



## Essentials of Marketing

By Paul Baines, Chris Fill, Kelly Page

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Following the outstanding success of Baines, Fill and Page's bestselling textbook, *Essentials of Marketing* has arrived! Retaining the exciting and dynamic approach *Marketing* is renowned for, this is the must have textbook for students looking to shine and excel in their marketing studies and future careers.

Do your students need a fresh and concise introduction to marketing?  
Are they motivated by learning first hand from marketers at organizations like HMV and System Bolaget ?  
Are they excited by the prolific growth in social media and its implications for marketing?

Packed full of exciting and meaningful cases from organizations such as IKEA, FourSquare, Groupon and WOMAD, students are encouraged to think critically and consider how they would tackle the real marketing challenges and issues encountered by professionals on a daily basis.

Covering the latest trends and developments in marketing, including social media and mobile marketing, students are given the opportunity to go beyond classical marketing theories and explore the latest cutting edge perspectives

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

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## **Editorial Review**

### **Review**

"An absolute must for all marketing students! This text provides outstanding coverage of core marketing knowledge underpinned by relevant, new and up-to-date cases" --Dr Frauke Mattison Thompson, Lecturer in Marketing, King's College, London

"This excellent book provides the perfect balance of theory and practice for those seeking a thorough grasp of marketing. Concise and accessible, yet crammed with interesting and highly relevant case studies, the authors have really succeeded in bringing the subject to life!" --Dr. Ian Richardson, Stockholm University, School of Business

"Essentials of Marketing's coverage of core topics is first rate, and the discussions about marketing ethics, digital and social marketing are simply essential to our understanding of the way in which marketing practice influences today's society. Highly recommended" --Robert P. Ormrod, Associate Professor, Aarhus University

"When Marketing was first published in 2008, I must confess to being sceptical at the launch of yet another marketing textbook. However, on reading it, my reaction was 'wow' as it is outstanding in every department. Now, these talented, experienced authors have launched Essentials of Marketing. My advice to all lecturers and students to is to take a look inside - like its cousin, it is a remarkable introduction to marketing" -- Malcolm McDonald, Emeritus Professor, Cranfield University

### **About the Author**

Paul Baines is Reader in Marketing and Director, MSc Strategic Marketing at Cranfield School of Management, Cranfield University. He is an international authority in the field of political marketing and Managing Editor, Europe, for the Journal of Political Marketing. He has published widely in journals and books on marketing topics including on public relations, public opinion, market segmentation and positioning, marketing research and strategic marketing. Paul runs his own strategic marketing and research consultancy, Baines Associates, which has undertaken work for a number of large and medium sized organisations including government departments, national charities and private sector organisations. In this spare time, he likes to swim, travel and devour current affairs magazines.

Chris Fill is a Director of Fillassociates. The company develops resources relating to marketing, communications, advertising and corporate reputation. Formerly a Principal Lecturer at the University of Portsmouth, Chris now works with a variety of organisations. He is a Visiting Professor at the Grenoble Graduate School of Business and a Fellow of the Chartered Institute of Marketing where he was the Senior Examiner responsible for designing, writing and managing the Professional Diploma in Marketing Communications and subsequently the Professional Postgraduate Diploma module, Managing Corporate Reputation. In addition to numerous papers published in a range of academic journals, he has authored several books, including his internationally recognised text *Marketing Communications*, soon to be published in its sixth edition. He has just published *Essentials of Marketing Communications*, and *Corporate Reputation, and Business Marketing*

Kelly is a researcher, writer and speaker, and works in partnership with organizations exploring situated

digital and social media learning and practices in organizational communications and developing case and strategic insights for digital participation. Kelly has a PhD on Web Knowledge(UNSW), is Associate Editor of Journal of Consumer Behaviour and authority on Digital Marketing for the 3rd Wiley Encyclopedia of Management. Her work is published in Psychology and Marketing, Behaviour and Information Technology, International Journal of Retailing and Distribution Management, Consumer Behaviour, and is co-author of Marketing. She won Best Paper in Interactive Marketing at the 2010 AM Conference for her work on 'The Web Makes Youth Feel', presented at the 2011 TedxCardiff on 'Rediscovering Friendship', and is member of the Academy of Marketing Research Committee (AMRC). Kelly is a lecturer in Digital Media Marketing at Cardiff University and a visiting fellow at Cranfield School of Management

## **Users Review**

### **From reader reviews:**

#### **Anna Lewis:**

This Essentials of Marketing book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is usually information inside this publication incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. This kind of Essentials of Marketing without we comprehend teach the one who reading through it become critical in pondering and analyzing. Don't end up being worry Essentials of Marketing can bring when you are and not make your case space or bookshelves' turn out to be full because you can have it in the lovely laptop even telephone. This Essentials of Marketing having excellent arrangement in word in addition to layout, so you will not experience uninterested in reading.

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