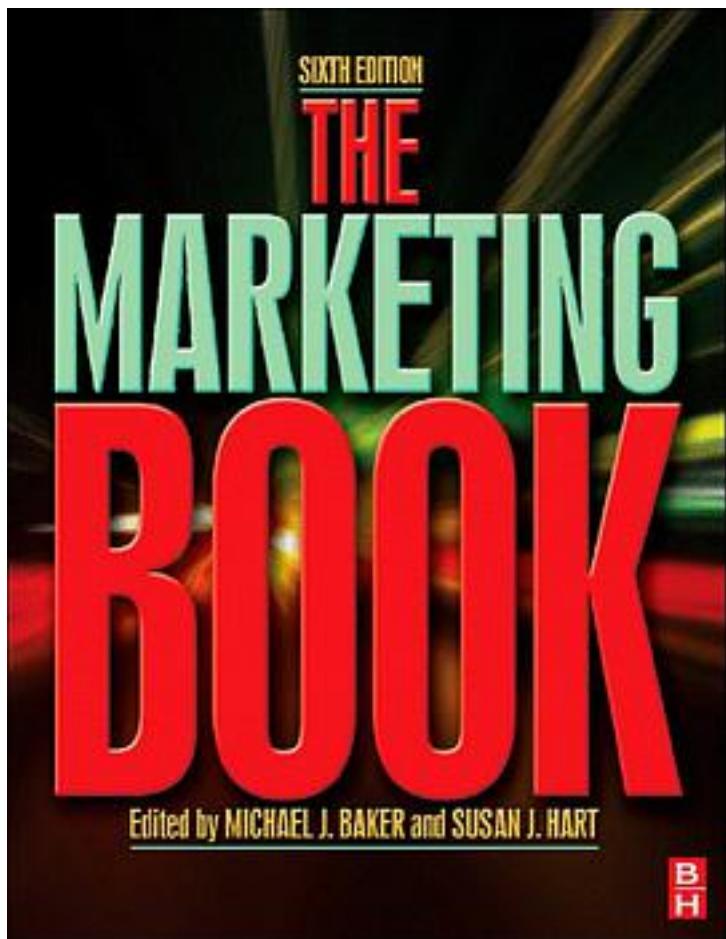


The Marketing Book, Sixth Edition



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著者:Michael Baker

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The 6th edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities, Michael Baker and the

new co-editor Susan Hart have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular, the 'Marketing Book' now looks at broader range of international issues with a broader group of international contributors. Based, as in previous editions, on seminal articles from thought leaders in each subject the 'Marketing Book 6th edition' is bursting with salient articles. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.

Audience

Marketing faculty Graduate students in all areas of Marketing CIM diploma level students (recommended text) and some member sales

Contents

One more time: what is marketing?(Michael J. Baker);Postmodern marketing(Stephen Brown);Relationship marketing(Lisa O?Malley and Caroline Tynan);The basics of marketing strategy (Robin Wensley);Strategic marketing planning: theory and practice(Malcolm McDonald);Consumer behaviour(Mark Gabbott);Business-to-business marketing, organizational buying behaviour, interfirm relationships and network behaviour (Arch G. Woodside and Kathleen R. Ferris-Costa); Marketing research(Alan Wilson);Qualitative research(Len Tiu Wright);Quantitative methods in marketing(Luiz Moutinho);Market segmentation (Yoram (Jerry) Wind and David R. Bell);The marketing mix(Michael J. Baker);New product development(Susan Hart);Pricing(Tony Cram); Selling and sales management(Bill Donaldson); Brand building(Leslie de Chernatony);Integrated marketing communications(Tony Yeshin);Mass communications(Douglas West);What do we mean by direct, data and digital marketing?(Derek Holder);A strategic approach to customer relationship management(Adrian Payne and Pennie Frow);Marketing metrics(Tim Ambler); Implementing strategic change(Lloyd C. Harris); Exit Services marketing – enter service marketing(Evert Gummesson);International marketing(Angela da Rocha and Jorge Ferreira da Silva);E-marketing(Dave Chaffey); Marketing for nonprofit organizations(Adrian Sargeant); Marketing ethics(Andrea Prothero); Green marketing(Ken Peattie);Marketing in emerging economies(Piyush Kumar Sinha and Prathap Oburai);Retailing(Leigh Sparks).

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