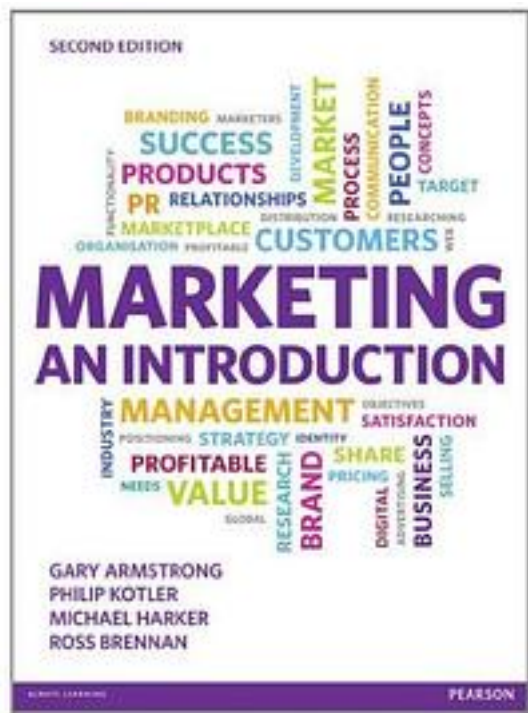


# Marketing



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Marketing: An Introduction is your clear, comprehensive and concise guide to the key ideas in marketing, focusing on how to deliver improved customer value in order to achieve marketing success.

The second European edition of this classic text has been updated with the latest ideas in marketing and with numerous new European marketing examples and case studies. The authors prompt students to discover the concepts of marketing and translate them into real commercial practice for themselves.

## PUTTING YOU IN CONTROL OF YOUR OWN JOURNEY THROUGH MARKETING:

- You will be guided through the core ideas, processes and issues that underpin marketing today and translate them into a working understanding of marketing practice.
- You will be presented with a wide variety of current examples and case studies from all over Europe that demonstrate commercial marketing as it is happening today.
- You will be provided with the most up-to-date coverage of current issues in Marketing, such as sustainability, marketing in turbulent times and changes in marketing metrics.
- Your learning experience will flow seamlessly between the book and the online environment, which includes the authors' own blog at <http://eye-tea-em.blogspot.com/> and twitter feed at @IntrotoMKT. The Companion Website includes multiple-choice quizzes, video clips and case studies and sample exam questions and Lecturers are supported with an updated MyTest testbank and PowerPoint slides at [www.pearsoned.co.uk/armstong](http://www.pearsoned.co.uk/armstong).

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'A highly readable text which I enjoyed and students will enjoy too. The authors have produced a clear, well-organised, informative and interesting book which guides the reader through each concept, combining theory and practice in an engaging way. A valuable resource for any student of marketing.'

Caroline Miller, Keele University

'A great book that introduces students to the fascinating yet challenging world of marketing. The book is interspersed with interesting short case studies that significantly increase its relevance for European students and scholars alike.'

Jaya S. Akunuri, University of East London

'The book's strength lies in the many international practical examples and real-world cases. Special attention to customer relationships, the creation of value and brand equity reflects well today's marketing requirements. A focus on the ever-increasing importance of new technologies makes this book invaluable for business schools – in the UK and abroad.'

Ton Borchert, Hogeschool Utrecht University of Applied Sciences, The Netherlands

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