



# Marketing

By Paul Baines, Chris Fill, Kelly Page

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What is it that excites and interests your students? Reading first hand what skills top marketers really look for in graduates? Debating the benefits of using shock and fear appeals in advertising? Determining how to use social networking sites to successfully market a product?

*Marketing*, Second Edition, presents marketing examples and issues from exciting real-life situations. Packed full of case studies from international organizations including **Innocent**, **Orange**, **HMV**, and **Oxfam**, it enables students to see first hand what top marketers actually do and how they tackle the decisions they have to make.

The text also discusses the theory that supports those skills vital to marketing success across all areas of society, from dealing with skeptical consumers, selling products to the government, and deciding which pricing approach to adopt to the ethical implications of marketing to children and the best ways to use social networking sites in marketing efforts.

Employing a lively writing style, the authors encourage students to explore beyond classical marketing perspectives and provoke them into thinking critically about how *they* would approach marketing issues. Links to seminal papers throughout each chapter also present the opportunity to take this learning further.

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"I consider this to be the best marketing textbook for new students" --Dr Elizabeth Jackson, Lecturer in International Marketing, Newcastle University

"This is a textbook that students would be well advised to invest in as it will retain currency beyond the first year of their studies." --Jennie White, Senior Lecturer, IS and Marketing, Bournemouth University

#### About the Author

**Paul Baines** is Reader in Marketing and Director, MSc Strategic Marketing, in the School of Management at Cranfield University.

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**Kelly Page** is Lecturer in Marketing and Strategy in the Cardiff Business School at the University of Cardiff.

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