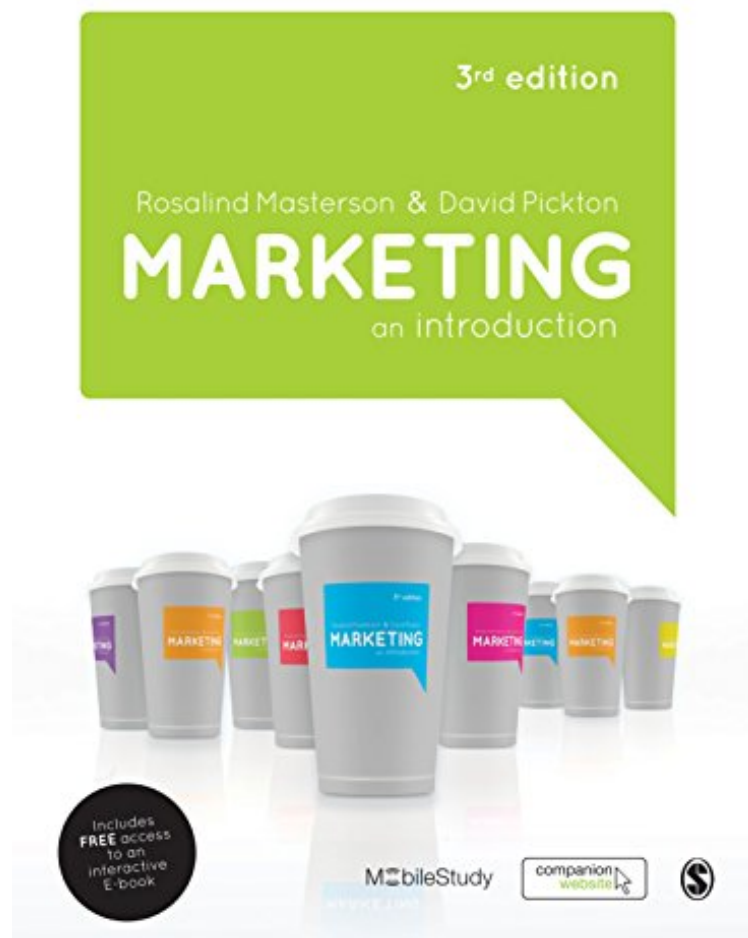


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Marketing: An Introduction

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The case studies were interesting and the online material accessible for both the students and the lecturers. (Charlotte Lystor) A good starter text for non-business studies candidates wanting to ease themselves into the literature. The layout and approach are very user friendly. (Veronica Eastham) I found this book a really outstanding text that gives basic ideas in marketing in a simple and interesting way with many examples and illustrations. I think my students will find it very useful in their study of marketing. (Dr Tarig Eltayeb) About the Author Rosalind Masterson is a Chartered Institute of Marketing Chartered Marketer, a Member of the Academy of Marketing and a Fellow of the Institute of Higher Education. She was a Principal Lecturer at De Montfort University until 2013. She has taught extensively, and has been subject and programme leader, at both undergraduate and postgraduate levels. She has taught, and been external examiner, at a number of universities during an academic career spanning twenty years. Rosalind's commercial experience includes sales and marketing positions within IBM and Marketing Management for an IT consultancy. She ran her own marketing consultancy and freelance copywriting business for ten years. David Pickton is Associate Director, Strategic Partnerships and Visiting Academic at University of Birmingham. He holds the title, 'Honorary Academic Fellow' from De Montfort University, Leicester, England having been founding member and head of its academic Department of Marketing. He

has also been visiting academic and external examiner at over 20 other universities in the UK, Europe and Asia. His Editorial Board memberships have included the *Journal of Marketing Communications*, *Innovative Marketing Journal*, the *Journal of Brand Management*, *Corporate Communications: An International Journal* and *Marketing Intelligence and Planning*; for which he was also Assistant Editor. He has contributed to various academic texts and has written numerous articles, being placed in the top 0.5% of researchers on Academia.edu (by 30-day views of his papers). His work can be found on ResearchGate.net, Academia.edu, Google Scholar, Figshare and Prezi. His commercial experience includes marketing and advertising management positions on both the client and agency sides of industry, directorship of his own business consultancy, being a registered marketing consultant with the Department of Trade and Industry and providing executive marketing and management training. His professional affiliations include membership of the Academy of Marketing and Fellowships of the Chartered Institute of Marketing, the Royal Society of Arts and the Higher Education Academy.