

# MARKETING CATALOGUE 19/20

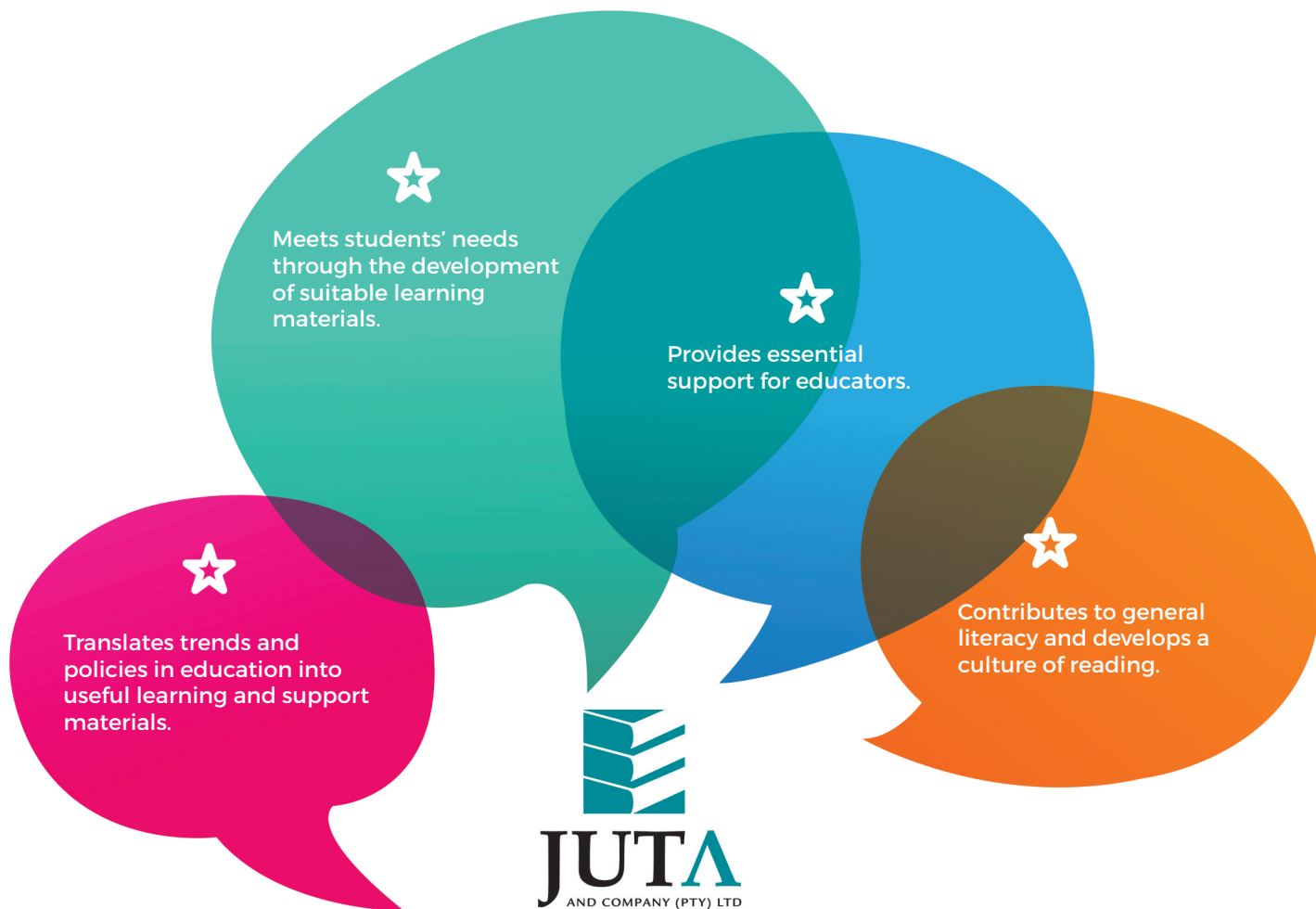






# CONTENTS

2	INTRODUCTION
5	MARKETING TITLES
32	CONTACT INFORMATION
35	AUTHOR INDEX
35	TITLE INDEX
36	PRICE LIST
39	DESK/INSPECTION COPY REQUEST FORM



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## ICON KEY



PRICE



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ISBN



EPUB  
ISBN



MOBI  
ISBN



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- 5 Click **Register**.  
NOTE: It could take up to 5 minutes as we set up your unique lecturer classroom in the background. Please be patient while this happens.
- 6 You will **receive an email with an account activation link**. Click on the link in the email to **activate your account** before logging in to **Juta Passmasters**.

Find out more at [www.jutapassmasters.co.za](http://www.jutapassmasters.co.za)



# ADVERTISING AND SALES PROMOTION

L KOEKEMOER (EDITOR)

Advances in technology and the shift in customer profiles have changed advertising and sales as they have traditionally been conceived, forever. Marketers need to adapt their advertising and sales approaches in order to reach their rapidly changing market and keep up with their clients and customers. *Advertising and Sales Promotion* focuses on the main advertising media and sales approaches and the impact these have on the demands and pace of effective, persuasive communication in the current digital age.

## CONTENTS

- Integrated marketing communication
- Marketing communication planning
- Advertising
- Advertising media and media planning
- Personal selling
- Public relations and word-of-mouth
- Sponsorship and event marketing
- Evaluating the effectiveness of the IMC tools

## KEY FEATURES

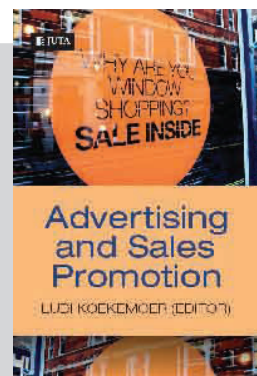
- An overview of the past, present and future of integrated marketing communication (IMC)
- Planning and campaign tactics.

## ABOUT THE EDITOR

Ludi Koekemoer is CEO of AAA School of Advertising. His work experience, research and consulting expertise include advertising, brand management, strategic planning and new product development. He serves on the Advertising Industry Tribunal of the Advertising Standards Authority; represents AAA School of Advertising on the board of the Association for Communication and Advertising; has served on many advertising industry bodies in South Africa; and he has acted as a national and international judge for marketing and advertising awards.

## SUITABLE FOR

Students and practitioners alike.



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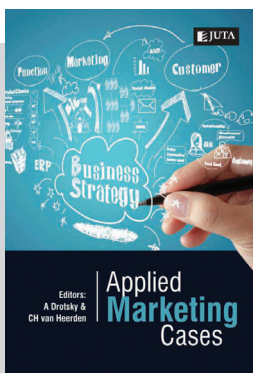


2014



288 PAGES





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**ZAR R366.00**

978 1 48510 416 2

**ZAR R341.00**

2013



160 PAGES

## APPLIED MARKETING CASES

### A DROTSKY & CH VAN HEERDEN (EDITORS)

The all-new *Applied Marketing Cases* is an engaging collection of case studies written by owners, entrepreneurs and corporates (from SMMEs to larger companies). They share their frustrations, successes and challenges on starting and running successful businesses. The stories are unique and inspiring to students, practitioners and would-be entrepreneurs.

#### CONTENTS

- 1st for Women Insurance
- 8ta
- 2Stroke
- Africa Media Online
- Bella Donna Finishing Classes
- Bio-Strath
- Blue Apple
- BulkSMS.com
- Clover Danao
- Clover Tropika
- Engen
- Europcar
- Gary Rom Hairdressing
- Hippo.co.za
- Jenna Clifford Designs (Pty) Ltd
- John Deere
- Ocean Basket
- Studentnotes.co.za
- Suzuki Auto South Africa
- Vega
- Vital Health Foods

#### KEY FEATURES

- First-hand case studies from businesses currently operating successfully
- Discusses methods used to segment the market and how to make advertising and branding decisions
- Covers aspects such as staff issues, purchasing and the importance of customer service.

#### SUITABLE FOR

Entrepreneurs and Business students alike.



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**ZAR R341.00**

978 0 70219 560 0

**ZAR R318.00**

2012



160 PAGES

## BUSINESS & MARKETING CASES

### C NIEUWENHUIZEN (EDITOR)

*Business & Marketing Cases* is an engaging collection of case studies dealing with real-life businesses. Written by business owners, the stories are unique and inspiring to students, practitioners and would-be entrepreneurs. Owners, entrepreneurs and corporates (from SMMEs to larger companies) share their frustrations, successes, and challenges on starting and running successful businesses.

#### KEY FEATURES

- Case studies written by the business owners themselves, in their own words
- Methods used to segment the market, making advertising decisions, the importance of customer service and addressing customer issues are all discussed
- Aspects such as staff issues, purchasing, management and management issues, marketing and branding are covered comprehensively.

#### SUITABLE FOR

Entrepreneurs and Business students alike.

# BUSINESS-TO-BUSINESS MARKETING

## M MAKHITHA, M CANT & D THERON (EDITORS)

*Business-to-Business Marketing* is the first B2B marketing book in South Africa written by local academics. Its content therefore includes material to which South African students of B2B marketing can relate more easily.

This book is about businesses marketing their products and services to other businesses and covers concepts related to this environment. It gives valuable insights into business-to-business marketing management, as well as analysing B2B buying practices, supply chain management, the selection of business customers and the development of a B2B marketing strategy. It provides readers with an understanding of what B2B marketing is and how it differs from business-to-consumer (B2C) marketing. The book has a strong theoretical basis, while also exploring many case studies from a South African perspective.

### CONTENTS

- Introduction to B2B marketing
- B2B buying
- Concepts and context of business strategy
- Marketing research and competitive analysis
- Segmenting business markets, choosing target markets and positioning products
- Developing and managing B2B products
- Innovation and competitiveness
- Pricing in B2B marketing
- Business development and planning
- B2B selling and managing the customer
- B2B branding
- Supply chains and channel relationships
- Communicating with the B2B market

### ABOUT THE EDITORS

Mercy Makhitha is an associate professor and Head of the Department of Marketing and Retail Management at Unisa.

Michael Cant is a full professor and the former Head of the Department of Marketing and Retail Management at Unisa.

Danie Theron is a senior lecturer in the Department of Marketing and Retail Management at Unisa.

### SUITABLE FOR

- Undergraduates and postgraduate marketing students
- Entrepreneurs, business and marketing executives as well as business consultants.



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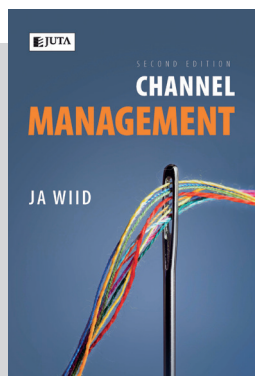
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2016



332 PAGES



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**ZAR**

R320.00



978 1 48512 585 3

**ZAR**

R320.00



2e 2017



176 PAGES

## CHANNEL MANAGEMENT

### J WIID (GENERAL EDITOR)

This revised and updated second edition of *Channel Management* (previously titled *Distribution Management*) focuses on the basics of product distribution as part of the marketing mix and explains the choices and strategies involved in choosing distribution channels.

*Channel Management 2e* clearly describes how distribution strategies need to coordinate the activities and aims of the producer or manufacturer and various intermediaries in order to bring products and services to buyers at the right time, at the right place and in the right quantity.

### CONTENTS

- Introduction to distribution channels
- Supply chain management
- A South African perspective on distribution management
- Understanding channel design and member selection
- The role of logistics in distribution
- Managing the distribution channel
- Behavioural processes in the distribution channel
- Online marketing channels

### KEY FEATURES

- Graphs and tables illustrate and clarify important concepts.
- Case studies of actual businesses demonstrate points discussed in each chapter.
- Each chapter ends with a summary and self-assessment questions to reinforce learning.
- Clear language and layout make the book accessible to diverse readers.

### ABOUT THE EDITOR

Jan Wiid is a Professor in the Department of Marketing and Retail Management at the University of South Africa (Unisa).

### SUITABLE FOR

Undergraduate students of Marketing and Retail Management as well as entrepreneurs setting up their own businesses.



# CONSUMER BEHAVIOUR

PROFESSOR M ROBERTS-LOMBARD,

PROFESSOR S BRIJBALL PARUMASUR (GENERAL EDITORS)

*Consumer Behaviour 4e* focuses on consumer needs, buying behaviour, and the art of customer satisfaction. It provides invaluable insight into the psychology behind consumer thinking, emotions, experiences and reasoning, as well as how choices between products/services, suppliers and product brands are made. A uniquely Southern perspective on consumer information-processing, decision-making and buying patterns is emphasised through the lens of culture, family, media and values. This perspective will inform academics in the marketing field as well as industry practitioners on how customised marketing strategies can be developed to effectively reach each consumer. The significant impact of the growth of the millennial market segment, the use of digital technology, and access to shared experiences through social media and other online channels, is also explored.

## CONTENTS

- Introduction to customer behaviour
- Creating market value for consumers
- Market characteristics
- Culture and subculture
- Reference groups and social class
- Personal characteristics
- Customer perception and learning
- Customer motivation
- Customer attitudes
- Personality and self-concept
- Market segmentation
- The consumer decision-making process
- Household decision making
- Organisational buying behaviour
- Consumer loyalty
- Building relationships with customers
- The online world and consumer behaviour

## KEY FEATURES

- Consumer decision-making and influencing factors
- Why customers behave the way they do
- Market segmentation and how to target a specific market
- Consumer information-processing
- Brand loyalty and how to retain customers
- Customer relationship marketing
- Cross-cultural influences on consumer behaviour
- E-commerce and its effect on consumer behaviour.

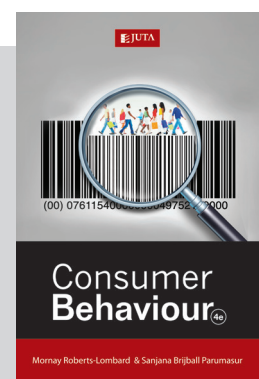
## ABOUT THE EDITORS

Professor M Roberts-Lombard is a Full Professor and Head of Masters and Doctoral studies in the Department of Marketing Management, School of Consumer Intelligence and Information Systems in the College of Business and Economics, at the University of Johannesburg.

Professor S Brijball Parumasur is a Professor and Industrial Psychologist (HPCSA) in the School of Management, Information Technology and Governance at the University of KwaZulu-Natal.

## SUITABLE FOR

Students at southern African universities and private colleges..



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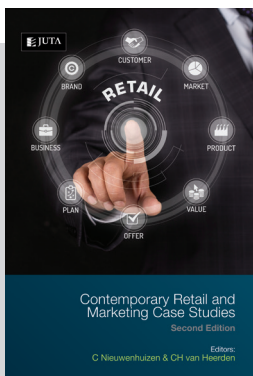
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4e 2017



428 PAGES



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**ZAR**

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**ZAR**

**R374.00**



2e 2016



269 PAGES

## CONTEMPORARY RETAIL AND MARKETING CASE STUDIES

**C NIEUWENHUIZEN & CH VAN HEERDEN (EDITORS)**

This new edition of *Contemporary Retail and Marketing Case Studies* is a collection of 34 studies of retail and marketing operations as told by individual companies. Small, medium and larger companies relate the challenges they have faced and how they overcame them, and share their successes and frustrations in a frank and open manner. Each case is unique in its own way and addresses issues which are pertinent and relevant to the South African retail and marketing environment.

### KEY FEATURES

- Provides a variety of cases that together offer insight into the marketing challenges faced by local businesses
- Offers a South African perspective on how to overcome these issues
- Written from the viewpoint of the entrepreneur or business executive
- Provides practical insights which support work-integrated learning.

### ABOUT THE EDITORS

Professor Cecile Nieuwenhuizen is Head of the Department of Business Management at the University of Johannesburg. She has presented papers at national and international conferences and authored several books and journal articles on entrepreneurship and business management. She also serves as director of various family businesses.

Professor CH (Neels) van Heerden is currently Head of Department: Marketing, Logistics and Sport Management at Tshwane University of Technology. He has published more than 40 accredited articles. Neels has been a keynote speaker as well as an invited speaker at international conferences. He is associate editor of two ISO-accredited journals and serves on the editorial board of three journals accredited by the Department of Higher Education, in addition to being co-editor and author of a number of academic publications.

### SUITABLE FOR

Scholars, students and people concerned with the retail and marketing industry.

## CUSTOMER SERVICE

### R MACHADO (EDITOR)

In today's globalised and digital world, consumers can move from one retailer to the next across the world at the click of a button. Online access and social media mean that consumers are more market savvy, more informed and more discerning than ever before. What brings them back is an enhanced shopping experience, and key to this is good customer service.

More and more marketers are focusing on retaining their customer base or trying to erode their competitors' customer base through better customer service. After all, happy customers are repeat customers and become advocates for the business.

### CONTENTS

- Understanding customer service
- Communication in customer service
- The role of physical evidence in service
- Managing service failures and service recovery
- Service system design
- Technology use in service provision
- Developing customer service staff
- Service quality and customer value
- Customer expectations, perceptions and satisfactions
- Customer experience management

### KEY FEATURES

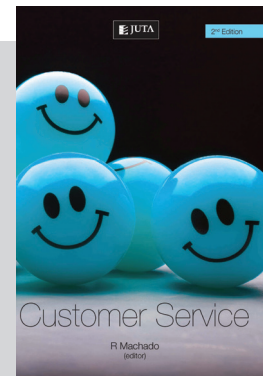
- Customer service as part of a marketing strategy
- The importance of verbal and non-verbal communication
- Quality, value, expectations and satisfaction, and why they form the foundation of a service strategy
- Customer experience management and how to apply it to a business.

### ABOUT THE EDITOR

Ricardo Machado is a senior lecturer at the University of South Africa (UNISA). His areas of interest are customer service, strategic marketing, sales management and marketing. He has contributed to various academic books on marketing and related business texts.

### SUITABLE FOR

All undergraduate students doing courses in Customer Service.



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2e 2014



200 PAGES





978 1 48510 222 9

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**ZAR R505.00**

2015



356

## e-MARKETING IN THE SOUTH AFRICAN CONTEXT

**C BOTHMA (EDITOR) & M GOPAUL (CO-EDITOR)**

In today's increasingly digital world, marketing is going online. From companies to individuals, people are seeking new and creative ways to promote their products and themselves in the virtual realm. Websites, email and social media are reaching out to customers at home or in the office, or on the move, and finding ways to engage with them.

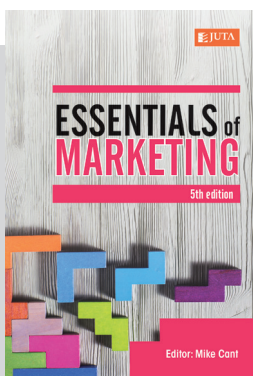
The virtual world has many benefits, but not everyone is familiar enough with digital channels to use them to maximum potential. This is where *e-Marketing in the South African context* comes into play.

### CONTENTS

- The e-World
- Websites – the basis of e
- Search engine marketing
- Search engine optimisation
- Online advertising
- e-Commerce – online selling
- Email marketing
- Mobile marketing
- Social media marketing
- e-Marketing research
- e-Marketing strategy and planning
- Online metrics

### SUITABLE FOR

- Marketing and Management students and lecturers, as well as practitioners, managers and individuals.
- Students in other academic disciplines who want to learn to promote themselves, their disciplines or their personal interests.



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**ZAR R388.00**

5e 2016



224 PAGES

## ESSENTIALS OF MARKETING

**MC CANT (EDITOR)**

This edition of *Essentials of Marketing* once again has a hands-on approach, giving practical explanations of the marketing principles in a business. A number of fundamental aspects of marketing are explained in a logical and understandable way, from the environment in which a business operates to the development of an integrated marketing strategy.

### CONTENTS

- The basics of marketing
- The marketing environment
- The international marketing environment
- Marketing research
- Consumer behaviour
- Market segmentation, targeting and positioning
- Integrated marketing
- Strategic marketing

### ABOUT THE EDITOR

Michael Cant is a full professor and the former Head of the Department of Marketing and Retail Management at Unisa.

### SUITABLE FOR

- Undergraduates and postgraduate marketing students
- Entrepreneurs, business and marketing executives as well as business consultants.

# FUNDAMENTALS OF BRANDING

M DU TOIT & C ERDIS (EDITORS)

The concept of branding, although not a new topic, is still a vitally important concept in marketing today. There is nothing more valuable than a well-known and trusted brand. As an introduction to branding, *Fundamentals of Branding* provides students with an overview of the building blocks of branding.

## CONTENTS

- Marketing and branding
- The role and place of branding
- Elements of branding
- Packaging the brand
- Positioning the brand
- Planning, leveraging and extending a brand
- Evaluating your brand
- Practical branding

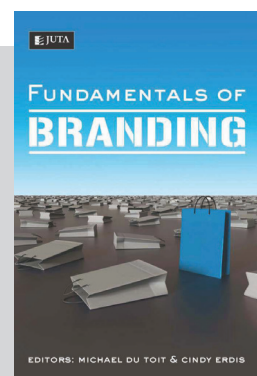
## KEY FEATURES

Real-life branding case studies which illustrate the practical application of the topics discussed in this book.

## ABOUT THE EDITORS

Michael du Toit is a senior lecturer in the Department of Marketing and Retail Management at the University of South Africa (Unisa).

Cindy Erdis is a senior lecturer in the Department of Marketing and Retail Management at the University of South Africa (Unisa).



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**ZAR R280.00**



2013



148 PAGES

# FUNDAMENTALS OF E-MARKETING

J SWANEPOEL & C BOTHMA

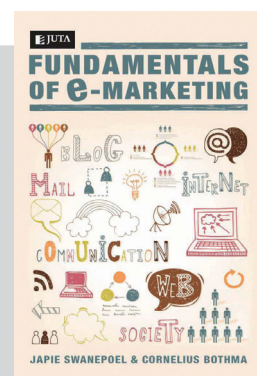
Whether you work in a small or large firm, *Fundamentals of e-marketing* will provide you with what you need to know to take advantage of the ever-expanding e-marketspace.

This book provides you with the knowledge required to launch and run an e-marketing campaign for your organisation. The tools and strategies in this book will help and guide you in marketing yourself and your business.

## ABOUT THE AUTHORS

Japie Swanepoel is an internet strategist and entrepreneur who has been investigating how the internet works and how best to utilise it, since 2000. He currently runs an internet marketing agency, Interactive Concepts, operating in South Africa, Kenya and Zimbabwe. His key areas of interest include blogging, e-marketing, social media and developing entrepreneurs. He regularly hosts internet workshops and seminars, and lectures on e-marketing.

Cornelius Bothma is a senior lecturer at a leading South African university and has been involved with the web since the early 1990s. He runs a number of successful web portals and is currently busy with his doctorate which examines the role of web information portals as a source of industry information. Cornelius is the author of *E-commerce for South African managers* and *Managing e-commerce in business* and has also helped several organisations with their web activities.



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**ZAR R384.00**



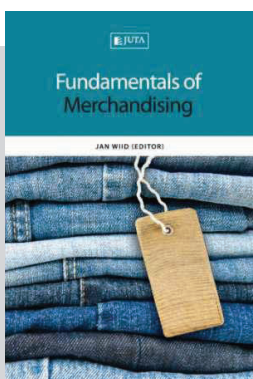
2013



206 PAGES

## SUITABLE FOR

- Practitioners
- Undergraduate students studying Marketing at higher education institutions.



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2012



226 PAGES

## FUNDAMENTALS OF MERCHANDISING

**J WIID (EDITOR)**

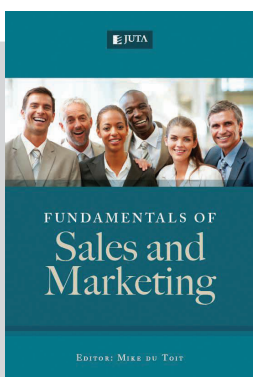
*Fundamentals of Merchandising* is not only an essential resource to new students of retail and merchandising, but is also a must-have guide for entrepreneurs thinking of starting a business. The book offers practical information on everything from store location, layout and design, to merchandise planning, control and pricing, as well as supply chains and how to manage them for maximum returns. It also offers practical advice on how to most effectively use colour and lighting in visual merchandising – factors critical to the success of any retail enterprise. Established authors in the field have put together a book that emphasises the importance of accurate market research and explains how to go about it in a way that is easy to read and use.

### KEY FEATURES

- Case studies of actual businesses illustrate points discussed in the chapter
- Summary and self-assessment questions to reinforce learning in each chapter
- Illustrated throughout with photographs, graphs and tables.

### ABOUT THE EDITOR

Professor J Wiid is a professor in the Department of Marketing and Retail Management at the the University of South Africa (Unisa).



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2011



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## FUNDAMENTALS OF SALES AND MARKETING

**M DU TOIT (EDITOR)**

It is widely recognised that sales and marketing are the two business functions that contribute directly to the bottom line of any organisation. Marketing is more than a sequence of steps or a strategic process; it is also a mindset that leads to good business philosophy. The marketing mindset focuses wholeheartedly on customers and the satisfaction of customers' needs, while aiming to influence the entire organisation to strive towards customer satisfaction. The sales function, on the other hand, is what ultimately closes the deal and brings the customer and the business together. Without sales, the customer would never achieve 'need satisfaction' and the organisation would never meet its objectives.

The ultimate goal of meeting the customer's needs brings these two seemingly different fields together. *Fundamentals of Sales and Marketing* serves to provide a fundamental understanding of both sales and marketing by equipping the reader with theoretical knowledge and practical examples that are applicable to a South African context.

### KEY FEATURES

- Describes marketing in a South African context
- User-friendly layout with definitions and examples
- Comprehensive discussion about sales and selling in a South African context
- Practical approach to the theoretical concepts
- Practical examples and role-play to illustrate selling techniques.

### SUITABLE FOR

- Sales and marketing practitioners
- Students studying Sales and Marketing at higher education institutions

# INTRODUCTION TO CONSUMER BEHAVIOUR

## P JOUBERT (EDITOR)

Understanding consumers and the way they behave is crucial to the success of any business. In these times of economic uncertainty and reduced customer expenditure, ensuring that the consumer's wants and needs are met, forms part of the strategic planning of all organisations – big or small. Consumers, by means of their buying behaviour, exert influence on businesses and compel them to act in certain ways. Understanding consumer behaviour is therefore imperative, as it provides information to businesses on how to plan their marketing activities and sustain themselves as commercially viable and useful entities.

This second edition of *Introduction to Consumer Behaviour* has been written to meet the needs of southern African course outlines, and to serve as a practical guide to business people in their endeavours to better understand their consumers. While providing the student with a thorough theoretical grounding in consumer behaviour, the book focuses on current and future issues in a southern African context, making it easy for students to relate to.

### CONTENTS

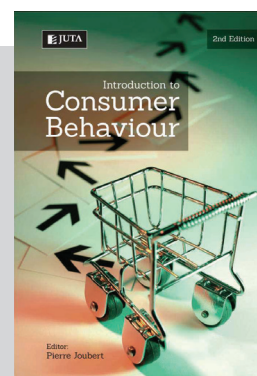
- Introduction to consumer behaviour
- Creating market value for consumers
- The influence of reference groups on consumer behaviour
- Personal characteristics
- Customer perception and learning
- Motivation
- Customer attitudes
- Personality and self-concept
- Market segmentation, targeting and positioning
- The consumer decision-making process
- Family decision-making
- Building relationships with customers

### KEY FEATURES

- Southern African case studies, applications and research findings ensure local relevance
- International case studies, applications and research findings broaden the scope and variety
- Self-assessment questions challenge students to engage with the material
- Text and layout is well structured to guide and assist the learning process.

### SUITABLE FOR

- Businesses
- Students.



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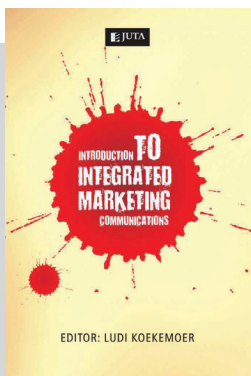


2e 2013



200 PAGES





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**ZAR R457.00**

2011



240 PAGES

## INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION

**L KOEKEMOER (EDITOR)**

*Introduction to Integrated Marketing Communication* looks at the variety of marketing communication tools used by advertising agencies today in pursuing brand success.

In the current economic crisis and with rapidly advancing, ever-changing technological communication channels available, traditional above-the-line advertising alone will not provide and improve results. Therefore, this introduction to IMC also considers and discusses New Technologies and opportunities provided by the World Wide Web, mobile media and social networking.

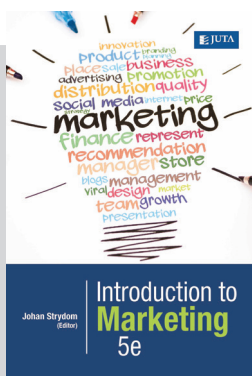
With comprehensive Learning Outcomes, Key Learning Points and Self Assessment features for each chapter, *Introduction to Integrated Marketing Communications* is an indispensable resource for marketing students and practitioners.

### KEY FEATURES

- Comprehensive Learning Outcomes
- Key Learning Points
- Self Assessment features.

### SUITABLE FOR

Marketing students and practitioners.



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5e 2014



348 PAGES

## INTRODUCTION TO MARKETING

**JW STRYDOM (EDITOR)**

*Introduction to Marketing* has been highly successful since it was first introduced in 1998. Spanning 16 years, this fifth edition is ideal for first-time marketing students at tertiary level who are looking for an introductory textbook to explain the basics of marketing management. It has been updated with recent examples and cases studies giving the book a fresh and contemporary feel.

### CONTENTS

- Introduction to marketing
- The marketing environment
- Understanding the consumer
- Marketing information and marketing research
- Segmentation, targeting and positioning
- Product decisions
- Distribution decisions
- Pricing decisions
- Marketing communication decisions
- Developing a marketing mix for service
- Integrated marketing
- Marketing and the internet

### KEY FEATURES

- New introductory chapter updated to reflect on the value proposition that is the core of what marketing entails
- All chapters updated and new practical examples provided
- Brand new case studies supplied
- New multiple choice questions provided at the end of each chapter to test student's comprehension and knowledge.

### ABOUT THE EDITOR

Johan Strydom is a professor in the Department of Business Management at the the University of South Africa (Unisa).

### SUITABLE FOR

Students at first year level at tertiary institutions specialising in the field of Marketing Management as well as students from other disciplines who need to understand the basics of marketing, such as engineering and other professional-related service industries.

## INTRODUCTION TO RETAILING

C ERDIS & M CANT (EDITORS)

In today's very competitive retail environment, retailers need to be proactive and adaptable. This third edition of *Introduction to Retailing* looks at the factors all new retailers need to consider when starting a retail business. Theory on these issues is enhanced with practical examples, giving this edition a uniquely South African flavour. This book places the relevance and importance of these issues in perspective and provides practical illustrations of what retailers can do to improve the success of their business. The various activities explain specific concepts and the examples illustrate various retailing principles from a local perspective.

### CONTENTS

- The nature and evolution of retailing
- The retailing environment
- Selecting supplier and supplier relations
- Being in the right place
- Selling the right products
- Selling the right quantity at the right time
- Selling at the right place
- Providing the right service
- Promoting retail sales
- Blending store activities for success

### ABOUT THE EDITORS

Cindy Erdis is a senior lecturer at the University of South Africa (UNISA). Her main areas of interest are customer relations management (CRM), services marketing and retail management. She has contributed to a number of academic works on marketing and retail-related topics.

Michael Cant is a professor in the department of Marketing and Retail Management at the University of South Africa (UNISA). His areas of interest include retail management and small business. He has written and contributed to a vast number of academic books on marketing and retail-related topics.

### SUITABLE FOR

Students of Commerce and entrepreneurs who want to start a retail business or who already have a business and want to make it more successful.



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R296.00



3e 2015



152 PAGES

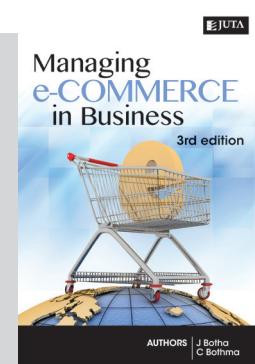
## MANAGING e-COMMERCE IN BUSINESS

J BOTHA AND C BOTHMA

Information and Communication Technology (ICT) is indispensable in the spheres of business, government, education and entertainment. It makes Internet marketing, e-government, e-learning and online chat services possible, as well as e-commerce. Today, no business training is complete without covering at least the basics of e-commerce. *Managing e-commerce in business* (third edition) explores the ways in which entrepreneurs and managers can make use of e-commerce related aspects to improve their contact with their customers and enhance their business and marketing strategies.

### CONTENTS

- Introduction to e-commerce
- Creating web pages
- The online customer
- Establishing an e-commerce store
- Marketing the e-commerce store
- E-tailing
- Managing e-CRM
- Business-to-business e-commerce
- E-commerce planning, strategy and management
- Measuring e-commerce store success



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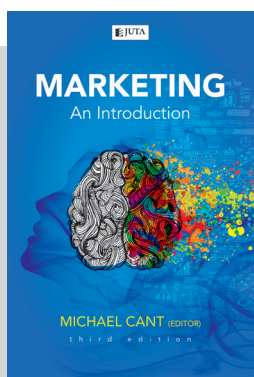
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264 PAGES

### SUITABLE FOR

This multipurpose book will be invaluable to people involved in any form of business or government institution that relies on ICT. Those who will benefit from this book include: students of business, business analysts, web page designers and webmasters, entrepreneurs and CEOs, risk managers, marketers, advertising specialists, logistics managers, strategic planning specialists and trainers in the business and ICT fields.



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**ZAR R450.00**



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## MARKETING

### An Introduction 3e

**MC CANT (EDITOR)**

A thorough understanding of the basics of marketing is essential for any marketing practitioner and student of marketing. Marketing: An Introduction is a valuable tool which describes the foundational aspects of marketing and enables a basic understanding of this field. This book has a strong focus on the principles of marketing, the importance and use of social media, and the integration of marketing principles with other business functions.

The book is written in an accessible style and is presented in an easy-to-understand format which makes teaching and learning about the principles of marketing much simpler.

### CONTENTS

- **Chapter 1:** Fundamentals of marketing management
- **Chapter 2:** The marketing environment of business
- **Chapter 3:** Consumers and their behaviour
- **Chapter 4:** Marketing information and marketing research
- **Chapter 5:** Market segmentation, targeting and positioning
- **Chapter 6:** Product decisions
- **Chapter 7:** Pricing decisions
- **Chapter 8:** Promotion decisions
- **Chapter 9:** Distribution decisions (placement)
- **Chapter 10:** Marketing planning, implementation and control

### KEY FEATURES

- New case studies and examples
- Updated questions
- Updated resources and references

### ABOUT THE AUTHORS/EDITORS

*Marketing: An Introduction* is written by authors with many years of experience in the field of marketing, who have published a number of books and articles on this subject.

### SUITABLE FOR

- First year and undergraduate students studying Marketing and related areas of business studies.

# MARKETING COMMUNICATION

An Integrated approach

L KOEKEMOER (EDITOR)

The world of integrated marketing communication (IMC) has changed dramatically over the last 10 years, due in large part to the expansion and advances in digital media technology. These changes have affected clients, consumers and advertisers alike. While offering the main marketing communication tools, Marketing Communication: An integrated approach deals with the past, present and future of IMC and the impact this has had on the pace and demands of effective persuasive communication in the current digital age. It is also the first IMC textbook to cover in detail alternative communication strategies and how their unconventional and disruptive tactics have been integrated into our daily lives.

Some of the other topics covered in the book include:

- Shopper marketing and sales promotions
- Word-of-mouth and public relations
- Event marketing and sponsorship
- Alternative communication strategies
- Digital media marketing.

## CONTENTS

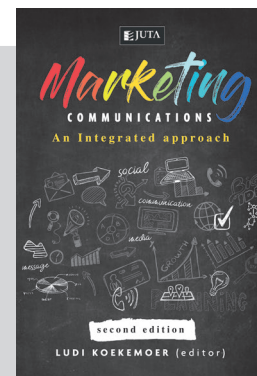
- |  |   |
|--|---|
| • Integrated marketing communication: past, present and future | • Personal selling                              |
| • Factors influencing marketing communication decisions        | • Shopper marketing                             |
| • Marketing communication planning and campaign tactics        | • Direct response and database marketing        |
| • Persuasive communication                                     | • Public relations and word-of-mouth management |
| • Advertising  | • Sponsorship and event marketing               |
| • Advertising creativity                                       | • Alternative communication channels            |
| • Advertising media and media planning                         | • Digital media marketing                       |
|  | • Evaluating the effectiveness of the IMC tools |

## ABOUT THE EDITOR

Ludi Koekemoer is CEO of AAA School of Advertising since 2000. His work experience, research and consulting expertise include advertising, brand management, strategic planning and new product development. He serves on the Advertising Industry Tribunal of the Advertising Standards Authority; represents AAA School of Advertising on the board of the Association for Communication and Advertising; has served on many advertising industry bodies in South Africa; and he has acted as a national and international judge for marketing and advertising awards.

## SUITABLE FOR

- Undergraduate students in Marketing, Public Relations and Communication fields
- Marketing and Advertising practitioners



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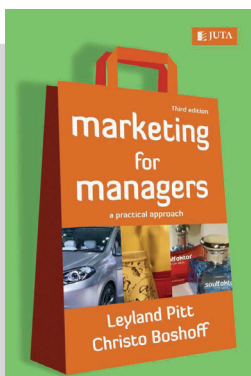


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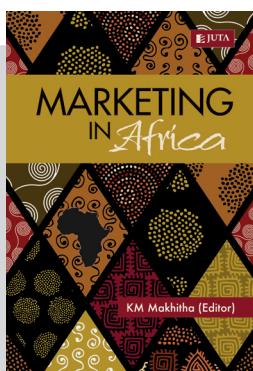
## MARKETING FOR MANAGERS

A practical approach  
**L PITT & C BOSHOFF**

This third edition of *Marketing for Managers: A Practical Approach* introduces readers to the fundamental issues underlying marketing concepts and strategies. Building on two successful previous editions, the book adds new material that covers many of the latest developments in technology that affect marketing. There is also a new chapter on marketing strategy implementation – critical, because in these days of well-formulated marketing strategies, failure is often the result of poor implementation.

### SUITABLE FOR

- Undergraduate and postgraduate marketing and management students
- Executives on shorter management development
- Marketing and advertising practitioners, management and marketing personnel, entrepreneurs and small-business owners, public relations practitioners, marketing analysts and consultants



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**ZAR R359.00**

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232 PAGES

## MARKETING IN AFRICA

A practical approach  
**KM MAKHITHA (EDITOR)**

In the developed world, which is a mature market, many businesses are finding that opportunities for growth have declined. As a result, they are seeking growth opportunities in developing economies. Africa is an emerging market, with some countries outpacing developed nations in economic growth. It has the fastest-growing population and an exploding middle class with more disposable income. The continent is open for business and has become an investment destination of choice.

*Marketing in Africa* covers the key aspects of marketing in non-traditional markets and explains important marketing concepts. The book is about understanding the lucrative African markets, including informal markets, and how to market to them.

### CONTENTS

Part 1: Marketing – An African Perspective

- Marketing in an African context
- The demography of Africa
- The African consumer: culture, marketing perspectives and consumer behaviour
- Doing business in Africa
- Branding and integrated marketing communication in Africa
- The South African consumer

Part 2: South African Marketing Perspectives

- Township and informal market places
- Business expansion in South Africa: marketing implications
- Segmenting the South African marketplace and promotion applications from a South African perspective
- Product and distribution applications: a South African perspective

### KEY FEATURES

- Learning Objectives
- Chapter summaries
- Questions

## ABOUT THE EDITOR

Prof KM Makhitha is an Associate Professor and Head of the Department of Marketing and Retail Management at Unisa. She is also the co-editor for *Business-to-business Marketing*, *Strategic Marketing 2nd edition* and *Marketing Management*, all published by Juta and Company (Pty) Ltd.

### SUITABLE FOR

- Undergraduate and postgraduate Marketing students
- Students in Business management, Supply chain management and Human resources programmes
- Entrepreneurs, business and marketing executives as well as business consultants

## MARKETING MANAGEMENT

**PJ DU PLESSIS , JW STRYDOM & CJ JOOSTE (EDITORS)**

*Marketing Management* takes a fresh look at topics such as the nature of marketing, the marketing landscape, segmentation and buyer behaviour. It includes new chapters on international marketing, marketing communication, cyber-marketing, and marketing planning, implementation and control.

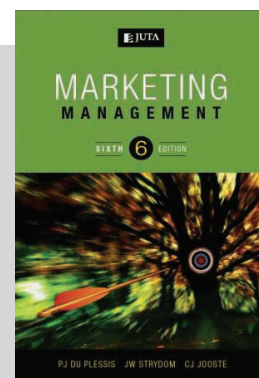
*Marketing Management* has been widely prescribed for many years. This edition – containing the most recent research on various marketing topics – is sure to remain the market leader.

### KEY FEATURES

- Well-researched case studies
- Numerous examples to explain marketing theory, many of which are taken from South African companies
- A focus on customer satisfaction

### SUITABLE FOR

- Undergraduate and postgraduate Marketing and Management students
- Executives on shorter Management Development courses
- Marketing and advertising practitioners, Management and marketing personnel, Entrepreneurs and small-business owners
- Public relations practitioners.



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## MARKETING MANAGEMENT

### A South African Perspective

**PROF MC CANT, PROF CH VAN HEERDEN (EDITORS),  
PROF M MAKHITHA (CONSULTING EDITOR)**

With businesses competing globally more than ever before, and with the increased use of social media for marketing, companies are realising that they need to do more to add value to their products and services, and to enhance and manage the customer experience. In order to meet the expectations of today's demanding and changing consumer, marketers and students of marketing alike need to be aware of the latest trends in marketing methods and technologies and how to use them to attract and keep customers.

With a user-friendly layout highlighting definitions, examples, case studies and websites, this third edition of *Marketing Management: A South African Perspective* gives undergraduate students a comprehensive understanding of marketing – at a practical and academic level. Contributions from leaders in the field of marketing in South Africa and from academics at leading universities, locally and internationally, will ensure that this edition becomes as highly regarded as its predecessors.

### CONTENTS

- The marketing world
- The marketing environment
- Consumer behaviour
- Market segmentation, targeting and positioning
- Marketing research and information management
- Product decisions
- Branding decisions
- Pricing decisions
- Distribution management decisions
- Marketing communication management
- Cyber marketing and digital marketing
- Customer value and retention
- People, processes and physical evidence
- Marketing planning, implementation and control
- Marketing metrics
- International marketing
- Marketing in emerging and developing countries
- Services marketing
- Business-to-business marketing

### ABOUT THE EDITOR

Prof MC Cant Professor: Department of Marketing and Retail Management, Unisa

Prof CH van Heerden Research Professor: Faculty of Management Sciences, Tshwane University of Technology

Prof M Makhitha Chair of Department: Department of Marketing and Retail Management, Unisa

# MARKETING RESEARCH

## J WIID & C DIGGINES

*Marketing Research*, now in its third edition, provides a methodical introduction to the basic concepts of marketing research.

Marketing research can be a daunting subject if not taught correctly. The mere mention of inferential statistics or statistical significance causes many students to close their minds and develop a mental block towards the topic. This is largely because most texts spend too little time teaching students the basic concepts before plunging into the analysis of data and associated statistical formulas.

*Marketing Research* follows a simple layout that is easy to read with text that is written in understandable, plain English. It will equip undergraduate marketing students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, in a business world which demands more and more information on which to base decisions.

### CONTENTS

- Perspectives on marketing research
- Research Ethics
- Overview of the marketing research process
- Problem definition and research objectives
- Research design and proposal
- Collection of Secondary Data
- Collecting primary data: qualitative techniques
- Collecting primary data: quantitative techniques
- Measurement and questionnaire design
- Designing the sample plan
- Conducting the investigation
- Preparation and processing of primary data
- Exploratory data analysis and hypothesis testing
- Analysis of relationships with statistical techniques
- The research report

### KEY FEATURES

- Learning outcomes at the beginning of every chapter
- Definitions highlighted to emphasise their importance
- Clear diagrams and figures
- Relevant and up-to-date case studies
- Self-assessment questions
- Summaries that highlight the key issues covered in each chapter.

### ABOUT THE AUTHORS

J Wiid and C Diggins are senior lecturers in the Department of Marketing and Retail Management at the University of South Africa (Unisa).



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## MARKETING VALUE CHAIN

KM MAKHITHA (EDITOR)

Marketing is not a function by itself or a task for just one person – its success depends on several activities in the marketing value chain. Understanding this value chain is important for companies to stay relevant, and crucial for seeing a return on their investment in marketing. Companies employ and interact with many members of the marketing value chain, and therefore need to be familiar with the relationships between each link in this chain.

*Marketing Value Chain* is about understanding this value chain, where marketing fits into the chain, and what role marketers play within it.

### CONTENTS

- The nature of distribution and its role in the supply chain
- The concept of the value chain and its relation to marketing
- Marketing distribution channel value-adding activities
- Understanding channel design and the selection of channel members
- Functions of the marketing value chain
- Managing business relationships
- Behavioural processes in the value chain
- Online channels and emerging trends in value chain management

### KEY FEATURES

- Learning Outcomes
- Summaries
- Review Questions

### ABOUT THE EDITOR

Prof Mercy Makhitha is an Associate Professor and Head of the Department of Marketing and Retail Management at UNISA.

### SUITABLE FOR

- Undergraduate and postgraduate diploma and degree students in Marketing.
- Entrepreneurs, business and marketing executives, and business consultants.

# PERSONAL SELLING

CH VAN HEERDEN & A DROTSKY (EDITORS)

In this fourth edition of *Personal Selling*, the authors outline the key steps in the selling process that lead to a successful sale, from prospecting for a sale to the follow-up once the sale has been completed. In addition, it explains the role and place of personal selling, the impact it has on the economy, and how it ties in with and supports marketing. The importance of communication in the act of selling, as well as different approaches and sales presentation methods, are explained and clarified, and a comprehensive discussion on how sales people should manage themselves and their time is included.

## CONTENTS

- Introduction to personal selling
- The customer and the buying process
- Communication
- Sales knowledge
- Managing yourself and your time
- Prospecting
- Planning the sales call
- Approach and sales presentation methods
- Handling objections
- Closing the sale
- Follow-up
- Ethical and legal issues in personal selling
- Selling services
- Personal selling in business markets
- Information and communication technology

## KEY FEATURES

- Case studies detailing South African examples of selling
- General and self-assessment questions which assist readers to learn, understand and apply their knowledge
- Discussion questions at the end of each chapter to encourage debate around the issues presented
- Tables and diagrams which illustrate concepts clearly.

## ABOUT THE AUTHORS

Prof CH van Heerden – Research Professor, Tshwane University of Technology  
A Drotsky – Lecturer: Marketing, Logistics and Sport Management, Tshwane University of Technology

## SUITABLE FOR

- Undergraduate students of Personal Selling
- Practitioners



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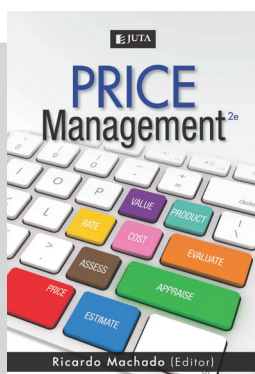
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## PRICE MANAGEMENT

### R MACHADO (EDITOR)

This revised and updated second edition of *Price Management* focuses on the basics of pricing and conveys the choices and strategies surrounding price in a concise and practical manner. South African examples help illustrate the discussions, and the topics have been updated to reflect the current realities of the markets.

### CONTENTS

- The nature and role of pricing in the organisation
- Value
- The role of pricing in the marketing mix
- The pricing model
- Identifying pricing constraints
- Estimating demand and revenue relationships
- Pricing objectives
- Selecting an approximate price level
- Setting the list or quoted price
- Adjustments to the list (or quoted) price

### ABOUT THE EDITOR

Ricardo Machado is a Senior Lecturer at the University of South Africa (Unisa). His areas of interest are customer service, strategic marketing, sales management and customer experience management. He has contributed to numerous academic books on marketing and related subjects and has consulted and worked with many leading organisations in South Africa.

### SUITABLE FOR

Commerce and marketing students, entrepreneurs and business owners



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**ZAR R346.00**

978 1 48512 580 8

**ZAR R320.00**

2e 2017



216 PAGES

## PRODUCT MANAGEMENT

### DR C (NEELS) BOTHMA (EDITOR)

In today's competitive retail environment, where new products are being introduced daily, how do you attract customer attention to your new product, and how do you manage its success? *Product Management 2e* provides, in a very readable way, guidelines to designing customer-centric products that fit the exact needs of an individual customer, and how to manage these products. It recognises that a product manager needs to maximise the value of a product, oversee all aspects of a product line in order to deliver superior customer satisfaction, and coordinate production with an understanding of the market's and customers' needs, while simultaneously providing a long-term competitive advantage for the company.

### CONTENTS

- The product in a marketing context
- Product gap analysis, differentiation and positioning
- Product innovation and new product development
- Product failure, obsolescence and servicing
- Product packaging and labelling
- The product lifecycle
- Product branding decisions
- Product strategy and management

## ABOUT THE EDITOR

Dr Cornelius (Neels) Bothma is currently a senior lecturer at the University of South Africa (Unisa), where he has been for more than a decade. Before that, he was a senior lecturer at Technikon South Africa (TSA). Prior to TSA, he worked for 13 years at the Department of Trade and Industry as an export promotion officer and served in Austria and Turkey as a trade representative for South Africa. He has a Master's degree in Business Science in Marketing from the University of Cape Town and recently completed his DCom at Unisa.

### SUITABLE FOR

- Undergraduate students of Marketing and Management disciplines
- Practicing product managers

## PUBLIC RELATIONS – THEORY & PRACTICE

L FOURIE & MC CANT (EDITORS)

South Africa has been in the international spotlight for a number of reasons in the past few years, some of them negative, which has posed challenges to PR companies. More and more businesses are realising the importance of a good reputation and the value of publicising their positive achievements. *Public Relations: Theory & Practice* 2e focuses on what Public Relations is about, its role in the total marketing effort, and the differences between advertising, marketing and PR.

### CONTENTS

- Defining public relations
- Public relations, marketing, advertising and branding
- The public relations planning process
- Relationships in public relations
- Research in public relations
- Public relations and the media
- Online public relations
- Public relations communication tools
- Reputation management
- Public relations campaigns
- Corporate social responsibility in public relations
- Strategic management of public relations
- Crisis management
- Communication skills needed by a public relations practitioner
- Public relations in context
- The impact of social media on public relations

### KEY FEATURES

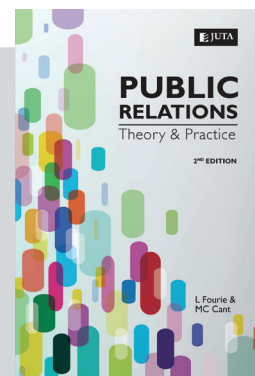
- It covers the PR process in a practical manner
- Highlights the importance of PR research activities, and places special emphasis on the role of the media in PR, and the differences between traditional and online media
- Addresses ethics and corporate social responsibility in PR
- Each chapter comes with a case study to illustrate the theoretical principles
- Discussion questions are included at the end of each chapter.

## ABOUT THE EDITOR

The authors are all academics who specialise in various marketing and communication subjects, including Marketing, Communication, Digital Marketing, Advertising, Branding, Customer Relationship Management, Marketing Research, Reputation Management, Communication, Copywriting and Public Relations.

### SUITABLE FOR

Introductory and undergraduate students of Public Relations, as well as practitioners, will benefit from this book



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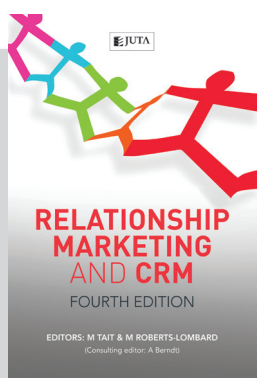


2e 2017



288 PAGES





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**ZAR R488.00**



978 1 4851 2929 5

**ZAR R475.00**



4e 2019



288 PAGES

## RELATIONSHIP MARKETING AND CRM

**M TAIT & M ROBERTS-LOMBARD (EDS)**  
**A BERNDT (CONSULTING EDITOR)**

Organisations that want to continue being successful in today's global competitive market, where customers are more empowered and brand loyalty is eroding, will have to move to Relationship Marketing (RM) with a strong focus on Customer Relationship Management (CRM). CRM enables organisations to provide excellent real-time customer service through the effective use of individual account information. This requires a more complex approach, since organisations need to investigate and satisfy customer needs, and have to build relationships with existing and potential customers. CRM of the future will have to secure state-of-the-art customer management services delivered to customers through the Cloud to establish a convenient, but professional, customer management service.

### CONTENTS

- The nature of Relationship Marketing and Customer Relationship Management
- Building relationships
- Service issues in Relationship Marketing and Customer Relationship Management
- Internal marketing
- One-to-one marketing and mass customisation
- Business-to-business marketing
- Stakeholders in Relationship Marketing
- Planning and organising a CRM strategy
- Implementing Customer Relationship Management in and organisation
- Technologies and metrics in Customer Relationship Management

### KEY FEATURES

- South African case studies
- Discuss current RM and CRM themes, including:
  - the changing face of the customer
  - how to deal with positive and negative relationships
  - poor service experiences
  - recovery of customer relationships.
- Discussion questions
- Mini case studies

### ABOUT THE EDITORS

Madéle Tait is Professor and Director of the School of Management Sciences at Nelson Mandela University.

Mornay Roberts-Lombard is Professor and Head of Masters' and doctoral studies in the Department of Marketing Management at the University of Johannesburg.

Professor A Berndt (consulting editor) is an Associate Professor of Marketing at the Jönköping International Business School in Jönköping, Sweden.

### SUITABLE FOR

- Business Sciences students at undergraduate and postgraduate level
- Practising marketers

## SALES MANAGEMENT

### A DROTSKY (EDITOR)

Sales drive the business world and the economy. However, sales in any business need to be managed to ensure that the business achieves its objectives. This is where the function of sales management comes into the business structure: it plays the key role of ensuring that salespeople succeed at selling. The profitability of the organisation depends on how successfully sales managers lead their sales force.

The sales manager is responsible for the strategic planning of the sales force, which includes the management of the selling process and organising the sales activities within the sales department.

With the second edition of this textbook, the authors hope that both industry and academia will be able to use the information to better understand and implement the different functions of sales management. Concepts are presented in such a manner that a student new to the field will easily grasp them.

### CONTENTS

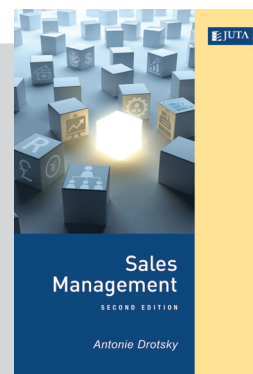
- Sales careers and the selling process
- Organising the sales effort
- Sales forecasting and budgeting
- Territory and time management
- Recruitment and selection of salespeople
- Sales training
- Leadership
- Sales motivation
- Sales force remuneration – commission, base salaries, bonuses
- Evaluating sales force performance
- Sales promotions
- Sales metrics

### ABOUT THE EDITOR

Dr Anton Drotsky is a lecturer in the Department of Marketing, Logistics and Sport Management at Tshwane University of Technology.

### SUITABLE FOR

- Sales managers who want to improve their knowledge
- Salespeople who want to advance their careers
- Students studying Marketing and Sales.



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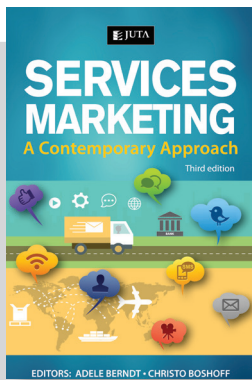
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## SERVICES MARKETING

### A Contemporary Approach

**ADELE BERNDT & CHRISTO BOSHOF (EDITORS)**

Services, whether online or offline, are important in modern economics in which the understanding is that 'we are all in services'.

Services Marketing, a subset of the field of Marketing, has evolved and developed a range of theories and models all focused on providing superior service offerings to day's market and its growing expectations of service delivery. New research provides additional contemporary insights into this dynamic and developing area. This text seeks to address the current research and its managerial implications, specifically by including new case studies and integrating new research results and new perspectives on the various aspects of services.

### CONTENTS

- Introduction to services marketing
- The management of service quality
- Customer decision-making
- Understanding customers
- Service development and design
- The pricing of services
- The service delivery process
- Managing employees' roles in service delivery
- Managing customers' roles in service delivery
- The role of the physical environment in service delivery
- Integrated services marketing communication
- Managing demand and capacity
- Building customer relationships and loyalty
- Service recovery

### KEY FEATURES

- Case studies
- Integrated new research results
- Discussion questions

### ABOUT THE EDITOR

Adele Berndt is an Associate Professor in Business Administration (Marketing) at the Jönköping International Business School at Jönköping University in Sweden, where she teaches and researches Services Marketing and Consumer Behaviour.

Christo Boshoff is a Professor of Business Management at Stellenbosch University, where he teaches Marketing Management and Marketing research.

### SUITABLE FOR

- Students and practitioners interested in developing insights into Services marketing and related issues.

# STRATEGIC MARKETING

J WIID, MC CANT & KM MAKHITHA (EDITORS)

All organisations — from modest start-ups to multinational corporations — can benefit from an effective marketing strategy, as it serves as a roadmap for the entire business. By formulating a coherent and well-considered marketing strategy, organisations can promote their business, cater to the right types of clients and allocate their resources correctly, all while safeguarding the reputation of the organisation.

*Strategic Marketing* is structured around the four key questions facing organisations and top management when deciding on their strategic direction: Where are we now; where do we want to be; how will we get there; and did we get there?

## CONTENTS

- Overview of strategic marketing
- Analysis of the external marketing or business environment
- Customer analysis
- Market analysis
- Analysing competitors
- Analysing the internal environment
- Marketing strategy and metrics
- Sustainable competitive advantage
- Customer experience management as a marketing strategy
- Market strategies
- Product life cycle and branding strategies
- Competitive market strategies
- Going global
- Refocusing the business
- Leveraging the business
- Selecting the strategies for the way forward
- Strategy implementation and control
- Branding
- Electronic marketing strategies

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## SUITABLE FOR

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## AUTHOR INDEX

### B

Berndt A, 28, 30  
Boshoff C, 20, 30  
Botha J, 17  
Bothma C (Neels), 26  
Bothma C, 12, 13, 17

### C

Cant M, 7, 17  
Cant MC, 12, 18, 22, 23, 27, 31

### D

Diggines C, 23  
Drotsky A, 6, 25, 29  
Du Plessis PJ, 21  
Du Toit M, 13, 14

### E

Erdis C, 13, 17

### F

Fourie L, 27

### G

Gopaul M, 12

### J

Jooste CJ, 21  
Joubert P, 15

### K

Koekemoer L, 5, 16, 19

### M

Machado R, 11, 26  
Makhitha KM, 20, 24, 31  
Makhitha M, 7, 22

### N

Nieuwenhuizen C, 6, 10

### P

Parumasur SB, 9  
Pitt L, 20

### R

Roberts-Lombard M, 9, 28

### S

Strydom JW, 16, 21  
Swanepoel J, 13

### T

Tait M, 28  
Theron D, 7

### V

Van Heerden CH, 6, 10, 22, 25

### W

Wiid J, 8, 14, 23, 31

## TITLE INDEX

### A

*Advertising and Sales Promotion*, 5  
*Applied Marketing Cases*, 6

### B

*Business & Marketing Cases*, 6  
*Business-to-Business Marketing*, 7

### C

*Channel Management*, 8  
*Consumer Behaviour*, 9  
*Contemporary Retail and Marketing Case Studies*, 10  
*Customer Service*, 11

### E

*e-Marketing in the South African Context*, 12  
*Essentials of Marketing*, 12

### F

*Fundamentals of Branding*, 13  
*Fundamentals of e-Marketing*, 13  
*Fundamentals of Merchandising*, 14  
*Fundamentals of Sales and Marketing*, 14

### I

*Introduction to Consumer Behaviour*, 15  
*Introduction to Integrated Marketing Communication*, 16  
*Introduction to Marketing*, 16  
*Introduction to Retailing*, 17

### M

*Managing e-commerce in Business*, 17  
*Marketing: An Introduction*, 18  
*Marketing Communication*, 19  
*Marketing for Managers*, 20  
*Marketing in Africa*, 20  
*Marketing Management*, 21  
*Marketing Management*, 22  
*Marketing Research*, 23  
*Marketing Value Chain*, 24

### P

*Personal Selling*, 25  
*Price Management 2e*, 26  
*Product Management*, 26  
*Public Relations – Theory & Practice 2E*, 27

### R

*Relationship Marketing and Customer Relationship Management*, 28

### S

*Sales Management*, 29  
*Services Marketing*, 30  
*Strategic Marketing*, 31



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