

2016/17

MARKETING
CATALOGUE



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and go on to realise their full potential.

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We would like to grow these campaigns and effect change in even MORE deserving students' lives.

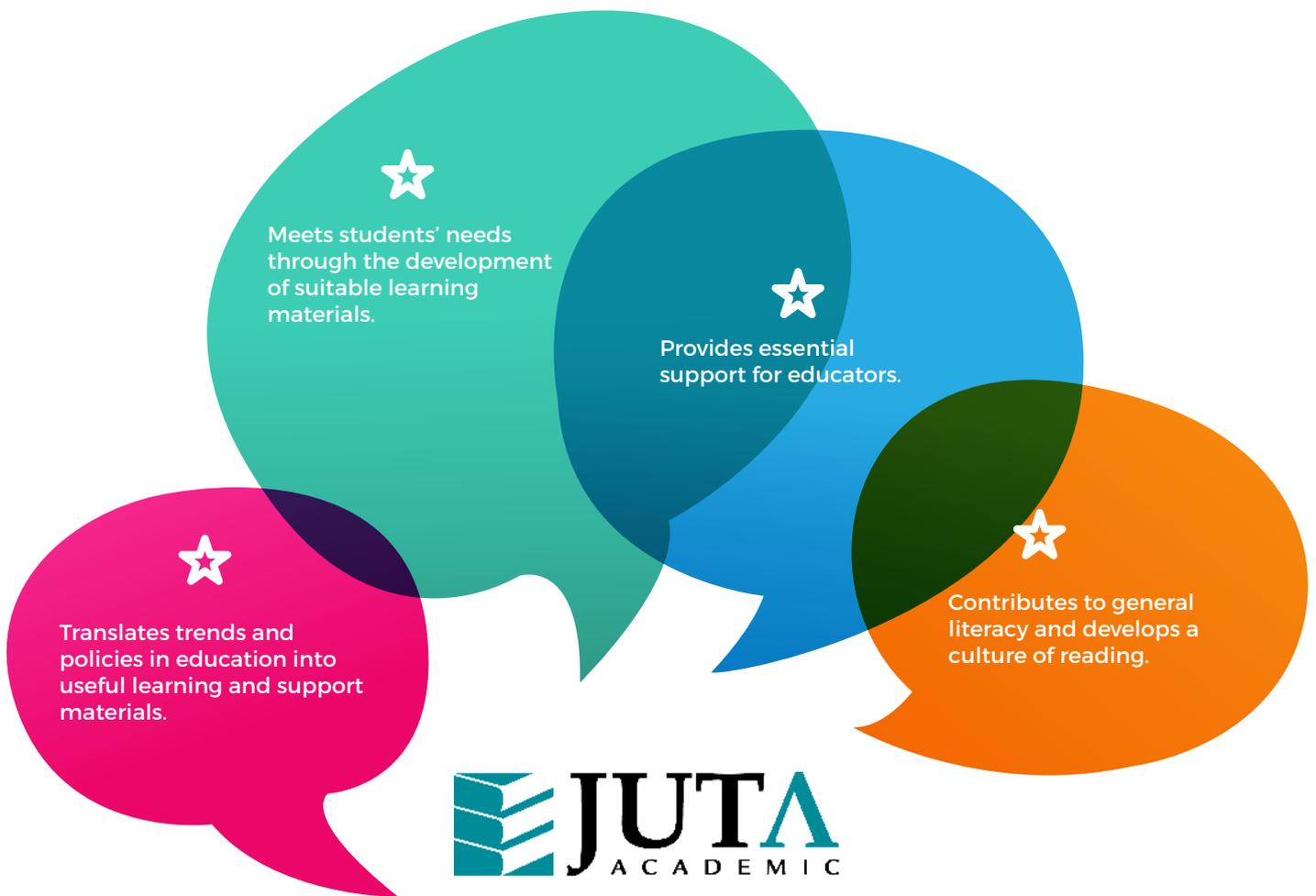
We are inviting you to be part of the 2017 first semester campaign. To discuss how you can get involved please contact us at jutagoingplaces@juta.co.za

MARKETING

CATALOGUE

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Juta continually strives to raise the bar for academic publishing to address the needs of the students, academics and professionals whom we serve. We share the national dream of making higher education more accessible to all, through contributing teaching and learning solutions that are of the highest quality while being affordable and relevant to southern African students and lecturers.



MORE ABOUT OUR PUBLISHING PROGRAMME:

- Juta offers a comprehensive selection of higher education content and teaching and learning resources, covering a wide range of disciplines with a variety of product types.
- Extensive lecturer support materials are available to support lecturer and student success.
- Juta products support academic literacy, develop professional competence and workplace readiness and our content focus assists in the decolonisation of curricula.
- Because we understand the need to upgrade South Africa's delivery capacity through distance education, we have designed our materials for education at a distance and self-directed learning.
- Juta customises print and electronic content to serve the specific needs of institutions and training providers with flexible, integrated, learning solutions.
- Juta is a wholly owned subsidiary of Kagiso Media. Dividends support the developmental endeavours of the Kagiso Education Trust and the Tiso Foundation in South Africa.
- Over the years we have developed a strong pool of highly qualified authors who are experts in their fields.
- We welcome comments from our readers and ideas from prospective authors. We regularly run author workshops, and are always ready to develop new talent because, ultimately, the people of southern Africa are our most valuable assets.

PROSPECTIVE AUTHORS

We are always interested in proposals for new books. Please send the relevant publisher a synopsis and an indication of the market for which your book is intended. Contact details appear on the opposite page.

CONTACT US

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SKILLS

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PRICES



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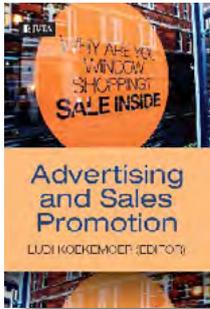
KEY FEATURES



AUTHOR/EDITOR
INFORMATION



DISTRIBUTION
RIGHTS



ADVERTISING AND SALES PROMOTION

L KOEKEMOER (EDITOR)



SOFT COVER



9781485102199



9781485104155



2014



260 PAGES



ZAR

R 340.00



SUITABLE FOR

- Students and practitioners alike. The authors are experienced marketers and scholars in the field of advertising and sales, helping to make the book applicable to everyday life in the business world.

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.

APPLIED MARKETING CASES

A DROTSKY & CH VAN HEERDEN



ZAR

SOFT COVER 9781485102144 9781485104162 2013 160 PAGES R 291.00

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
- 8ta2StrokeAfrica 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.

BUSINESS & MARKETING CASES

C NIEUWENHUIZEN (EDITOR)



ZAR

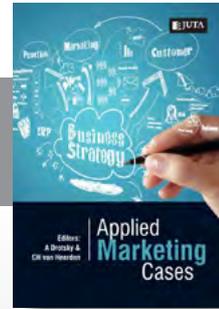
SOFT COVER 9780702189098 9780702195600 2011 148 PAGES R 272.00

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.



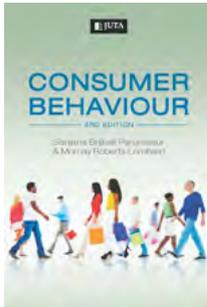
SUITABLE FOR

- Entrepreneurs and Business students alike.



SUITABLE FOR

- Entrepreneurs and Business students alike.



CONSUMER BEHAVIOUR

S BRIJBALL & M ROBERTS-LOMBARD (EDITORS)



SOFT COVER 9781485102557 9780702197017 R 491.00 3e 2013 446 PAGES



SUITABLE FOR

- Undergraduates studying consumer behaviour at all tertiary institutions
- Entrepreneurs
- Business and marketing managers.

The study of consumer behaviour provides invaluable insight into consumer information-processing, decision-making and buying patterns, regardless of generation or culture. It therefore should form a critical part of marketing plans, strategies, public policy and ethics, and has a considerable impact on business decisions. This fascinating subject also helps us understand our own consumer patterns: when, why and where we buy certain items, why we use them in certain ways, and how we dispose of them. *Consumer Behaviour* has been written to meet the specific requirements of South African universities and private colleges.

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 customer behaviour

ABOUT THE EDITORS



Professor Sanjana Brijball Parumasur is Professor and Industrial Psychologist (HPCSA) for the School of Management, IT and Governance at the University of KwaZulu-Natal. She has published widely in the areas of consumer behaviour, change management and organisational development.

Professor Mornay Roberts-Lombard is Associate Professor and Deputy Chair in the Department of Marketing Management at the University of Johannesburg. His teaching and research interests are relationship marketing, services marketing and consumer behaviour.

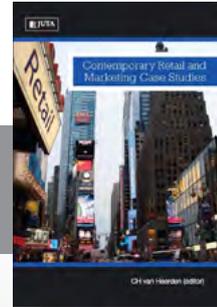
CONTEMPORARY RETAIL AND MARKETING CASE STUDIES

CH VAN HEERDEN (EDITOR)



ZAR

SOFT COVER 9780702197673 9780702197109 2013 208 PAGES R 341.00



This engaging collection of case studies provides students with an insight into the world of business in South Africa. It offers undergraduate students a practical view of marketing and management issues that many students might not have been exposed to. Written by entrepreneurs and business executives, the collection provides a unique 'inside' perspective on issues that challenge the local business community and highlights some of the successes, frustrations and challenges that are common in business today.

CONTENTS

- Preface
- @126
- 4 a Kid
- Collect-a-Can
- DataPathway
- Discovery
- Ice Cream Ninjas
- Imperial Logistics
- KFC
- Metrofile Holdings Limited
- Microsoft
- On the Dot
- Primedia
- Robyn Roberts Studio
- SAS
- Standard Bank
- TFG (The Foschini Group)
- The Business Place
- Tiger Brands
- Tina Cowley Reading Centres
- Tracker
- Trainiac
- Tshidullo African Day Spa
- Tsogo Sun

KEY FEATURES



- A variety of cases that together offer insight into the marketing challenges facing local businesses
- A South African perspective
- Written from the viewpoint of the entrepreneur or business executive
- Written in easy-to-understand language aimed at South African undergraduates
- A practical approach which supports work-integrated learning.

ABOUT THE EDITOR



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.

**FORTHCOMING
NEW EDITION IN 2017**



SUITABLE FOR

- Students and entrepreneurs alike.



CUSTOMER SERVICE R MACHADO (EDITOR)



SOFT COVER 9781485102564 9781485104858 2e 2014 335 PAGES R 362.00



SUITABLE FOR

- All undergraduate students doing courses in Customer Service.

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.

DISTRIBUTION MANAGEMENT

J WIID (EDITOR)



SOFT COVER 9780702197932 9780702197178 2013 416 PAGES R 316.00

Distribution Management is aimed primarily at undergraduate students of marketing and retailing. In addition, as it provides practical information on topics ranging from supply chains, channel design, the logistics management process, management of distribution channels and behavioural processes to electronic marketing channels, it is also an invaluable resource for entrepreneurs setting up their own businesses. This book provides a clear explanation of the way in which distribution coordinates the activities and aims of the producer or manufacturer and various intermediaries in order to make the product or service available to customers at the right place, at the right time and in the right quantity, as well as facilitating transfer of title and ownership.

CONTENTS

- Introduction to distribution channels
- Supply chain management
- The channel participants from a South African perspective
- Channel design and the selection of channel members
- Logistics role in distribution
- Managing the distribution channel
- Behavioural processes in the distribution channel
- Online marketing channels

KEY FEATURES

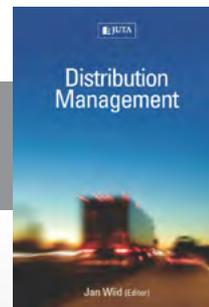


- Case studies of actual businesses
- Summary and self-assessment questions to reinforce learning in each chapter
- Illustrated throughout with photographs, graphs and tables
- Clear language and layout make the book accessible to both first- and second-language readers.

ABOUT THE EDITOR



Jan Wiid is a senior lecturer and professor in the Department of Marketing and Retail Management at the University of South Africa (UNISA).





E-MARKETING IN THE SOUTH AFRICAN CONTEXT C BOTHMA (EDITOR) & M GOPAUL (CO-EDITOR)



SOFT COVER 9781485102229



9781485114789



R 432.00



2015



TBA

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.

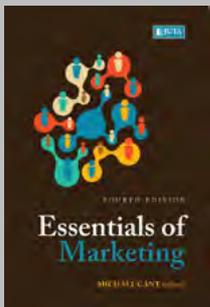


SUITABLE FOR

- 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.

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



ESSENTIALS OF MARKETING MC CANT (EDITOR)



SOFT COVER 9780702197871



9781485104193



4e 2013



235 PAGES



R 380.00

**FORTHCOMING
NEW EDITION IN 2017**

Understanding the customer, identifying opportunities and threats in the market and integrating the elements of marketing in a suitable and winning combination are all paramount to the survival of organisations in the 21st century. *Essentials of Marketing* explains the fundamental aspects of marketing and focuses on issues of importance to students and practitioners of marketing alike. It is a must-have resource for those responsible for keeping their organisation abreast with the latest developments in the marketing environment.



SUITABLE FOR

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

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

KEY FEATURES



- Defines marketing and the marketing concept
- Discusses future trends and their impact on marketing decisions
- Discusses the application of social media in the business environment
- Explains fundamental concepts of marketing using real-life case studies and examples.

ABOUT THE EDITOR



Professor MC Cant is a professor in the Department of Marketing and Retail Management, University of South Africa (Unisa).

FUNDAMENTALS OF BRANDING

M DU TOIT & C ERDIS (EDITORS)



SOFT COVER 9780702189074 9780702197420 2013 136 PAGES R 239.00

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).





FUNDAMENTALS OF E-MARKETING

J SWANEPOEL & C BOTHMA



SOFT COVER 9780702198021 9780702197314



2013



200 PAGES R 328.00

ZAR

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.

CONTENTS

- Introduction to marketing and e-marketing
- Why have a website?
- Search engine marketing
- Online advertising
- Affiliate marketing
- Email marketing
- Social media marketing
- Blogging
- Viral marketing
- The e-marketing strategy
- Mobile marketing in an e-marketing world

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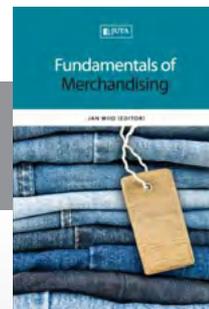
- Practitioners
- Undergraduate students studying Marketing at higher education institutions.

FUNDAMENTALS OF MERCHANDISING

J WIID (EDITOR)



SOFT COVER 9780702186936 9780702196201 2012 192 PAGES R 382.00



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.

CONTENTS

- Introduction to retailing
- Collecting marketing information
- Merchandise planning and selection
- Merchandise logistics
- Inventory management and analysis
- Store decisions and design
- Product pricing
- Merchandise advertising
- Visual merchandising
- Index

KEY FEATURES

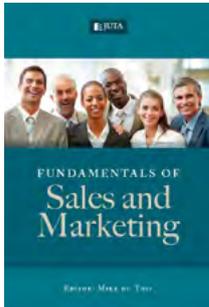


- Case studies of actual businesses illustrate points discussed in the chapter
- Summary and self-assessment questions to reinforce learning in each chapter
- Illustrated throughout with photographs, graphs and tables.

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).



FUNDAMENTALS OF SALES AND MARKETING

M DU TOIT (EDITOR)



SOFT COVER 9780702188817 9780702189302 2011 192 PAGES R 337.00



SUITABLE FOR

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

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.



If you are a teaching academic or course leader, you may request a **FREE inspection** copy to consider as textbooks for students on your course. The Request Form is at the back of this catalogue; alternatively, go to bit.ly/jutainspection

INTRODUCTION TO CONSUMER BEHAVIOUR

P JOUBERT



ZAR

SOFT COVER 9781485102304 9781485104032 2e 2013 187 PAGES R 393.00

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.

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.

TOP

MARKETING TITLES

FROM JUTA ACADEMIC



INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION

L KOEKEMOER (EDITOR)



SOFT COVER 9780702177934 9780702195884 2011 212 PAGES R 391.00

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.

KEY FEATURES



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

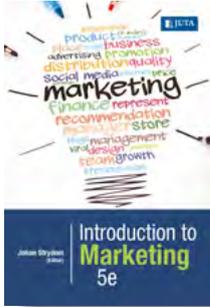


SUITABLE FOR

- Marketing students and practitioners.



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INTRODUCTION TO MARKETING

JW STRYDOM (EDITOR)



SOFT COVER 9781485102748 9781485104926 5e 2014 336 PAGES R 444.00



SUITABLE FOR

- Students at first year level at tertiary institutions specializing 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.

The highly successful textbook *Introduction to Marketing* is in its 5th edition, spanning 16 years since it was first introduced in 1998. The book is ideally suited for first-time marketing students at tertiary level who are looking for an introductory textbook to explain the basics of marketing management. The book has been updated with recent examples and cases studies giving the book a fresh and contemporary feel. Also new are two new authors responsible for the introductory chapter and the product chapter. Both these chapters have been comprehensively updated or completely rewritten.

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).

INTRODUCTION TO RETAILING

C ERDIS & M CANT (EDITORS)



SOFT COVER 9781485102601 9781485104810 3e 2015 138 PAGES R 253.00



In today's very competitive retail environment retailers need to be proactive and able to adapt to changing situations. 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.

Introduction to Retailing places the relevance and importance of these issues in perspective and in practical way illustrates what retailers can do to improve the success of their business. The various activities explain specific concepts and the examples illustrated various principles from a local perspective.

CONTENTS

- The ABCs for retail: The nature and evolution of retailing
- The retailing environment
- Selecting supplier and supplier relations
- The six rights of retail: 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
- Implementation of the retail strategy: Promoting retail sales
- Blending store activities for success

ABOUT THE EDITORS



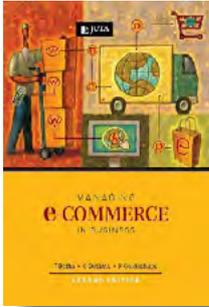
Cindy Erdis is a senior lecturer at the University of South Africa (UNISA). Her main areas of interest are customer relations management (CRM), services marketing and retail management. She has contributed to a number of academic works on marketing and retail-related topics.

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.



MANAGING E-COMMERCE IN BUSINESS

J BOTHA AND C BOTHMA



SOFT COVER 9781485102205



9781485115557



3e 2015



247 PAGES



R 399.00

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. But although e-commerce opens up new opportunities, it also presents threats and risks. The success of e-commerce hinges on security and trust. Every business manager should therefore have a fundamental awareness of the meaning of e-commerce and ICT security and risk management. The success of e-commerce also hinges on building relationships. *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.

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.

CONTENTS

- Introduction to e-commerce
- Creating web pages
- The online customer
- 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

KEY FEATURES



- Website components and application necessary to support different business functions
- The integration of business and ICT for business purposes
- An accessible technical approach combined with a practical emphasis on business.

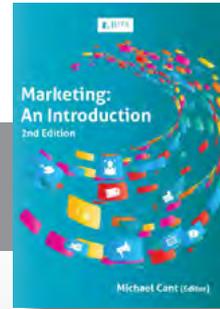
MARKETING

- AN INTRODUCTION

MC CANT (EDITOR)



SOFT COVER 9781485102168 9781485104292 2e 2013 261 PAGES R 385.00



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, presented in an easy-to-understand format, which makes teaching and learning about the principles of marketing much simpler.

CONTENTS

- Fundamentals of marketing management
- The marketing environment of business
- Consumers and their behaviour
- Marketing information and marketing research
- Market segmentation, targeting and positioning
- Product decisions
- Pricing decisions
- Promotion decisions
- Distribution decisions (placement)
- Marketing planning, implementation and control

KEY FEATURES



- Shows how to structure the marketing mix of product, price, promotion and places to ensure success
- Uses South African examples.

ABOUT THE EDITOR



Professor MC Cant is a professor in the Department of Marketing and Retail Management, University of South Africa (Unisa).



SUITABLE FOR

- New entrants to the marketing arena, as well as those who need a good working knowledge of marketing
- Marketing practitioners
- Students studying Marketing at higher education institutions.



MARKETING COMMUNICATION

- AN INTEGRATED APPROACH

L KOEKEMOER (EDITOR)



SOFT COVER 9781485102175 9781485104148 2014 486 PAGES R 578.00



SUITABLE FOR

- Students and practitioners.

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.

CONTENTS

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

ABOUT THE EDITOR



Dr Ludi Koekemoer has been 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.

MARKETING FOR ENTREPRENEURS

R MACHADO & S CASSIM



SOFT COVER 9780702155444 2e 2002 224 PAGES R 398.00

Marketing for Entrepreneurs provides an overview of the marketing process for the owner/manager of a small business.

KEY FEATURES



- Interactive and accessible
- Definitions and important concepts are highlighted
- Theory is reinforced with examples and numerous activities
- Each chapter has a self-evaluation section
- Guides owners/managers of small businesses in developing suitable marketing plans to ensure the success of their business enterprises.

MARKETING FOR MANAGERS

- A PRACTICAL APPROACH

L PITT & C BOSHOFF



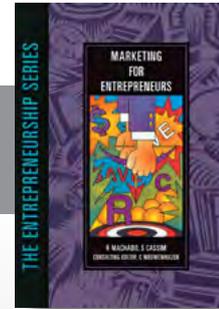
SOFT COVER 9780702178054 9780702189630 3e 2010 272 PAGES R 436.00

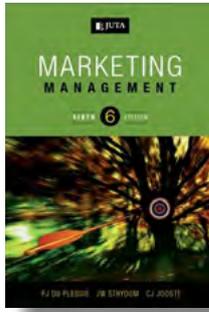
This third edition of *Marketing for Managers: A Practical Approach* introduces readers to the fundamental issues underlying marketing concepts and strategies. Building on two successful previous editions, the book adds new material that covers many of the latest developments in technology that affect 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.

KEY FEATURES



- Debunks the notion that marketing is an overly complicated discipline shrouded in mystery
- Offers readers strategic insights into marketing
- Shows that marketing is not as simple as merely giving customers what they want – it also has to do with creating offerings that create customers
- Encourages readers to question conventional wisdom
- Integrates the best of marketing theory with cutting-edge practicality
- Includes not only the Internet and related technologies in marketing strategies, but also the latest developments related to interactive and social media
- Focuses on the challenges of writing viable, usable and well-considered marketing plans
- Provides a number of checklists for managers to use in considering and implementing marketing strategy
- It is conversational and non-technical
- It incorporates the latest thinking from research published in the world's major marketing and management journals.





MARKETING MANAGEMENT

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



SOFT COVER 9780702178122 9780702195716 6e 2012 614 PAGES R 627.00

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.



SUITABLE FOR

- Undergraduate and postgraduate Marketing and Management students
- Executives on shorter Management Development courses at all higher education institutions
- Marketing and advertising practitioners
- Management and marketing personnel
- Entrepreneurs and small-business owners
- Public relations practitioners.

CONTENTS

- Part 1: Marketing sensing
 - Marketing architecture
 - The market environment
 - Buyer behaviour
 - Identification of target markets
 - Information for decision making
- Part 2: Marketing strategies
 - Products and services
 - Branding decisions
 - Pricing decisions
 - Integrated marketing communication
 - Customer interface management
- Digital marketing communication
- The distribution decision
- Wholesaling and retailing in South Africa
- Customer value and retention
- Global marketing
- Part 3: Managing the marketing effort
 - Marketing planning and implementation
 - Measuring and managing return on marketing investment

KEY FEATURES



- Well-researched case studies
- Numerous examples to explain marketing theory, many of which are taken from South African companies
- An all-important chapter on using the Internet to the best advantage.

MARKETING MANAGEMENT

- A SOUTH AFRICAN PERSPECTIVE

MC CANT & CH VAN HEERDEN (EDITORS),
HC NGAMBI (CONSULTING EDITOR)



SOFT COVER 9781485102052 9781485104322 2e 2013 752 PAGES R 553.00



Marketing has never been more important than it is today. With marketers competing globally, and with the increased use of social media for marketing, more and more companies are understanding that they need to add value to their products and services and 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 they can use them to attract and keep customers.

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 (placement) and retailing
- Marketing communication management
- Cyber marketing and digital marketing
- Customer value and retention
- People, processes and physical evidence
- Marketing planning, implementation and control
- Marketing metric
- International marketing
- Marketing in emerging and developing countries
- Leadership in marketing
- Business-to-business marketing

KEY FEATURES



- User-friendly layout
- Definitions
- Examples
- Case studies
- Websites.

ABOUT THE EDITORS



Professor MC Cant is a professor in the Department of Marketing and Retail Management, University of South Africa.

Neels van Heerden is a professor and Head of the Department of Marketing, Logistics and Sport Management at Tshwane University of Technology.

Professor Hellicy Ngambi is the Executive Dean of the College of Economic and Management Sciences at the University of South Africa.



SUITABLE FOR

- Undergraduate and postgraduate Marketing and Management students
- Executives on shorter Management Development courses at all higher education institutions
- Marketing and advertising practitioners
- Management and marketing personnel
- Entrepreneurs and small-business owners
- Public relations practitioners
- Marketing analysts and consultants.



MARKETING RESEARCH

J WIID & C DIGGINES



SOFT COVER



9781485112006



9781485115489



3e 2015



340 PAGES



ZAR

R 399.00

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 ploughing 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).

PERSONAL SELLING

CH VAN HEERDEN & A DROTSKY (EDITORS)



SOFT COVER



9781485102618



9781485104827



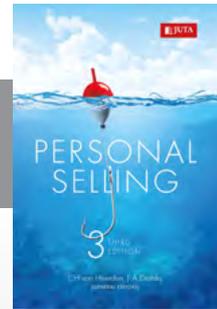
3e 2015



252 PAGES



R 443.00



The advent of the electronic age has brought many changes to the world of marketing and sales. New methods of selling and communicating with customers are invented virtually on a daily basis. And the use of social media is placing new demands on marketers and sales managers around the world. Despite this upheaval, retailers and marketers believe that personal selling as practised over the past decades is here to stay – although it should be adapted to incorporate technological developments. There will however always be a place for the age-old art of person-to-person communication between a salesperson and a prospective customer.

In this third 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 follow-up once the sale has been completed.

In addition, the book seeks to explain the role and place of personal selling, the impact it has on the economy, and how it ties in with 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 of 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 the reader to learn and understand
- Discussion questions at the end of each chapter to encourage debate around the issues presented
- Tables and diagrams which illustrate concepts clearly.



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Professor MC Cant is a professor in the Department of Marketing and Retail Management, University of South Africa.

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CH Bothma is a senior lecturer in the Department of Marketing and Retail Management, University of South Africa.



PRICE MANAGEMENT R MACHADO (EDITOR)



SOFT COVER 9780702197895 9780702197130



2013



156 PAGES



R 411.00

As the general public has become more aware of pricing and the pricing actions of organisations in recent years, the focus on pricing as a marketing decision area has intensified. *Price Management* introduces the fundamental principles of pricing in a clear, accessible manner. The approach is that pricing is a long-term decision that must be made in a thorough and systematic way. Businesses should adopt a proactive approach to pricing in order for them to achieve their marketing and organisational goals.

CONTENTS

- The nature and role of pricing in the organisation
- Value
- The role of price in the marketing mix
- The pricing model
- Identify 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 main 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.

PRODUCT MANAGEMENT

C BOTHMA (EDITOR)



SOFT COVER 9780702197888 9780702197154



2013



196 PAGES



R 316.00



In today's competitive milieu, the product function along with continuous product innovation, are critical parameters for a company's success. *Product Management* provides its readers with the insight to ultimately design customer-centric products that fit the exact needs of an individual customer.

This introductory book focuses on the critical issues of product management that enable better product performance in the marketplace. It deals with many product-related issues that challenge management, be it in South Africa or elsewhere in the world. The text covers topics such as competitive product targeting, positioning, product management strategies, metrics and various other issues.

Product Management recognises that the responsibility of a product manager is to integrate the various segments of a business into a strategically focused whole, maximising the value of a product by coordinating its production with an understanding of the market's and the customers' needs. A product manager must oversee all aspects of a product line in order to deliver superior customer satisfaction 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

KEY FEATURES

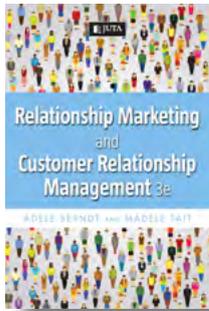


- Product management in a South African context
- Provides case studies with questions at the end of each chapter.

ABOUT THE EDITOR



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 Cornelius was a senior lecturer at Technikon South Africa (TSA). Prior to Technikon South Africa, 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 at the diplomatic mission concerned. He has a master's degree in Business Science in marketing from the University of Cape Town and is currently busy with his doctoral studies at the University of South Africa. This is the 12th book that he has authored in the field of marketing, in addition to contributing a further 15 chapters to books over the past decade.



RELATIONSHIP MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

A BERNDT & M TAIT (EDITORS)



SOFT COVER 9781485102649 9781485104957 3e 2015 270 PAGES R 440.00



SUITABLE FOR

- Undergraduate and postgraduate students and practising marketers.

The development of Relationship Marketing (RM) and Customer Relationship Marketing (CRM) has forced a change in thinking among marketers about the meaning of marketing and its role and function within an organisation. One such change is the way in which organisations relate to their customers. Organisations today need to adapt a more focused approach to interacting with customers while also developing clear strategies for building relationships not only with these customers but with all stakeholders.

CONTENTS

- Building blocks of customer relationship marketing: The Nature of Relationship Marketing (RM) and Customer Relationship Management (CRM)
- Building Relationships
- Service Issues in RM and CRM
- The markets of CRM: Internal Marketing
- One-to-One Marketing and Mass Customisation
- Business-to-Business Marketing (B2B)
- Stakeholders in Relationship Marketing
- The management of CRM: Planning a CRM Strategy
- Implementing CRM in an Organisation
- Technologies and Metrics in CRM

ABOUT THE EDITORS



Adele Berndt is Associate Professor in the Department of Marketing and Logistics at Africa Jönköping International Business School, in Jönköping, Sweden. Some of her research topics include retail efficiency, environmental concerns and other service-related topics. She has contributed to academic books on relationship marketing and various marketing texts.

Madéle Tait is Professor and Head of the Department of Marketing Management at Nelson Mandela Metropolitan University. Her fields of research expertise are marketing management, services marketing and relationship marketing. She is the editor and co-editor of and contributor to a number of textbooks.

SALES MANAGEMENT

A DROTSKY (EDITOR)



SOFT COVER



9781485102212



9781485104223



2014



236 PAGES



R 374.00



Sales management is a function which plays an important role in any business that sells products and services. The profitability of the organisation depends on how successfully sales managers lead their salespeople. The sales manager is responsible for strategic planning of the sales force which includes the management of the selling process and organising the sales activities within the sales department.

CONTENTS

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

KEY FEATURES



- Each chapter includes specific outcomes, case studies and discussion questions.

ABOUT THE EDITOR



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

**FORTHCOMING
NEW EDITION IN 2017**



SUITABLE FOR

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



SERVICES MARKETING

- A CONTEMPORARY APPROACH

C BOSHOFF (EDITOR)



SOFT COVER 9780702197529 9781485104186 2e 2014 414 PAGES R 491.00

As the primary focus of the global economy has moved from agriculture to manufacturing to services-dominated economies, the realisation that 'we are all in services' has finally dawned. *Services marketing* has developed as a result, and is now a well-established sub-discipline of marketing, with its own theories and body of knowledge. This volume deals with the unique difficulties of marketing what is essentially an intangible entity and focuses on the most contemporary debates, research and managerial demands in this particular, but very challenging, business domain.

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 Service Marketing Communications
- Managing Demand and Capacity
- Building Customer Relationship and Loyalty
- Service Recovery

KEY FEATURES



- New case studies from contemporary business situations, in which consumers are highly informed and discriminating. These real world examples illustrate how service providers should refine their marketing approach and practice in order to remain competitive in the global market.

ABOUT THE EDITOR



Christo Boshoff is a professor in the Department of Business Management at Stellenbosch University where he teaches Services Marketing and Marketing Research.

STRATEGIC MARKETING

J WIID (EDITOR)



SOFT COVER 9781485102137 9781485104230 2014 430 PAGES R 428.00

Any organisation requires a successful strategy to enable it to plan and meet its business outcomes successfully. In the current marketing context a comprehensive strategic framework is essential to allow organisations to negotiate and meet the challenges and changes brought about by advances in technology.

CONTENTS

- Overview of strategic marketing
- Analysis of the external marketing or business environment
- Customer analysis
- Analysing the market
- 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
- Refocusing the business
- Leveraging the business
- Going global
- Selecting the strategies for the way forward
- Strategy implementation and control

KEY FEATURES



- *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?
 - Did we get there?

ABOUT THE EDITOR



Jan Wiid is an associate professor in the Department of Retail and Marketing Management at the University of South Africa (UNISA).

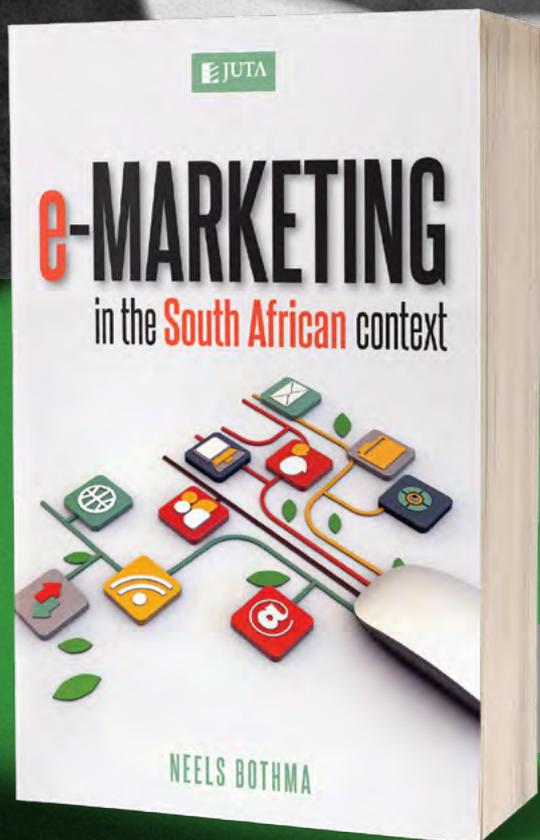


**FORTHCOMING
NEW EDITION IN 2017**



SUITABLE FOR

- Written with the undergraduate student in mind.



e-Marketing in the South African Context

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



SOFT COVER



9781485102229



9781485114789



2015



TBA



R 432.00

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.

JUTA
AND COMPANY (PTY) LTD

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