Digital solutions are available for your course! Look for the icon/s accompanying the cover image of your selected titles.

“MindTap brings everything in your unit to one place: assignments, study guides, notes, eBooks and results. It simplifies your life.”
- Deakin University student

The personalised platform that solves your eLearning needs.

MindTap is the digital learning solution that gives you the flexibility to completely customise the learning path of your course to suit your approach to teaching.

Track student progress in real time with the powerful analytics of the MindTap Progress App - the only tool in the market that measures engagement. With 12 distinct metrics giving you actionable insights into student engagement, it’s easy to pinpoint the students who need you most.

MindTap is full of innovative resources to support critical thinking, and help your students move from memorisation to mastery!

Reinforce student learning with online study tools.

CourseMate Express includes interactive teaching and learning tools such as quizzes, flashcards, web links and videos, to bring course concepts to life.

Also available as CourseMate with a fully integrated eBook.

Keep your teaching current with the latest research perfectly matched to your textbook.

With content updated daily from peer-reviewed journals, newspapers and eBooks, Search Me! is an online research library customised to your subject, that puts the information your students need at their fingertips.

Whether you teach your class on campus, or blended or flipped online, effectively introducing digital solutions into your classroom is now easier than ever. When you choose a Cengage digital solution, a dedicated team of Digital Solutions Specialists will provide you with hands-on, end-to-end support, making digital course delivery a success for you and your students.
Expand the marketing mix beyond the 4Ps with this best-selling marketing text. Introduce the essentials and latest trends in marketing today with strong visuals and exciting, timely discussions with Pride. This Asia-Pacific text contextualises marketing theory and practice with extensive real-world examples from Australia, New Zealand and individual countries across the region.

- NEW content addresses emerging trends in marketing. This edition introduces and explains approaches that are reshaping thinking in marketing today, including native advertising, big data, and marketing analytics
- NEW focus on applications in marketing through ‘marketing challenge’ questions with suggested solutions
- NEW MindTap: a rich suite of learning resources - such as self-testing, videos and an interactive marketing plan - supports your students to develop critical decision-making and marketing skills

Available with

Part 1: Marketing groundwork
1. Key concepts in marketing
2. Marketing environment, social responsibility and ethics
3. Planning, implementing and evaluating marketing strategy
   End of Part - company profile

Part 2: Understanding markets
4. Market research and information systems
5. Consumer and business behaviour
6. Segmentation, target markets and positioning
7. Digital marketing and social networking
   End of Part - company profile

Part 3: The expanded marketing mix
8. The power of branding
9. Product and service decisions
10. Pricing decisions
11. Distribution and supply chain management
12. Integrating marketing communications
13. People, process and partnerships
   End of Part - company profile

Part 4: The world of marketing
15. Global marketing
16. Marketing and new technology

TABLE OF CONTENTS
Emphasises digital and interactive marketing, the most dynamic and crucial components to a successful IMC campaign today. Chitty incorporates the most up-to-date theories and practice, and clearly explains and demonstrates how to best select and coordinate all of a brand’s marketing communications elements to effectively engage the target market.

- NEW chapter on digital and social media marketing addresses the development of interactive media in IMC
- NEW ‘IMC Profile’ showcasing Australian marketers and emphasising those that are the subjects in the local videos. These profiles highlight career development in the industry
- NEW part cases have been added to enhance the connection to a wide range of real-world local and global examples including: Spotify, Pandora, Snapchat, Palace Cinemas, Woolworths, KFC, Old Spice, Telstra, Colgate and Qantas

Available with

Part 1: Integrated marketing communications – a conceptual framework
1. Integrated marketing communications and brand equity enhancement
2. The communication process
3. Persuasion in marketing communications
4. Market segmentation and brand positioning
Part 1 case studies

Part 2: Managing and planning for integrated marketing communications
5. Establishing objectives and budgeting for IMC campaigns
6. Developing message strategies
7. Media planning and analysis
Part 2 case studies

Part 3: Media channels and IMC elements
8. Broadcast media
9. Print and support media
10. Digital and social media marketing
11. Direct marketing and sales promotion
12. Personal selling and relationship marketing
13. Marketing public relations and sponsorship marketing
Part 3 case studies

Part 4: Evaluating integrated marketing communications
14. Evaluating integrated marketing communication effectiveness
Appendix to Chapter 14: IMC Plan (online)
This fully revised edition continues to set a framework for marketing decision making as a part of a holistic approach to an organisation’s strategic management. Reed integrates expanded theoretical coverage with a step-by-step guide to each stage of the strategy development and management processes.

- **NEW ethics questions** emphasise the importance of ethical practice from the planning stage of a strategy. Considers issues such as privacy, various cultures’ attitudes to accepting gifts, whether market segmentation is a form of stereotyping and whether consultants put their needs first.

- **NEW ‘Strategy in Practice’ boxes** provide case studies on companies such as Wesfarmers, Swatch, Ford, Burberry and Nestle, assisting student learning with relatable context.

**Available with SearchMEL**

### TABLE OF CONTENTS

**Part 1: Introduction**
1. The changing world of marketing
2. Strategic thinking and strategic decision making

**Part 2: Identifying strategic opportunities**
3. Strategic analysis

**Part 3: Strategy development – high-level decision making**
4. Strategy development – high-level decision making
5. Segmentation, targeting and positioning strategies
6. The customer value creation mix

**Part 4: Strategy development – product-market strategies**
7. Market penetration strategies
8. Market development strategies
9. Incremental innovation strategies
10. Radical innovation strategies

**Part 5: Strategy implementation, evaluation and control**
11. Managing the strategic marketing process
12. Writing the strategic marketing report

**Also available**

**MINDTAP MARKETING STRATEGY, 7E**

Ferrell | Hartline
ISBN: 9781305631564
©2017

**MARKETING RESEARCH**

This fourth Asia-Pacific edition examines practical examples of market and social research, and what students can learn from the advantages and disadvantages of each research approach when they are applied in real life. It also has a greater focus on measurement issues in market research and the use of qualitative software to identify themes in social media exchanges.

- **NEW ongoing case** based on a real market research study, looking at mobile phone switching and bill shock in Australia, prompting students to analyse and follow all the different aspects of the market research process.

- **NEW and updated end-of-chapter case studies** illustrate recent, relevant applications of marketing research in practice. Topics covered include: buying New Zealand-made products from China; Kellogg’s revamp of Nutri-Grain; food labelling and Country of Origin; test marketing Guinness; and the popularity of cycling in Auckland.

- **Local videos in which marketing professionals** describe how marketing research concepts are applied in practice and Colmar Brunton, the largest independent and Australia-owned market research agency, explains implementation of the marketing research process.

**Available with CourseMateExpress SearchMEL qualtrics**

### TABLE OF CONTENTS

**Part 1: Introduction to the research process**
1. The role of marketing research and the research process

**Part 2: Defining the problem**
2. Problem definition and the research process

**Part 3: Planning the research design**
3. Qualitative research
4. Secondary research with big data
5. Survey research
6. Observation
7. Experimental research and test marketing
8. Measurement
9. Questionnaire design

**Part 4: Planning the sample**
10. Sampling: Sample design and sample size

**Part 5: Collecting the data**
11. Editing and coding: Transforming raw data into information

**Part 6: Analysing the data**
12. Univariate statistical analysis: A recap of inferential statistics
13. Bivariate statistical analysis: Tests of differences
15. Multivariate statistical analysis

**Part 7: Formulating conclusions and writing the final report**
16. Communicating research results: Research report, oral presentation, and research follow-up

Cutting edge and relevant to the local context, this first Australia and New Zealand edition of Hoyer covers the latest research from the academic field of consumer behaviour. The text explores new examples of consumer behaviour using case studies, advertisements and brands from Australia and the Asia-Pacific region.

- NEW MindTap for Consumer Behaviour with interactive study tools including video quizzes, audio summaries, online research activities and more!
- NEW opening vignette and a consumer behaviour case opens and closes each chapter, locating the topic in its context
- NEW ‘Marketing Implications’ boxes outline regionally relevant examples of marketing implications, or key information that supports the content presented in each chapter

Available with MindTap for Consumer Behaviour

TABLE OF CONTENTS

Part 1: An introduction to consumer behaviour
1. Understanding consumer behaviour
   Appendix: Conducting research in consumer behaviour

Part 2: The psychological core
2. Motivation, ability and opportunity
3. From exposure to comprehension
4. Memory and knowledge
5. Attitudes and persuasion

Part 3: The process of making decisions
6. Problem recognition and information search
7. Judgement and decision making
8. Post-decision process

Part 4: The consumer’s culture
9. Social influences on consumer behaviour
10. Consumer diversity
11. External and internal influences on consumer behaviour

Part 5: Consumer behaviour outcomes and issues
12. Innovations: adoption, resistance, and diffusion
13. Symbolic consumer behaviour
14. Marketing, ethics and social responsibility in today’s consumer society

Students learn the theory and application of international marketing with the relatable Asia-Pacific context. Unlike other texts, this book concentrates on small- and medium-sized companies that are typical in the Australian and New Zealand economies.

- Case studies, ‘Challenge us’, and ‘Critical analysis’ features prompt deeper thinking and extend student understanding
- NEW chapter on social networks and communications develops student understanding of the nature, role, dimensions and challenges of social media marketing

Available with Search Me!

TABLE OF CONTENTS

Part 1: The international environment
1. Introduction to international marketing
2. The economic environment
3. Trade institutions and trade policy
4. The political and legal environment
5. The cultural environment

Part 2: International market entry
6. Building the knowledge base
7. Foreign market entry
8. Global distribution and logistics

Part 3: International marketing mix
9. Product policy and adaptation in international markets
10. Product and brand management in international markets
11. Services marketing
12. Pricing in international markets
13. International marketing communications
14. Social networks and communications

Also available

INTERNATIONAL MARKETING STRATEGY: ANALYSIS, DEVELOPMENT AND IMPLEMENTATION, 7E
Doole | Lowe | Kenyon
ISBN: 9781473723702
491pp | Paperback | eBook
©2016

Also available

CB8
Babin | Harris
ISBN: 9781305577244
400pp | Paperback
©2018
Give students valuable insights for business success with cutting-edge data addressing current issues such as sustainability, technology, and the global market.

- NEW ‘Sustainability and Services in Action’ boxes. This edition stands out from the crowd with its coverage of sustainable services marketing practices in a variety of global industries
- NEW chapter-opening vignettes. These compelling, real-life service issues engage students and prepare them for the chapter topic ahead
- NEW more than 50 video links illustrate key service concepts. Bring services marketing practices alive in your classroom and establish a more interactive atmosphere for learning

Available with MINDTAP

TABLE OF CONTENTS

Part 1: An overview of services marketing
1. An introduction to services
2. The service economy: Supersectors and ethical considerations
3. Fundamental differences between goods and services
4. Services consumer behaviour

Part 2: The tactical services marketing mix
5. The service delivery process
6. The pricing of services
7. Developing the service communication strategy
8. Managing the firm’s physical evidence
9. People as strategy: Managing service employees
10. People as strategy: Managing service consumers

Part 3: Assessing and implementing successful service strategies
11. Defining and measuring customer satisfaction
12. Defining and measuring service quality
13. Complaint and service recovery management
14. Customer loyalty and retention
15. Pulling the pieces together: Creating a world-class service culture

Also available
SERVICES MARKETING INTERACTIVE APPROACH, 4E
Fisk | Grove | John
ISBN: 9781285057132
288pp | Hardcover | eBook ©2014

Also available
MINDTAP FOR ZAHAY/ROBERTS’ INTERNET MARKETING, 4E
Zahay | Roberts
ISBN: 9781337106764
©2018
MindTap Mobile App

GIVES STUDENTS THE FREEDOM TO LEARN ANYTIME, ANYWHERE → ON- OR OFFLINE

MindTap eReader = convenience
Students can read their full course eBook on a smartphone. This means they can complete reading assignments anywhere, anytime. They can take notes, highlight important passages, and have their text read aloud, whether they are on- or offline.

Flashcards and quizzing cultivate confidence and elevate outcomes
A fun and engaging way to encourage recall of key concepts. Students can use pre-built quizzes or generate a self-quiz from any flashcard deck.

The gradebook keeps students motivated
Students can instantly see their grades and how they are doing in the course.

Notifications keep students connected
MindTap Mobile App pushes course notifications directly to them, making them more aware of what’s ahead with:

- Due date reminders
- Changes to activity due dates, score updates, and instructor comments
- Messages from their instructor
- Technical announcements about the platform

DOWNLOAD THE MINDTAP MOBILE APP TODAY
Cengage.com/mindtap/mobileapp
Adopt MindTap, and require your students to download the MindTap Mobile App.
To learn more, visit cengage.com/mindtap

REQUEST AN INSPECTION COPY
Find your Learning Consultant

- cengage.com.au/contact-us
- anz.highered@cengage.com
- Inspection copy hotline +61 3 9685 4141

DISCOVER eLEARNING
More than 5000 eBooks, digital-first content and online solutions that work with your LMS

cengage.com.au/university/instructor

@CengageANZ
@CengageANZ
CengageANZ
youtube.com/CengageLearningAU