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Paul Baines is Senior Lecturer in Marketing at the School of Management, Cranfield University. Paul is the author and co-author of numerous journal articles and book chapters on the use of...

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Contact details. Tel: +44 (0)116 229
7509 Email: paul.baines@le.ac.uk
Office: Room 0.30, Teaching Centre,
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appointment, please email Personal
details. I previously held a chair in
Political Marketing at Cranfield
University, where I worked from June
2006- June 2018.

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Paul is a Visiting Professor at Cranfield School of Management.

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Marketing. Fifth Edition. Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti. The connection between marketing theory and practice is made

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explicit throughout, with examples and Market Insights, featuring companies as diverse as Dolce and Gabbana, Groupon, and KBC Bank, as well as SMEs, not-for-profits, and social enterprises.

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Do you want to know how a quintessentially British brand expands into the Chinese market, how organizations incorporate social media into their communication campaigns, or how a department store can

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Marketing, 4th edition, will provide the skills vital to successfully engaging with marketing across all areas of society, from dealing with skeptical consumers, moving a business online, and deciding which pricing strategy to adopt, through to the ethical implications of marketing to children, and being aware of how to use social networking sites to a business advantage. In this edition, a broader range of integrated examples and market insights within each chapter demonstrate the relevance of theory to the practice, featuring companies such as Porsche, Facebook, and L'Oreal. The diversity of marketing on a global scale is showcased by examples that

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include advertising in the Middle East, Soberana marketing in Panama, and LEGO's expansion into emerging markets. Theory into practice boxes relate these examples back the theoretical frameworks, models, and concepts outlined in the chapter, giving a fully integrated overview of not just what marketing theory looks like in practice, but how it can be used to promote a company's success. Video interviews with those in the industry offer a truly unique insight into the fascinating world of a marketing practitioner. For the fourth edition, the authors speak to a range of companies, from Withers Worldwide to Aston Martin, the City of London Police to Spotify, asking marketing professionals to talk you through how they dealt with a marketing problem facing their company. Review and

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discussion questions conclude each chapter, prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory. Links to seminal papers throughout each chapter also present the opportunity to take learning further. Employing their widely-praised writing style, the authors continue to encourage you to look beyond the classical marketing perspectives by contrasting these with the more modern services and societal schools of thought, while new author, Sara Rosengren, provides a fresh European perspective to the subject. The fourth edition of the best-selling Marketing, will pique your curiosity with a fascinating, contemporary, and motivational insight into this dynamic subject. The book is accompanied by an Online Resource Centre that

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Linked to an online resource centre and instructor's DVD, this textbook introduces the basic principles of marketing. It includes numerous contemporary case studies, chapter summaries and review questions.

Do your students need a fresh and concise introduction to marketing? Essentials of Marketing has arrived! This is the must have textbook for students looking to shine and excel in their marketing studies and future careers. Packed full of exciting and meaningful cases from organizations

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Balancing theoretical and practical elements of marketing research and showing students how to implement research themselves, this book covers

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cultures of consumption and politics influence and infect each other – consumerised politics and politicised consumption. Ultimately its concern is with the ‘engineering of consent’ – the troubling matter of how public opinion can be manufactured, and governments elected, via sophisticated methodologies of persuasion developed in the consumer economy. Nazism functioned as a brand, packaging almost everything with persuasive purpose. Revealing obvious parallels between Adolf Hitler’s use of the living theatre of politics, and our present public–political dramaturgy, between Nazi lies and our post-truth, the book raises the chilling question: was Hitler ahead of his time? This radical, original, in-depth study will be an invaluable resource for all scholars of

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Fundamentals of Marketing provides a sound appreciation of the fundamentals of the theory and practice of marketing. Using case studies drawn from a cross section of sectors, in particular the banking, hospitality, retail and public service sectors this textbook critically evaluates the effectiveness of different marketing strategies and approaches. Exploring the principles of marketing this volume engages the reader, not only in theory but also in practice, using a broad range of real-life case studies such as Coca Cola, Apple, FCUK, Virgin, Amazon.com, Barnes and Noble, Dyno Rod and New Zealand wool. The text analyzes the marketing mix: product development,

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This new, innovative textbook provides a highly accessible introduction to the principles of marketing, presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies.

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