



Marketing 2016

By William M. Pride, O. C. Ferrell

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Pride and Ferrell's MARKETING 2016 provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven book helps readers develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. MARKETING 2016 delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples, including up-to-date material on social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, updated chapter objectives, and access to new "Ask a Marketer" videos to introduce key concepts. Perfect for readers of all backgrounds and interest levels, MARKETING 2016 is an essential resource for career success.

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Editorial Review

About the Author

William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading principles of marketing book. Dr. Pride's research interests include advertising, promotion, and distribution channels, and his research articles have appeared in major professional journals, such as the Journal of Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the Journal of Advertising. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards.

O. C. Ferrell (Ph.D., Louisiana State University) is University Distinguished Professor of Business Ethics at Belmont University. He most recently served nine years as University Distinguished Professor of Marketing and Creative Enterprise Scholar at the University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, and The Academy of Management Executive, as well as other journals. His MARKETING: CONCEPTS AND STRATEGY TEXT, co-authored with Dr. William Pride, is one of the most widely adopted principles of marketing text in the world. BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, co-authored with John Fraedrich and Linda Ferrell, is one of today's leading business ethics texts. Dr. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues.

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