



Essentials of Marketing

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.

For lecturers:

DT Access exclusive video interviews of marketers from well-known organizations including HMV and Innocent to share with your students and help make marketing theory relevant to them

DT Save time by using the fantastic bank of additional resources including PowerPoint slides, comprehensive library of YouTube clips, test bank and tutorial activities to help support your teaching.

For students:

DT Learn from the top recruitment professionals on the attributes they look for in graduates entering the workplace

DT Explore the latest developments in digital marketing and social media

DT Download our expert authors' podcasts to learn and revise on the go

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