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Foundation

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Introductory

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Intermediate

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**Required Reading Range
Course Reader**

**Required Reading Range
Module Reader**

} **Marketing**



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**The Fundamentals of
Marketing**

120–121
Basics Marketing
01 Consumer Behaviour
02 Online Marketing



Edward Russell is the author of *The Fundamentals of Marketing* (see page 119). He is professor of advertising at the SI Newhouse School of Public Communications at Syracuse University.

Edward Russell professor of advertising

AVA titles have been very successful and widely adopted. What do you think are the factors that make our titles stand out?

AVA books are written from the student's perspective. They are fairly priced, beautifully-designed books that students want to read. The authors keep the information intellectually challenging, but approachable. The exercises are practical and interesting and make the information real in student's lives.

How is *The Fundamentals of Marketing* relevant to the courses you teach, and how does it compare with titles that you currently use?

I teach between five and six courses every year, and I have dropped every book I started teaching with. Some are simply too expensive. I won't ask students already paying an enormous amount of money to attend university to spend \$175 or more for a book that I consider only 'pretty good'. Some are pure fantasy. I don't need to fill students' heads with unusable theories and irrelevant discussions about developments that are now ancient history. It's not enough to teach the past or even the present. We have to teach the future. AVA is very good at that.

What is the key point that you want students to take away from reading *The Fundamentals of Marketing*?

As a professor, I put forward the best in theoretical models; but as a practitioner, everything in this book is real-world marketing the way it's actually practiced. I find about a third of most textbooks' ridiculous filler is of no practical value and often contains unusable theories. They aren't in here. Everything here is real.

How, in your opinion, does the book reflect current marketing practice?

I don't like textbooks that talk about how things are changing but offer no clue as to where the business is going. Students aren't in the midst of the changes because today's reality is the norm for them. I've tried to start with what's happening now and predict future changes so students can prepare for the future they will control.



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Introductory

The Fundamentals of Marketing Edward Russell

Key features

Offers students an engaging and accessible introduction to marketing.

Demonstrates the process undergone by marketing organizations from initial product concept through to the creation of a successful brand.

Focuses on key marketing tools: selling theories, consumer behavior, brand creation, strategic pricing, distribution methods, market research, and strategic thinking.

Features examples and case studies from Amazon, Bling H2O and Tap'd NY, Petstages, Red Bull and Wal-Mart.

Each chapter concludes with a detailed exercise based around the development of a full marketing plan.

Includes a helpful student resources directory.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with an understanding of basic marketing theory and examines specific case studies in detail.



! A well structured and richly informative text detailing various marketing processes and strategies. Christopher Morris / Salford University / UK

Basics Marketing

- 01 Consumer Behaviour
Hayden Noel
- 02 Online Marketing
Brian Sheehan

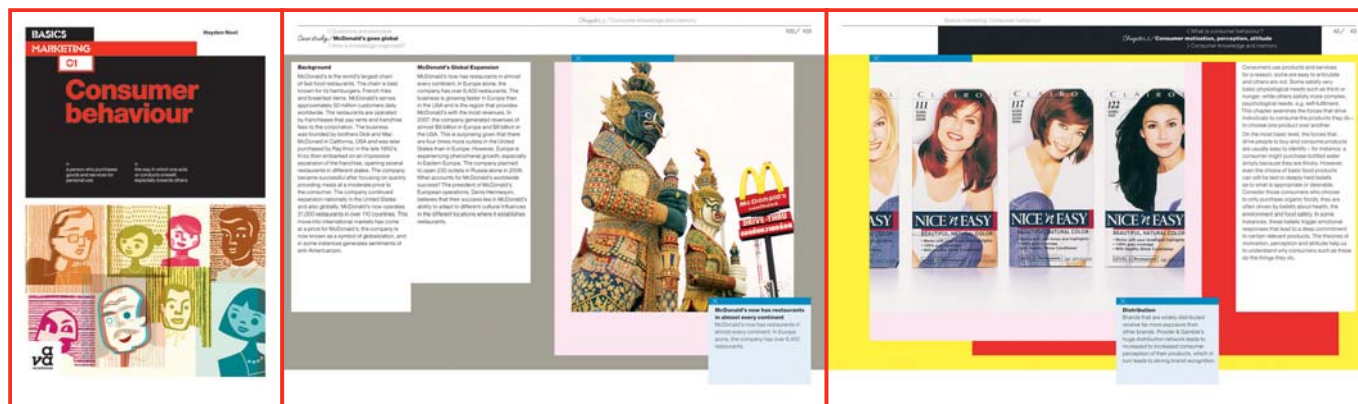
Key features

A detailed overview of the practice of marketing.

Includes a wide variety of case studies and illustrative examples of effective contemporary marketing.

Supported by student exercises, tips, and helpful resource directories.

The Basics Marketing series is a comprehensive introduction to the discipline for students of the applied visual arts who are required to undertake marketing modules as part of their course. The titles deal with various areas of the subject, from consumer theory to the burgeoning field of online marketing. While each title can be taken individually as an informative guide to a particular aspect of marketing, when combined they represent a comprehensive reference text for students at any academic level. The text is supported by contemporary case studies, examples of successful marketing and engaging student activities and guides.



Consumer Behaviour

Key features

Explores the relationship between consumers and culture and looks at the impact of current trends on consumer behavior.

Introduces the many different ways in which consumers around the world respond to marketing strategies.

Examines the influence of ethnicity, religion, class, age and gender on consumers' actions, and the importance of understanding the challenges and diversity of a global marketplace.

Online Marketing

Key features

Offers an accessible and practical introduction to the most dynamic and fast-moving field in marketing.

Considers the major online trends that have passed, and those that will continue in one form or another for some time.

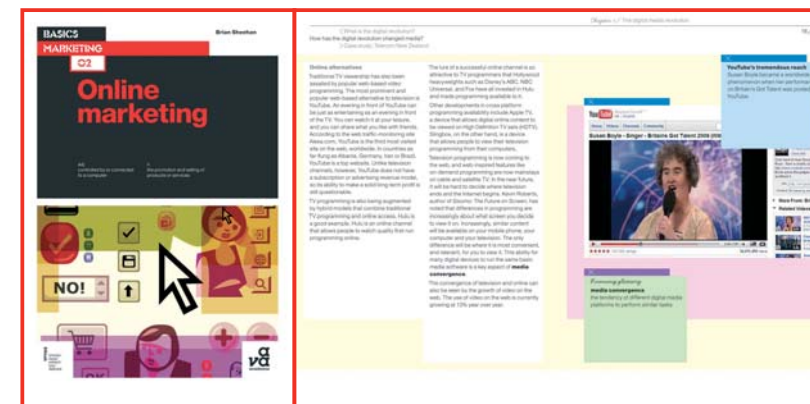
Includes case studies examining eBay, Google and Barack Obama's election campaign.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool, and can be called upon at any stage of a student's education.



Basics Marketing: Consumer Behaviour

! An easy-to-digest overview of the subject.

Very student-friendly. Hugh Williamson / Staffordshire University / UK

! Simple and easy to read. Very relevant and gives good insight into the industry.

We don't currently have any titles relating to this area. Owen Williams / Southwark College / UK

