

# MARKETING

DYNAMIC AND  
INTERACTIVE  
CONTENT FOR  
2018



# TRENDING IN MARKETING

Australian &  
New Zealand  
new releases  
for 2018



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# PRINCIPLES OF MARKETING



## MARKETING PRINCIPLES, 3E

Pride | Ferrell | Lukas | Schembri | Niininen | Casidy  
 ISBN: 9780170386180  
 632pp | MindTap | Paperback | eBook  
 ©2018



Expand the marketing mix beyond the 4Ps with this best-selling marketing text. Introduce the essentials and latest trends in marketing today with strong visuals and exciting, timely discussions with Pride. This Asia-Pacific text contextualises marketing theory and practice with extensive real-world examples from Australia, New Zealand and individual countries across the region.

- NEW content addresses emerging trends in marketing. This edition introduces and explains approaches that are reshaping thinking in marketing today, including native advertising, big data, and marketing analytics
- NEW focus on applications in marketing through 'marketing challenge' questions with suggested solutions
- NEW *MindTap*: a rich suite of learning resources - such as self-testing, videos and an interactive marketing plan - supports your students to develop critical decision-making and marketing skills

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- Part 1: Marketing groundwork
1. Key concepts in marketing
  2. Marketing environment, social responsibility and ethics
  3. Planning, implementing and evaluating marketing strategy
- End of Part - company profile
- Part 2: Understanding markets
4. Market research and information systems
  5. Consumer and business behaviour
  6. Segmentation, target markets and positioning
  7. Digital marketing and social networking
- End of Part - company profile
- Part 3: The expanded marketing mix
8. The power of branding
  9. Product and service decisions
  10. Pricing decisions
  11. Distribution and supply chain management
  12. Integrating marketing communications
  13. People, process and partnerships
- End of Part - company profile



## MKTG3

Lamb | Hair | McDaniel | Summers | Gardiner  
 ISBN: 9780170355506  
 328pp | Paperback | eBook  
 ©2016



The third Asia-Pacific edition of this blended approach to learning the principles of marketing now covers social media, business-to-business marketing on the internet, and the profound impact of the internet on marketing research.

- NEW 'Ethical marketing' boxes explore ethical issues relevant to each chapter and challenge students to analyse the issues of morality and business ethics
- NEW coverage of supply chain management introduces students to the trends, benefits and key processes, and how supply chain functions impact company success

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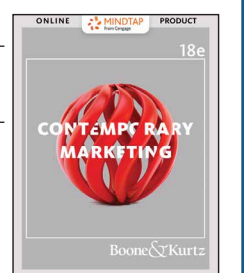
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- Part 1: An introduction to marketing
1. An overview of marketing
  2. Marketing strategy
  3. Ethics and the marketing environment
- Part 2: Consumer information
4. Consumer decision making
  5. Business-to-business marketing
  6. Segmenting and targeting markets
  7. Insight management research
- Part 3: Managing the marketing mix
8. Product concepts
  9. Developing and managing products
  10. Services, non-profit and other intangibles
  11. Marketing channels and distribution decisions
  12. Integrated marketing communication (IMC)
  13. The promotions mix
  14. Pricing
- Part 4: The world of marketing
15. Global marketing
  16. Marketing and new technology

### Also available

MINDTAP CONTEMPORARY  
 MARKETING, 18E

Boone | Kurtz  
 ISBN: 9781337386814  
 ©2019



# ADVERTISING AND PROMOTION



## INTEGRATED MARKETING COMMUNICATIONS, 5E

Chitty | Luck | Barker | Sassenberg | Shimp | Andrews  
ISBN: 9780170386517  
544pp | Paperback | eBook  
©2018



Emphasises digital and interactive marketing, the most dynamic and crucial components to a successful IMC campaign today. Chitty incorporates the most up-to-date theories and practice, and clearly explains and demonstrates how to best select and coordinate all of a brand's marketing communications elements to effectively engage the target market.

- NEW chapter on digital and social media marketing addresses the development of interactive media in IMC
- NEW 'IMC Profile' showcasing Australian marketers and emphasising those that are the subjects in the local videos. These profiles highlight career development in the industry
- NEW part cases have been added to enhance the connection to a wide range of real-world local and global examples including: Spotify, Pandora, Snapchat, Palace Cinemas, Woolworths, KFC, Old Spice, Telstra, Colgate and QANTAS

Available with  

## TABLE OF CONTENTS

Part 1: Integrated marketing communications – a conceptual framework

1. Integrated marketing communications and brand equity enhancement
  2. The communication process
  3. Persuasion in marketing communications
  4. Market segmentation and brand positioning
- Part 1 case studies

Part 2: Managing and planning for integrated marketing communications

5. Establishing objectives and budgeting for IMC campaigns
  6. Developing message strategies
  7. Media planning and analysis
- Part 2 case studies

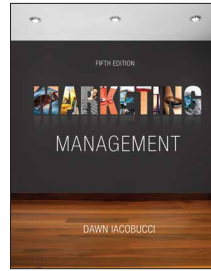
Part 3: Media channels and IMC elements

8. Broadcast media
  9. Print and support media
  10. Digital and social media marketing
  11. Direct marketing and sales promotion
  12. Personal selling and relationship marketing
  13. Marketing public relations and sponsorship marketing
- Part 3 case studies

Part 4: Evaluating integrated marketing communications

14. Evaluating integrated marketing communication effectiveness
- Appendix to Chapter 14: IMC Plan (online)

# MARKETING MANAGEMENT



## MARKETING MANAGEMENT, 5E

Iacobucci  
ISBN: 9781337271127  
352pp | MindTap | Paperback  
©2018

Cengage has partnered with Harvard Business Publishing, Darden Business Publishing, and Ivey Publishing, to provide best-selling business cases that align at the chapter level to Iacobucci's *Marketing Management, 5e*.

The 'Anatomy of ...' feature assists student understanding of specific marketing management principles. Explains the composition of key marketing management topics using detailed graphics to ensure that students comprehend each critical area within marketing management.

Available with  **MINDTAP**  
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## TABLE OF CONTENTS

Part 1: Marketing strategy

1. Why is marketing management important?
2. Customer behavior
3. Segmentation
4. Targeting
5. Positioning

Part 2: Product positioning

6. Products: goods and services
7. Brands
8. New products and innovation

Part 3: Positioning via price, place, promotion

9. Pricing
10. Channels of distribution
11. Advertising messages and marketing communication
12. Integrated marketing communication and media choices
13. Social media

Part 4: Positioning: assessment through the customer lens

14. Customer satisfaction and customer relationships
15. Marketing research tools

Part 5: Capstone

16. Marketing strategy
17. Marketing plans

Also available

MM4

Iacobucci  
ISBN: 9781133629382  
352pp | Paperback  
©2014



 CourseMate

# MARKETING STRATEGY



## STRATEGIC MARKETING: DECISION MAKING AND PLANNING, 4E

Reed  
ISBN: 9780170241236  
304pp | Paperback | eBook  
©2015



This fully revised edition continues to set a framework for marketing decision making as a part of a holistic approach to an organisation's strategic management. Reed integrates expanded theoretical coverage with a step-by-step guide to each stage of the strategy development and management processes.

- NEW ethics questions emphasise the importance of ethical practice from the planning stage of a strategy. Considers issues such as privacy, various cultures' attitudes to accepting gifts, whether market segmentation is a form of stereotyping and whether consultants put their needs first
- NEW 'Strategy in Practice' boxes provide case studies on companies such as Wesfarmers, Swatch, Ford, Burberry and Nestle, assisting student learning with relatable context

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- Part 1: Introduction
1. The changing world of marketing
  2. Strategic thinking and strategic decision making
- Part 2: Identifying strategic opportunities
3. Strategic analysis
- Part 3: Strategy development – high-level decision making
4. Strategy development – high-level decision making
  5. Segmentation, targeting and positioning strategies
  6. The customer value creation mix
- Part 4: Strategy development – product-market strategies
7. Market penetration strategies
  8. Market development strategies
  9. Incremental innovation strategies
  10. Radical innovation strategies
- Part 5: Strategy implementation, evaluation and control
11. Managing the strategic marketing process
  12. Writing the strategic marketing report

Also available

### MINDTAP MARKETING STRATEGY, 7E

Ferrell | Hartline  
ISBN: 9781305631564  
©2017



# MARKETING RESEARCH



## MARKETING RESEARCH: ASIA-PACIFIC EDITION, 4E

Zikmund | D'Alessandro | Winzar | Lowe | Babin  
ISBN: 9780170369824  
656pp | Paperback | eBook  
©2017



This fourth Asia-Pacific edition examines practical examples of market and social research, and what students can learn from the advantages and disadvantages of each research approach when they are applied in real life.

It also has a greater focus on measurement issues in market research and the use of qualitative software to identify themes in social media exchanges.

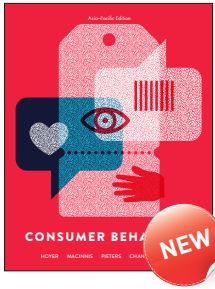
- NEW ongoing case based on a real market research study, looking at mobile phone switching and bill shock in Australia, prompting students to analyse and follow all the different aspects of the market research process
- NEW and updated end-of-chapter case studies illustrate recent, relevant applications of marketing research in practice. Topics covered include: buying New Zealand-made products from China; Kellogg's revamp of Nutri-Grain; food labelling and Country of Origin; test marketing Guinness; and the popularity of cycling in Auckland
- Local videos in which marketing professionals describe how marketing research concepts are applied in practice and Colmar Brunton, the largest independent and Australia-owned market research agency, explains implementation of the marketing research process

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- Part 1: Introduction to the research process
1. The role of marketing research and the research process
- Part 2: Defining the problem
2. Problem definition and the research process
- Part 3: Planning the research design
3. Qualitative research
  4. Secondary research with big data
  5. Survey research
  6. Observation
  7. Experimental research and test marketing
  8. Measurement
  9. Questionnaire design
- Part 4: Planning the sample
10. Sampling: Sample design and sample size
- Part 5: Collecting the data
11. Editing and coding: Transforming raw data into information
- Part 6: Analysing the data
12. Univariate statistical analysis: A recap of inferential statistics
  13. Bivariate statistical analysis: Tests of differences
  14. Bivariate statistical analysis: Tests of association
  15. Multivariate statistical analysis
- Part 7: Formulating conclusions and writing the final report
16. Communicating research results: Research report, oral presentation, and research follow-up

# CONSUMER BEHAVIOUR



## CONSUMER BEHAVIOUR: ASIA-PACIFIC EDITION, 1E

Hoyer | Macinnis | Pieters | Chan | Northey  
ISBN: 9780170362016  
544pp | MindTap | Print book | eBook  
©2017



Cutting edge and relevant to the local context, this first Australia and New Zealand edition of Hoyer covers the latest research from the academic field of consumer behaviour. The text explores new examples of consumer behaviour using case studies, advertisements and brands from Australia and the Asia-Pacific region.

- NEW *MindTap* for Consumer Behaviour with interactive study tools including video quizzes, audio summaries, online research activities and more!
- NEW opening vignette and a consumer behaviour case opens and closes each chapter, locating the topic in its context
- NEW 'Marketing Implications' boxes outline regionally relevant examples of marketing implications, or key information that supports the content presented in each chapter

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- Part 1: An introduction to consumer behaviour
1. Understanding consumer behaviour
- Appendix: Conducting research in consumer behaviour
- Part 2: The psychological core
2. Motivation, ability and opportunity
  3. From exposure to comprehension
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  5. Attitudes and persuasion
- Part 3: The process of making decisions
6. Problem recognition and information search
  7. Judgement and decision making
  8. Post-decision process
- Part 4: The consumer's culture
9. Social influences on consumer behaviour
  10. Consumer diversity
  11. External and internal influences on consumer behaviour
- Part 5: Consumer behaviour outcomes and issues
12. Innovations: adoption, resistance, and diffusion
  13. Symbolic consumer behaviour
  14. Marketing, ethics and social responsibility in today's consumer society

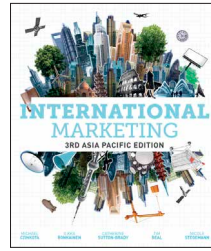
#### Also available

##### CB8

Babin | Harris  
ISBN: 9781305572244  
400pp | Paperback  
©2018



# INTERNATIONAL MARKETING



## INTERNATIONAL MARKETING: ASIA-PACIFIC EDITION, 3E

Czinkota | Ronkainen | Sutton-Brady | Beal | Stegemann  
ISBN: 9780170237871  
582pp | Paperback | eBook  
©2014



Students learn the theory and application of international marketing with the relatable Asia-Pacific context. Unlike other texts, this book concentrates on small- and medium-sized companies that are typical in the Australian and New Zealand economies.

- Case studies, 'Challenge us', and 'Critical analysis' features prompt deeper thinking and extend student understanding
- NEW chapter on social networks and communications develops student understanding of the nature, role, dimensions and challenges of social media marketing

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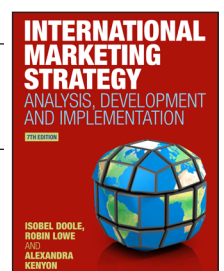
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  2. The economic environment
  3. Trade institutions and trade policy
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- Part 2: International market entry
6. Building the knowledge base
  7. Foreign market entry
  8. Global distribution and logistics
- Part 3: International marketing mix
9. Product policy and adaptation in international markets
  10. Product and brand management in international markets
  11. Services marketing
  12. Pricing in international markets
  13. International marketing communications
  14. Social networks and communications

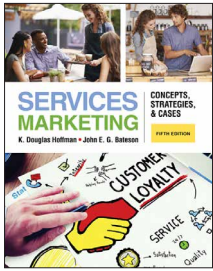
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##### INTERNATIONAL MARKETING STRATEGY: ANALYSIS, DEVELOPMENT AND IMPLEMENTATION, 7E

Doole | Lowe | Kenyon  
ISBN: 9781473723702  
491pp | Paperback | eBook  
©2016



# SERVICES MARKETING



## SERVICES MARKETING: CONCEPTS, STRATEGIES, & CASES, 5E

Hoffman | Bateson  
 ISBN: 9781285429786  
 480pp | MindTap | Hardcover | eBook  
 ©2017

Give students valuable insights for business success with cutting-edge data addressing current issues such as sustainability, technology, and the global market.

- NEW 'Sustainability and Services in Action' boxes. This edition stands out from the crowd with its coverage of sustainable services marketing practices in a variety of global industries
- NEW chapter-opening vignettes. These compelling, real-life service issues engage students and prepare them for the chapter topic ahead
- NEW more than 50 video links illustrate key service concepts. Bring services marketing practices alive in your classroom and establish a more interactive atmosphere for learning

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Part 1: An overview of services marketing

1. An introduction to services
2. The service economy: Supersectors and ethical considerations
3. Fundamental differences between goods and services
4. Services consumer behaviour

Part 2: The tactical services marketing mix

5. The service delivery process
6. The pricing of services
7. Developing the service communication strategy
8. Managing the firm's physical evidence
9. People as strategy: Managing service employees
10. People as strategy: Managing service consumers

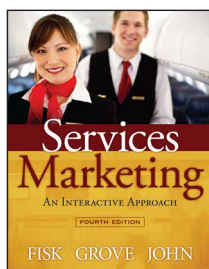
Part 3: Assessing and implementing successful service strategies

11. Defining and measuring customer satisfaction
12. Defining and measuring service quality
13. Complaint and service recovery management
14. Customer loyalty and retention
15. Pulling the pieces together: Creating a world-class service culture

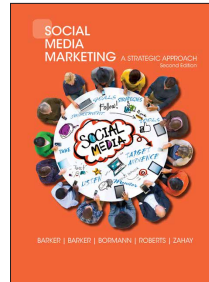
Also available

### SERVICES MARKETING INTERACTIVE APPROACH, 4E

Fisk | Grove | John  
 ISBN: 9781285057132  
 288pp | Hardcover | eBook  
 ©2014



# SOCIAL MEDIA & eMARKETING



## SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 2E

Barker | Barker | Bormann | Zahay | Roberts  
 ISBN: 9781305502758  
 400pp | Paperback | eBook  
 ©2017

Provide your students with a strong foundation for dealing with the ever-changing audiences, platforms and technologies of the social web.

- NEW enhanced conceptual frameworks strengthen this edition's approach. Students develop the skills to create a winning social media marketing plan with a proven eight-step strategy
- NEW timely and relevant campaign examples. Emphasise the practicality of what students are learning and illustrate the book's concepts in action
- NEW chapter examining today's social media marketing tools. Students learn the many ways in which the complexity of social media marketing can be managed

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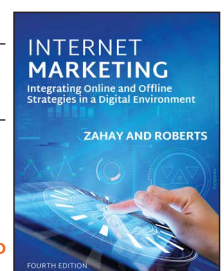
1. The role and importance of social media marketing
2. Goals and strategies
3. Identifying target audiences
4. Rules of engagement for SMM
5. Social media platforms and social networking sites
6. Microblogging
7. Content creation and sharing blogging, streaming video, podcasts, and webinars
8. Video marketing
9. Marketing on photo sharing sites
10. Discussion, news, social bookmarking and Q&A sites
11. Content marketing: Publishing articles, white papers, and e-books
12. Mobile marketing on social networks
13. Social media monitoring
14. Tools for managing the social media marketing effort
15. Social media marketing plan

Appendix: XYZ Coffee Company social media marketing plan

Also available

### MINDTAP FOR ZAHAY/ROBERTS' INTERNET MARKETING, 4E

Zahay | Roberts  
 ISBN: 9781337106764  
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