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MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

Marketing: The Core, 9th Edition, is a briefer, 18-chapter version of Marketing, 15th Edition, the most rigorous and robust program on the market. The Core 9e takes a pedagogical approach that focuses on high engagement, personalized marketing, traditional and contemporary coverage, a rigorous framework, marketing decision making, and integrated technology. The ninth edition continues to demonstrate the authors' commitment to engagement, leadership, and innovation:

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Engagement: In-Class and Digital In-Class tested active learning activities, such as surveys, out of class assignments, and personal observations are designed to engage students in discussions with the instructor and amongst themselves. A strong emphasis on high engagement with an easy-to-read, high involvement, interactive writing style that engages students through active learning techniques. Media-enhanced PPT slides, alternate cases, and a 5,000+ item test bank are included in the comprehensive instructor resource suite. Leadership: Leading, current content, and conversational writing style, with new emphasis on data-driven decision-making and coverage of traditional and contemporary marketing concepts, with hyperlinked assignments throughout to easily correlate activities. Innovation: Innovative pedagogical tools that match contemporary students learning styles and interests. The authors up to date use of technology to bring real innovation to the text and package. Innovations such as in-text links, a Twitter feed, hyperlinked PowerPoint slides, a regularly updated author blog, updated Marketing Video Library, and more all supplement the robust McGraw Hill Connect® Marketing with SmartBook® 2.0 digital learning package.

Marketing: The Core 5e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty - from the professor who just wants a good

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textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. Marketing: The Core utilises a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

- High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.
- Personalised Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs - through cases, exercises, and testimonials - that allows students to personalise marketing and identify possible career interests.
- Marketing Decision Making - The use of extended examples, cases, and videos involving people making marketing decisions.
- Integrated Technology - The use of powerful technical resources and learning solutions.
- Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.
- Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.

Marketing: The Core is a more brief, 18-chapter version of the Kerin/Hartley Marketing 14e product,

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the most rigorous and robust program on the market. The Core 8e also continues to demonstrate the authors' commitment to engagement, leadership, and innovation: Engagement in class-tested, active learning activities to help instructors illustrate textbook concepts as well as examples throughout featuring real people, cases and companies throughout. Media-enhanced PPT slides, alternate cases, and a 5,000+ item test bank are included in the comprehensive instructor resource suite. Leadership in leading, current content and conversational writing style, with new emphasis on marketing metrics and data-driven decision-making, with hyperlinked assignments throughout to easily correlate activities. Innovation in outcomes-oriented Connect®, a highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a

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distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Prevention of Accidents at Work collects papers presented at the 9th International Conference on the Prevention of Accidents at Work (WOS 2017) held in

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Prague, Czech Republic, on October 3-6, 2017, organized by the VSB-Technical University of Ostrava. The conference on current issues within occupational safety is organized under the umbrella of Workingonsafety.net (WOS.net). WOS.net is an international network of decision-makers, researchers and professionals responsible for the prevention of accidents and trauma at work. The network aims to bring accident prevention experts together in order to facilitate the exchange of experience, new findings and best practices between different countries and sectors. WOS.net is supported by the European Agency for Safety and Health at Work (EU-OSHA). The overall theme is safety management complexity in a changing society, with the motto: Do we need a holistic approach? Underlying topics include: Foundations of safety science: theories, principles, methods and tools; Research to practice: achievements, lessons learned and challenges; Risk management and safety culture: case studies, best practices and further needs; Safety regulation: reasonable practicable approach; Education and training: prerequisite for safety; Complexity and safety: multidisciplinary and inter-stakeholder views. Prevention of Accidents at Work should be valuable to researchers, policy makers, safety professionals, labor inspectors, labor administrators and other experts in the prevention of occupational accidents.

The Tenth Canadian Edition of Marketing provides students with a solid foundation of marketing principles that they need to become successful marketers in today's competitive business world. Written in an engaging, student friendly style with a

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strong pedagogical framework, Crane Marketing has been updated to reflect cutting edge topics, and exciting examples of marketing in Canada and around the world.

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