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# Marketing 2016



## Synopsis

Pride and Ferrell's *MARKETING 2016* provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven book helps readers develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. *MARKETING 2016* delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples, including up-to-date material on social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, updated chapter objectives, and access to new "Ask a Marketer" videos to introduce key concepts. Perfect for readers of all backgrounds and interest levels, *MARKETING 2016* is an essential resource for career success.

## Book Information

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[View larger](#) Relevant, Current Examples Examples showcase real-world uses of Big Data by Target, Samsung Mobile, DataSift, Best Buy, and Burke. [Prepare For Professional Success](#)

The text includes learning objectives based on current marketing trends, techniques, and best practices.

[Real World Controversial Marketing Issues](#) [Marketing Debate](#) features present controversial marketing issues such as marketing children's toys with fast food, privacy issues in retail return tracking, child-free seating zones on airplanes, consumer monitoring via cell

phones, and Promoted Tweets. Launch, Grow, & Sustain A Business Marketing success stories outside of traditional corporate environments are showcased in Entrepreneurship in Marketing features, providing examples of ways that good ideas and strong marketing strategies can help anyone launch, grow, and sustain a business.

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William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading principles of marketing book. Dr. Pride's research interests include advertising, promotion, and distribution channels. His research articles have appeared in major professional journals, such as the Journal of Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the Journal of Advertising. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards. O.C. Ferrell (Ph.D., Louisiana State University) is the James T. Pursell Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures, Auburn University. He served as the Distinguished Professor of Leadership and Ethics at Belmont University and University Distinguished Professor of Marketing in the Anderson School of

Management at University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, and The Academy of Management Executive, as well as other journals. Business Ethics: Ethical Decision Making and Cases, co-authored with John Fraedrich and Linda Ferrell, is one of today's leading business ethics texts. Dr. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues.

I did not get to go through the entire book because I had to drop the class, but I liked what I did get to read. The book is well organized and laid out. The objectives are easy to follow within the text of the chapter as well as the subtopics. The writing is not at all dry. The book was pretty engaging and used modern relatable examples of the learning objectives.

Product delivery fast and as advertised

I purchased this book because it was required for my online marketing class. Currently, we are on chapter 2 of the book, and it seems pretty easy to understand even without the help on an actual in class lecture!

Excelent!

I am still in the process of reading this textbook. (Class doesn't start for a few weeks.) The content is interesting and fairly easy to read and understand. I was surprised upon opening the book that it was unbound and intended to be put into a 3-ring binder. At first I thought I had been ripped off. But upon

reading the preface, I learned that this entire edition was distributed this way. It is an environmental awareness effort. While I respect that, I'm not sure I like the fact that it takes up a lot more room and the pages are more likely to get torn. Overall, I am enjoying the book, and would buy it again.

i did a good job in my marketing class. thanks to this book.

Rented this along with another book for daughters school work. What a great idea to rent. Saves a small fortune. Thank you .

Came exactly as described and the fast shipping was a huge plus for me

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