



AT-A-GLANCE **SPRING 2017**

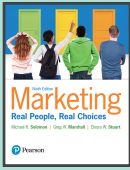
MARKETING

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PRINCIPLES OF MARKETING



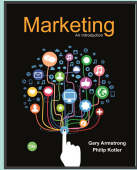
NEW! *Marketing: Real People, Real Choices, 9e*

SOLOMON / MARSHALL / STUART

©2018 | ISBN: 0134292669

The only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies everyday. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace.

MyLab Marketing **7E: CHIS, DUTCH, KOREAN, MONGOLIAN**



Marketing: An Introduction, 13e

ARMSTRONG / KOTLER

©2017 | ISBN: 013414953X

This best-selling, brief text introduces marketing through the lens of creating value for customers.

13E: CHIT, DUTCH, FRENCH, SPANISH
12E: CHIS, CZECH, KOREAN, ROMANIAN, THAI

EURO 3RD EDITION:
9781292017518 1E: SPANISH



Marketing: Defined, Explained, Applied, 2e

LEVENS

©2012 | ISBN: 0132177153

This innovative approach presents key concepts in an easy-to-use format, allowing students to quickly learn all the information they need.

2E: CHIS, ITALIAN



NEW! *Principles of Marketing, 17e*

KOTLER / ARMSTRONG

©2018 | ISBN: 013449251X

A comprehensive, classic principles text organized around an innovative customer-value framework.

16E: ARABIC, CHIS, CHIT, DUTCH, KOREAN, SPANISH, THAI, TURKISH
15E: CHIS, ITALIAN, KOREAN, PORTUGUESE

EURO 7TH EDITION: 9781292092898

7E: DUTCH

6E: CROATIAN, DUTCH, GERMAN

5E: CHIT, DUTCH, GERMAN, INDO, KOREAN, LITHUANIAN, PORTUGUESE, RUSSIAN

NEW GLOBAL 4TH EDITION

DUE TO PUBLISH MARCH 2017 - 9781292089669



The Marketing Plan Handbook, 5e

WOOD

©2014 | ISBN: 0133078353

The only planning handbook that guides readers, step-by-step, through the complete development of a realistic, customized marketing plan.

5E: ARABIC, CHIS, GEORGIAN, PORTUGUESE

NEW UK TITLE DUE FEB 2017

KOTLER: PRINCIPLES OF MARKETING - AN ASIAN PERSPECTIVE

9781292089669

MARKETING RESEARCH



Marketing Research, 8e

BURNS / BUSH

©2017 | ISBN: 0134167406

Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

**8E: KOREAN
7E: CHIS, DUTCH,
TURKISH**



Essentials of Marketing Research: A Hands-On Orientation

MALHOTRA

©2015 | ISBN: 0137066732

Essentials of Marketing Research: A Hands-On Orientation presents a concise overview of marketing research via a do-it-yourself approach that engages students.

1E: CHIS, SPANISH



Basic Marketing Research with Excel, 3e

BURNS / BUSH

©2012 | ISBN: 0135078229

Burns/Bush uses Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to the fundamentals of market research.

**3E: CHIS
2E: CHIS**



Basic Marketing Research, 4e

MALHOTRA

©2012 | ISBN: 0132544482

With a hands-on, do-it-yourself approach, Malhotra offers a contemporary focus on decision making, illustrating the interaction between marketing research decisions and marketing management decisions.

**4E: CHIS
3E: CHIS, KOREAN,
PORTUGUESE**



Marketing Research: An Applied Orientation, 6e

MALHOTRA

©2010 | ISBN: 0136085431

Takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material.

6E: CHIS, FRENCH, PORTUGUESE, RUSSIAN



EURO EDITION OF MARKETING RESEARCH 4E:

9780273725855

2E: RUSSIAN

1E: HUNGARIAN, PORTUGUESE, RUSSIAN, SPANISH

NEW 5TH EDITION DUE JUNE 17

CONSUMER BEHAVIOR



Consumer Behavior: Buying, Having, and Being 12e

SOLOMON

©2017 | ISBN: 0134129938

Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

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12E: CHIS

11E: CHIT, GERMAN, GREEK, KOREAN, TURKISH

EURO EDITION 6E: 9781292116723

4E: CROATIAN, DUTCH



Consumer Behavior, 11e

SCHIFFMAN / WISENBLIT

©2015 | ISBN: 0132544369

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

MyLab Marketing

11E: CHIS, CHIT, KOREAN, SPANISH

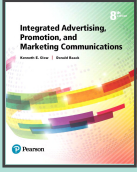
10E: CHIS, SPANISH

9E: CHIT, INDONESIAN, PORTUGUESE, VIETNAMESE

EURO EDITION 2E: 9780273736950

1E: CHIT, INDO, PORTUGUESE

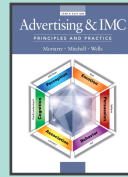
ADVERTISING AND IMC



NEW! Integrated Advertising, Promotion and Marketing Communications, 8e
CLOW / BAACK
 ©2018 | ISBN: 0134484134

Clow and Baack speak to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics.

7E: CHIS, TURKISH,
 VIETNAMESE
 6E: CHIS



Advertising & IMC, 10e
MORIARTY / MITCHELL / WELLS
 ©2015 | ISBN: 0133506886

Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach.

10E: CHIT
 8E: ARABIC, CHIS,
 CHIT, INDO



UK TITLE Marketing Communications 5e

DE PELSMACKER ©2013 | ISBN: 9780273773221
NEW 6TH EDITION: APRIL 17

5E: DUTCH



UK TITLE Marketing Communications 7e

FILL ©2016 | ISBN: 9781292092614

6E: CHIS

MARKETING AND MANAGEMENT STRATEGY



Marketing Management, 15e

KOTLER / KELLER
 ©2016 | ISBN: 0133856461

Kotler/Keller is the gold standard in marketing management because it continues to reflect the latest changes in marketing theory and practice.

15E: CHIS, CHIT, FRENCH, GERMAN, GREEK,
 ITALIAN, NORWEGIAN, SERBIAN, SPANISH, THAI,
 TURKISH

EURO EDITION 3E - 9781292093239

NEW GLOBAL 7TH EDITION
 DUE TO PUBLISH MARCH 2017 - 9781292089584



A Framework for Marketing Management, 6e

KOTLER / KELLER
 ©2016 | ISBN: 0133871312

A concise adaptation of the gold standard marketing management textbook with authoritative coverage of current practice and theory and the flexibility to add outside cases, simulations, or projects.

6E: CHIS, INDO, KOREAN
 5E: ALBANIAN, CHIS, CHIT, ITALIAN, KOREAN,
 MACEDONIAN, PORTUGUESE



Strategic Marketing Problems, 13e

KERIN / PETERSON 13E: CHIS
 ©2013 | ISBN: 0132747251

A comprehensive, practice-driven approach to developing decision-making skills in marketing.



Strategic Brand Management, 4e

KELLER 4E: CHIS, CHIT, DUTCH,
 ©2013 | ISBN: 0132664259 JAPANESE, KOREAN, TURKISH

Keller provides insights into how to create profitable brand strategies by building, measuring, and managing brand equity.



Market-Based Management, 6e

BEST
 ©2013 | ISBN: 0130387754

While most textbooks in this area stress concepts and theory, Best incorporates a more strategic and applied approach. Streamlined organization makes this text ideal for courses in which outside cases and readings will be assigned.

6E: CHIS, RUSSIAN
 5E: CHIS

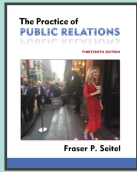


UK TITLE Marketing Communications 5e

HOLLENSEN
 ©2014 | ISBN: 9780273778851

2E - ARABIC

PUBLIC RELATIONS



The Practice of Public Relations, 13e

SEITEL

©2017 | ISBN: 0134170113

13E: CHIS

12E: CHIS, INDO, TURKISH

Featuring an intensely practical approach that favors reasoning, justification, and applications that work, *The Practice of Public Relations* prepares students for contemporary public relations work in the changing landscape of the 21st century.



Public Relations Practices, 8e

CENTER / JACKSON / SMITH / STANSBERRY

©2014 | ISBN: 0133127648

8E: CHIS

7E: ARABIC, CHIS

Written by two of the most respected individuals in the field, *Public Relations Practices* presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.



Cutlip and Center's Effective Public Relations, 11e

BROOM

©2013 | ISBN: 0132669153

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market.

10E: CHIS, CROATIAN

9E: BULGARIAN, DUTCH, INDO JAPANESE, ROMANIAN, SERBIAN



UK TITLE Exploring Public Relations 3e

TENCH

©2013 | ISBN: 9780273757771

2E - CROATIAN

1E: DUTCH

NEW 4TH EDITION MARCH 2017 - 9781292112183

RETAIL MANAGEMENT



NEW! Retail Management: A Strategic Approach, 13e

BERMAN / EVANS

©2018 | ISBN: 0133796841

Berman/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.

11E: CHIS

INTRODUCTION TO SELLING



NEW! Selling Today: Partnering to Create Value, 14e

MANNING / AHEARNE / REECE

©2018 | ISBN: 0134477405

Extensive, real-world applications, carefully integrated with current personal selling concepts.

MyLab Marketing



UK TITLE Selling & Sales Management 10e

JOBBER

©2015 | ISBN: 9781292078007

10E: CHIS

8E: DUTCH



UK TITLE Innovation Management 6e

TROTT

©2016 | ISBN: 9781292133423

6E CHIS

5E: CHIS

4E: CHIS, PORTUGUESE

INTERNATIONAL MARKETING



Global Marketing, 9e

KEEGAN / GREEN

©2017 | ISBN: 0134129946

The excitement, challenges, and controversies of global marketing. *Global Marketing* reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing.

MyLab Marketing

8E: CHIS, KOREAN

7E: CHIS, PORTUGUESE, TURKISH



UK TITLE Global Marketing 7e

HOLLENSEN

©2016 | ISBN: 9781292100111

5E: CHIS

4E: SPANISH



UK TITLE ESSENTIALS OF GLOBAL MARKETING 2E

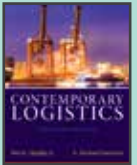
HOLLENSEN

©2012 | ISBN: 9780273756545

2E: CHIS

1E: CHIT, DUTCH

LOGISTICS



NEW! Contemporary Logistics, 12e

MURPHY JR. / KNEMEYER

©2018 | ISBN: 0134519256

11E: ARABIC, CHIS, SPANISH, TURKISH, KASAKH

10E: POLISH

This market-leading text explores modern logistics from a managerial perspective characterized by geopolitical tensions in various parts of the world, steadily increasing trade among countries and across continents, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement.

MARKETING AT-A-GLANCE

SPRING 2017



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