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The Fourth
Edition of
Social Marketing
is the
definitive

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textbook for the
planning and
implementation
of programs
designed to
bring about
social change.
No other text is
as comprehensive
and foundational
when it comes to
taking key
marketing
principles and

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applying them to
campaigns and
efforts to
influence social
action. It
provides a solid
foundation of
fundamental
marketing
principles and
techniques, and
then expands
them to
illustrate

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techniques
specific to
practitioners
and agencies
with missions to
enhance public
health, prevent
injuries,
protect the
environment, and
motivate
community
involvement. This
book is

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coauthored by
arguably the
most influential
individual in
the field of
marketing,
Philip Kotler,
who coined the
term "social
marketing" in
1971 (with
Gerald Zaltman)
and Nancy R.
Lee, a

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preeminent
lecturer,
consultant, and
author in social
marketing. Key

Features: -

Presents an
introductory
case for each
chapter, and a
concluding case
for a majority
of chapters to
demonstrate for

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students why and
how social

marketing works.

- Enhances

understanding

with chapter

summaries of key

points and

questions for

discussion. -

Provides a step-

by-step guide to

developing a

marketing plan,

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with chapters presented sequentially to support planning development and the inclusion of worksheets in the appendix; - It incorporates contributions from a range of internationally known social marketers who

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provide real cases to set the stage for each chapter. Past contributors have included individuals from the CDC, National Centre for Social Marketing, AARP, the Office of National Drug Control Policy,

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and others.

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rigorous process
of assessment,
and the outcome
of the process
is a text and
package of
learning tools
that are based
on engagement,
leadership, and
innovation in
marketing
education"--

This core text

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distills
Marketing's 22
chapters down to
18, leaving
instructors the
content they
need to cover
the essentials
of marketing in
a single
semester. Up-to-
date and classic
examples are
included that

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students should
be able to
relate to
typical
marketing
decisions.
Choices &
Connections
shows students
that
communication is
an opportunity
to connect their
words and

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actions to their
choice of who
they want to be
and what kind of
community they
want to live in.
Every element in
the text is
designed to
engage students
in the study of
communication
and help them
become

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resilient,
confident, and
culturally
conscious
communicators.
Choices &
Connections
helps students
integrate and
apply the most
current
scholarly
research through
scenario

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activities, real-life situations, and pop-culture examples designed to recursively develop communication skills best learned through practice, in context. The third edition has been

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extensively revised to ensure that all students' perspectives are represented. The coverage of gender communication has been overhauled, with a reimagined Chapter 3 on "Understanding

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Gender and
Culture." The
mediated
communication
chapter has also
been heavily
revised with the
latest research.
Finding and
Keeping
Customers in the
Now Economy
Introduction to
Health Services

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Marketing
Strategies to
Win Your Vote
Big Java
Mastering
Project
Portfolio
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A Systems
Approach to
Achieving
Strategic
Objectives

Grewal

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*Marketing,
Fourth
Canadian
Edition,
focuses on the
core concepts
and tools that
marketers use
to create
value for
customers.
Current and*

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*engaging
Canadian
examples
integrated
throughout the
text define
how companies
and successful
entrepreneurs
create value
for customers
through*

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*branding,
packaging,
pricing,
retailing,
service, and
advertising.
Engineering
Management:
Meeting the
Global
Challenges
prepares*

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*engineers to
fulfill their
managerial res
ponsibilities,
acquire useful
business
perspectives,
and take on
the much-
needed
leadership
roles to meet*

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*the challenges
in the new
millennium.*

*Value
addition,
customer
focus, and
business
perspectives
are emphasized
throughout.*

Also

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*underlined are
discussions of
leadership
attributes,
steps to
acquire these
attributes,
the areas
engineering
managers are
expected to
add value, the*

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*web-based
tools which
can be
aggressively
applied to
develop and
sustain
competitive
advantages,
the
opportunities
offered by*

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market expansion into global regions, and the preparations required for engineering managers to become global leaders. The book is

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*organized into
three major
sections:
functions of
engineering
management,
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fundamentals
for
engineering
managers, and
engineering*

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*management in
the new
millennium.*

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edition
refocuses on
the new
strategy for
science,
technology,
engineering,
and math*

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*(STEM)
professionals
and managers
to meet the
global
challenges
through the
creation of
strategic diff
erentiation
and
operational*

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creativity and

innovation, a

new chapter on

operational

excellence,

and

combination of

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on financial
accounting and
financial
management.*

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strategy for
this second
edition
strives for
achieving the
T-shaped*

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*competencies,
with both
broad-based
perspectives
and in-depth
analytical
skills. Such a
background is
viewed as
essential for
STEM
professionals*

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*and managers
to exert a
strong
leadership
role in the
dynamic and
challenging
marketplace.
The material
in this book
will surely
help*

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*engineering
managers play
key leadership
roles in their
organizations
by optimally
applying their
combined
strengths in
engineering
and
management.*

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*Marketing The
Core*

*One key for
success for an
entrepreneur
is to obtain
sales*

*(revenue) and
profits as
quickly as
possible upon
launching the*

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*venture. Entrepreneurial
Marketing
focuses on
this and the
essential
elements of
success in
order to
achieve these
needed sales
and revenues*

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*and then grow
the company.
The authors
build a
comprehensive,
state-of-the-
art picture of
entrepreneuria
l marketing
issues,
providing
major*

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*theoretical
and empirical
evidence that
offers a
clear, concise
view of the
field. Through
an
international
approach that
combines both
theoretical*

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*and empirical
knowledge on e
ntrepreneurshi
p and
marketing,
this book
informs and
enhances an
entrepreneurs'
creativity,
their ability
to bring*

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*innovations to
the market and
their
willingness to
face risk and
change the
world. Key
components
addressed
include:
identifying
and selecting*

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*the market,
determining
the consumer
needs cost-
effectively,
executing the
basic elements
of the
marketing mix
(product,
price,
distribution,*

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*and promotion)
and competing
successfully
in the
domestic and
global markets
by
implementing a
sound
marketing
plan. Numerous
illustrative*

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*examples bring
the content to
life. The mix
of theoretical
content,
examples,
empirical
analyses and
case studies,
make this book
an excellent
resource for*

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*students,
professors,
researchers,
practitioners,
and
policymakers
all over the
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Supply Chain
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Core
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Marketing
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Hungary, in April
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90 papers*

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two volumes was
carefully reviewed
and selected from
numerous
submissions. In
addition, the
proceedings
contain 4 invited
papers. The
papers are
organized in the*

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*following topical
sections: Part I:
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morphology and
text
segmentation;
syntax and
parsing; word
sense
disambiguation;
reference and
coreference*

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*resolution; named
entity recognition;
semantics and
text similarity;
information
extraction; speech
recognition;
applications to
linguistics and the
humanities. Part
II: sentiment
analysis; opinion*

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*mining; author
profiling and
authorship
attribution; social
network analysis;
machine
translation; text
summarization;
information
retrieval and text
classification;
practical*

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applications.

*In the 21st
century, most
businesses
participate in
globalization,
whether by
entering new
markets
worldwide or
dealing with
competitors from*

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*around the world.
In addition, the
Internet and the
accelerated
evolution of
related tools such
as social media
provide
businesses, as
well as
individuals, the
means to*

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*participate
globally at an
increasing pace.
In order to
identify profitable
business
opportunities and
to recognize
potential
obstacles, one
must have a
complete picture*

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*of the global
business
environment. The
Web and other
Internet tools also
give both new and
traditional
producers of
information
additional ways to
deliver content to
the end user,*

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including interactive, web-based databases, digital files, or twitter updates—to name a few. Taking these trends into consideration, International Business Research:

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*Strategies and
Resources*

*provides the basic
tools that are
useful for doing
international
business
research.*

*Following an
introduction that
outlines the
foundation for*

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*international
business activity—
money, the
international
monetary system,
and financial mar
kets—subsequent
chapters address:
essential
information such
as sources,
organizations, and*

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*websites that list
resources for
specific regions
and countries;
how to find
international
company
information and
financial data; the
major
classification
schemes used to*

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find relevant industry data, including import/export statistics; and international market and industry research. Each chapter of International Business Research includes

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*research
recommendations
based upon the
authors' practical
experiences and
discusses the
sources available
to meet research
needs, making
this a valuable
tool for anyone
involved in the*

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particularly
business school
librarians,
business students,
and business
professionals.
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time tested
classical work of
Earl Babbie with
the insights of one*

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*of the most
recognized and
respected names
in speech
communication
research, THE
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MUNICATION
RESEARCH is the
book for the
Communication
research methods*

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course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course.

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*research as a way
of knowing, and
provide balanced
treatment to both
quantitative and
qualitative
research
traditions in
communication
research and
present it in a
student friendly*

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*and engaging
format. It
provides in-depth
treatment of the
role of reasoning
in the research
enterprise and
how this
reasoning process
plays itself out in
planning and
writing a research*

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*Kerin, Berkowitz,
Hartley, and
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but in a shorter,
more accessible
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marketing in a
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and tactics political
candidates use to
win their hearts,
minds, donations,
and votes. •

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with which to
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campaign promises
and marketing
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including
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campaign slogans,
political fundraising
regulations, and

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highlighting
campaign quotes
and calling out key
points •
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chapter-by-chapter
summaries of lessons
learned to empower
voters to resist
political campaign
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CASES, 5E. Using a
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streamlined
structure, this book
explores services
marketing not only
as an essential focus
for service firms, but
also as a competitive
advantage for
companies that

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activities,
government,
information, leisure
and hospitality,
professional and
business services,
transportation and
utilities, wholesale
and retail trade, and
other services.

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and effective
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the field,

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SUPPLY CHAIN
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guides students step
by step through the
management of all
supply chain activity
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this text is a

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complete learning
module containing
theoretical
principles,
illustrations,
definitions of
relevant
terminology, and
procedures for
simulated clinical
testing. The text
combines

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theoretical
principles with
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techniques
commonly used in
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students with
limited

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experience. It is
also appropriate
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interested in
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programming. In
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Python®, Third
Edition Tony
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paced, accessible

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introduces
students to the
basics of
programming and
prepares them to
transition into
more complicated
languages.
Python, an easy-to-
learn and
increasingly

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functions, arrays,
and pointers
before objects and
classes. As with all
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semantics, and
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