

MyLab
Marketing
available

Integrated Advertising, Promotion, and Marketing Communications Edition 8

Clow / Baack

Binding Paperback | **Page Count** 512

For advertising courses

Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This text covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. To help students retain ideas, each chapter includes tools that allow students to apply concepts to real-life situations. The 8th Edition includes extensive analysis of social media, Internet blogs, and mobile helping students understand the vital links marketers use to connect with consumers.

Table of Contents

- Part I: The IMC Foundation
1. Integrated Marketing Communications
 2. Brand Management
 3. Buyer Behaviors
 4. The IMC Planning Process
- Part II: IMC Advertising Tools
5. Advertising Campaign Management
 6. Advertising Design
 7. Traditional Media Channels
- Part III: Digital and Alternative Marketing
8. Digital Marketing
 9. Social Media
 10. Alternative Marketing
- Part IV: IMC Promotional Tools
11. Database and Direct Response Marketing and Personal Selling
 12. Sales Promotions
 13. Public Relations and Sponsorship Programs
- Part V: IMC Ethics, Regulation, and Evaluation
14. Relations and Ethical Concerns
 15. Evaluating an Integrated Marketing Program

ISBN 9781292222691 | **PUB Date** 9/11/2017



Retail Management: A Strategic Approach Edition 13

Berman / Evans / Chatterjee

Binding Paperback | **Page Count** 592

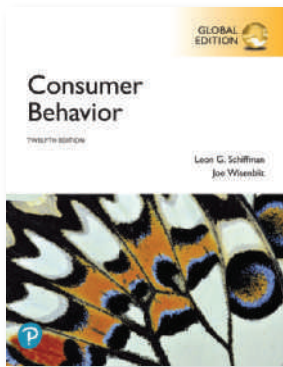
For courses in Retail Management

Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment. Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the environment that surrounds them. This text helps readers become good retail planners and decision makers. The 13th Edition incorporates updated data that reflects the current world economic climate, extensive coverage of omnichannel retailing, and many new vignettes, questions, and cases, so that students can thrive in today's retailing industry.

Table of Contents

1. An Introduction to Retailing
 2. Building and Sustaining Relationships in Retailing
 3. Strategic Planning in Retailing
 4. Retail Institutions by Ownership
 5. Retail Institutions by Store-Based Strategy Mix
 6. Web, Nonstore-Based, and Other Forms of Nontraditional Retailing
 7. Identifying and Understanding Consumers
 8. Information Gathering and Processing in Retailing
 9. Trading-Area Analysis
 10. Site Selection
 11. Retail Organization and Human Resource Management
 12. Operations Management: Financial Dimensions
 13. Operations Management: Operational Dimensions
 14. Developing Merchandise Plans
 15. Implementing Merchandise Plans
 16. Financial Merchandise Management
 17. Pricing in Retailing
 18. Establishing and Maintaining a Retail Image
 19. Promotional Strategy
 20. Integrating and Controlling the Retail Strategy
- Appendix: Careers in Retailing

ISBN 9781292214672 | **PUB Date** 7/25/2017



Consumer Behavior Edition 12

Schiffman / Wisenblit

Binding Paperback | **Page Count** 512

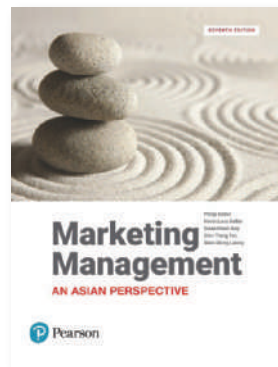
For undergraduate and graduate courses in consumer behavior

Consumer Behavior, 12th Edition explores how the examination and application of consumer behavior is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this text prepares students for careers in brand management, advertising, and consumer research. The 12th Edition has been significantly updated to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.

Table of Contents

- I. Consumers, Marketers, and Technology
 1. Technology-Driven Consumer Behavior
 2. Segmentation, Targeting, and Positioning
- II. The Consumer as an Individual
 3. Consumer Motivation and Personality
 4. Consumer Perception
 5. Consumer Learning
 6. Consumer Attitude Formation and Change
- III. Communication and Consumer Behavior
 7. Persuading Consumers
 8. From Print and Broadcast Advertising to Social and Mobile Media
 9. Reference Groups and Word-of-Mouth
- IV. Consumers in their Social and Cultural Settings
 10. The Family and Its Social Standing
 11. Culture's Influence on Consumer Behavior
 12. Subcultures and Consumer Behavior
 13. Cross-Cultural Consumer Behavior: An International Perspective
- V. Consumer Decision-Making, Marketing Ethics, and Consumer Research
 14. Consumer Decision-Making and Diffusion of Innovations
 15. Marketing Ethics and Social Responsibility
 16. Consumer Research

ISBN 9781292269245 | **PUB Date** 1/20/2016



Marketing Management, An Asian Perspective Edition 7

Kotler / Keller / Ang / Tan / Leong

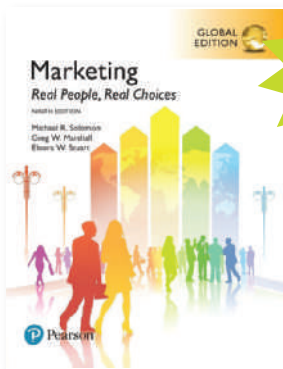
Binding Paperback | **Page Count** 960

For undergraduate and graduate courses in marketing management

Table of Contents

- Part 1. Understanding Marketing Management
 1. Defining Marketing for the New Realities
 2. Developing Marketing Strategies and Plans
- Part 2. Capturing Marketing Insights
 3. Gathering Information and Forecasting Demand
 4. Conducting Marketing Research
- Part 3. Connecting with Customers
 5. Creating Customer Value, Satisfaction, and Loyalty
 6. Analyzing Consumer Markets
 7. Analyzing Business Markets
 8. Identifying Market Segments and Targets
- Part 4. Building Strong Brands
 9. Creating Brand Equity
 10. Crafting the Brand Positioning
 11. Competitive Dynamics
- Part 5. Shaping the Market Offerings
 12. Setting Product Strategy
 13. Designing and Managing Services
 14. Developing Pricing Strategies and Programs
- Part 6. Delivering Value
 15. Designing and Managing Marketing Channels and Value Networks
 16. Managing Retailing, Wholesaling, and Logistics
- Part 7. Communicating Value
 17. Designing and Managing Integrated Marketing Communications
 18. Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations
 19. Managing Digital Communications: Online, Social Media, and Mobile
 20. Managing Personal Communications: Direct and Database Marketing, Word of Mouth, and Personal Selling
- Part 8. Creating Successful Long-Term Growth
 21. Introducing New Market Offerings
 22. Tapping into Global Markets
 23. Managing a Holistic Marketing Organization

ISBN 9781292089584 | **PUB Date** 4/2/2018



Marketing: Real People, Real Choices, Global Edition Edition 9

Solomon / Marshall / Stuart

Binding Paperback | **Page Count** 600

For undergraduate Principles of Marketing courses

Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people, who make real marketing decisions, at leading companies every day. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing.

Table of Contents

- PART I. Understand the Value Proposition
 1. Welcome to the World of Marketing: Create and Deliver Value
 2. Global, Ethical, and Sustainable Marketing
 3. Strategic Market Planning
 3. Supplement: Build a Marketing Plan
- PART II. Determine the Value Propositions Different Customers Want
 4. Market Research
 5. Marketing Analytics: Welcome to the Era of Big Data!
 6. Understand Consumer and Business Markets
 7. Segmentation, Target Marketing and Positioning
- PART III. Develop the Value Proposition for the Customer
 8. Product I: Innovation and New Product Development
 9. Product II: Product Strategy, Branding, and Product Management
 10. Price: What is the Value Proposition Worth?
 10. Supplement: Marketing Math
- PART IV. Deliver and Communicate the Value Proposition
 11. Deliver the Goods: Determine the Distribution Strategy
 12. Deliver the Customer Experience: Goods and Services Via Bricks and Clicks
 13. Promotion I: Advertising and Sales Promotion
 14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations
- APPENDIX A. Marketing Plan: The S&S Smoothie Company
- APPENDIX B. Your Future in a Marketing Career

ISBN 9781292221083 | **PUB Date** 11/10/2017



Contemporary Logistics Edition 12

Murphy / Knemeyer

Binding Paperback | **Page Count** 320

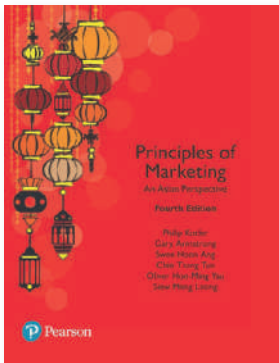
For undergraduate and graduate courses in Logistics

A market-leading text, Contemporary Logistics explores modern logistics from a managerial perspective. These are characterized by geopolitical tensions in parts of the world, steadily increasing trade, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through timely, practical, and exciting coverage of logistics fundamentals, and challenges and opportunities for logistics managers in today's dynamic global landscape. The 12th Edition provides the most up-to-date insights and perspectives sourced from reviewers, adopters, and other stakeholders.

Table of Contents

- Part I: An Overview of Logistics
 1. An Overview of Logistics
 2. Logistics and Information Technology
 3. Strategic and Financial Logistics
 4. Organizational and Managerial Issues in Logistics
- Part II: Supply Chain Management
 5. The Supply Chain Management Concept
 6. Procurement
- Part III: Elements of Logistics Systems
 7. Demand Management, Ordered Management, and Customer Service
 8. Inventory Management
 9. Facility Location
 10. Warehousing Management
 11. Packaging and Materials Handling
 12. Transportation
 13. Transportation Management
 14. International Logistics

ISBN 9781292218007 | **PUB Date** 8/13/2017



Principles of Marketing, An Asian Perspective Edition 4

Kotler / Armstrong / Swee-Hoon / Siew-Meng /
Chin-Tiong / Yau

Binding Paperback | **Page Count** 776

For principles of marketing courses that require a comprehensive text

Principles of Marketing, An Asian Perspective provides an authoritative, comprehensive, innovative, managerial, and practical introduction to the fascinating world of marketing in and from Asia.

Table of Contents

- Part 1: Defining Marketing and the Marketing Process
 - 1. Marketing: Managing Profitable Customer Relationships
 - 2. Company and Marketing Strategy: Partnering to Build Customer Relationships
- Part 2: Understanding the Marketplace and Consumer Value
 - 3. The Marketing Environment
 - 4. Managing Marketing Information
 - 5. Consumer Markets and Consumer Buyer Behavior
 - 6. Business Markets and Business Buyer Behavior
- Part 3: Designing a Customer-Driven Strategy and Mix
 - 7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
 - 8. Product, Services, and Branding Strategy
 - 9. New-Product Development and Product Life-Cycle Strategies
 - 10. Pricing Products: Understanding and Capturing Customer Value
 - 11. Pricing Products: Pricing Strategies
 - 12. Marketing Channels: Delivering Customer Value
 - 13. Retailing and Wholesaling
 - 14. Communicating Customer Value: Integrated Marketing Communications Strategy
 - 15. Advertising and Public Relations
 - 16. Personal Selling and Sales Promotion
 - 17. Direct, Online, Social Media, and Mobile Marketing
- Part 4: Extending Marketing
 - 18. Creating Competitive Advantage
 - 19. The Global Marketplace
 - 20. Sustainable Marketing: Social Responsibility and Ethics
- Appendix 1: Marketing Plan
- Appendix 2: Marketing by the Numbers

ISBN 9781292089669 | **PUB Date** 4/1/2018



Essentials of Services Marketing Edition 3

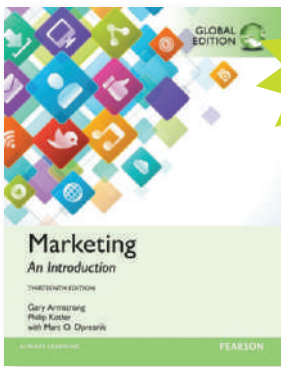
Wirtz / Wirtz / Lovelock / Lovelock / Chew

Binding Paperback | **Page Count** 720

Table of Contents

- PART I — UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS
 - Chapter 1: Introduction to Services Marketing
 - Chapter 2: Consumer Behavior in a Services Context
 - Chapter 3: Positioning Services in Competitive Markets
- PART II — APPLYING THE 4Ps OF MARKETING TO SERVICES
 - Chapter 4: Developing Service Products and Brands
 - Chapter 5: Distributing Services through Physical and Electronic Channels
 - Chapter 6: Setting Prices and Implementing Revenue Management
 - Chapter 7: Promoting Services and Educating Customers
- PART III — DESIGNING AND MANAGING THE CUSTOMER INTERFACE
 - Chapter 8: Designing Service Processes
 - Chapter 9: Balancing Demand and Capacity
 - Chapter 10: Crafting the Service Environment
 - Chapter 11: Managing People for Service Advantage
- PART IV — DEVELOPING CUSTOMER RELATIONSHIPS
 - Chapter 12: Managing Relationships and Building Loyalty
 - Chapter 13: Complaint Handling and Service Recovery
- PART V — STRIVING FOR SERVICE EXCELLENCE
 - Chapter 14: Improving Service Quality and Productivity
 - Chapter 15: Building a World-Class Service Organization
- PART VI — CASE STUDIES
 - Case 1: Sullivan Ford Auto World
 - Case 2: Dr Beckett's Dental Office
 - Case 3: Uber
 - Case 4: Banyan Tree
 - Case 5: Kiwi Experience
 - Case 6: Accra Beach Hotel
 - Case 7: Revenue Management of Gondolas
 - Case 8: Aussie Pooch Mobile
 - Case 9: Shouldice Hospital Limited
 - Case 10: Red Lobster
 - Case 11: Singapore Airlines
 - Case 12: Dr Mahalee Goes to London
 - Case 13: Royal Dining Membership Program Dilemma
 - Case 14: Customer Asset Management at DHL in Asia
 - Case 15: Starbucks: Delivering Customer Service
 - Case 16: Lux Resorts
 - Case 17: KidZania: Shaping a Strategic Service Vision for the Future

ISBN 9781292089959 | **PUB Date** 2/13/2018



MyLab
Marketing
available

Marketing: An Introduction Edition 13

Armstrong / Kotler / Opresnik

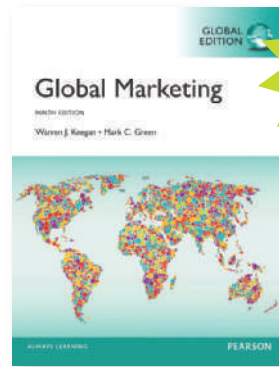
Binding Paperback | Page Count 672

For undergraduate courses on the principles of marketing
Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

Table of Contents

- Part 1: Defining Marketing and the Marketing Process
 - 1. Marketing Creating Customer Value and Engagement
 - 2. Company and Marketing Strategy Partnering to Build Customer Engagement, Value, and Relationships
- Part 2: Understanding the Marketplace and Customer Value
 - 3. Analyzing the Marketing Environment
 - 4. Managing Marketing Information to Gain Customer Insights
 - 5. Understanding Consumer and Business Buyer Behavior
- Part 3: Designing a Customer Value-Driven Marketing Strategy and Mix
 - 6. Customer Value-Driven Marketing Strategy Creating Value for Target Customers
 - 7. Product, Services, and Brands Building Customer Value
 - 8. Developing New Products and Managing the Product Life Cycle
 - 9. Pricing Understanding and Capturing Customer Value
 - 10. Marketing Channels Delivering Customer Value
 - 11. Retailing and Wholesaling
 - 12. Engaging Customers and Communicating Customer Value Advertising and Public Relations
- Part 4: Extending Marketing
 - 13. Personal Selling and Sales Promotion
 - 14. Direct, Online, Social Media, and Mobile Marketing
- Part 5: The Global Marketplace
 - 15. The Global Marketplace
 - 16. Sustainable Marketing Social Responsibility and Ethics
- Appendix 1. Company Cases
- Appendix 2. Marketing Plan
- Appendix 3. Marketing by the Numbers
- Appendix 4. Careers in Marketing

ISBN 9781292146508 | PUB Date 4/1/2018



MyLab
Marketing
available

Global Marketing Edition 9

Keegan / Green

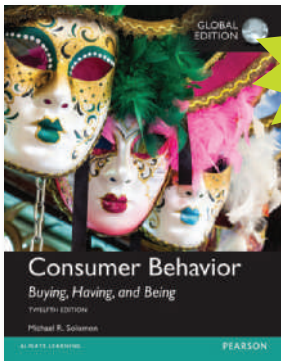
Binding Paperback | Page Count 624

For courses in global marketing
Global Marketing, 9th Edition, builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. This edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing.

Table of Contents

- Part I: Introduction
 - 1. Introduction to Global Marketing
- Part II: The Global Marketing Environment
 - 2. The Global Economic Environment
 - 3. The Global Trade Environment
 - 4. Social and Cultural Environments
 - 5. The Political, Legal, and Regulatory Environments
- Part III: Approaching Global Markets
 - 6. Global Information Systems and Market Research
 - 7. Segmentation, Targeting, and Positioning
 - 8. Importing, Exporting, and Sourcing
 - 9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances
- Part IV: The Global Marketing Mix
 - 10. Brand and Product Decisions in Global Marketing
 - 11. Pricing Decisions
 - 12. Global Marketing Channels and Physical Distribution
 - 13. Global Marketing Communications Decisions I: Advertising and Public Relations
 - 14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication
 - 15. Global Marketing and the Digital Revolution
- Part V: Strategy and Leadership in the Twenty-First Century
 - 16. Strategic Elements of Competitive Advantage
 - 17. Leadership, Organization, and Corporate Social Responsibility

ISBN 9781292150765 | PUB Date 9/3/2017



Consumer Behavior: Buying, Having, and Being Edition 12

Solomon

Binding Paperback | **Page Count** 632

For courses in consumer behavior

Solomon's *Consumer Behavior: Buying, Having, and Being* deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age.

The 12th Edition is updated to reflect major marketing trends and changes that impact the study of consumer behavior. The updated text is rich with up-to-the-minute discussions on a range of topics such as "Dadvertising," "Meerkating," and the "Digital Self" to maintain an edge in the fluid and evolving field of consumer behavior.

Table of Contents

1. Buying, Having, and Being: An Introduction to Consumer Behavior
2. Consumer and Social Well-Being
3. Perception
4. Learning and Memory
5. Motivation and Affect
6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making
10. Buying, Using, and Disposing
11. Groups and Social Media
12. Income and Social Class
13. Subcultures
14. Culture

ISBN 9781292153100 | **PUB Date** 2/25/2018



Marketing Research Edition 8

Burns / Bush

Binding Paperback | **Page Count** 496

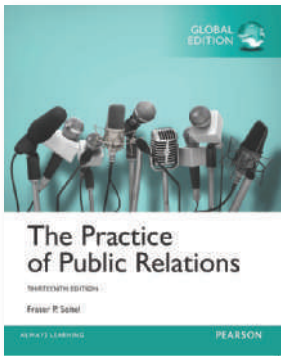
For courses in global marketing

The 8th Edition of *Marketing Research* provides students with a "nuts and bolts" introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world—and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

Table of Contents

1. Introduction to Marketing Research
2. The Marketing Research Industry
3. The Marketing Research Process and Defining the Problem and Research Objectives
4. Research Design
5. Secondary Data and Packaged Information
6. Qualitative Research Techniques
7. Evaluating Survey Data Collection Methods
8. Understanding Measurement, Developing Questions, and Designing the Questionnaire
9. Selecting the Sample
10. Determining the Size of a Sample
11. Dealing with Field Work and Data Quality Issues
12. Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses
13. Implementing Basic Differences Tests
14. Making Use of Associations Tests
15. Understanding Regression Analysis Basics
16. The Research Report

ISBN 9781292153261 | **PUB Date** 2/19/2018



The Practice of Public Relations Edition 13

Seitel

Binding Paperback | **Page Count** 456

For courses in public relations

Featuring a 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. Seitel's writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This 13th Edition has been updated to include recent public relations cases with an emphasis on ethics, using examples that span several fields and countries. This text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.

Table of Contents

Part I: Evolution

1. Defining Public Relations
2. The History and Growth of Public Relations

Part II: Preparation/Process

3. Communication
4. Public Opinion
5. Management
6. Ethics

7. The Law

8. Research

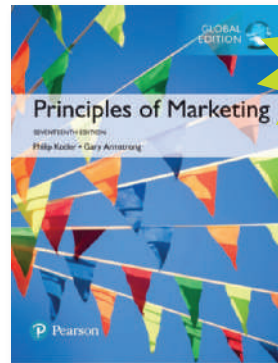
Part III: The Publics

9. Media
10. Social Media
11. Employee Relations
12. Government Relations
13. Community Relations
14. International Consumer Relations

Part IV: Execution

15. Public Relations Writing
16. Integrated Marketing Communications
17. Crisis Management
18. Launching a career

ISBN 9781292160054 | **PUB Date** 4/1/2018



MyLab
Marketing
available

Principles of Marketing Edition 17

Kotler / Armstrong

Binding Paperback | **Page Count** 736

For courses on principles of marketing

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework to help students understand how to create value and build customer relationships.

Table of Contents

Part 1: Defining Marketing and the Marketing Process

1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Part 2: Understanding the Marketplace and Consumer Value

3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behavior
6. Business Markets and Business Buyer Behavior

Part 3: Designing a Customer Value—Driven Strategy and Mix

7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers

8. Products, Services, and Brands: Building Customer Value

9. Developing New Products and Managing the Product Life Cycle

10. Pricing: Understanding and Capturing Customer Value

11. Pricing Strategies: Additional Considerations

12. Marketing Channels: Delivering Customer Value

13. Retailing and Wholesaling

14. Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy

15. Advertising and Public Relations

16. Personal Selling and Sales Promotion

17. Direct, Online, Social Media, and Mobile Marketing

Part 4: Extending Marketing

18. Creating Competitive Advantage

19. The Global Marketplace

20. Sustainable Marketing: Social Responsibility and Ethics

Appendix 1: Marketing Plan

Appendix 2: Marketing by the Numbers

Appendix 3: Careers in Marketing

ISBN 9781292220178 | **PUB Date** 7/25/2017



Marketing Research: An Applied Orientation Edition 7

Naresh K. Malhotra

Binding Paperback | **Page Count** 896

For undergraduate and graduate courses in marketing research.

An applied and practical marketing research text. With a do-it-yourself, hands-on approach, *Marketing Research: An Applied Orientation* illustrates the interaction between marketing research decisions and marketing management decisions.

Table of Contents

PART I: INTRODUCTION AND EARLY PHASES OF MARKETING RESEARCH

1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach

PART II: RESEARCH DESIGN FORMULATION

3. Research Design
4. Exploratory Research Design: Secondary and Syndicated Data
5. Exploratory Research Design: Qualitative Research
6. Descriptive Research Design: Survey and Observation
7. Causal Research Design: Experimentation
8. Measurement and Scaling: Fundamentals and Comparative Scaling
9. Measurement and Scaling: Noncomparative Scaling Techniques
10. Questionnaire and Form Design
11. Sampling: Design and Procedures
12. Sampling: Final and Initial Sample Size Determination

PART III: DATA COLLECTION, PREPARATION, ANALYSIS, AND REPORTING

13. Fieldwork
14. Data Preparation
15. Frequency Distribution, Cross-Tabulation, and Hypothesis Testing
16. Analysis of Variance and Covariance
17. Correlation and Regression
18. Discriminant and Logit Analysis
19. Factor Analysis
20. Cluster Analysis
21. Multidimensional Scaling and Conjoint Analysis
22. Structural Equation Modeling and Path Analysis
23. Report Preparation and Presentation

CASES

ISBN 9781292265636 | **PUB Date** 1/13/2018



Advertising & IMC: Principles and Practice Edition 11

Moriarty / Mitchell / Wells / Wood

Binding Paperback | **Page Count** 680

For courses in introductory advertising

Advertising & IMC: Principles and Practice presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion, and more, *Advertising & IMC* uses examples of award-winning brand campaigns, contributions from experts, and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications.

And with a new joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning, and how these areas work together; ensuring students are prepared to deal with the latest industry practices in their future careers.

Table of Contents

1. Strategic Brand Communication
2. Advertising
3. Public Relations
4. Action and Interaction: Direct Response and Promotions
5. How Brand Communication Works
6. Strategic Research
7. Segmenting and Targeting the Audience
8. Strategic Planning
9. Creative Side
10. Promotional Writing
11. Direct Response
12. Media Basics
13. Paid Media
14. Owned, Interactive, and Earned Media
15. Media Planning and Negotiation
16. IMC Management
17. Evaluating IMC Effectiveness
18. Social Impact, Responsibility, and Ethics: Is it Right?

ISBN 9781292262062 | **PUB Date** 5/14/2018