



Brief contents

Preface	xiv
About the authors	xviii
Acknowledgements	xxi
Publisher's acknowledgements	xxiii
1 Marketing, planning and strategy	2
Wendy Tabrizi	
2 Global, ethical and sustainable marketing	54
Wendy Tabrizi	
3 Marketing research	100
Bradley R. Barnes and Dr Paul Whitla	
4 Consumer behaviour	144
Vince Mitchell, Scott Jones and Shalini Vohra	
5 Business-to-business marketing and sales management	188
Bradley R. Barnes and Nigel Jones	
6 Segmentation, targeting and positioning	228
Wendy Tabrizi	
7 Creating the product	262
Wendy Tabrizi, Stephanie Chamberlain, Emily Moorlock and Debbie Hill	
8 Managing the product	302
Wendy Tabrizi, Stephanie Chamberlain, Emily Moorlock and Debbie Hill	
9 Services marketing	340
Wendy Tabrizi	
10 Pricing the product	382
Bradley R. Barnes and Craig Hurst	
11 Integrated marketing communications	424
Wendy Tabrizi, Elizabeth Dempsey and Elizabeth Lye	
12 Retail and distribution	486
Bradley R. Barnes, Michael Benson and Paul Beresford	
Appendix A Sample marketing plan: The Herbal Teapot	536
Bradley R. Barnes and Eden Chow	
Appendix B Marketing maths	
Geoff Fripp	543
Glossary	551
Index	571