



Foundations of Marketing

By John Fahy, David Jobber

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Foundations of Marketing, Fourth Edition, is a fully revised and updated edition of the highly successful text by John Fahy and David Jobber. Devised to offer comprehensive coverage for a short course in marketing, Foundations of Marketing retains its concise twelve chapter structure. The book offers a rigorous but accessible introduction, covering the core marketing curriculum in an engaging style that routinely demonstrates how marketing affects our everyday lives, considering both the decisions we make as consumers, and decisions marketing professionals would make in response to their customers. Fully revised and updated, this edition offers a closer focus on the value of marketing and its impact. The new edition also takes a more critical approach that questions and engages with current debates. Topic highlights of the fourth edition include widespread coverage of the huge impact of social media on the sphere of marketing, a fresh look at new techniques of marketing research used in real organizations, and a contemporary perspective on the growing service segment of the world economy. Bang up to date with new cases and examples, the book covers European examples from all corners of the region, including Germany, Sweden, Denmark, France, Switzerland, the UK and Ireland, without ignoring the prevalence of US and global brands in contemporary culture. The book retains the popular Marketing Spotlight and Marketing in Action features, showcasing brands as diverse as Lady Gaga, Guinness and Gap. New Social Media boxes cover LinkedIn, Facebook, Groupon and more. The fourth edition's case studies are all new, featuring brands from varying segments and countries, including H and M, Subway, Carlsberg, Rolex and Jamie Oliver. The new edition is supported by a superlative resource package to support lecturers and students, with exciting new videos linked to the case material, case and tutorial support and the integration of McGraw-Hill's Connect learning solution. Connect offers gradeable interactive activities, cases, self study quizzes, and a variety of tools to help students to master their marketing module.

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Editorial Review

About the Author

John Fahy is Professor of Marketing at the University of Limerick in Ireland and Adjunct Professor of Marketing at the University of Adelaide, Australia. He has a distinguished track record of teaching and research in the fields of marketing and business strategy. In particular, he is known for his work in the area of marketing resources and capabilities and how these factors impact on organisational performance. He is a founder member of the MC21 group which has conducted research on marketing resources and performance across 15 countries. Other current research interests include evolutionary perspectives on marketing and strategic decision making. David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing.

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