas O'Guinn**, University of Wisconsin-Madison  
**Chris Allen**, University of Cincinnati  
**Angeline Close Scheinbaum**, University of Texas, Austin  
**Richard J. Semenik**, Montana State University, Bozeman

© 2019 | 9781337110211

Bring advertising strategy to life with dynamic visuals and examples from today's most contemporary ads. This integrated learning experience focuses on advertising results and business success. A leader for its emphasis on integrated brand promotion and supporting theme of synergy, this edition combines advertising fundamentals with a new unifying conceptual framework and the latest advertising trends. Coverage of social media, design thinking, and globalization exemplifies developments in today's digital society.



## Social Media Marketing

A Strategic Approach

2nd Edition

**Melissa S. Barker**, Spokane Falls Community College  
**Donald I. Barker**, Spokane Falls Community College  
**Nicholas F. Bormann**, George Mason University  
**Debra Zahay**, St. Edward's University  
**Mary Lou Roberts**, University of Massachusetts Boston

© 2017 | 9781305502758

*Social Media Marketing* focuses on the marketing use of popular social media platforms, including both those that are well established and those that are emerging. This edition's conceptual frameworks are strengthened with additional teaching concepts, and best practices are emphasized. The authors provide a variety of social media initiatives to help you keep up with the latest developments and enable you to weave current social media marketing campaigns and developments into your course.



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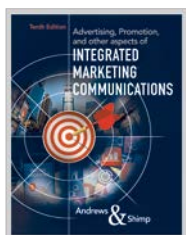
## Advertising, Promotion, and other aspects of Integrated Marketing Communications

10th Edition

**J. Craig Andrews**, Marquette University  
**Terence A. Shimp**, University of South Carolina

© 2018 | 9781337282659

Comprehensive treatment of the fundamentals of Marketing Communications focuses on advertising and sales promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Students focus on emerging topics, such as the popularity of apps, social media outlets, online and digital practices, and viral communications, and their impact on traditional marketing.



## SALES

NEW EDITION

Available with MINDTAP

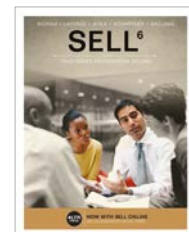
## SELL

6th Edition

**Thomas N. Ingram**, Colorado State University  
**Raymond W. (Buddy) LaForge**, University of Louisville  
**Ramon A Avila**, Ball State University  
**Charles H. Schwepker**, University of Central Missouri  
**Michael R. Williams**, Oklahoma City University

© 2020 | 9781337408004

*SELL* from 4LTR Press provides an overview of all aspects of selling including topics like salaries in selling, B2B content marketing tactics, and changes in buyer behaviors to provide students with current and relevant updates to sales topics. New to this edition, Ethical Dilemma feature boxes and updated Technology in Selling provide new content for these high-profile topics in your course.



## Advertising Campaign Strategy

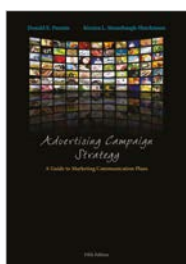
A Guide to Marketing Communication Plans

5th Edition

**Donald Parente**, Middle Tennessee State University  
**Kirsten Strausbaugh-Hutchinson**, University of Georgia

© 2015 | 9781133434801

*Advertising Campaign Strategy* not only illustrates what effective advertising campaigns are, but also demonstrates how to successfully execute them. A comprehensive and detailed campaign guide is outlined to take students step-by-step through the advertising process. This text is a perfect addition to a principles of advertising text.



## INTERNET MARKETING

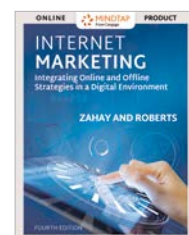
### MindTap for Internet Marketing

4th Edition

**Debra Zahay**, St. Edward's University  
**Mary Lou Roberts**, University of Massachusetts Boston

© 2018 | 9781337363136

*MindTap for Internet Marketing*, 4th Edition, is the digital learning solution that helps engage and transform today's students into critical thinkers. Understanding how to manage online and offline marketing strategies is a critical skill needed for today's business environment and Zahay and Roberts Internet Marketing provides a comprehensive resource to support students in their internet or digital marketing course.





# MARKET RESEARCH

NEW EMEA EDITION

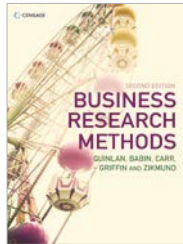
## Business Research Methods

2nd Edition

**Christina Quinlan**, De Monfort University  
**Barry J. Babin**, Louisiana Tech University  
**Jon C. Carr**, North Carolina State University  
**Mitch Griffin**, Bradley University  
**William G. Zikmund**, Oklahoma State University

© 2019 | 9781473760356

*Business Research Methods* will show your students how to undertake all parts of their research through this clear structured guide. Christina Quinlan's qualitative and holistic approaches are combined with William Zikmund's quantitative and advanced methods to give your students a broad spectrum of approaches. Each stage of the research process is considered, including ethics and philosophical frameworks.



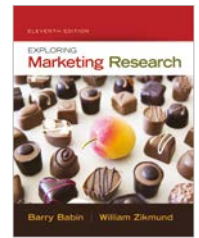
## Exploring Marketing Research (with Qualtrics Printed Access Card)

11th Edition

**Barry J. Babin**, Louisiana Tech University  
**William G. Zikmund**, Oklahoma State University

© 2016 | 9781305263529

*Exploring Marketing Research* prepares students to approach marketing research from a management perspective rather than as hands-on practitioners, providing valuable business context while introducing both traditional research methods. In addition to updates based on recent trends and technology, the new 11th Edition features an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research.



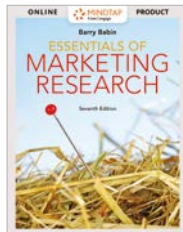
## MindTap for Essentials of Marketing Research

7th Edition

**Barry J. Babin**, Louisiana Tech University

© 2019 | 9781337675079

Covering essential principles and techniques in a streamlined, engaging way, *Essentials of Marketing Research* provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artefactual online data.



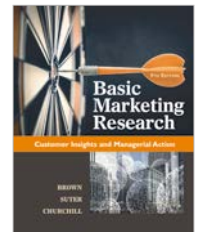
## Basic Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card)

9th Edition

**Tom J. Brown**, Oklahoma State University  
**Tracy A. Suter**, Oklahoma State University  
**Gilbert A. Churchill**, University of Wisconsin

© 2018 | 9781337100298

*Basic Marketing Research* introduces two dominant approaches to gathering marketing information: marketing analytics on data that exists within the firm and customer insights gathered for a specific purpose. The book merges these approaches in an ongoing example in the analysis section. Students review and work with data from multiple sources, including consumer communication and consumer behavior observed via technology.



# SERVICES MARKETING

Available with MINDTAP

## Services Marketing

Concepts, Strategies, & Cases

5th Edition

**K. Douglas Hoffman**, Colorado State University  
**John E.G. Bateson**, Cass Business School,  
independent consultant

© 2017 | 9781285429786

*Services Marketing* explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. Real examples feature businesses from industries both within and beyond the nine service economy supersectors. Cutting-edge data addresses current issues, such as sustainability, technology, and the global market, giving students valuable insights for business success.



*MindTap* is a fully customisable online teaching and assessment tool. It provides course content and study materials that improve engagement and student grades, all designed specifically for your course.



### A COMPLETE TOOLKIT FOR STUDENT SUCCESS

*MindTap* allows students flexibility with their learning by providing them access to all the tools they need to study including:

- course textbooks
- revision aids
- interactive multimedia and quizzes
- self-test activities



### FOR INSTRUCTORS

*MindTap* enables you to easily monitor student progress, increase student understanding, and, with its automatic grading facility, will also free up your time. It can also be integrated into your LMS and is fully customisable, providing the perfect fit for your course requirements, whatever they might be.



To find out more about MindTap visit [cengage.co.uk/education/mindtap](http://cengage.co.uk/education/mindtap)

# CENGAGE MOBILE

Available for



CENGAGE

MINDTAP | CNOW v2 | SAM

*Cengage Mobile* enables students to study, read, and revise on their smartphone or tablet, and with 24/7 course access, students stay focused and ready to learn anytime, anywhere.

#### THE READER PROVIDES CONVENIENCE

Students can access their full course eBook on their smartphone to complete reading assignments, take notes, highlight important passages and have their text read aloud, whether online or off.

#### ATTENDANCE AND MOBILE POLLING INCREASES ENGAGEMENT

The *Cengage Mobile* app allows you to use geolocation to take in-class attendance or check attendance remotely for online classes. You can also create in-class, multiple-choice polls to encourage interaction and view results.

#### FLASHCARDS, ASSESSMENTS AND THE GRADEBOOK CULTIVATE CONFIDENCE

Course-specific flashcards and study games with pre-built assessments help students recall key concepts. Students also have quick access to their grades so that they can easily track how they are doing in the course.

#### NOTIFICATIONS KEEP STUDENTS CONNECTED

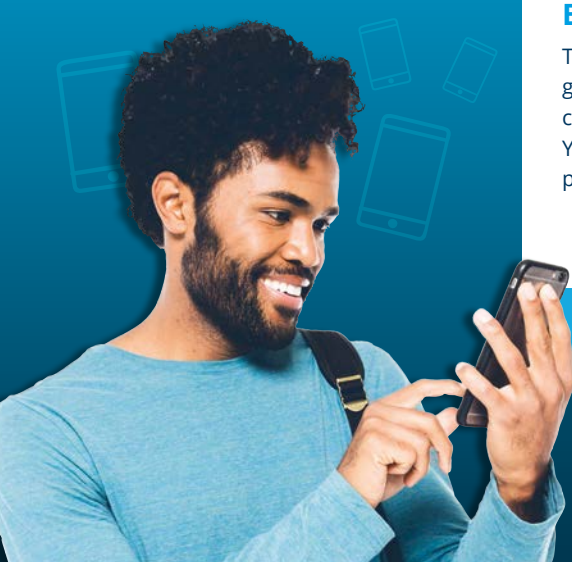
The *Cengage Mobile* app pushes notifications directly to students, making them aware of:

- Due dates and last-minute reminders for incomplete assignments
- Changes to activity due dates, score updates and instructor comments
- Technical announcements about the platform

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