



# Essentials of Marketing

*Paul Baines, Chris Fill, Kelly Page*

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Are you motivated by learning from marketers at top organizations like Apple and IKEA?

Are you excited by the prolific growth in social media and its implications for marketing?

Do you need a fresh and concise introduction to marketing?

Then look no further, as Essentials of Marketing has arrived!

Packed full of exciting and stimulating cases from organizations such as Twitter, Foursquare, and WOMAD, this text, written by these best-selling authors, encourages you to consider how you would tackle the real marketing challenges and issues encountered by professionals on a daily basis.

Fundamental marketing concepts are presented clearly, and illustrated by a wealth of European and international examples. In addition, links to classic and contemporary research papers introduce you to influential academic contributions to marketing.

Essentials of Marketing is the must-have textbook for students looking to shine and excel in their marketing studies and future careers.

Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook.

For lecturers:

- Exclusive video interviews of marketers from well-known organizations including 3M and Innocent
- A fantastic bank of additional resources including PowerPoint slides, a test bank, and tutorial activities

For students:

- Learn from the top recruitment professionals about the attributes they look for in graduates
- Explore exciting developments in digital marketing and social media
- Check your understanding with a wealth of multiple-choice questions, worksheets, and activities

Part 1. 1. Marketing Principles and Society; 2. The Global Marketing Environment; 3. Understanding Consumer Behaviour; 4. Marketing Research; Part 2. 5. Marketing Strategy; 6. Market Segmentation and Positioning; Part 3. 7. Products, Services and Branding Decisions; 8. Price Decisions; 9. An Overview of Marketing Communications; 10. Managing Marketing Communications; 11. Retailing and Channel Management; Part 4. 12. Services Marketing and CRM

With content on digital marketing and social media integrated throughout the book.

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