



The Marketing Book

By Michael Baker, Susan Hart

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The 6th edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice.

Taking into account the emergence of new subjects and new authorities, Michael Baker and the new co-editor Susan Hart have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer.

In particular, the 'Marketing Book' now looks at broader range of international issues with a broader group of international contributors. Based, as in previous editions, on seminal articles from thought leaders in each subject the 'Marketing Book 6th edition' is bursting with salient articles. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.

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The Marketing Book By Michael Baker, Susan Hart Bibliography

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Editorial Review

Review

'[The] continuous evolution of The Marketing Book will ensure that it will continue to occupy an enviable position amongst those volumes seeking to act as a source book for those from outside the confines of marketing and for those readers setting out on a career in marketing.' - Journal of Marketing Management, July 1995 '...this text certainly deserves to be on the desk of anyone who aspires to be a marketing manager, and certainly on the book shelves of anyone who is practising a significant marketing role in their organisation.' - Books for MBAs, April 1996

From the Back Cover

This 6th edition of The Marketing Book maintains its pre-eminent position as the first point of reference for marketers needing up-to-minute marketing thinking. Taking into account the emergence of new subjects and new authorities, Michael Baker and co-editor Susan Hart have renewed and added to the contents and contributor lists to make this the most authoritative and comprehensive overview of all key themes for the modern marketer.

* Packed with fresh thinking and new contributions to keep marketers abreast of industry advances

* New chapters critical to successful marketing application include 'Marketing Metrics', 'Marketing in Emerging Economies', 'Business-to-Business Marketing' and 'Qualitative Research'

* In particular, the 'Marketing Book' now looks at broader range of international issues with a broader group of leading international contributors including Evert Gummesson, Angela da Rocha and Arch Woodside

Based, as in previous editions, on seminal articles from thought leaders in each subject the 'Marketing Book 6th edition' is bursting with salient articles. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all practitioners and students of Marketing.

About the Author

By Michael Baker, Emeritus Professor of Marketing, University of Strathclyde Business School, Special Professor at Nottingham University Business School, and President, Academy of Marketing; and Susan Hart, Professor of Marketing and Head of the Department of Marketing, University of Strathclyde

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