

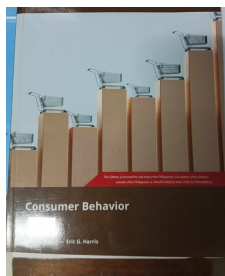


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NEW ACQUISITIONS

MARKETING



Babin, Barry J., Consumer Behavior: Philippine Edition Singapore: Cengage Learning Asia Pte Ltd, [c2025] [CO HF 5415.32 B33 2025]

Students rarely feel like an expert when they begin a new college class. However, a consumer behavior (CB) course is an exception. Everyone reading this book has years of experience spending and consuming! As we will see, the word “spending” means that something, such as time and/ or money, is being used toward a value-producing activity or product. When this happens, “consumption” takes place. In fact, we act as consumers every day and every waking hour.

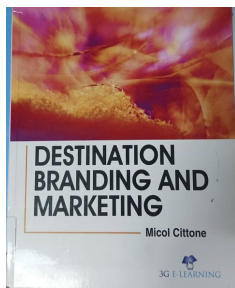
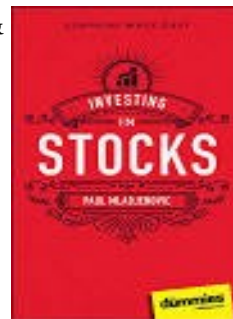
That’s correct! Every day you have been alive you have been a consumer. As a result, you begin this book with a degree of expertise that makes the subject come alive with relevance. If you are 21, you have 21 years of CB experience!

Mladjenovic, Paul Investing in Stocks for dummies Hoboken, NJ: John Wiley & Sons, Inc., c2023 [CO HG 4551 .M53 2023]

When the economy resembles a roller coaster, you want to make sure you’re invested in the right stocks for financial success. Investing in Stocks for dummies provides the essential information you need to choose the best stocks for your portfolio. With the expert guidance in this book, you’ll make smart financial decisions, invest wisely, and watch your portfolio grow.

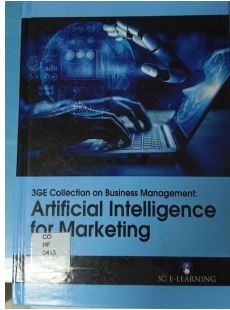
Discover

- Your goals for stock investing
- How to balance risks and rewards
- The different vehicles for investing in stocks]
- Short– and long-term stick investment strategies



Cittone, Micol, Destination Branding and Marketing New York, NY: 3G E-Learning LLC, c2024 [CO G 155.A1 C58 2024]

Awareness of a destination is essential to the success of tourism and places strive to draw favorable attention to them in an intensely competitive marketplace. The global choice of destinations is growing and certain of these possess similar resources, giving rise to a situation where one can be replaced by another as the notion of destination choice sets implies, so differentiation through promotion is vital. A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages and purpose-built resort areas, and thus is an amalgam of all the tourism services and experiences offered to consumers. Destination branding and marketing plays a crucial role in the success of the tourism and hospitality industry. It involves creating a unique identity and promoting the distinct characteristics of a destination to attract travelers.

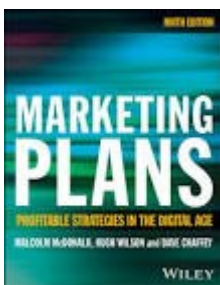


3GE Collection on Business Management: Artificial Intelligence for Marketing New York, NY: 3G E-Learning LLC, [c2023] [CO HF 5415 .T549 2023]

Digitalization is transforming the world at an unprecedented rate. Digital content is consuming more and more on a daily basis as people spend more time online. The digital tools and sites they use are increasingly important to their daily lives. Marketing companies are adapting to artificial intelligence in their marketing strategies. Artificial intelligence is revolutionizing the marketing world at the moment. Increasing computing power and big data have given rise to artificial intelligence. Increasing number of companies are turning to artificial intelligence as a means of making their operations smarter and more efficient because of advancements in machine learning, neural networks, and deep learning. To make sense of data, learn more about customer, and streamline operations, marketers are increasingly embracing these resources.

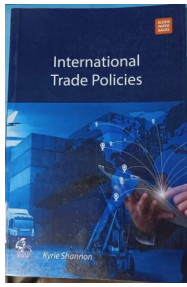
Hair, Joseph F., Jr., Essentials of Marketing Analytics: 2024 release New York, NY: McGraw Hill LLC, c2024 [CO HF 5415.2 .H265 2024]

We enthusiastically prepared this revision of our book with substantial optimism regarding its continued success. Marketing analytics is an exciting field of study, and numerous opportunities are emerging for students at the undergraduate and master's levels, and increasingly at the Ph.D. level. We live in a global, highly competitive, rapidly changing world that is increasingly influenced by digital data, expanded analytical capabilities, information technology, social media, and many other recent developments, particularly in the area of artificial intelligence. In its initial edition this book became a premier source for new and essential knowledge in data analytics, particularly for situations related to marketing decision making that can benefit from marketing analytics, which represent an estimated 80 percent of all challenges faced by business, non-profit, and increasingly governmental organizations.



McDonald, Malcolm, Marketing Plans: Profitable Strategies in the Digital Age 9th Edition USA: John Wiley & Sons, Inc., c2024 [CO HF 5415.13 .M255 2024]

In the newly revised ninth edition of Marketing Plans, a team of renowned marketing strategists and professors delivers a fully updated version of the gold standard in marketing planning textbooks. The book contains a proven, start-to-finish approach to planning your firm's marketing and is complemented by brand-new content on digital marketing and sustainable marketing.



Shannon, Kyrie, International Trade Policies Jersey City, USA: Alexis Press, LLC, [c2024] [CO HF 1411 .S43 2024]

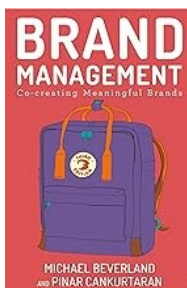
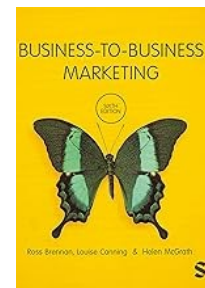
“International Trade Policies” is a comprehensive book that delves into the intricacies of global trade regulation and practices. Authored by experts in the field, it explores the multifaceted nature of international trade, covering topics such as trade agreements, tariffs, non-tariff barriers, trade disputes, and the role of international organizations like the World Trade Organization (WTO). The book provides insights into the economics, political, and social dimensions of trade policies, highlighting their impact on domestic industries, economies, and consumers. Readers will gain a deeper understanding of the forces shaping global trade patterns and the challenges faced by nations in balancing their interests. By examining real-world case studies and historical contexts, the book equips readers with the knowledge to analyze, critique, and contribute to the ongoing discussions surrounding international trade policies in an increasingly interconnected world.

Brennan, Ross, Business-to-Business Marketing California: SAGE, [c2024] [CO HF 5415.1263 .B74 2024]

Written from a European perspective, this comprehensive and regularly updated textbook covers both the theory and practice of global business-to-business (b2b) marketing. New to this sixth edition:

- Increased and updated coverage covering digital transformation and responsible business as well as new content on small firms
- New organizational coverage, including companies and brands such as Airspares Unlimited, Optel Group, Pfizer, Royal FloraHolland, Toyota, Trelleborg, ValCo Engineering Ltd and Volkswagen
- Updated online resources for instructors to use and share in their teaching with students, including Power-Point slides, a testbank, and an instructor’s manual containing guidance and links to online content such as video material, reports, websites and relevant journal articles for each chapter

The textbook is suitable for students taking a b2b/industrial marketing module at undergraduate or postgraduate levels. It will also be useful to researchers and practitioners involved in b2b/industrial marketing. Ross Brennan was the former professor of industrial marketing at the University of Hertfordshire, UK. Louise Canning is Associate Professor of Marketing at Kedge Business School, Marseille France. Helen McGrath is Lecturer in Marketing at University College Cork, Ireland.



Beverland, Michael, Brand Management: Co-Creating Meaningful Brands California: SAGE, c2024 [CO HF 5415.1255 .B448 2024]

This popular textbook introduces students to contemporary brand management and innovation with a focus on how companies and consumers are interacting and co-creating brands today.

The latest edition continues to provide equal focus on theory and practice with all new case studies and examples from brands around the globe to help show the wide range and diversity of brands and consumers today. These include Glossier, Lovehoney, Whisper, Shinola Detroit, Trung Nguyen, Shatta Wale, Tony’s Choclonely.

Also included are updated research references and online resources, as well as a brand-new chapter on the creative aspects of branding from naming to logos and experiences.



Brown, Tom J., Basic Marketing Research: Customer Insights and Managerial Action Australia: Cengage, [c2024] [CO HF 5415.2 .C49 2024]

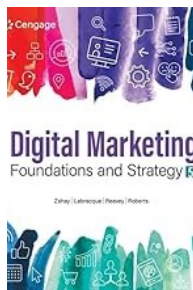
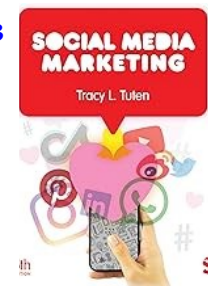
In Brown/Suter/Churchill's BASIC MARKETING RESEARCH, 10th Edition, you will learn how to convert marketplace data into actionable marketing information using the two dominant approaches, behavioral data that exists and customer insights gathered for a specific purpose, and how interactions in the research process give managers and researchers confidence in the result. BASIC MARKETING RESEARCH's easy-to-read writing style helps you see the research process from the perspectives of researchers who gather information and marketing managers who use it and helps you apply your market research skills in experiential learning activities.

Tuten, Tracy L., Social Media Marketing California: SAGE, [c2024] [CO HF 6146.I58 T883 2024]

The original, bestselling, and award-winning textbook on social media marketing, featuring all the essential topics, concepts, research, and practical application for study and career success.

Now thoroughly updated in this fifth edition to reflect the latest developments in social media marketing research and practice, and with new case studies and examples, including brands such as Apple, Cadbury, LUSH Cosmetics and Zoom.

A must-read for all students and practitioners of social media marketing.



Zehay, Debra, Digital Marketing: Foundations and Strategy Boston, MA: Cengage, [c2024] [CO HF 5415 .Z34 2024]

DIGITAL MARKETING FOUNDATIONS AND STRATEGY, 5th EDITION provides students with a comprehensive understanding of digital marketing. Using strategy concepts as its foundation helps students to easily translate material from other marketing and business courses into the practice of digital marketing. Chapters combine marketing theory and conceptual frameworks to provide students with a foundational understanding of digital marketing issue.

DIGITAL MARKETING FOUNDATIONS AND STRATEGY FIFTH EDITION includes relevant updates on the impact of the COVID pandemic as well as trends in account-based marketing and Google algorithm updates. Regal and regulatory issues as well as AI and marketing automation are integrated throughout the text.