

**Kogan Page
Marketing and
Business
Communications**

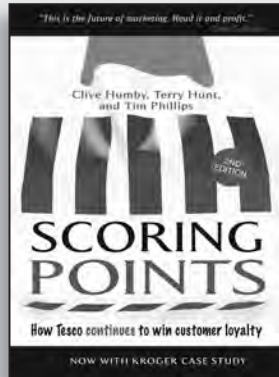
2008

inside front cover (blank)

F E A T U R E D B O O K S



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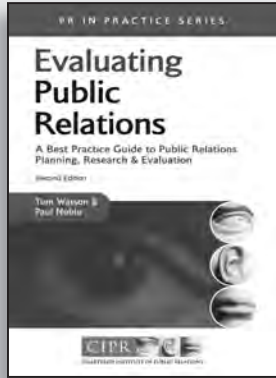
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Catalog design by egads



Commonsense Direct and Digital Marketing

5TH EDITION
Drayton Bird

“Read and re-read it. It contains the knowledge of a lifetime.” – David Ogilvy

Drayton Bird is not only seen as the authority on direct marketing but is also widely appreciated for his engaging, no-nonsense writing style. The latest edition of his book expands into new territory – the field of digital marketing. It gives the marketer the tools, techniques and structure to produce effective and profitable marketing campaigns across the direct marketing spectrum, from a simple letter to a focused web-based campaign. It also provides insight into the techniques behind some of the world's most successful direct marketing campaigns.

Drayton Bird was Vice Chairman and Creative Director Worldwide of Ogilvy and Mather Direct, the world's largest direct marketing firm. Today he is Chairman of The Drayton Bird Partnership, which handles direct marketing and other marketing activities for clients both large and small. He is also the author of *How to Write Sales Letters That Sell* (Kogan Page).

PAPER, 352 PP, 7 1/2 x 9 3/4
2007, 978-0-7494-4760-1, \$49.95



JUST PUBLISHED

The Handbook of Field Marketing

A Complete Guide to Understanding and Outsourcing Face-to-Face Direct Marketing
Alison Williams and Roddy Mullin

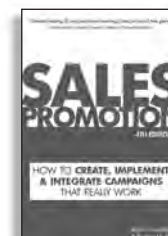
Field marketing can be differentiated from all other direct marketing activities because it is *face-to-face personal contact* direct marketing. It includes direct selling promotions, exhibits and road shows, merchandising, auditing, sampling and demonstration, and mystery shopping. Individually or combined, these activities develop brands, and when implemented they can significantly increase the brand's return on investment.

The Handbook of Field Marketing explains both the principles and practices involved in field marketing. The authors discuss techniques to ensure profitable brand maximization, whether measured by brand visibility, product availability, positioning, performance against competitors, or overall sales record.

Including numerous examples, self-study questions, and proven recommendations for success, this book offers a blueprint for best practice, enabling marketers to carry out robust and meaningful brand research.

Alison Williams is Chairwoman of the FDS Group of Companies, which she founded in 1981, and is the first Chairwoman of the Field Marketing Council for the Direct Marketing Association in Britain. **Roddy Mullin** is a marketing and sales consultant and is Vice President of the Central London branch of the Chartered Institute of Marketing.

HARDCOVER, 256 PP, 6 1/2 x 9 1/2
2008, 978-0-7494-5025-0, \$60.00



JUST PUBLISHED

Sales Promotion

How to Create, Implement and Integrate Campaigns That Really Work
4TH EDITION
Julian Cummins and Roddy Mullin

“Essential reading for any practitioner needing to stay on top of their game.” – Edwin

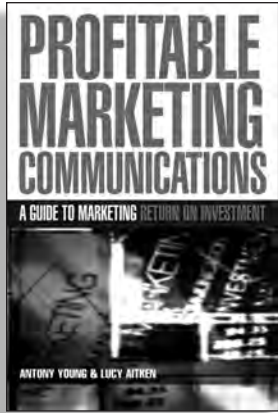
Mutton, Director General, Institute of Sales Promotions

“Compellingly readable.” – Incentive Today

Sales promotion is one of the marketer's most tested and most effective tools. The new edition of this book details proven methods that can give a business the competitive edge over other companies, including off-the-shelf offers, coupons, samples, premiums, contests, rebates, and sweepstakes. The new edition takes account of changes in market forces and the effect of new media such as web-based advertising. It also includes a wealth of new case studies, including MasterCard and Mazda.

Roddy Mullin is a marketing and sales consultant. He has written or co-authored several other books for Kogan Page including *The Handbook of Field Marketing*. The late **Julian Cummins** was Managing Director of Avista, a public relations and promotions company.

PAPER, 272 PP, 6 x 9
2008, 978-0-7494-5021-2, \$49.95



Profitable Marketing Communications

A Guide to Marketing Return on Investment

Antony Young and Lucy Aitken

“Demystifies marketing communications.” – Journal of Economic Literature

“A worthwhile read for marketing and communication managers as it will remind them of the challenges they face with senior management to have their activities and efforts taken seriously.” – Don E. Shultz

“The power of the book is the practical approach to measuring the effectiveness of a marketing campaign... Antony Young has written a groundbreaking book.” –

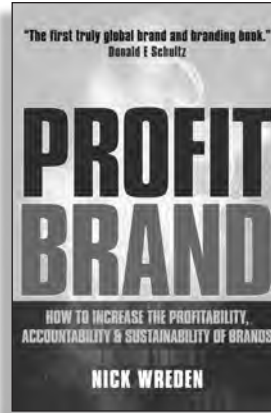
Blog Business World

Many companies still see marketing as a cost, not an investment — and it tops the list of expenditures most likely to go in a downturn. For business strategist Antony Young, marketing creates positive value for a business or brand by demonstrating cost versus return. Young and co-author Lucy Aitken propose a radical change in marketing philosophy to an investment-led approach whose focus is value, not cost. The book introduces investment disciplines and strategies to marketing practices and gives insight into how marketers have delivered outstanding marketing return on investment (ROI). Finally, it provides a blueprint to maximize the returns from marketing communications.

Antony Young is President of Optimedia US and has worked with Sony, Coca-Cola, HSBC, Nokia, Procter & Gamble and Toyota. He managed the merger of ZenithOptimedia UK, and as CEO he led a radical repositioning of the agency to become “The ROI Agency.”

Lucy Aitken is a freelance journalist and writer.

HARDCOVER, 208 PP, 6 x 9
2007, 978-0-7494-4942-1, \$39.95



Profit Brand

How to Increase the Profitability, Accountability, and Sustainability of Brands

Nick Wreden

“Innovative and straightforward.” – Kirkus Reviews

“[A] refreshing all-encompassing view of branding.” –

Allaboutbranding.com

Profit Brand presents a results-driven view of branding that any CEO or CFO would applaud. While branding strategies often concern themselves with “awareness,” “visibility,” “impact,” and “image,” consultant Nick Wreden shifts the focus to the bottom line. He offers a comprehensive metrics-based approach to

branding that allows companies to link branding activities directly with profits.

Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention. Customer loyalty, he argues, is the key to delivering profitability. With this in mind, he explores loyalty schemes, the need to own the customer experience, and the means of leveraging allies as brand ambassadors. He covers topics such as segmentation, optimization, pricing, and communication strategies and explores accountability systems such as six sigma, CRM, and scorecards. Citing examples from global brands such as IBM, Disney, Amex, and KLM, he analyzes marketing practices both good and bad.

Nick Wreden is Managing Director of FusionBrand, a consulting firm that specializes in customer loyalty and metrics-based branding. He has over 20 years of experience branding products for Fortune 500 and other companies, including IBM, Cisco and Hitachi.

PAPER, 224 PP, 6 x 9
2007, 978-0-7494-5018-2, \$19.95



JUST PUBLISHED

Malcolm McDonald on Marketing Planning

Understanding Marketing Plans and Strategy

Malcolm McDonald

Malcolm McDonald on Marketing Planning guides

readers through the production of a marketing plan made to work in the real world. With an emphasis on practicality, this book covers the essentials of marketing planning and the strategic marketing process. Key content includes: the marketing, audit, & SWOT (Strategies, Weaknesses, Opportunities, Threats) analyses; defining markets and segments; setting marketing objectives and strategy; advertising and sales promotions; pricing and sales; and distribution and customer services.

Written by an authority on marketing, this book is useful for busy marketing professionals who need a short, sharp revision of their planning skills or a handy guide to put their plans on the right track.

Malcolm McDonald is chairman of six companies and works with the boards of companies such as IBM, Xerox, and BP. His ideas are valued for their pragmatism and his writing is known for its clarity. Until recently he was Professor of Marketing and Deputy Director at Cranfield School of Management, UK.

PAPER, 208 PP, 6³/₄ x 8¹/₂;
2008, 978-0-7494-5149-3, \$24.95

**Mobile Revolution**

The Making of Mobile Services Worldwide

Dan Steinbock

“Steinbock has interviewed approximately 80 senior execs at companies like Motorola. He’s got the inside scoop on what works—and what doesn’t—in the mobile revolution....

Steinbock has produced a valuable guide.” —Kirkus Reviews

In *The Mobile Revolution*, senior executives of the world’s leading mobile vendors, operators, service providers, software giants, chip kings, media and entertainment conglomerates, publishers, music moguls and brand marketers reveal their secrets and strategies. The book abounds with inside stories of great industry successes (and equally great flops) as the narrative shifts between the major cities of several continents, from Helsinki and Stockholm to London and Frankfurt and from Tokyo and Seoul, Beijing and Singapore, New York City and Los Angeles, to Bangalore and Moscow.

The Mobile Revolution is about the making of mobile markets and services worldwide, with a firm emphasis on innovation. Not just another account of technology innovation, it examines mobile services in the context of maturing and emerging mobile markets.

Dr. Dan Steinbock is Affiliate Researcher at the Columbia Institute for Tele-Information at Columbia Graduate School of Business. He spends much of his time lecturing worldwide.

PAPER, 320 PP, 6 x 9
2007, 978-0-7494-4850-9, \$25.00

**Marketing Revolution**

The Radical New Approach to Transforming the Business, the Brand, and the Bottom Line

Paul Gamble, Alan Tapp, Anthony Marsella, and Merlin Stone

How is the marketing process managed in companies across the world? How can it be improved?

Marketing Revolution answers these questions by drawing on international research and analysis from leading consultants, academics, and working professionals, and from the authors’ insight into the marketing practices of IBM.

This book encourages managers to think about their marketing environment in a new way and to transform their marketing techniques. Contents include: international case studies and practical advice; radical business tools designed to deliver value; advice on how to restructure or rebuild the marketing capacity; guidelines to increase business revenue.

Paul Gamble runs his own consulting firm in the areas of international relationship marketing, information services strategy, and knowledge management. **Dr. Alan Tapp** is Senior Lecturer in Marketing, Bristol Business School. **Dr. Anthony Marsella** is Chief Marketing Officer at Samsung Electronics UK. **Prof. Merlin Stone** is a leading consultant on marketing and customer management.

PAPER, 320 PP, 6 x 9
2007, 978-0-7494-4980-3, \$29.95



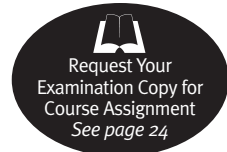
Ads to Icons

How Advertising Succeeds in a Multimedia Age

Paul Springer

"[A]n in-depth, well-written theoretical discussion... This is a marvelous handbook for dealing with the rapidly changing and expanding world of advertising... Highly recommended." – **Choice**

"Springer has done a terrific job of capturing the behind-the-campaign thinking of the work that has captivated the ad industry in the last few years." – **AdPulp.com**



Many advertising industry commentators believe that the potential of traditional media is exhausted. New media channels are seen as the new frontier for global advertising.

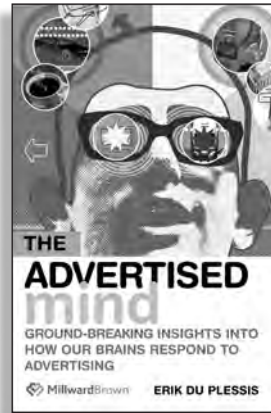
Ads to Icons shows how new media have revitalized the advertising industry. Highlighting 50 ad campaigns that have moved advertising beyond its conventional boundaries, Paul Springer studies what makes them innovative. With the help of many of the people involved, he considers advertising methods such as in-game and interactive digital advertising, "flash" stores, and other unified on/offline campaigns.

Including outlines of how the campaigns were constructed, section summaries and tips, *Ads to Icons* spells out the most innovative and successful tactics in advertising today.

Contents include: Part 1 Cases: Rethinking mass media; Widening formats; Events-driven; Shaping product experiences; Digital persuasion; Online spaces; Part 2 Context: The new media landscape; The new job landscape; Where advertising stops and marketing begins

Paul Springer is Head of Research and Enterprise at Buckinghamshire University in the UK. He previously worked in the design and communications industries and has lectured throughout Europe, the USA and China on modern advertising strategies.

HARDCOVER, 406 PP, 6 3/4 x 9 3/4
2007, 978-0-7494-4936-0, \$47.50
190 B&W PHOTOS, 4 COLOR PLATES



FORTHCOMING IN PAPER

The Advertised Mind

Groundbreaking Insights into How Our Brains Respond to Advertising

Erik du Plessis

"[T]he book will give you a competitive advantage... helps both creatives and accountants deal with [advertising effectiveness]." – **Fast Company**

"The importance of Erik du Plessis's work is that he at last brings science, in particular neuroscience, to bear on this most salient of advertising's unknowns." – **Prof. John Philip Jones, Syracuse University**

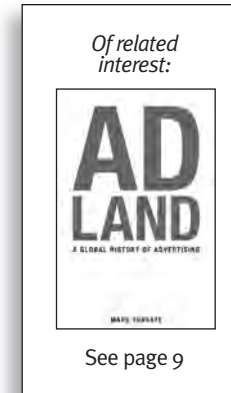
In *The Advertised Mind*, Erik du Plessis draws on research from psychologists, neurologists and artificial intelligence specialists to suggest why emotion is such an important factor in establishing a firm memory of an advertisement. Using the findings of Adtrack's database of responses to over 30,000 TV commercials, he explores what "ad-liking" means and suggests how this paradigm could lead to a new phase in the ongoing effort to obtain maximum return from advertising spending.

Contents include: How advertisements work; Psychologists' models of learning and memory; Learning and emotion; Advertising, learning and memory; What ad-liking means; Recognition, recall and persuasion; Advertisement memories and brand linkage; Exposing the consumer to the advertising; The mental world of brands and the objective of advertising.

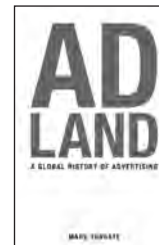
Erik du Plessis is CEO of Millward Brown South Africa and formerly ran his own company, Impact, in South Africa.

PAPER, 256 PP, 6 x 9
AUGUST 2008, 978-0-7494-5024-3, \$35.00

HARDCOVER, 256 PP, 6 x 9
2005, 978-0-7494-4366-5, \$45.00



Of related interest:



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NEW EDITION
JUST PUBLISHED

The New Strategic Brand Management

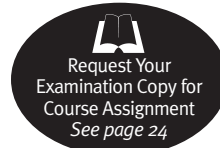
Creating and Sustaining Brand Equity Long Term

4TH EDITION

Jean-Noël Kapferer

“A magisterial work on brands.” —**Journal of Product & Brand Management**

“An authoritative, well-researched textbook.”



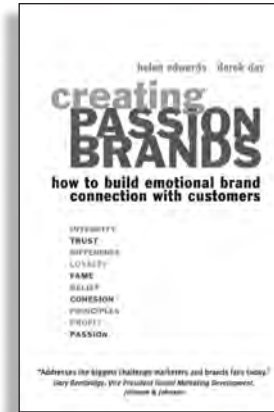
—getAbstract.com

Adopted internationally by business schools, MBA programs, and marketing practitioners, *The New Strategic Brand Management* is the reference source of choice for senior brand strategists, professionals, and students. Over the years it has established a reputation as one of the leading works on brand strategy.

The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. New sections address private labels; decommodification; brand turn-around; consumer empowerment; and branding towns, countries, universities, and cities.

Jean-Noel Kapferer is an internationally recognized authority on brands and brand management. A Professor of marketing strategy at HEC Graduate School of Management in Paris, he holds a PhD from Northwestern University. His other books include *Reinventing the Brand* and the forthcoming *Luxury Brand Strategy* (Kogan Page).

PAPER, 512 PP, 7 1/2 x 9 3/4
2008, 978-0-7494-5085-4, \$70.00



Creating Passion Brands

Getting to the Heart of Branding

Helen Edwards and Derek Day

“Explains the importance of ‘passion brands’— brands which ignite passion both inside and outside the company — and sets out a proven methodology for the creation and maintenance of passion brands.” —**Journal of Economic Literature**

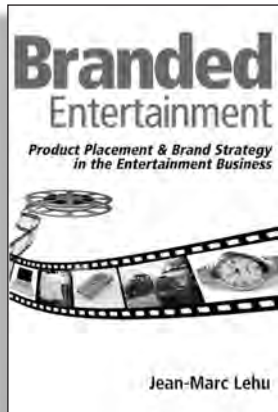
“Edwards and Day make an exceptionally literate case for their position. We highly recommend this book to all branding and marketing specialists.” —

getAbstract.com

Faced with crowded markets, flat growth and increasing consumer cynicism, brand marketers are looking for ways to deepen the emotional connection between their brands and customers. This book uses interviews and case studies to show how belief-led brands such as Harley-Davidson, Google, Zara clothing and Camper shoes have outstripped the growth of their peers by igniting passion among employees and consumers alike. These passion brands show the way to marketing in the 21st century. Using a practical, systematic approach to the business of transforming brands into passion brands, *Creating Passion Brands* shows what really counts at the heart of branding today.

Helen Edwards has 16 years of experience working with brands, including Johnson & Johnson, Unilever and British Telecom. She teaches brand management at London Business School. **Derek Day** has 25 years of experience working with brands, most recently as worldwide Creative Director for Unilever. He has won creativity and effectiveness awards for his work with Mercedes-Benz, British Telecom and the Co-operative Bank.

PAPER, 260 PP, 6 x 9
2007, 978-0-7494-4762-5, \$27.50



Branded Entertainment

Product Placement and Brand Strategy in the Entertainment Business

Jean-Marc Lehu

"Well researched and replete with examples, this highly readable book is a must for anyone interested in marketing and communications." – **Choice**

"Branded Entertainment by Jean-Marc Lehu is the most comprehensive portrayal of events that surrounded the evolution of product placement – a must-read basic tool for anyone who is involved with the media industry." – **Frank Zazza, CEO of iTVX**

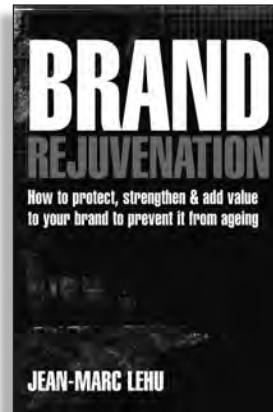
"An important book for marketers and agencies to read if they are to keep being relevant in the next few years." – **Gareth Kay, Head Planner at Modernista!**

"A well-timed book that provides insight and perspective using abundant illustrations." – **Convergence Newsletter**

Marketers have long been using product placement in film scenes, but not always with effective results. Research has shown that the appearance of a product or brand on the screen does not guarantee consumers actually "see" it, and does not necessarily translate into an increase in sales. In fact, product placement tactics often lack market relevance and strategic thinking.

Branded Entertainment unlocks the secret to making the most of product placement. It shows how this long-time cinematic phenomenon now reaches outside the movie theater and into such media as music videos and computer games. Most importantly, *Branded Entertainment* discusses the future possibilities for using this form of promotion to recreate an emotional connection with customers and to spread the message across multimedia channels.

HARDCOVER, 336 PP, 6 x 9
2007, 978-0-7494-4940-7, \$39.95



NEW IN PAPER

Brand Rejuvenation

How to Protect, Strengthen and Add Value to Your Brand to Prevent It from Ageing

Jean-Marc Lehu

"Goes beyond simply discussing the problem of brand aging; it provides practical, real-world advice for brand managers, makes excellent use of case studies and gives readers valuable tools to assist in keeping their brands vital." – **Soundview Executive Book Summaries**

At some point in their lives, all brands begin to look old – either tired out by their unchanging image or

overtaken by younger brands more in tune with the zeitgeist of the time. Others attract unwelcome associations and need to redirect their image. *Brand Rejuvenation* highlights the aging problem that every brand can face and investigates how companies can take steps to counter it. With dozens of case studies and examples of brands across different industries, *Brand Rejuvenation* is full of ideas and practical advice on how to implement brand rejuvenation and aging-prevention strategies.

PAPER, 272 PP, 6 x 9
2008, 978-0-7494-5146-2, \$35.00



Jean-Marc Lehu is Associate Professor in Marketing at Panthéon-Sorbonne University in Paris. As an independent consultant, he specializes in consumer behavior and brand strategy. He has published several books and numerous articles. His most recent book *Branded Entertainment* was named a Choice Outstanding Academic Title for 2007.



Living the Brand

How to Transform Every Member of Your Organization into a Brand Champion

3RD EDITION

Nicholas Ind

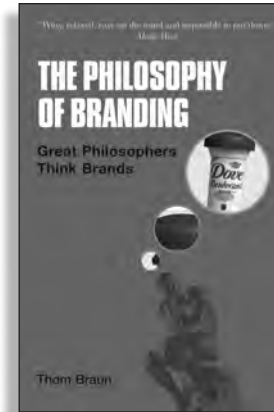
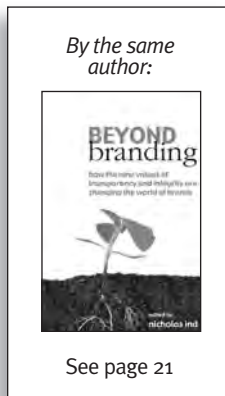
A company's workforce is its most valuable asset. It is the employees who translate an organization's strategy into reality, interact with consumers, and determine the corporate brand. This updated edition of *Living the Brand* demonstrates how a participatory approach can enhance employee commitment, improve service standards, and focus effort to deliver business goals.

This practical and inspirational book is about how organizations can empower their employees and create "brand champions." Using original international examples, Nicholas Ind shows that employees flourish in organizations where they identify with the brand and organizations flourish when the brand creates meaning for employees. The conclusion is that both organizations and people need values – they are essential to their well being and sense of worth.

The third edition includes new and updated sections on brand innovation, brand stories, structuring the brand idea, the effects of e-learning on employee development. Drawing on case studies from companies such as Patagonia, H&M, and Nike, the author discusses both the benefits and drawbacks of articulating and delivering brands through people.

Nicholas Ind is a partner in Equilibrium Consulting. He is the editor of *Beyond Branding* (Kogan Page).

PAPER, 224 PP, 6 x 9
2007, 978-0-7494-5083-0, 0 7494 5083 5, \$39.95



The Philosophy of Branding

Great Philosophers Think Brands

Thom Braun

"This spare little book carries more original thought and insight than many a tome from academia." –

Soundview Executive Book Summary

"[D]oes double service as a mini-philosophy review that applies to your day job." – **Brandchannel.com**

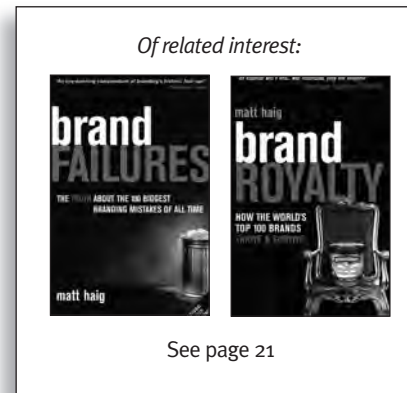
In this original and imaginative slant on contemporary brand management, Thom Braun takes us into the minds of 16 of the world's greatest Western thinkers, including Plato, Aristotle, Descartes, Hume, Kant and Nietzsche, to reveal what they might say about brand-

ing if they were alive today.

Filled with contemporary examples, pragmatic insights, and summaries of each philosopher's "top tips," this elegant and witty book will resonate with all marketing and branding professionals who want their intellectual and professional faculties stimulated by some new thinking.

Thom Braun is Director of Unilever's global Marketing Academy.

PAPER, 192 PP, 4 1/4 x 7
2007, 978-0-7494-5000-7, \$14.95





NEW EDITION
FORTHCOMING

Fashion Brands

*Branding Style from
Armani to Zara*

2ND EDITION

Mark Tungate

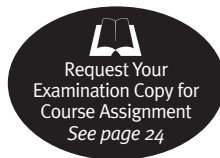
“Essential for anyone wanting to make it big in the fashion biz.” – **Nicholas Coleridge, MD, Condé Nast**

“[A] terrific overview of many key aspects of this gritty yet ephemeral business. This is a serious book.” – **getAbstract.com**

Once a luxury that only the elite could afford, fashion is now widely accessible. While brands such as Zara and H&M have made fashion an affordable choice for the mass market, sports brands such as Nike and Adidas have transformed the image of their products from merely practical to fashionable.

How has this transformation occurred? *Fashion Brands* explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Full of first-hand interviews with key players, the book analyzes the world of fashion from a marketing perspective. It examines how advertising, store design and the media has altered our fashion sense. The new edition includes chapters on fashion bloggers and the rise of celebrity-endorsed products.

HARDCOVER, 256 PP, 6 x 9
SEPTEMBER 2008, 978-0-7494-5305-3, \$39.95
STILL AVAILABLE: 1ST EDITION, 2005, 978-0-7494-4299-6



JUST PUBLISHED

Branded Male

Marketing to Men

Mark Tungate

The male consumer market is exploding. Thanks to emerging social and cultural trends, men are becoming consumers to reckon with. They are the targets of advertisements for cars, computers, business travel, and alcohol. Though still underdeveloped, this market is robust and growing.

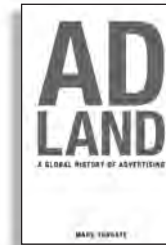
In *Branded Male*, Mark Tungate paints a portrait of the male consumer. Following a typical modern male through his weekday, Tungate considers how marketers can target him in all his activities, from morning through night. Through this framework *Branded Male* examines male-centered marketing in areas as diverse as cars, restaurants, technology, fashion & grooming, bars, gyms, and books.

Tungate also traces the evolution of the male consumer over the course of recent years, providing insight into how marketing experts have successfully targeted men. From razor blades to beer, from aftershave to hotels, he finds out which marketing messages have the most impact on male wallets.

HARDCOVER, 256 PP, 6 x 9, 2008, 978-0-7494-5011-3, \$39.95



Mark Tungate is a journalist specializing in media, marketing, and communication. Based in Paris, he is the author of *Adland*, *Branded Male*, *Fashion Brands* and *Media Monoliths* (all published by Kogan Page), and co-author of *The Epica Book*, an annual review of the best European advertising. He serves as Paris correspondent for *Campaign*, the British advertising and communications magazine, and WGSN, the trends intelligence service.



Adland

A Global History of Advertising

Mark Tungate

“[A]n excellent introduction to the personalities, agencies, and trends that have shaped a hugely influential industry.” – **Library Journal (starred review)**

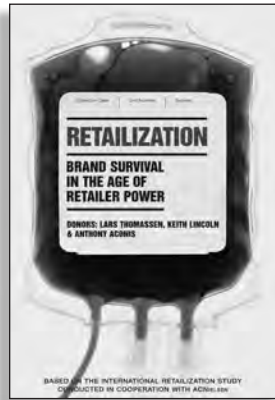
“[H]eady, well-researched gem... a handy, entertaining and insightful guide to the past and future of the ad world.” – **Publishers Weekly (starred review)**

“[A] rare beast: a highly readable yarn that would also make a good textbook for aspiring ad folk.” –

Advertising Age

Adland is a ground-breaking examination of modern advertising from its origins in the 19th century to today. Journalist Mark Tungate focuses on key players in the industry and features exclusive interviews with leading names in international advertising. Exploring the roots of the advertising industry in New York and London and going on to cover Western Europe and the emerging markets of Eastern Europe, Asia, and Latin America, *Adland* offers a comprehensive examination of a global industry and suggests ways it is likely to develop in the future.

HARDCOVER, 272 PP, 6 x 9, 2007, 978-0-7494-4837-0, \$39.95

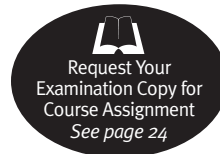


Retailization

Brand Survival in the Age of Retailer Power

Lars Thomassen, Keith Lincoln and Anthony Aconis

“This well-designed volume is filled with practical examples and clear prescriptions to cure the central problem under discussion. A useful addition to business collections.” – Choice



- Contains exclusive research from ACNielsen’s International Retailization study into consumers’ perceptions of store brand products vs. name brand products

- Includes case studies from such multinational companies as Nike, Procter & Gamble, Apple and Coca-Cola

Welcome to the age of the retailer. With annual revenues of \$60 billion, Procter & Gamble is the largest brand manufacturer in the world, yet its proceeds are dwarfed by Wal-Mart’s \$285 billion in annual revenue. Brands no longer control the market—they are at the mercy of retailers.

Retailization is a call for brand managers to radically reinvent how they reach their customers. It provides brand managers revitalizing techniques that will redefine the way they think about and use marketing.

Now in its third printing, *Retailization* has been translated into Japanese, Danish, Russian, and Chinese.

Lars Thomassen is founder of BBDO Denmark and Vice President of BBDO Europe, part of the global advertising network owned by Omnicom. **Keith Lincoln** has been working in communications for nearly thirty years. He runs his own international brand consulting firm and has authored numerous trend-breaking studies. **Anthony Aconis** has led consumer studies on youth, baby boomers and families. He previously worked as a strategic planner in advertising and then started his own marketing consulting firm, Fireball.

HARDCOVER, 227 PP, 6 x 9
2006, 978-0-7494-4689-5, \$35.00



Branding a Store

How to Build Successful Retail Brands in a Changing Marketplace

Ko Floor

“Written in straightforward, no-nonsense language, Branding a Store is a ‘must-read’ especially for retail marketers big and small.” – The Midwest Book Review

The last decade has seen major flux in retailing, especially in the U.S. grocery and general merchandise industries. Most retailers’ revenue and profit comes from selling many of the same brands offered by their competitors. In order to stand out from the competition, retailers need to become brands themselves.

Meeting this challenge will ensure differentiation and secure survival.

Ko Floor offers strategies to build a brand identity by positioning on price, convenience and store experience and explores brand personality and brand communication. He offers examples from an extensive body of retail brands, from Wal-Mart to IKEA, Home Depot, Amazon and Starbucks.

Contents include: The store as a brand; Brand identity; Retail brand positioning; Differentiating brand personality; The retail brand communication mix: advertising, direct marketing and in-store communication; Multi-sensory communication; Store design and Store employees.

Ko Floor is a retail consultant with over 35 years’ experience working with leading supermarkets and department stores.

HARDCOVER, 320 PP, 6 3/4 x 9 1/2
2006, 978-0-7494-4832-5, \$45.00



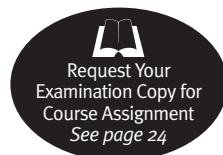
JUST PUBLISHED

Private Label

Turning the Retail Brand Threat into Your Biggest Opportunity

Keith Lincoln and Lars Thomassen

"Informed and informative, Private Label is especially recommended reading for entrepreneurs and corporate executives seeking to develop and expand their products as distinctive, premiere, and high-end." – **Midwest Book Review**



Private labels, also known as “store brands” or “house brands,” have long been associated with inexpensive name-brand knockoffs. In recent years, however, retailers have begun marketing higher quality products under their private labels. The result has been a huge increase in the market share of private label brands. Of every \$100 spent around the world, \$17 is spent on a private label. The private label industry is worth an estimated one trillion US dollars, and its growth is outpacing that of manufacturer brands.

Private Label is a gripping and persuasive study of this retail phenomenon. Based on exclusive worldwide research by Saatchi & Saatchi X, it encourages brand owners to see the private label problem as a genuine business opportunity that will inspire them to innovate. This book is for retailers too, as they need to control private labels profitably without damaging their own business. The way forward, the authors argue, is cooperation between brands and retailers.

HARDCOVER, 240 PP, 6 x 9
2008, 978-0-7494-5027-4, \$39.95

**How to Succeed at Retail**

Winning Case Studies and Strategies for Retailers and Brands

Keith Lincoln and Lars Thomassen

"Concise and authoritative, it identifies the key factors that can lead to retail success." – **Retail and Leisure International**

"Getting a feel for how the retail environment is rapidly changing is a bit daunting... and this collection of carefully examples is just right." – **Miguel Brendl, Associate Professor of Marketing, INSEAD**

"The widespread case histories in this book make it excellent for both personal insight and group learning."

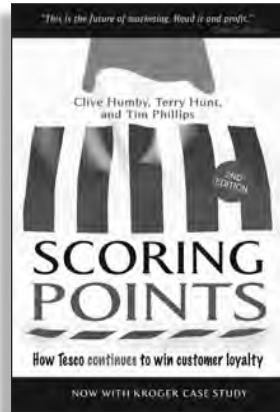
They transform Retailization from a theory to a practical management tool." – **Martin West, CEO, Ashdown Group**

How to Succeed at Retail presents a winning template for action that can apply to traditional brands and retailers alike. Building on the process introduced in the international bestseller *Retailization*, it encourages managers to become “retail-obsessed” and to think strategically, creatively, and operationally in a retail context. Twenty-five international case studies demonstrate success in action, explaining how the world’s most successful brands sell themselves to today’s increasingly demanding shoppers. The messages and lessons apply to any and every business, making this essential reading for CEOs, brand managers, sales managers, marketing managers, retail managers, and students of retail studies, marketing and business.

Featured case studies: Apple; Assa Abloy; Bose; Courvoisier; Dyson; Easyjet; Gillette; Gooh!; Guinness; H&M; Holland & Holland; Innocent; Karmaloo; Oliviers & Co.; P&G; Peroni; Red Bull; REI; Senseo; Starbucks; Superquinn; Tchibo; Whole Foods Market; Yoyamart; Zara.

Keith Lincoln and Lars Thomassen have co-authored *Private Label* (2008), *How to Succeed at Retail* (2007) and *Retailization* (2006). Lincoln has worked in international communications and branding for nearly thirty years with Gillette, Nike, and LEGO. Thomassen is a leading Danish advertising and communications director.

HARDCOVER, 240 PP, 5 x 9
2007, 978 0 7494 5016 8, 0 7494 5016 9, \$39.95



FORTHCOMING IN PAPER

Scoring Points

How Tesco Continues to Win Consumer Loyalty

2ND EDITION

Clive Humby, Terry Hunt and Tim Phillips

“This is the future of marketing. Read it and profit.” —

Professor Don Schultz, Northwestern University

“Thought provoking.” — **Chain Store Age**

Scoring Points is one of the seminal marketing books of the last decade, telling the story of how British supermarket chain Tesco conceived, launched and developed its hugely successful Clubcard program— and transformed itself into a winning brand. Authors Clive Humby and Terry Hunt, two key members of the project, and Tim Phillips, a leading business writer and broadcaster, bring a compelling, behind-the-scenes account of Clubcard— the successes, failures and lessons learned. They show how Tesco made customer loyalty marketing work, even when almost every other loyalty program failed, thanks to vision, a strong team ethic and a company-wide commitment to customer satisfaction. This edition includes three new chapters, including an examination of the US retail market and the authors’ work with US supermarket chain Kroger.

Clive Humby is the chief information architect behind Tesco Customer Management and its segmentation program. He is Visiting Professor of Integrating Marketing at Northwestern University. Terry Hunt is chairman of EHS Brann, one of the largest direct-marketing companies in the world. His clients include Tesco, British Gas, The Economist, Cadbury and Barclays. **Tim Phillips** is a business journalist and broadcaster. He is the author of *Knockoff*, also published by Kogan Page.

PAPER, 294 PP, 6 X 9

SEPTEMBER 2008, 978-0-7494-5338-1, \$29.95

ALSO AVAILABLE, HARDCOVER: 2007, 978-0-7494-4752-6



JUST PUBLISHED

Customer Care Excellence

How to Create an Effective Customer Focus

5TH EDITION

Sarah Cook

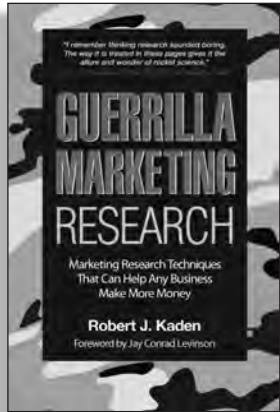
Today’s consumers are sophisticated, well informed and have high expectations of the services they want to receive. Companies that do not face up to these changes will lose market share. *Customer Care Excellence* describes how to develop and sustain a customer-service focus within a company emphasizing both strategic and practical aspects of customer care. It explains how gaining customer commitment and motivating employees to deliver excellent service can ensure successful results and satisfied customers.

This edition includes: information about the effects of online technology on customer service; additional material on employee and customer engagement; research into virtual teams and intra-team working; new international examples from Wal-Mart, Tesco, Lego, and eBay.

Sarah Cook is a management development consultant who specializes in leadership, service excellence, and culture change. She is also the author of *Change Management Excellence*, *Practical Benchmarking* and *How to Improve Your Customer Service*, all published by Kogan Page.

PAPER, 256 PP, 6 x 9

2008, 978-0-7494-5066-3, \$39.95



Guerrilla Marketing Research

Marketing Research Techniques That Can Help Any Business Make More Money

Robert J. Kaden
Foreword by Jay Conrad Levinson

"[A] great addition to the 'guerrilla marketing' books designed to give practical advice to smaller and medium-sized businesses." – **Choice**

"In simple, layman's terms, outlines successful strategies that even the smallest businesses can implement."

– **Kirkus Reviews**

"[A] practical guide for the nonprofessional researcher."

– **Journal of Economic Literature**

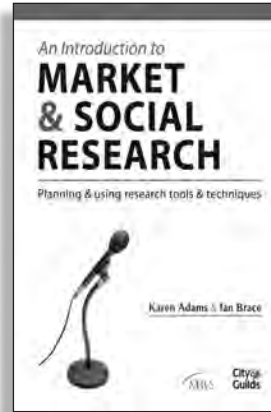
"[A] very good primer on the subject." – **Stephen Turner, Library Journal**

Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research. This addition to the best-selling *Guerrilla Marketing* series focuses on why small and medium-sized businesses can benefit from conducting focus groups and surveys—and how they can do it for far less money than they think.

This compelling book takes readers on a journey through one of the most misunderstood and under-utilized marketing techniques. In clear, jargon-free style, Robert Kaden simplifies and clarifies the many misconceptions about market research and its benefits. The secrets unveiled and the tips offered will convince even the most skeptical business owner, manager or entrepreneur of the value of marketing research.

Robert Kaden worked in the research departments of various advertising agencies before founding and growing one of Chicago's premier marketing research companies, Coldring and Company. In 1992 he started The Kaden Company and continues to serve his marketing research clients.

PAPER, 256 PP, 6 x 9
2007, 978-0-7494-5089-2, \$19.95



An Introduction to Market and Social Research

Planning and Using Research Tools and Techniques

Karen Adams and Ian Brace

An Introduction to Market and Social Research is an easy-to-use guide for anyone who needs to understand the basic principles and techniques of effective market or social research.

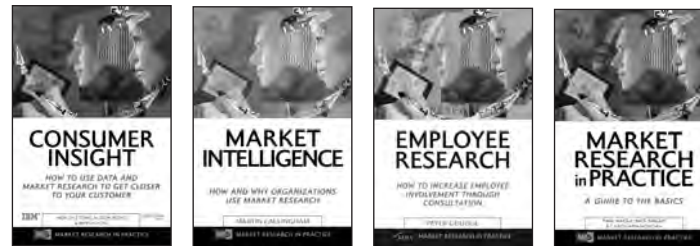
This step-by-step textbook contains clear descriptions, practical examples and activities that will help readers gain a clear understanding of the research process and how research information can be used effectively in business decision making. Not just for stu-

dents, it is designed for anyone who is not a research practitioner who needs to know the basics. Practical examples, tasks, and multiple-choice questions help readers deepen their understanding of key points.

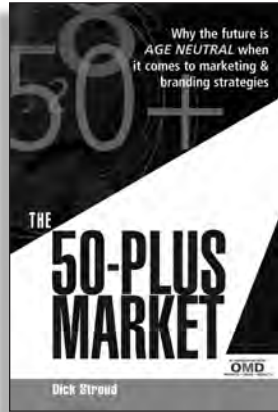
Karen Adams is Head of Professional Development for the Market Research Society, a UK-based professional body for individuals involved or interested in market, social, and opinion research. **Ian Brace** is Director of Research Methods at TNS UK, the largest market information group in the UK. He has been a market researcher for over 30 years.

PAPER, 160 PP, 7 1/2 x 9 1/2
2006, 978-0-7494-4377-1, \$25.00

Other titles in Marketing Research:



Please see page 22



The 50-Plus Market

Why the Future is Age-Neutral When It Comes to Marketing and Branding Strategies

Dick Stroud

“Stroud argues that not only are the assumptions we make about the older age groups inaccurate, but by ignoring them we miss out on one of the greatest-ever target group bonanzas.” —Marketing

“...blends research with real-life corporate structure for maximum impact.” —Midwest Book Review

“A wake-up call . . . must reading for marketing and advertising professionals, college faculties and business executives.” —Choice

“A well-written, enjoyable book that has relevance far beyond the boundaries of the marketing department.” —AllAboutBranding.com

Baby boomers are the wealthiest, fastest growing consumer group in the world, yet it remains largely untapped by marketers. In fact, the bare minimum of worldwide advertising budgets is geared toward older customers, yet 80 percent goes to reaching 18- to 34-year-olds. Acknowledging that the 50-plus consumer market is foreign territory to many marketers, author Dick Stroud provides a plan to developing a marketing strategy that targets boomers. Using research from OMD, the second-largest media communications firm in the world, *The 50-Plus Market* shows why the obsession with youth-centric marketing must end.

Dick Stroud is managing director of 20plus30, a marketing strategy consulting firm that advises companies about the business implications of population aging.

PAPER, 336 PP, 6 x 9
2007, 978-0-7494-4939-1, \$29.95



NEW EDITION
FORTHCOMING

Questionnaire Design

How to Plan, Structure and Write Survey Material for Effective Market Research

2ND EDITION

Ian Brace

“A useful reference for those in the market research industry and a comprehensive introduction for those interested in mastering the intricacies of questionnaire development.... Highly recommended.” —Choice

“Brace thoughtfully considers the variables that can arise in all aspects of planning, structuring, writing and asking survey questions... this is a craftsman’s handbook on the inside art of drafting a questionnaire.” —getAbstract.com

Questionnaires are very useful for market researchers: they draw accurate information from respondents; give structure to interviews; provide a standard form on which facts, comments and attitudes can be recorded; and facilitate data processing.

Questionnaire Design explains the role of questionnaires in market research and looks at how and when certain kinds of questionnaires should be used. It explains how to plan, structure and compose the right questionnaire for the research.

The new edition includes information about online questionnaires and interviews, their problems and potential, and other useful advice about avoiding common errors.

Contents: Objectives in writing a questionnaire, The data collection media, Planning the questionnaire, Types of question and data, Rating scales, Applications, Writing the questionnaire, Laying out the questionnaire, Online questionnaires, Piloting the questionnaire, Ethical issues, Social desirability bias, International surveys

PAPER, 304 PP, 6 x 9
SEPTEMBER 2008, 978-0-7494-5028-1, \$39.95
1ST EDITION: 2004, 978-0-7494-4181-4, \$39.95



JUST PUBLISHED

Branding Your Business

Promoting Your Business, Attracting Customers and Standing out in the Market Place

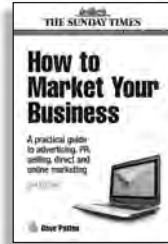
James Hammond

A successful business must create a memorable brand and fix it in the consumer's mind. *Branding Your Business* helps entrepreneurs do this by explaining the whole branding process in easy-to-follow terms. Providing practical help instead of academic theories, it explains what a brand is and what it is not, how to conduct a "DIY" brand audit and how to use marketing NLP and psychological principles to make an impact.

Based around the theory that a brand is the total perception a customer has about a company, its products, and its services, *Branding Your Business* reveals what to do to create and manage successful brands, enabling readers to improve profits and leave the competition standing.

James Hammond has over 27 years of experience working in brand management and strategy, consulting for many blue chip organizations, including Virgin, Honda, and EMI. He has created and chaired key European conferences on Customer Care and Managing Change. He is an experienced speaker, conducting workshops and training programs.

PAPER, 224 PP, 6 x 9
MAY 2008, 978-0-7494-5073-1, \$24.95
BUSINESS ENTERPRISE SERIES



JUST PUBLISHED

How to Market Your Business

A Practical Guide to Advertising, PR, Selling, Direct and Online Marketing

6TH EDITION
Dave Patten

This guide offers tested advice on constructing a profitable marketing strategy for any business. Explaining how to revitalize products and services with some basic marketing know-how, *How to Market Your Business* covers market research, advertising, promotion, selling techniques, product launches, and using the internet – everything a business owner needs to ensure their product reaches the market successfully.

This new edition has been thoroughly rewritten to stay up-to-date with all the new marketing channels, in particular those offered by the internet. With a strong emphasis on practical advice, this is a useful guide for anyone marketing on a tight budget.

Dave Patten runs his own marketing advisory business. He has had 20 years of first-hand experience in finance and marketing.

PAPER, 256 PP, 6 x 9
MAY 2008, 978-0-7494-5145-5, \$24.95
BUSINESS ENTERPRISE SERIES



How to Write a Marketing Plan

3RD EDITION

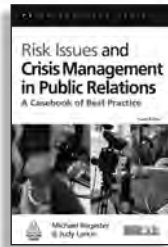
John Westwood

"A 'must-have' educational resource for marketing students, and a valuable refresher course for working professionals." — **Internet Bookwatch**

Well-written marketing plans are based on solid strategy. They identify the most promising business opportunities, provide a coordinated action plan and illustrate how to maintain position in identified markets. John Westwood uses a real marketing plan to walk readers through each step of developing and writing their own plan. With a practical approach, this comprehensive workbook covers each essential step, including: carrying out a marketing audit, setting objectives and the strategies to achieve them, devising budgets, and writing and implementing the plan.

John Westwood has held a wide variety of senior sales and marketing positions. He is currently the sales and marketing director of a major multinational company.

PAPER, 160 PP, 5 x 8 1/2
2006, 978-0-7494-4554-6, \$17.95
CREATING SUCCESS SERIES



NEW EDITION
FORTHCOMING

Risk Issues and Crisis Management in Public Relations

A Casebook of Best Practice
4TH EDITION

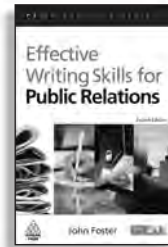
Michael Regester and Judy Larkin

The reputation of an organization influences whether or not we buy from, work for, supply to and invest in that organization. This fourth edition of *Risk Issues and Crisis Management in Public Relations* defines reputation, explores how to value it, and provides practical guidelines for effectively managing it.

This latest edition features new sections of the effects of recent world events, Corporate Social Responsibility, climate change and sustainability, legal revisions, and the use of the Internet in a crisis. Featuring new case studies on Oxfam and Starbucks, Sony, Dell, BP, Northern Rock, Wal-Mart, and various current events in Britain, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns.

Michael Regester and **Judy Larkin** draw on 30 years of experience advising corporations on what to do in anticipation of potential risk issues and how to cope in crisis situations. They are the founders of London-based reputation management consultancy Regester Larkin.

PAPER, 256 PP, 6 x 9
JULY 2008, 978-0-7494-5107-3, \$37.50
3RD EDITION: 2005, 978-0-7494-4382-5
PR IN PRACTICE SERIES



NEW EDITION
FORTHCOMING

Effective Writing Skills for Public Relations

4TH EDITION
John Foster

Effective Writing Skills for Public Relations is a reference source

on style and presentation with tips on making the best use of written communication. It gives advice on policing house style with attention to punctuation, headlines, captions and overall consistency. There are tips on how to write and design a good press release. Readers will also find help on public speaking, pronunciation and the standard writing skills needed in the office.

This new edition includes new sections on website content and design, legal issues in websites and emails, what journalists look for in company websites, meeting the needs of your target audience, controlling and getting the best out of emails, writing and designing e-zines, and setting up online media centers.

John Foster has held senior public relations posts with Pira International and the Institute of Practitioners in Advertising. A Fellow of the Chartered Institute of Public Relations in the UK, he was awarded the Institute's Stephen Tallents Medal in 2003.

PAPER, 256 PP, 6 x 9
JULY 2008, 978-0-7494-5109-7, \$37.50
3RD EDITION: 2005, 978-0-7494-4381-8
PR IN PRACTICE SERIES



NEW EDITION
FORTHCOMING

Effective Internal Communication

2ND EDITION
Lyn Smith and Pamela Mounter

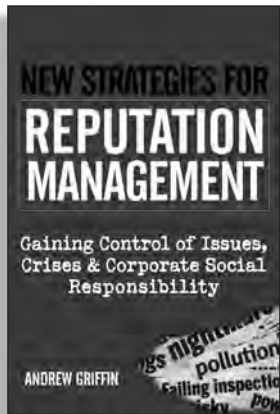
Effective Internal Communication looks at

how internal communication is conducted across different sectors and in organizations of differing sizes and complexity. Filled with practical examples and useful advice, the book contains many topical case studies that bring complex issues to life.

The second edition looks at a wide range of issues related to internal communication, including the management of internal communication, internal communication across sectors, legal frameworks, measuring results, effects of technology, and managing change. It also contains new chapters on communicating in a crisis, leadership by mid-level managers, and the future of internal communication.

Lyn Smith worked as a professional communicator for over 30 years, moving from film publicity to internal communications, then to copywriting and media relations for a direct marketing agency. **Pamela Mounter** is a senior corporate communication consultant. She has written about internal communication for both academic and general publications and has been recognized by the International Association of Business Communicators for her work in this area.

PAPER, 224 PP, 6 x 9
AUGUST 2008, 978-0-7494-5265-0, \$37.50
1ST EDITION: 2005, 978-0-7494-3948-4
PR IN PRACTICE SERIES



JUST PUBLISHED

New Strategies for Reputation Management

Gaining Control of Issues, Crises, and Corporate Social Responsibility

Andrew Griffin

New *Strategies for Reputation Management* challenges current orthodoxies in reputation management and urges business leaders to adopt a radical new approach to crisis management, issues management and social responsibility.

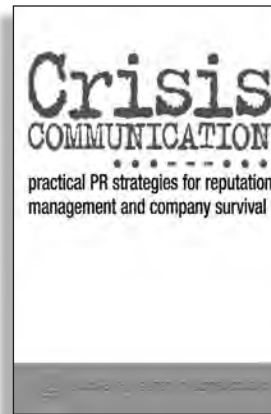
The author argues that the received wisdom on reputation management is inadequate for the challenges

presented by changing external realities. In a world where issues are global, trust in companies is declining and everyone plays the “blame game,” corporate strategies of quiet engagement are failing. Criticizing defensive and piecemeal approaches, Andrew Griffin urges companies to change the way they prepare for and manage crises, be confident and assertive in issues management and lead the terms of debate on social responsibility.

Contents include: Reputation management today; The corporation under fire; Regaining the reputation initiative; Crisis management — leadership in a tried and tested system; Issues management — shaping the agenda; Social responsibility — your initiatives on your initiative; Turning the corner — the corporation on the couch.

Andrew Griffin is CEO of Register Larkin, a specialist reputation management firm providing high-level strategic advice and training on sensitive issues. He has worked extensively with global companies such as Shell, Sony, BT and Nestlé.

HARDCOVER, 240 PP, 6 x 9
2008, 978-0-7494-5007-6, \$60.00



FORTHCOMING

Crisis Communications

Practical PR Strategies for Reputation Management and Company Survival

Peter Anthonissen

No company or organization is immune to crisis. Every day brings the risk of being affected - an accident results in death or injury; a failed company takeover causes share prices to plummet; toxic food, medicines and drinks leads to mass hysteria. A crisis, however, does not necessarily have to turn into a PR disaster for the business or organization involved. *Crisis Communications* provides readers with advice on how

to limit damage by acting quickly and positively. Moreover, it explains how to turn a crisis into an opportunity by communicating efficiently, through the use of successful public relations strategies.

Crisis Communications provides information on: accountability; crisis communication planning; building your corporate image; natural disasters; accidents; financial crises; legal issues; corporate re-organization; food crises; dealing with negative press; media training; and risk managers. It also includes case studies, checklists and sample crisis preparation documents.

Contributors include: Kathryn Blanchard (USA); Roger Bridgeman (USA); Willem Buitelaar (The Netherlands); Marianne de Bruijn (The Netherlands); Tom Gable (USA); Kathryn H Tunheim (USA); Jerry Hendin (USA); Stuart Hyslop (United Kingdom); Nick Leighton (United Arab Emirates); Thom M Serafin (USA); Bob Oltmanns (USA); Steven Pellegrino (USA); Silvia Pendas de Cassina (Mexico); Nuria Sanchez (Spain); Elizabeth Seigenthaler Courtney (USA); Tony Shelton (USA); Odile Vernier (France); Jim Walsh (Ireland); Tim Wallace (USA); Mania Xenou (Greece).

Peter Frans Anthonissen founded the communications consulting firm *Anthonissen & Associates* in 1987. His clients have included Renault, Coca-Cola, Procter & Gamble and the Belgian and Flemish governments. He is a visiting professor at Vlerick Leuven Gent Management School and Universiteit Antwerpen Management School.

HARDCOVER, 256 PP, 6 x 9
OCTOBER 2008, 978-0-7494-5400-5, \$39.95



Creativity in Public Relations

3RD EDITION
Andy Green

Creative input is inevitably required of the PR practitioner, and yet many PR practitioners lack a real understanding of the creative process. *Creativity in Public*

Relations addresses this, guiding the reader through a range of techniques and tips for generating creative ideas, as described by the “Five I’s” of the creative process: information, incubation, illumination, integration and illustration. Among the topics explored: techniques for stimulating ideas, ways to evaluate ideas, obstacles to creativity, the creative individual and the creative organization. The book includes practical examples and research carried out by those in the PR industry who are regarded as creative by their peers.

This updated third edition includes new chapters that explain how to improve flexible thinking and use creativity as a consultation tool.

Andy Green runs his own public relations and marketing consultancy. He has over 20 years of experience in the industry. He now leads courses on creativity for many leading organizations.

PAPER, 208 PP, 6 x 9
2007, 978-0-7494-4823-3, \$32.50
PR IN PRACTICE SERIES



Public Relations Strategy

2ND EDITION
Sandra Oliver

This challenging book discusses the nature of public relations and how it develops and supports management strategy. It links models and theories of strategic man-

agement to the PR function. International case studies review Royal Caribbean’s effort to elevate US port security to a national issue, Edelman Public Relations’ campaign to win the release of 408 Moroccan prisoners, and the Marriott Hotel Group’s campaign to minimize damage to Indonesia’s reputation after a bombing at the Marriott Hotel in Jakarta.

Contents: Not Just PR: PR strategy in a management context; PR’s Place on the Board: A core governance role; Reputation management in a celebrity-driven society; Internal Communication: Employees as ambassadors; Beyond “Customer is King:” Sales and marketing promotion; Media Relations: A borderless world view; Research Methods: Measures and motives; and The Ethical Dimension: A moral imperative.

Dr. Sandra Oliver is founding editor of Corporate Communications journal and the former chair of the International Public Relations Association.

PAPER, 144 PP, 6 x 9
2007, 978-0-7494-4865-3, \$32.50
PR IN PRACTICE SERIES



Evaluating Public Relations

A Best Practice Guide to Public Relations Planning, Research & Evaluation

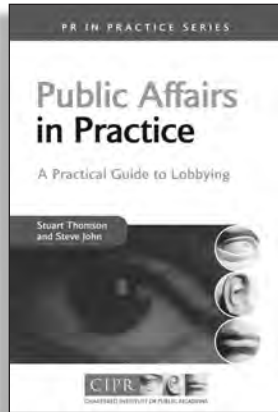
2ND EDITION
Tom Watson and Paul Noble

“Highly recommended.” — **Choice**

Evaluating Public Relations advises PR practitioners at all levels how to demonstrate clearly and objectively to their clients and managers the impact that their work has. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies, illustrating them throughout with award winning case studies and interviews. Fully revised and updated, the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies. This edition includes new information on: online evaluation; measuring relationships; practitioner culture, evaluation procedures and structures; payment by results; econometrics; word of mouth. Covering both theory and practice, *Evaluating Public Relations* is a handbook for both students and experienced practitioners.

Paul Noble is an independent trainer, consultant, academic, and non-executive director of a public relations consulting firm. **Dr. Tom Watson** teaches at The Media School at Bournemouth University in the UK. He was formerly Associate Professor & Head of the School of Communication at Charles Sturt University in Australia and was chairman of the UK’s Public Relations Consultants Association from 2000-2002.

PAPER, 224 PP, 6 x 9
2007, 978-0-7494-4979-7, \$37.50
PR IN PRACTICE SERIES



Public Affairs in Practice

A Practical Guide to Lobbying

Stuart Thomson and Steve John
Forward by Senator George Mitchell

Public affairs today is more than just political lobbying. Making an impact requires working with other policy-making bodies, such as regulators, commercial organizations and other interested parties. *Public Affairs in Practice* examines the methods public affairs professionals use to make an impact, with an emphasis on parliamentary affairs and government relations. It covers each aspect of the industry and examines the tools needed to deliver an effective public affairs program. Not only do the authors consider established markets, but also the

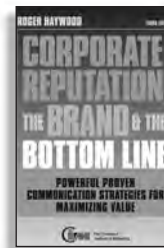
opportunities presented to companies by the EU accession states and China, where there are currently very few public affairs professionals. With case studies and tips from industry professionals, this is a practical how-to guide for both practitioners and students.

Contents include: The art of lobbying; Reputation and the media; Managing issues; Stakeholder relations; Corporate social responsibility.

Dr. Stuart Thomson writes and lectures about business and political issues and is the author of several books. **Steve John** is the Director of Government Affairs for PepsiCo UK and Ireland. He has also worked as a journalist and a political consultant for a number of government relations firms.

PAPER, 176 PP, 6 x 9
 2007, 978-0-7494-4472-3, \$35.00
 PR IN PRACTICE SERIES

BACKLIST TITLES



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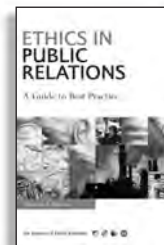


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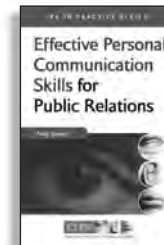
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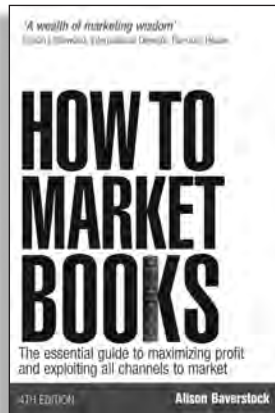
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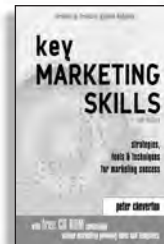
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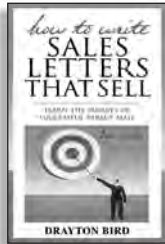
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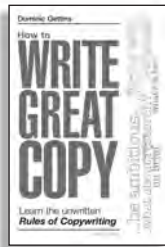
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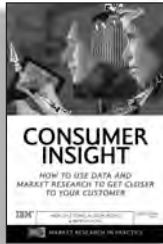
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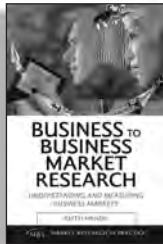
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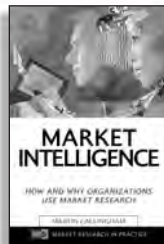
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