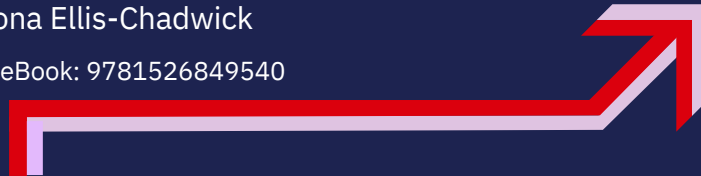
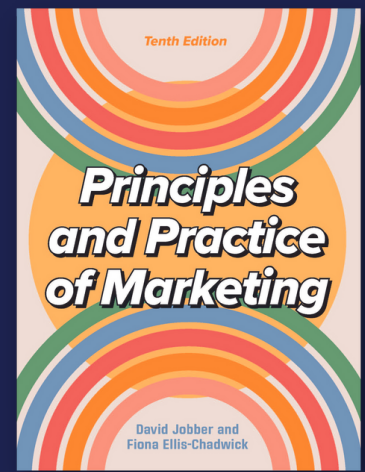


Principles and Practices of Marketing

David Jobber and Fiona Ellis-Chadwick

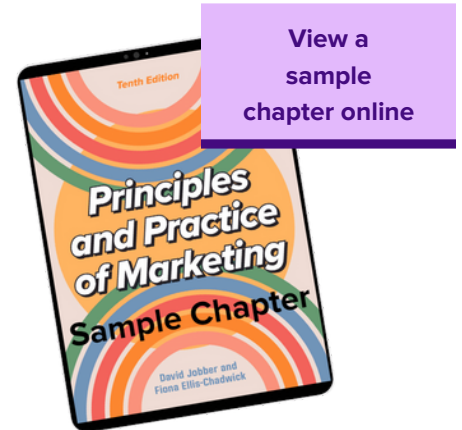
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The landmark tenth edition of McGraw-Hill's leading textbook, **Principles and Practice of Marketing**, continues to provide a **contemporary introduction to marketing**, covering all of the theoretical principles, frameworks and concepts that form the backbone of marketing education and looking at how they apply in modern business practice.

Updated to include coverage of **key trends and events** that have reconfigured market landscapes and are transforming business opportunities since the previous edition - such as **Brexit, Covid-19, climate change and digital advances in augmented reality and AI** - this authoritative text explores the bilateral relationship between marketing and the way we live, communicate and trade.

With a **huge variety of case studies** showing examples of innovation and best practice, students will develop their understanding of the wider context of marketing operations within companies, evaluate the opportunities and pitfalls of various marketing techniques, and learn how they can apply their knowledge and insights **both tactically and strategically**.



What's new?

Case Studies

The new edition contains over 40 case studies bringing the key concepts to life. In addition, students will find a wide range of exciting and innovative brands, from Crocs to Billie Eilish, Chipotle to Netflix.

Hidden Gems

In addition to the full case studies, students will find plenty of examples of small to medium-sized enterprises that are doing things differently and who, in doing so, are changing the future face of the marketing industry in exciting ways.

Sustainability

Sustainability is arguably the issue of our times, with a growing realisation that we must adapt the way we do business to ensure that we minimise our environmental impact. What is the impact of sustainability on the marketing function?

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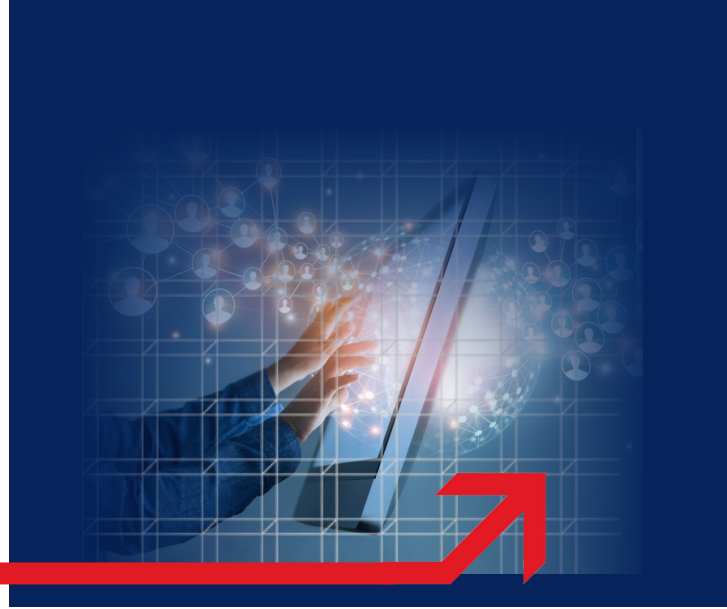
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All of our leading textbooks are available with a huge range of resources online to augment teaching and learning, saving instructors serious time, helping them manage large cohorts, giving students structure and support, and moving them from theory to application.



Connect for Reading

The ability to set assignments with auto grading and tracking gives you the opportunity to incentivise completion of out-of-class reading and practice so that students get the most out of their course.



Connect for Theory

When students come to class prepared you no longer need to spend so much time covering the theory and recapping the basics – so class time can be spent looking at real world application, engaging in group work and participation, and showcasing your own expertise and passion.



Connect for Structure

The clear structure and scaffolding set in Connect combat demotivation by ensuring students understand the expectations on them and know where to go for info.



Connect for Self-Management

Within the structure provided by Connect, students actually have enhanced autonomy. Instant feedback on assignments plus student-facing reports allows them to self-correct and manage their own learning.

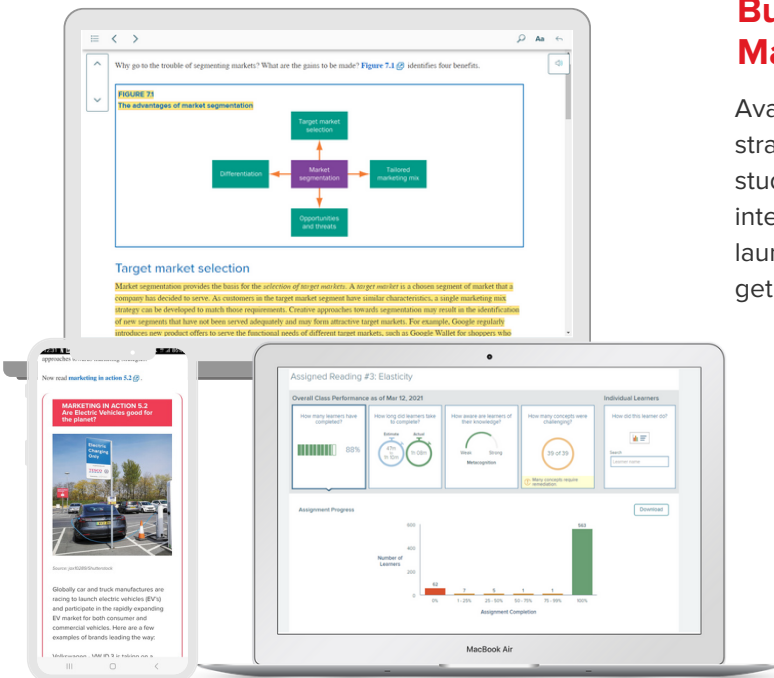


Connect for Assessment

The vast test bank in Connect enables you to easily create and assign continuous and end-point assessments so you can dig deep into student performance and intervene earlier to prevent drop out and maximise success.

Build employability skills with Practice Marketing

Available in Connect, Practice Marketing is a 3D business strategy simulation set in the backpack industry, enabling students to put their marketing skills to the test in a fun, interactive, real-world environment. Students apply the 4Ps to launch a new product to market, manipulating variables to try to get the best returns.



Reinvigorate Reading with SmartBook

SmartBook gives you, the instructor, the ability to set **highly targeted reading assignments** and, crucially, **monitor student engagement** with these and their resultant level of understanding of key concepts.

More than just a regular eBook, the SmartBook **assesses students' mastery** of concepts **as they go along**, **guiding them** to the areas of the text they most need to absorb and **tailoring questions** to keep plugging away at the concepts they find most difficult.

In the SmartBook environment, **students develop an understanding of their strengths and weaknesses** through meaningful, instant feedback that allows them to review the concepts they have yet to master and **self-direct learning and revision**.



Apply theory in practice with Application-Based Activities

The Connect Application-Based Activities (ABAs) are **highly interactive activities** that provide students with valuable practice using **problem-solving skills** to **apply their knowledge** to realistic scenarios. Students progress from understanding basic concepts to using their knowledge to **engage in complex scenarios**, moving students through **Bloom's taxonomy** and helping them to develop **skills for the workplace**. There are 14 new ABAs added this year, bringing the total to 22.

Including:

- Marketing Environment: Waves Speakers
- Target Audience Identification: Recycled Treads
- Social Media Marketing: Chew-Bocce
- Marketing Ethics and Social Responsibility: Bohrd's Boards

