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Planning strategies that address the demands of the ‘new’ customer and competition

This textbook explores how strategic planners should react to the demands of modern customers in an increasingly competitive and unpredictable environment. ‘New’ customers are faced with much greater choice from a wider range of sources and are therefore becoming increasingly promiscuous with their brand selections.

Packed with expanded examples, this book will provoke class discussion and help illustrate that in times of rapid change a more strategic approach is required. Learning objectives are clearly spelled out in each chapter with numerous figures, examples and summaries to remind your student of the key points.

This second edition has been updated with the latest developments and covers:
- Changing social structures and the rise of social tribes
- Developments in e-marketing
- Changing environmental structures and pressures

Teaching support material
- Slides aligned to each chapter
- Tutor resource pack including chapter overviews, learning objectives, seminar activities and discussion points
- For more information visit the book on our website for tutors below

The socio-cultural issues that affect markets and how to reach them

Specially structured to meet the needs of a 10-12 week module, this brand new textbook provides an overview of the latest developments in marketing theory and practice. Each chapter reviews recent theory and brings this to life with numerous topical case studies. The book explores recent developments with an emphasis on their wider global, social and economic contexts. It encourages students to discuss contemporary theoretical concerns and the interrelationship of marketing society and culture.

Pedagogical features include
- Reading lists of key writers encouraging further study
- Case studies help bring the theory to life and make excellent assignments
- Discussion questions to stimulate debate
- Seminar activities

To see a full list of contributors visit your dedicated tutors website listed at the bottom of the page
Customer Relationship Management, 2nd Edition
Francis Buttle, Francis Buttle & Associates, Sydney, Australia

An impartial, academically independent and student focussed review of CRM

Written by one of the world’s leading experts after a fruitless search for an adequate introductory text to teach his class. It provides an ideal teaching solution explaining what CRM is, the benefits it delivers, the contexts in which it is used, the technologies that are deployed and how it can be implemented.

This edition has undergone a number of important updates:

- Seven brand new chapters covering operational CRM applications, understanding relationships, project planning and more
- Updates to all other chapters and many new case illustrations including: high value customers at Barclays bank, data mining at Marks and Spencer and customer portfolio management at Tesco
- Packed with a large number of screenshots from CRM software giving students a sense of CRM user interfaces.

Additional Online Resources
For adopters
- PowerPoint presentations for each chapter
- 108 assignments which can be used for seminar discussions or homework
- Details of 30 further case studies that can be used to supplement the topics included in the book
- Summary of each chapter’s learning objectives

For students
- Links to technology websites for demonstrations of the technologies discussed in the book, white papers and more
- Links to analysts’ websites where the latest CRM research is posted

Suitable for the following courses: CRM or related courses such as relationship marketing, database marketing, customer management, sales management, and customer service management advanced undergraduate level and above.


Market-Led Strategic Change, Transforming the process of going to market, 4th Edition
Nigel F. Piercy, Warwick Business School, UK

A highly topical and engaging textbook packed with current case studies

This new edition of the bestselling book confronts the real issues companies face in going to market effectively. Written in his unique witty and direct style Nigel Piercy focuses on the processes of going to market rather than ‘marketing’ in the conventional sense. Its underlying goal is to provide students with ideas, concepts and tools for achieving superior performance in their markets.

New to this edition
- Nine new case studies providing invaluable lessons from global firms including Tata, EMI, Tesco in the USA, one laptop per child, and more
- Reality checks relate theory to practical application with real examples
- Free online instructors manual for adopters
  - PowerPoint slides for every chapter
  - Suggested framework for using the case studies in the classroom
  - Bank of additional case studies from previous editions

ISBN: 978-1-85617-504-3 | Sep 2008 | paperback | 576 pages | £29.99 / €43.95

“...This book is crisp, practical and stimulating...Because of its sound academic basis this book is equally beneficial to management students.”
—Professor John A Murphy, Manchester Business School, UK

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» NEW EDITION

About the Author
Francis Buttle, PhD, was appointed as the world’s first Professor of CRM in 1995, and remains an Adjunct Professor at MGSM. Francis has authored, co-authored or edited 7 books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences and a serial blogger.

About the Author
Nigel Piercy is one of the best known business school academics in marketing and strategy in the UK. He is the author of 18 books and around 300 articles and papers, and was UK Marketing Author of the Year for three years. In addition he has written on marketing issues in The Sunday Times and Independent newspapers.

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Marketing Plans, 6th Edition
Malcolm McDonald, Formerly at Cranfield School of Management and Marketing Director of Canada Dry, UK

The only textbook that covers both the detailed planning process and the underlying contextual issues

This sixth edition of Malcolm McDonald’s best selling book will demonstrate to your students the process they need to go through in order to write an effective marketing plan. What makes it stand out from the crowd is the way it addresses the contextual issues, which really shows them how to apply the theory. It incorporates the latest marketing thinking, without making it a detailed specialist book on any particular aspect of management.

New to this edition is a substantial new section on CRM, the internet, future market mapping, integrated marketing and distribution strategies and other technology driven impacts. Packed with pedagogical features, it will be an invaluable tool for the classroom and referred to throughout your student’s professional careers.

Pedagogical features include
- Chapter summaries highlight the key learning points
- Principal marketing ideas and themes are highlighted as ‘key concepts’ throughout the text
- Real-life marketing anecdotes contextualise learning
- Case studies show how theories work in real world companies
- Exercises at the end of each chapter help students to translate theory into practice

Teaching Support Material
For Teachers
- PowerPoint slides
- Solutions to review questions
- Extra case studies
- Web links to further resources

Further Resources

Internet Marketing: A practical approach
Alan Charlesworth, Senior Lecturer in Marketing and Emarketing

SUITABLE FOR THE FOLLOWING COURSES:
Advanced undergraduate and post graduate modules such as Digital Marketing Communications, Digital Marketing & Electronic Relationship Management

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Larry Percy, Consultant and Visiting Professor with appointments at a number of graduate business schools

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About the Author
Professor Malcolm McDonald was cited as one of the top marketing Gurus in the world. In a 2006 Times HE piece he was named as one of the top ten consultants in the UK. He is the author of over forty books, many of which have been translated into several foreign languages, and has published hundreds of articles and papers.
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Customer Relationship Management
(See page 4)

Nigel Piercy author of
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(See page 5)

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