

PEARSON CUSTOM BUSINESS RESOURCES: MARKETING

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THE FOLLOWING TITLES ARE AVAILABLE FOR CUSTOMIZATION

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- Include your own original material.

This is a partial list of all the books available in our database; there are additional titles from other disciplines as well as previous editions accessible via our book-build site. **COMING SOON** titles listed here are in the process of being added to our database and may not be immediately viewable online, but are available for Fall classes. If you have any questions about including chapters from any of the following titles, please email customlibrary@pearson.com for assistance.



Kotler/Armstrong

Principles of Marketing, 13/e, © 2010

Kotler/Armstrong is a comprehensive, classic principles text organized around an innovative customer-value framework. Students learn how to create customer value, target the correct market, and build customer relationships.

Solomon/Marshall/Stuart

Marketing: Real People, Real Choices, 6/e, ©

Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies everyday. The new edition is updated to reflect new marketing strategies companies are using to reach today's increasingly savvy consumers.

Principles of Marketing

Armstrong/Kotler

***Marketing: An Introduction, 9/e,
© 2009***

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Principles of Marketing, 13/e, © 2010

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***Marketing: Real People, Real Choices,
6/e, © 2009***

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Levens
Introduction to Marketing, 1/e © 2010

Advertising and Public Relations

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SOON!**

Broom/Cutlip/Center

***Effective Public Relations, 10/e,
© 2009***

Center/Jackson/Smith/Stansberry
***Public Relations Practices: Managerial
Case Studies and Problems, 7/e,
© 2008***

Lane/King/Russell

***Kleppner's Advertising Procedure,
17/e © 2008***

Moriarty/Mitchell/Wells

Advertising, 8/e, © 2009

Consumer Behavior

Schiffman/Kanuk
Consumer Behavior, 9/e, © 2007

Solomon
Consumer Behavior: Buying, Having, and Being, 8/e © 2009

NEW! Solomon/Rabolt
Consumer Behavior in Fashion, 2/e,
© 2009

E-Commerce and Technology

COMING SOON! Mohr/Sengupta/Slater
Marketing of High-Technology Products and Innovations, 3/e,
© 2009

Sawhney
E-commerce and Technology Cases

COMING SOON! Strauss/El-Ansary/Frost
E-Marketing, 5/e, © 2009

International Marketing

Keegan/Green
Global Marketing, 5/e, © 2008

Marketing Channels

Coughlan/Anderson/Stern/El-Ansary
Marketing Channels, 7/e, © 2004

Murphy/Wood
Contemporary Logistics, 9/e, © 2008

Marketing Management and Strategy

Andreasen/Kotler
Strategic Marketing for NonProfit Organizations, 7/e, © 2008

NEW! Anderson/Narus/Narayandas
Business Market Management: Understanding, Creating, and Delivering Value, 3/e, © 2009

Best

Market-Based Management: Strategies for Growing Customer Value and Profitability, 5/e © 2009

Brown/Rosenthal
Cases in Strategic Marketing, 1/e,
© 2000

Kerin/Peterson
Strategic Marketing Problems: Cases and Comments, 11/e © 2007

NEW! Kotler/Keller
A Framework for Marketing Management, 4/e © 2009

Kotler/Keller
Marketing Management, 13/e,
© 2009

Rust/Lemon/Das Narayandas
Customer Equity Management, 1/e
© 2005

Sayre
Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, 1/e, © 2008

Shank
Sports Marketing: A Strategic Perspective, 4/e, © 2009

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Sales Management, 1/e, © 2009

Winer
Marketing Management, 3/e © 2007

Wood
The Marketing Plan Handbook, 3/e
© 2008

Marketing Research

Burns/Bush

*Basic Marketing Research: Using
Microsoft Excel Data Analysis, 2/e*

© 2008

NEW!

Malhotra

Basic Marketing Research, 3/e

© 2009

Product Design, Management and Marketing

Keller

Best Practice Cases in Branding, 3/e,

© 2008

Keller

Strategic Brand Management, 3/e,

© 2008

Retailing

Berman/Evans

*Retail Management: A Strategic
Approach, 10/e, © 2007*

FT PRESS, PH PROFESSIONAL BUSINESS & WHARTON SCHOOL PUBLISHING

Breakenridge

*PR 2.0: New Media, New Tools, New
Audiences, 1/e, © 2008*

NEW!

Farris/Bendle/Pfeifer/Reibstein

*Marketing Metrics: 50+ Metrics Every
Executive Should Master, 1/e, © 2006*

Hastings/Saperstein

*Improve Your Marketing to Grow Your
Business: Insights and Innovation That
Drive Business and Brand Growth, 1/e,
© 2008*

Kumar

*Managing Customers for Profit:
Strategies to Increase Profits and Build
Loyalty, 1/e, © 2008*

AVAILABLE CASES FOR MARKETING

The following cases are organized by provider. This is a partial list of available cases from PCBR that includes recently added and more popular selections. PCBR offers over 20,000 cases and articles in total, so please visit our site for additional recommendations for your specific course.

Darden

UVA-M-0688 **Pampers: The Launch of Pampers Rash Guard (A)**

Publication Date: 2/11/2004

UVA-M-0705 **Altoids**

Publication Date: 1/12/2005

UVA-M-0509 **IBM and Apple Computer Alliance (A)**

Publication Date: 1/15/1997

UVA-OM-0898 **Disney Theme Parks: Mickey Goes to China?**

Publication Date: 7/13/1999

UVA-M-0689 **Fedex and UPS — The War Continues**

Publication Date: 2/20/2004

UVA-M-0659 **General Motors OnStar**

Publication Date: 1/9/2003

UVA-M-0366 **Absolut Vodka**

Publication Date: 4/2/1991

UVA-M-0687 **McDonald's: The Hamburger Price Wars**

Publication Date: 2/11/2004

UVA-M-0633 **Progressive Insurance**

Publication Date: 3/28/2001

UVA-M-0685 **Cialis**

Publication Date: 2/11/2004

Harvard Business School Publishing

9-508-047 **Dove: Evolution of a Brand Deighton**

Publication Date: 10/10/2007

- 9-595-057 **Black & Decker Corp. (A): Power Tools Division**
Dolan
Publication Date: 3/30/1995
- 9-594-111 **Eastman Kodak Co.: Funtime Film**
Dolan
Publication Date: 2/25/1994
- 9-508-036 **Grand Central Publishing (A)**
Elberse
Publication Date: 8/31/2007
- 9-507-082 **Octone Records**
Elberse & Ofek
Publication Date: 6/29/2007
- 9-507-080 **Comcast Corp.**
Elberse & Schreiber
Publication Date: 6/5/2007
- 9-507-050 **The CW: Launching a Television Network**
Elberse & Young
Publication Date: 6/29/2007
- 9-598-150 **Biopure Corp.**
Gourville
Publication Date: 5/29/1998
- 9-504-016 **Starbucks: Delivering Customer Service**
Moon
Publication Date: 7/31/2003
- 9-502-030 **Aqualisa Quartz: Simply a Better Shower**
Moon & Herman
Publication Date: 1/16/2002
- 9-591-133 **Barco Projection Systems (A): Worldwide Niche Marketing**
Moriarty
Publication Date: 6/10/1991
- 9-508-025 **McDonald's**
Quelch & Herman
Publication Date: 8/10/2007
- 9-507-034 **BBC Worldwide: Global Strategy**
Quelch & Knoop
Publication Date: 6/28/2007

- 9-508-024 **Marketing the "\$100 PC" (A)**
Quelch & Knoop
Publication Date: 8/13/2007
- 9-508-009 **Colgate Max Fresh: Global Brand Roll-Out**
Quelch & Labatt-Randle
Publication Date: 10/23/2007
- 9-592-035 **Calyx & Corolla**
Salmon
Publication Date: 11/1/1991
- 9-508-039 **Pitch Yourself!**
Steenburgh & Norton
Publication Date: 9/27/2007
- 9-501-038 **TiVo**
Wathieu
Publication Date: 11/22/2000

Harvard Business School Publishing — Brief Cases

These are rigorous, compact cases, between 5 and 8 pages.

- 2069 **Mountain Man Brewing Company**
Heide Abelli
Publication Date: 05/28/2007
- 2078 **Atlantic Computer: A Bundle of Pricing Options**
Neeraj Bharadwaj/John B. Gordon
Publication Date: 05/28/2007
- 2510 **Springfield Nor'easters: Maximizing Revenues in the Minor Leagues**
Frank V. Cespedes/Laura Winig/Christopher H. Lovelock
Publication Date: 07/25/5008
- 2087 **Rosewood Hotels & Resorts**
Chekitan S.Dev/Laure Mougeot Stroock
Publication Date: 06/15/2007
- 2073 **Natureview Farm**
Karen Martinsen Fleming
Publication Date: 06/07/2007
- 2085 **Saxonville Sausage Company**
Kate Moore
Publication Date: 06/15/2007

2075	The Fashion Channel Wendy Stahl Publication Date: 06/1/2007	9A99A037	Ben & Jerry's — Japan James M. Hagen Publication Date: 4/13/2000 Revision Date: 10/31/2001
2066	MedNet.com Confronts "Click-Through" Competition Allegra Young Publication Date: 04/20/2007	9A91A018	Sunlight Laundry Detergent John S. Hulland, Patricia Sullivan Publication Date: 1/1/1991 Revision Date: 1/22/2004
Ivey			
99B08M010	Mattel and the Toy Recalls (A) Hari Bapuji, Paul W. Beamish Publication Date: 2/21/2008	9B06A032	The Home Depot Canada: EcoOptions Kyle Murray, Ramasastry Chandrasekhar Publication Date: 11/23/2006
9B08M011	Mattel and the Toy Recalls (B) Hari Bapuji, Paul W. Beamish Publication Date: 2/25/2008	9B06A026	Kraft Foods: The Coffee Pod Launch (B) Robin Ritchie, Aleem Visram Publication Date: 11/6/2006
9B05A015	Microsoft Canada: Sales & Product Management Working Together Donald W. Barclay, Ken Mark Publication Date: 9/1/2005	A99A017	Carvel Ice Cream — Developing the Beijing Market Mark B. Vandenbosch, Tom Gleave Publication Date: 8/5/1999
9A91A014	Streber Inc. Dealer Outlet Survey (A) David G. Burgoyne, Hadi Satyagraha Publication Date: 1/1/1991 Revision Date: 1/22/2004	9B02A021	McDonald's and the Hotel Industry Mark B. Vandenbosch, Ken Mark Publication Date: 1/9/2003 Revision Date: 1/5/2004

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Foreign Affairs

Foreign Affairs is more than a magazine — it is the international forum of choice for the most important new ideas, analysis, and debate on the most significant issues in the world. Its articles shape the political dialogue for months and years to come. And now educators and researchers can also benefit from *Foreign Affairs* through its partnership with Pearson Custom Library, helping teach tomorrow's leaders and thinkers.



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Harvard Business School Publishing

HBSP provides top-quality teaching materials including case studies; articles from the widely-respected *Harvard Business Review* and other top management journals; and HBS Press books from leading authors, along with resources to help instructors integrate them into courses.



ICMR — Center for Management Research

ICMR conducts business research, offers management consulting, and develops case studies and courseware in management. Leading business schools and universities around the world have purchased more than 200,000 individual copies of our case studies. Over 10 million copies of ICMR case studies have been printed in international textbooks, workbooks, and case study volumes.



Ivey Publishing — The Richard Ivey School of Business at The University of Western Ontario

Ivey's case studies are concise, interactive, dynamic, and participant-driven teaching tools designed to guide students through real-world examples of business issues. Students learn to analyze information, develop rational alternatives, make decisions, recommend implementation tactics in time-sensitive situations, and communicate and defend their findings, just as they would as practicing managers.

MIT Sloan Management Review



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MIT Sloan Management Review aims to be the most trusted source of useful and innovative ideas for business leaders, in print and online. Published since 1959, *MIT Sloan Management Review* has been a venue for business-management innovators from MIT and elsewhere. They work closely with authors to ensure that their articles provide interpretation and analysis for practicing managers: thought-provoking strategies that offer real-world management solutions.

North American Case Research Association (NACRA)

The Case Research Journal publishes approximately 32 new, full-length cases each year in such diverse fields as business strategy and policy, accounting and finance, organizational behavior, business ethics, marketing, education, health care, engineering, and social work. Each case includes a complete teaching note, available to instructors only.

University of Notre Dame — Mendoza College of Business

The Eugene D. Fanning Center for Business Communication assists members of the Notre Dame community in achieving their academic, intellectual, and professional goals. At the heart of this mission is a concern for the individual, a focus on ethics and integrity in business, and a commitment to the advancement of the College and the University.

Notre Dame is now a leader among top-tier business schools that have made a serious commitment to the development of communication skills in its students, and the integration of those skills with management strategy and theory.

Thunderbird — The American Graduate School of International Management

Ranked number one by *U.S. News & World Report* in international business for five straight years, Thunderbird offers The Thunderbird Case Series (TCS), an official case clearinghouse for international business cases and teaching notes authored by its faculty.

Wharton School Publishing

Wharton School Publishing offers a trusted source for stimulating ideas from thought leaders who provide new mental models to address changes in strategy, management, and finance. We seek out authors from diverse disciplines with a profound understanding of change and its implications. We offer books and tools that help executives respond to the challenges of a rapidly changing global business environment.