

*Digital Branding : A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*

**Daniel Rowles**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398603189



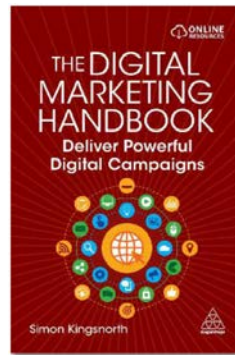
£22.99 | PB | 240.pp | January 2022

Take control of your brand's online presence with this bestselling guide that shows you how to plan, analyze, optimize and measure the tangible results of your digital campaigns.

*The Digital Marketing Handbook : Deliver Powerful Digital Campaigns*

**Simon Kingsnorth**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398603394



£19.99 | PB | 256.pp | January 2022

Produce engaging B2B and B2C digital campaigns that create impact with this essential guide to digital marketing, written by an industry leader to help marketers in their everyday practice.

*Amazon : How the World's Most Relentless Retailer will Continue to Revolutionize Commerce*

**Natalie Berg**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398601420



£19.99 | PB | 320.pp | November 2021

Gain insights into Amazon's inner workings and the secrets behind its disruptive strategies, to learn valuable lessons that can be applied to retailers globally.

*Paid Attention : Innovative Advertising for a Digital World*

**Faris Yakob**

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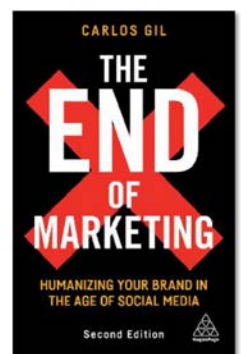
£19.99 | PB | 240.pp | November 2021

Navigate the cluttered advertising marketplace with this bestselling guide that provides contemporary advertising ideas and models for marketing innovation.

*The End of Marketing : Humanizing Your Brand in the Age of Social Media*

**Carlos Gil**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398601345



£14.99 | PB | 288.pp | October 2021

Marketing as we know it is dead. Learn how to spend less time reaching only a limited number of followers and build more time listening to what's relevant to customers, clients and your community.

*Customer Experience Excellence : The Six Pillars of Growth*

**Tim Knight**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398600997



£19.99 | PB | 272.pp | August 2021

Apply the lessons from the world's most elite organizations and make customer experience a habit by creating frictionless and authentic human connections.

## Video Marketing : Create Engaging Video Campaigns to Drive Brand Growth and Sales

**Jon Mowat**

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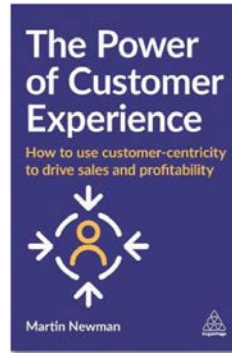
£19.99 | PB | 288.pp | August 2021

Create effective video marketing to stand out from a sea of content, connect with your audiences and boost brand awareness and sales.

## The Power of Customer Experience : How to Use Customer-centricity to Drive Sales and Profitability

**Martin Newman**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781789667875



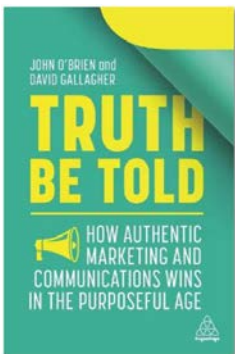
£19.99 | PB | 264.pp | May 2021

Refocus on the customer to outstrip your competition and increase profitability, with invaluable insight into the direct correlation between customer-centricity and shareholder value, proven by today's most successful companies.

## Truth Be Told : How Authentic Marketing and Communications Wins in the Purposeful Age

**John O'Brien**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398600164



£19.99 | PB | 264.pp | April 2021

Harness the opportunities for marketing in the age of purpose and learn why it's so important to be a 'truth teller' by creating authentic communication campaigns, generating honest content and avoiding accusations of 'purpose washing'.

## Activate Brand Purpose : How to Harness the Power of Movements to Transform Your Company

**Scott Goodson**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781789668247



£19.99 | PB | 256.pp | March 2021

Tap into the rise of the conscious consumer. Activate your brand's purpose and turn it into meaningful action, to show your customers what you truly stand for.

## The New Chameleons : How to Connect with Consumers Who Defy Categorization

**Michael R. Solomon**

Kogan Page Ltd (Grantham Book Services (GBS) ) | 9781398600041



£14.99 | PB | 296.pp | February 2021

Reach the modern consumer who defies categorization and who expects brands to map to their unique habits, preferences and expectations.

## The Whole Marketer : How to become a successful and fulfilled marketer

LID Publishing (Marston Book Services) | 9781911671053



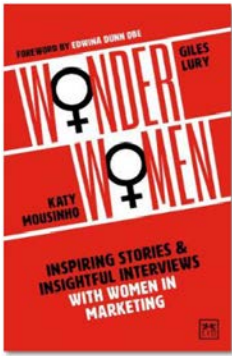
£12.99 | PB | 224.pp | May 2021

The Whole Marketer argues that now is the time to take stock of technical skills required, examine the latest thinking, identify capability gaps and discover how to be fulfilled in a professional context and as a human.

*Wonder Women : Inspiring Stories and Insightful Interviews with Women in Marketing*

**Katy Mousinho**

LID Publishing (Marston Book Services) | 9781912555871



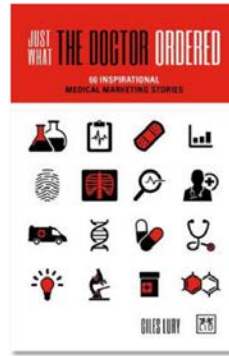
£12.99 | PB | 232.pp | March 2021

In Katy Mousinho's and Giles Lury's Wonder Women are the stories of some of the women who have had a tremendous influence on the marketing industry.

*Just What the Doctor Ordered : 60 Inspirational Medical Marketing Stories*

**Giles Lury**

LID Publishing (Marston Book Services) | 9781912555864



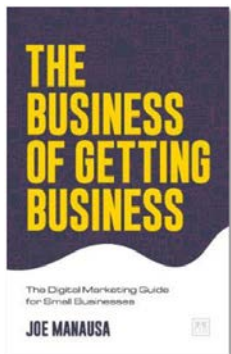
£12.99 | PB | 232.pp | June 2021

The pharmaceutical industry relies on hard science, but any drugs that are developed are only effective when they are taken or used by the right people at the right time. This is the role of medical marketing - to help drug companies address the needs of the many stakeholders: the regulatory bodies, the healthcare professionals, and the patients and their families. Giles Lury's short stories cover the development and marketing of some of the world's most important medical and pharma brands, both old and new, traditional and digital.

*The Business of Getting Business : The Digital Marketing Guide for Small Businesses*

**Joe Manausa**

LID Publishing (Marston Book Services) | 9781912555604



£12.99 | PB | 224.pp | February 2020

The small business owner's go-to guide for how to embrace the digital age.

*The Smart Marketing Book : The Definitive Guide to Effective Marketing Strategies*

**Dan White**

LID Publishing (Marston Book Services) | 9781912555765



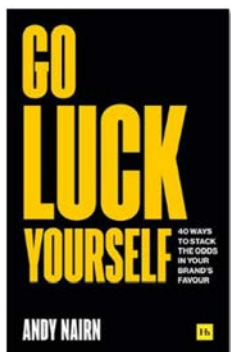
£9.99 | HB | 184.pp | September 2020

Implementing sustainable and successful strategies that can transform your business and brand a masterpiece on the world stage.

*Go Luck Yourself : 40 ways to stack the odds in your brand's favour*

**Andy Nairn**

Harriman House Publishing (Macmillan Distribution (MDL)) | 9780857198884



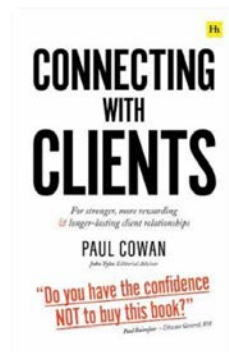
£14.99 | PB | .pp | June 2021

Andy Nairn provides a series of thought-provoking strategies that will help anyone responsible for building a brand.

*Connecting with Clients : For stronger, more rewarding and longer-lasting client relationships*

**Paul Cowan**

Harriman House Publishing (Macmillan Distribution (MDL)) | 9780857198594



£14.99 | PB | 335.pp | March 2021

Connecting with Clients will help you evaluate your client relationships and diagnose issues, understand, relate to and communicate with your clients, and get the best from your clients so that they get the best from you.

*The Power of Ignorance : How creative solutions emerge when we admit what we don't know*

**Dave Trott**

Harriman House Publishing (Macmillan Distribution (MDL)) | 9780857198358



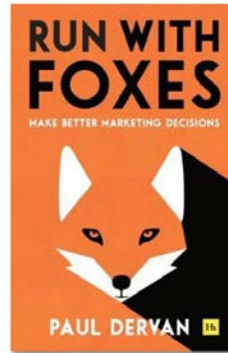
£14.99 | PB | 260.pp | February 2021

In this latest collection of real-life stories, Dave Trott provides lessons about problem solving and creative thinking that can be applied in advertising, business, and the wider world.

*Run with Foxes : Make Better Marketing Decisions*

**Paul Dervan**

Harriman House Publishing (Macmillan Distribution (MDL)) | 9780857197726



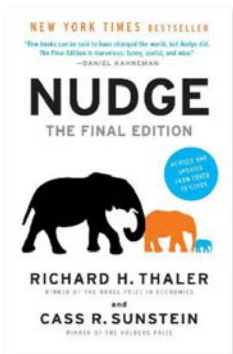
£14.99 | PB | 188.pp | April 2020

Run With Foxes is a must-read collection of real-life stories revealing the messy reality of decision-making in marketing and the secrets of making better decisions.

*Nudge : The Final Edition*

**Richard H. Thaler**

Yale University Press (John Wiley & Sons Ltd) | 9780300262285



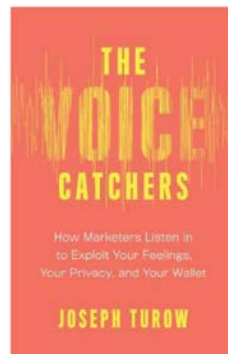
£20.00 | HB | 384.pp | August 2021

An updated and refreshed edition of the groundbreaking book that shows how people can be nudged toward decisions that will improve their lives.

*The Voice Catchers : How Marketers Listen In to Exploit Your Feelings, Your Privacy, and Your Wallet*

**Joseph Turow**

Yale University Press (John Wiley & Sons Ltd) | 9780300248036



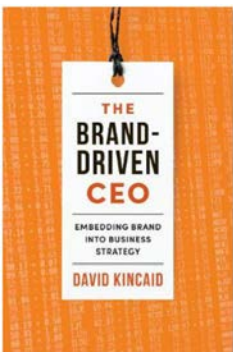
£25.00 | HB | 344.pp | July 2021

Your voice provides biometric data. How are marketers using it to manipulate you?

*The Brand-Driven CEO : Embedding Brand into Business Strategy*

**David Kincaid**

University of Toronto Press (Ingram Publisher Services /NBNI) | 9781442649859



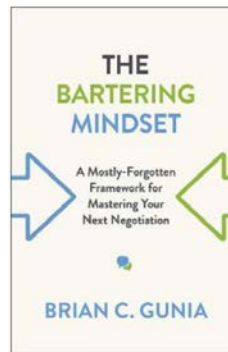
£24.99 | HB | 208.pp | October 2020

This book provides practical strategic and managerial guidance for business leaders looking to find new sources of value and to maximize their brand's potential in today's fast changing global marketplace.

*The Bartering Mindset : A Mostly Forgotten Framework for Mastering Your Next Negotiation*

**Brian Gunia**

University of Toronto Press (Ingram Publisher Services /NBNI) | 9781487500962



£23.99 | HB | 248.pp | February 2019

Our reliance on a monetary mindset generally leads us to negotiate badly. This book will train you to negotiate more effectively, providing you with the strategies needed to apply the bartering mindset to your own monetary negotiations.