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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota.

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developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below: High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques. Personalized Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that

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by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

Marketing for Entrepreneurs provides students with practical insights, strategies, and tips on how to apply marketing concepts to increase the chances of new venture success.

Author Frederick G. Crane focuses on

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how readers can use marketing to find the right opportunity, develop valuable new products and services, and create memorable brands. He walks students through teach phase of the marketing process. Packed with help tips and profiles of successful entrepreneurs, this practical text includes the tools readers need to launch and sustain successful ventures. The new Third Edition includes a new chapter on social media marketing, new examples and profiles, and new coverage of timely topics such as user experience research, data analytics, MVPs, surge pricing, and just-in-time inventory.

Marketing: The Core is a more brief, 18-chapter version of the Kerin/Hartley Marketing 14e product, the most rigorous and robust program

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on the market. The Core 8e also continues to demonstrate the authors' commitment to engagement, leadership, and innovation: Engagement in class-tested, active learning activities to help instructors illustrate textbook concepts as well as examples throughout featuring real people, cases and companies throughout. Media-enhanced PPT slides, alternate cases, and a 5,000+ item test bank are included in the comprehensive instructor resource suite. Leadership in leading, current content and conversational writing style, with new emphasis on marketing metrics and data-driven decision-making, with hyperlinked assignments throughout to easily correlate activities. Innovation in outcomes-oriented Connect®, a highly reliable, easy-to-

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use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

American voters will be empowered by this revealing, behind-the-scene exposé of the marketing strategies and tactics political candidates use to win their hearts, minds, donations, and votes. • "Promise meters" with which to evaluate candidate campaign promises and marketing strategies • Charts and tables that summarize information about political marketing, including presidential campaign slogans, political fundraising regulations, and results • Sidebars highlighting campaign quotes and calling out key points • Enlightening, chapter-by-chapter summaries of

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lessons learned to empower voters to resist political campaign marketing manipulation

Written by a leading pricing researcher, Pricing Strategies makes this essential aspect of business accessible through a simple unified system for the setting and management of prices. Robert M. Schindler demystifies the math necessary for making effective pricing decisions. His intuitive approach to understanding basic pricing concepts presents mathematical techniques as simply more detailed specifications of these concepts.

Arts Management is designed as an upper division undergraduate and graduate level text that covers the principles of arts management. It is

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the most comprehensive, up to date, and technologically advanced textbook on arts management on the market. While the book does include the background necessary for understanding the global arts marketplace, it assumes that cultural fine arts come to fruition through entrepreneurial processes, and that cultural fine arts organizations have to be entrepreneurial to thrive. Many cases and examples of successful arts organizations from the United States and abroad appear in every chapter. A singular strength of Arts Management is the author's skilful use of in-text tools to facilitate reader interest and engagement. These include learning objectives, chapter summaries, discussion questions and exercises, case studies, and numerous examples and cultural spotlights. Online

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instructor's materials with PowerPoints are available to adopters.

The Encyclopedia of Personality and Individual Differences (EPID) beschäftigt sich in vier Bänden mit Gemeinsamkeiten und Unterschieden bei Individuen. Jeder Band konzentriert sich auf einen wichtigen Themenbereich bei der Untersuchung der Persönlichkeitspsychologie und den Unterschieden von Individuen. Der erste Band mit dem Titel Models and Theories betrachtet die wichtigsten klassischen und modernen Standpunkte, Perspektiven, Modelle und theoretischen Ansätze im Studium der Persönlichkeit und Unterschiede von Individuen. Der zweite Band, Measurement and

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Assessment, untersucht die wesentlichen klassischen und modernen Beurteilungsmethoden und -techniken. Der dritte Band mit dem Titel Personality Processes and Individual Differences erläutert die traditionellen und aktuellen Dimensionen, Konstrukte und Merkmale der Studienrichtung. Im vierten Band werden drei Hauptkategorien behandelt: klinische Zuarbeit, angewandte Forschung und interkulturelle Betrachtungen. Darüber hinaus werden Themen wie Kultur und Identität, multikulturelle Identitäten, interkulturelle Untersuchungen von Merkmalsstrukturen und Persönlichkeitsprozesses u. v. m. behandelt. - Jeder Band enthält rund 100 Einträge zu Persönlichkeit und individuellen Unterschieden. Die

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Beiträge stammen von international führenden Psychologen. - Beschäftigt sich mit wichtigen klassischen und zeitgenössischen Modellen und Theorien der Persönlichkeitspsychologie, mit Mess- und Beurteilungsverfahren, Personalitätsprozessen und Unterschieden bei Individuen sowie mit Forschungsansätzen. - Bietet einen umfassenden und ausführlichen Überblick über die Persönlichkeitspsychologie. - The Encyclopedia of Personality and Individual Differences ist ein wichtiges Referenzwerk für Studenten der Psychologie und Fachexperten, die sich mit der Untersuchung und Erforschung von Persönlichkeit beschäftigen.

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