



# Publications Catalogue

## Cambridge Marketing Press

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Cambridge Marketing Press was established in 2010 as a focused publisher of information, insight and guidance in the world of marketing.

Since our inception we have developed a range of marketing information sources which include the following:

[Cambridge Marketing Handbooks](#), co-published with Kogan Page, were written by marketing practitioners to provide a broad but informed view of current marketing practice across a range of marketing disciplines.

### **Further information on pages 1 - 6**

[Cambridge Marketing Guides](#) have been developed to support any individual who is studying for formal marketing qualifications with the leading examination bodies. These texts were written by practising tutors and provide a focused and well illustrated core text from which readers can generate a very wide ranging and informed understanding of each topic area. The Guides are split into those at the Certificate and Diploma level in Professional Marketing.

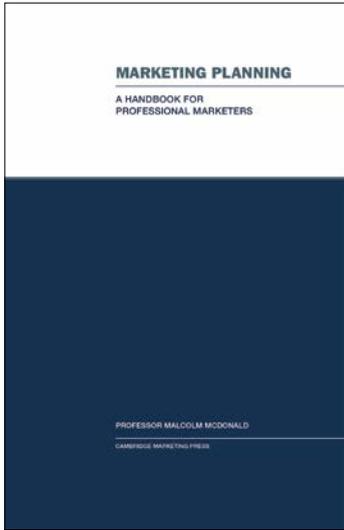
### **Further information on pages 7 - 11**

[Cambridge Marketing Review](#) is a quarterly, peer-reviewed, journal which collates a selection of articles from a wide range of practitioners and academics who together highlight developments, challenges and solutions in the current and future marketing environments. One of the intentions of the CMR is to provide appropriate strategies and solutions to common marketing problems. To subscribe, please visit [www.cambridgemarketingpress.com](http://www.cambridgemarketingpress.com)

### **Further information on page 12**

All of the Cambridge Marketing Press titles are available for purchase online at [www.cambridgemarketingpress.com](http://www.cambridgemarketingpress.com)

## Marketing Planning: A Handbook for Professional Marketers



The Marketing Planning Handbook provides a comprehensive and practical guide to preparing and implementing a strategic marketing plan. Written by one of the world's acclaimed experts in marketing planning it takes the reader through Professor McDonald's 10 Key Steps of the Strategic Marketing Planning Process from objective setting to strategy formulation to measurement and control. It includes detailed guidance on auditing the marketing environment, undertaking SWOT analyses and formulating and selecting strategic options. Throughout the Handbook there are worked examples illustrating how to make the best use of key tools such as Segmentation and the Directional Policy Matrix.

Price £9.99 (including VAT)

### Emeritus Professor Malcolm H.B. McDonald MA (Oxon) MSc PhD DLitt DSc

Malcolm McDonald is an Emeritus Professor at Cranfield University School of Management and a Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He has extensive industrial experience, including a number of years as Marketing and Sales Director of Canada Dry and seven years as Chairman of Brand Finance plc. He spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox, BP and the like, in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia.



He has written 44 books, including the best seller "Marketing Plans; how to prepare them; how to use them", which has sold over half a million copies worldwide.

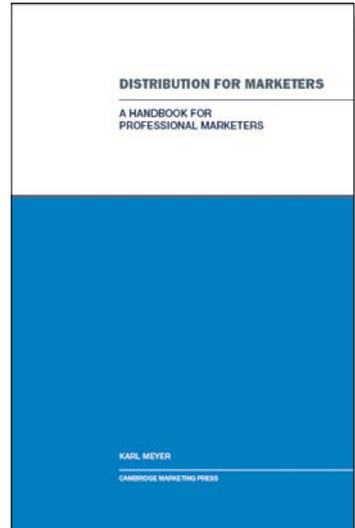
## Distribution for Marketers: A Handbook for Professional Marketers

Distribution, within an organisation, relates to processes, people and interrelations between other organisations which connect the production of the products and services to their end-users.

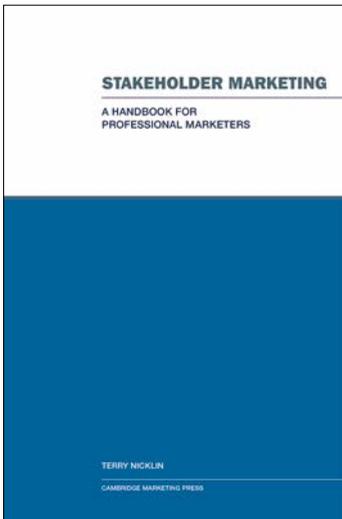
This Handbook analyses and assesses the different distribution models and identifies the key issues related to determining distribution strategy across an organisation. It provides a concise guide to identifying the key distribution activities within a wide variety of national, international, physical and on-line businesses and explains how to relate the experiences of other businesses to an organisation. Price £9.99 (including VAT)

### About the Author

Karl Meyer has spent the last 20 years working in the internet industry and was Director of Channel Marketing Strategy for WorldCom in EMEA. He is presently Product Marketing Manager for Dante Ltd, where he acts as the interface between end users and the development and support teams. Karl has an MA and is a tutor on the Digital Marketing Programme at Cambridge Marketing College.



## Stakeholder Marketing: A Handbook for Professional Marketers



Marketers have long held the view that the customer should be central to all they think about, all they do. Yet the developments of the last few years have shown that other forces are at play that can be at least as powerful and long lasting. A broader group of stakeholders exists whose needs and interests must be understood and satisfied in the quest for a strong corporate reputation and business success. Most recently the impact of the internet and social media has amplified the power of individuals to comment on, and ultimately to influence, the activities of organisations of all types. This Handbook examines the identification of internal, connected and external stakeholders, their ability to affect the organisation, and how organisations should relate to them. It also examines the organisation itself and the factors which influence the development of its corporate image among its various stakeholder audiences.

Price £9.99 (including VAT)

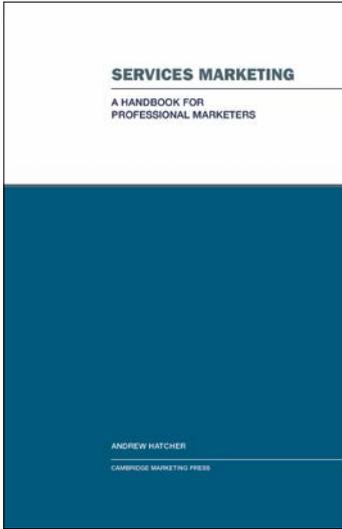
### About the Author

Terry Nicklin has over 30 years' experience of marketing in product and service-based organisations. He has worked at Marketing Director level in global markets for companies in technology and professional services, and has consulted for public and private sector clients including BT, Bosch, GE and

Unilever. He runs PR and marketing consultancy keynote PR to provide high quality marketing support to B2B clients in technology and business services sectors. At Cambridge Marketing College, Terry is Course Director for Digital Marketing. He is Chairman of the Chartered Institute of Marketing (CIM) Cambridgeshire Branch, a Member of the CIM East Regional Committee and the recipient of a CIPR Gold Award.

## Services Marketing: A Handbook for Professional Marketers

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This book takes a fresh look at the world of marketing of services (the Servicescape) as the world transitions from the information age into what is being called the Age of Awareness, a period where individuals move away from information browsing and collection to the application of knowledge, emotion and responsibility to consumption, production and relationships. It uses these changes to highlight the impact that they will have on the marketing of services, with a specific focus on the role of people and processes in delivering success.

Price £9.99 (including VAT)

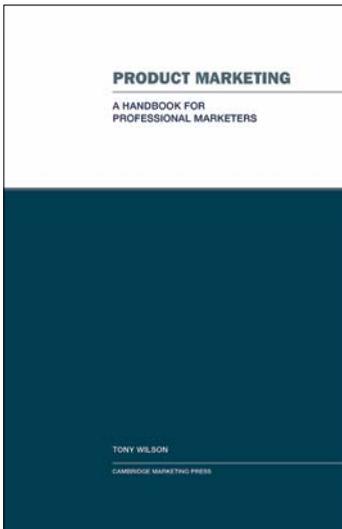
### About the Author

Andrew Hatcher is a Chartered Marketer, Director of Publishing and a senior tutor at Cambridge Marketing College on the CIM Professional Diploma programme. He is Managing Director of The Applied Knowledge Network, which develops training courses and software applications focused on strategy planning. Andrew has over 20 years' experience in marketing services in a wide range of contexts from corporate to start-up

and has written several other books on innovation and marketing strategy.

## Product Marketing: A Handbook for Professional Marketers

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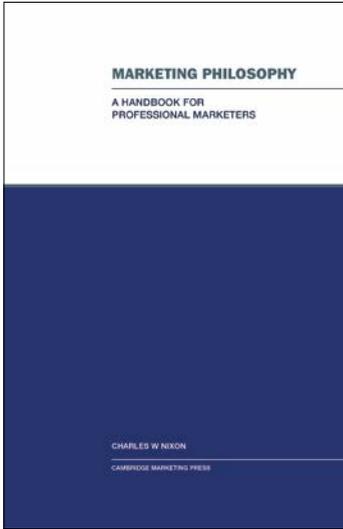
This Handbook explores the nature of a product, looking at how it should fit with the marketplace. It considers how to craft a strong value-proposition, as seen by customers, and how to compile the business case, as seen by the selling organisation, and includes chapters on portfolio management and branding. The book then takes a look at the time-line of a product, examining what has to be done in practice, from idea-gathering, through product development and launch, to product maintenance and eventual withdrawal.

Price £9.99 (including VAT)

### About the Author

Tony Wilson is a Chartered Marketer and a Fellow of Cambridge Marketing College, where he is Director of the Marketing for High Technology programme, and the B2B CIM Professional Diploma and Certificate programmes, and a senior tutor. He has over 25 years in marketing and through his own consultancy, helps technology-based companies to make effective marketing and selling strategies, and to define and install business processes for their execution.

## Marketing Philosophy: A Handbook for Professional Marketers



This Handbook sets the scene for marketers while asking some uncomfortable questions and raising some challenging issues. Do we need marketing at all and why do we get it wrong? Putting marketing in context with other functions for those who are new to the discipline, it begins to establish a Modus Operandi. For many, the operation of marketing comes with considerable military baggage, and this book offers some alternative frameworks. It finally considers the six spheres of marketing understanding and sets out a 'Periodic Table of Elements for Marketing'.  
Price £9.99 (including VAT)

Written part as a guide and part as philosophy, this Handbook challenges the reader to think for themselves. Issues covered include the state of the marketing profession and how we got here; whether there is a need for marketing; the spectrum of marketing; consumer views of marketing and alternative views.

### About the Author

Charles Nixon, MBA, has many years of marketing experience, from government relations, through market research to marketing communications and strategy, having worked across a broad range of industries including textiles, software, telecommunications and

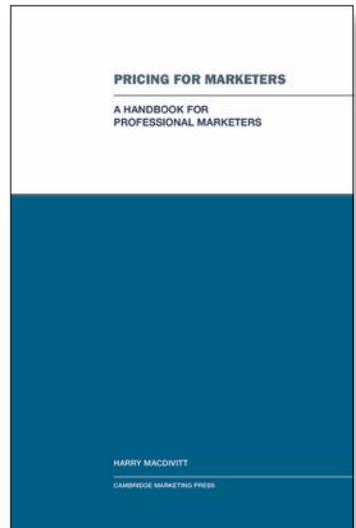
financial services. Charles is Chairman and a founding director of Cambridge Marketing College and consults in marketing for high technology and publishing companies. He is a Fellow of CAM, CIM and the Royal Society of Arts.

## Pricing for Marketers: A Handbook for Professional Marketers

Pricing is an emotive and complex subject, and is generally perceived as one of the most difficult business issues that a manager will be called on to tackle. This Handbook explores the essential knowledge and important theory on key topics including value, economics, accounting and segmentation. It covers conventional and novel approaches to pricing (competition, cost, value-based and dynamic methods) with contemporary illustrations from B2B, B2C and B2B2C.  
Price £9.99 (including VAT)

### About the Author

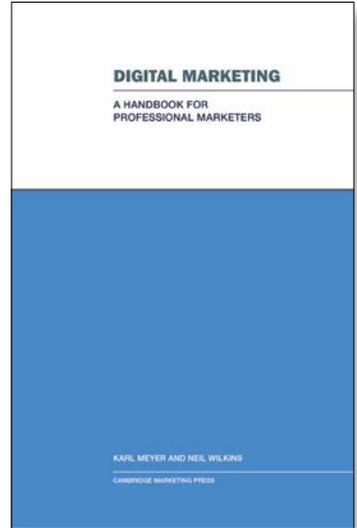
Harry Macdivitt has nearly 20 years' experience in general/marketing management consultancy and training. He has worked in the public sector, academic world, manufacturing and services sectors with major international companies, and has extensive experience of new product identification, sales and marketing and management in high technology medical equipment. He is a Chartered Marketer, member of the Institute of Management Consultants, and a tutor at Cambridge Marketing College's Edinburgh Study Centre. He is also a Visiting Academic at Strathclyde University Business School, and has written several articles and books on pricing and value topics.



## Digital Marketing: A Handbook for Professional Marketers

No organisation can afford to ignore digital marketing in today's electronic age. Understanding what tools are available, how to use them and how to create and implement a co-ordinated digital campaign are essential elements for every marketer's toolbox. And Digital Marketing means more than just establishing a website. There is a complex array of channels and tools including search engine optimisation, mobile and viral marketing, blogs, social media, affiliate schemes, apps, online advertising and web analytics which together have the capability of helping a business achieve previously unseen growth.

This Handbook introduces the key concepts and tools, sets out to how use them effectively and how to create and implement a digital campaign. It contains material from renowned experts in the field and also includes a wealth of recommended resources to enable every marketer to keep up to date with the latest developments in this fast moving arena. Price £9.99 (including VAT)



### About the Authors

**Karl Meyer** has spent the past 20 years working within the Internet Industry in both Technical and Sales and Marketing Roles and was Director of Channel Marketing Strategy for WorldCom in EMEA. He has an MBA from The Open University with a particular emphasis on International Enterprise Development and Knowledge Management, and is a tutor for Cambridge Marketing College's Digital Programmes. Karl has also written *Distribution for Marketers* in this Handbook series.

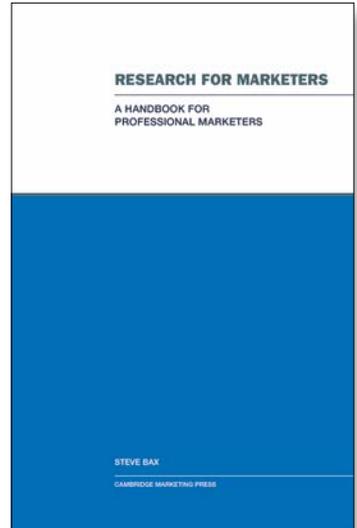
**Neil Wilkins** learnt his marketing with the likes of Orange, Natwest, BP Castrol and Ordnance Survey and now helps individuals and companies to communicate more effectively using strategic planning and dynamic tactical campaigns. He is a Lead Tutor for Cambridge Marketing College's Digital Programmes and Course Director for the College's Mobile Learning Programme. Neil is also the General Manager for the South West, driving the development of the College from the Bristol Study Centre.

## Research for Marketers: A Handbook for Professional Marketers

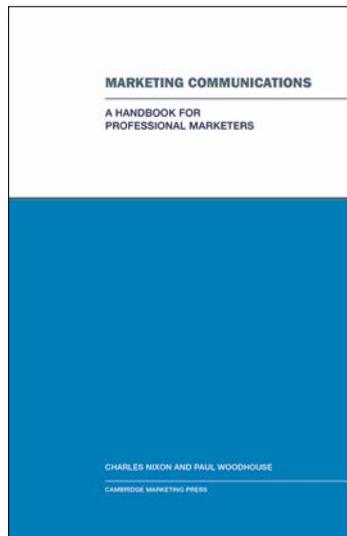
This Handbook is a straightforward guide to the key things that all marketers need to know about marketing research. It takes the reader step-by-step through the basic principles of market and marketing research; the key roles that research plays in marketing decision making; how to go about planning research; types of data and key steps to follow in gathering them; how to get research done – the all important briefing and proposal process; specifics on secondary and primary data methodologies; how to justify research in financial benefit terms; how to decide on what sampling approach to use; and finally, legal and ethical aspects that must be considered. The Handbook recognises the particular importance of online research in today's world and covers this in detail in a dedicated chapter. Price £9.99 (including VAT)

### About the Author

**Steve Bax** is Managing Director of Bax Interaction market research, strategy and training consultancy, with over 30 years' experience at senior and board levels in B2B, B2C and not-for-profit organisations. He is a Fellow of Cambridge Marketing College, where he has been a tutor since 1993, teaching modules on research and regularly undertaking projects. He is a Chartered Marketer, a long-standing member of the CIM and an associate member of the Market Research Society.



## Marketing Communications: A Handbook for Professional Marketers



This Handbook looks at the contemporary integrated communications mix, in the light of the changes in digital marketing and gives an overview of the current tools that marketers need to be able to use to communicate effectively. Key topics include the purpose and uses of communications; the promotional mix; advertising tools; public relations and media tools; the meaning of consumer behaviour; communications plans and evaluation methods. It also examines the buyer behaviour theories for B2C and B2B, looking at the elements that make up the purchasing process and at the key influences on consumer and organisational buying behaviour.

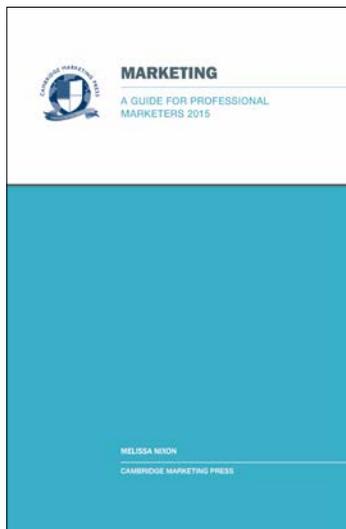
Price £9.99 (including VAT)

### About the Authors

**Charles Nixon**, MBA, has many years of marketing experience, from government relations, through market research to marketing communications and strategy, having worked across a broad range of industries including textiles, software, telecommunications and financial services. Charles is Chairman and a founding director of Cambridge Marketing College and consults in marketing for high technology and publishing companies. He is a Fellow of CAM, CIM and the Royal Society of Arts.

**Paul Woodhouse** is Group Marketing Manager for the Vindis Group. With a background in journalism and PR, he then moved into marketing and has worked for a number of agencies and organisations in B2B, B2C and the not-for-profit sectors. Paul regularly contributes articles and interviews to the *Cambridge Marketing Review*, and writes white papers and other thought leadership pieces for Cambridge Marketing College.

## Marketing: A Guide for Professional Marketers



This Guide provides a comprehensive introduction to the key principles, concepts and tools of Marketing. It looks at the role of marketing and its relationship with other functions in an organisation, and explains the concepts of market orientation, segmentation, and consumer behaviour in both B2C and B2B contexts. It explains the process of marketing planning and how to prepare an effective Marketing Plan using insight from analysis of the external and internal marketing environment and from market research. Finally it looks at the Marketing Mix, explaining each of the 7Ps in detail as well as how to use them and how to use the Marketing Mix in different contexts. Price £22 (including VAT)

### About the Author

**Melissa Nixon** has a BA in Business and Economics and an MBA from Warwick Business School specialising in marketing. She has many years' business experience initially in Central Government as a researcher and strategist before becoming Director of Strategy and Resources for the Government Office for the East of England and then Director of Regeneration at the East of England Development Agency. She has also had many years' diverse experience as a consultant and has worked for Cambridge

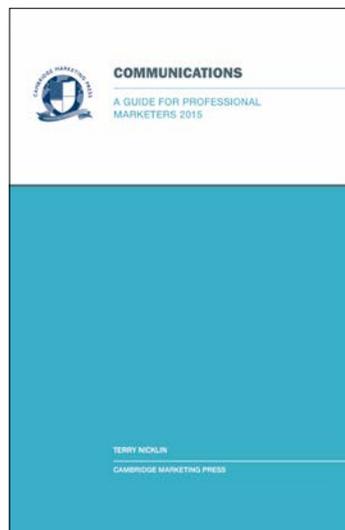
Marketing College for the last 10 years developing study resources for the College's delegates and alumni.

## Communications: A Guide for Professional Marketers

This Guide looks at both internal and external marketing communications and how to develop effective and integrated communications to deliver customer value. It starts by looking at internal communications and how to build cross-functional relationships and use resources from across the organisation to build customer relationships and deliver marketing solutions. It then considers external communications including creating communication campaign plans and creative briefs, and appointing and managing agencies. It also considers the importance of product and brand management including the product life-cycle and ways to build brands. Finally it looks in detail at the marketing communications mix, online and offline media and how to use communication tools in different contexts; as well as how to develop and measure integrated marketing communications (IMC). Price £22 (including VAT)

### About the Author

**Terry Nicklin** has over 30 years' experience of marketing in product and service-based organisations. He has worked at Marketing Director level in global markets for companies in technology and professional services, and has consulted for public and private sector clients including BT, Bosch, GE and Unilever. He runs PR and marketing consultancy Keynote PR which provides high quality marketing support to B2B clients in technology and business services sectors. At Cambridge Marketing College, Terry is Course Director for Digital Marketing. He is Chairman of the Chartered Institute of Marketing (CIM) Cambridgeshire Branch, a Member of the CIM East Regional Committee and the recipient of a CIPR Gold Award.

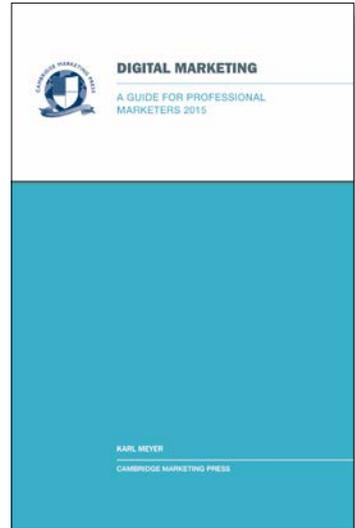


## Digital Marketing: A Guide for Professional Marketers

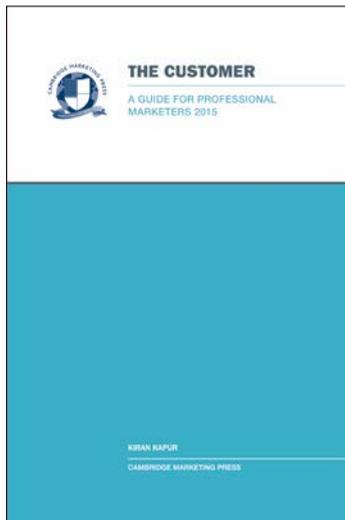
This Guide provides a wide ranging introduction to the world of digital marketing and the digital landscape. It looks at the opportunities and challenges of the disruptive digital environment, online and offline integration and the importance of customer focus. It considers the rise in online consumer power, how to use the internet for revenue generation and the changes in customer behaviour due to the rise of the digital world. It then looks in detail at the wide range of digital communications tools and hardware available and how to develop and co-ordinate an effective digital communications mix. It also looks at digital platforms and channels and the stages of digital adoption. Finally it focuses on digital campaigns and multi-channel marketing and how to measure and monitor digital effectiveness. Price £22 (including VAT)

### About the Author

Karl Meyer has spent the last 20 years working in the internet industry and was Director of Channel Marketing Strategy for WorldCom in EMEA. He is presently Product Marketing Manager for Dante Ltd, where he acts as the interface between end users and the development and support teams. Karl has an MA and is a tutor on the Digital Marketing Programme at Cambridge Marketing College. He has also written the Cambridge Marketing Handbook: Distribution Marketing and is joint author of the *Cambridge Marketing Handbook: Digital Marketing*.



## The Customer: A Guide for Professional Marketers

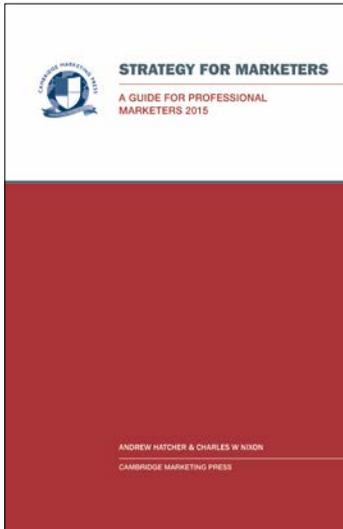


The customer has always been at the heart of marketing. Knowledge and understanding of customer behaviour and their changing needs and wants provides the essential basis of a market orientation. Today marketers not only need to consider how best to meet their customers' requirements, but understand their expectations and provide consistent customer experience. This Guide looks at different types of customers and organisational contexts; it considers how to identify customer expectations and the importance of customer satisfaction and loyalty; and assesses the importance and role of brands and consumer behaviour theory in relation to expectations. It unpacks the different dimensions of customer experience, looks at customer experience design and frameworks, and activities that enhance the customer experience. Finally it looks at how to measure and monitor customer experience including relevant measures, metrics and research and how to use that information to improve the experience in the future. Price £22 (including VAT)

### About the Author

Kiran Kapur has worked predominately in Financial Services with expertise in customer relationship marketing and customer communications and has worked as a consultant project manager for many major companies in this sector. She has taught a wide variety of courses at Cambridge Marketing College, where she is

a Fellow, a CIM examiner and Distance Learning & Overseas Course Director. She is the author of *Assessing the Marketing Environment* and *Marketing and the Law* and has undertaken research at Kings College, London, into distance education theories. Kiran also presents "The Marketing Review" on Star Radio.



This Guide provides an in-depth and practical resource for Strategic Marketing Planning. It looks first at situation analysis including how to analyse and gain insight from an organisation's current and future internal and external environment. It looks at a range of key concepts and tools including the Resource-based View, Blue vs. Red Ocean thinking, dynamic capabilities and core rigidities. It then looks at how to produce a strategic marketing plan including setting objectives, analysis of the macro and micro environment, identifying strategic options and recommending strategic and tactical decisions. Key tools explained include SWOT analysis, Ansoff's Growth Matrix, Porter's generic strategies and Segmentation-Targeting-Positioning (STP). It also sets out what a strategic marketing plan should contain and looks at resource and risk assessment. Finally it looks at implementation and control including measuring, monitoring and continuous improvement. Throughout the Guide there are practical exercises designed to take you through each step in the preparation of your Strategic Marketing Plan. Price £22 (including VAT)

### About the Authors

**Andrew Hatcher** is a Chartered Marketer and Director of Publishing and a senior tutor at Cambridge Marketing College on the CIM Professional Diploma programme. He is Managing Director of The Applied Knowledge Network, which develops training courses and software applications focused on strategy planning. Andrew has over 20 years' experience in marketing services in a wide range of contexts from corporate to start-up and has written several other books on innovation and marketing strategy.

**Charles Nixon, MBA**, has many years of marketing experience, from government relations, through market research to marketing communications and strategy, having worked across a broad range of industries including textiles, software, telecommunications and financial services. Charles is Chairman and a founding director of Cambridge Marketing College and consults in marketing for high technology and publishing companies. He is a Fellow of CAM, CIM and the Royal Society of Arts.

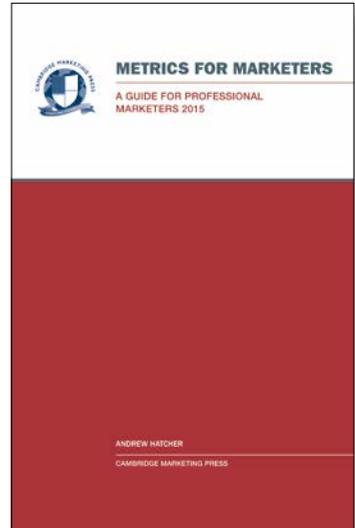
The authors would also like to acknowledge the contribution made to the Guide by **Alistair Pryde**, who is a Chartered Marketer with over 20 years' experience in the private, charity and public sectors and a Fellow of Cambridge Marketing College where he is a principal tutor. Alistair is now also a full time photographer and the director of his own consultancy, APP Dalmeny Ltd, and spends his time with a diverse range of clients across the UK and mainland Europe.

## Metrics for Marketers: A Guide for Professional Marketers

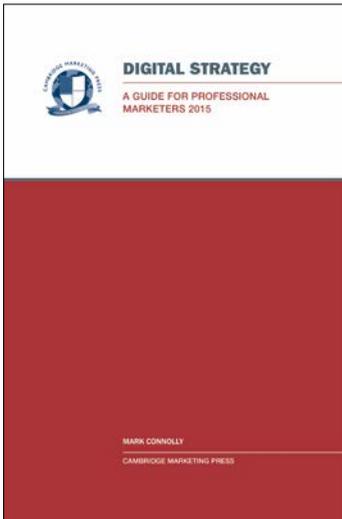
This Guide takes a wide ranging look at the world of marketing measurement including what role those measurements play, how to make them effective and how they can be used to drive subsequent commercial decision-making. It starts by considering the role of marketing metrics and what an organisation requires in order to be able to identify and use effective marketing metrics. It then looks in detail at the key areas of marketing metrics available including market and brand metrics, product and portfolio metrics, digital metrics and business and finance metrics. It also looks at different measurement techniques in different contexts. It then looks in detail at measures of marketing performance and of marketing activities, how to analyse and respond to these and how to use metrics-based dashboards and other tools to improve performance. Finally it considers sources of data for metrics, how metrics can impact on each other and the tools available for marketing insight and strategic decision-making. The Guide includes a useful summary detailing all of the key metrics discussed in the Guide. Price £22 (including VAT)

### About the Author

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## Digital Strategy: A Guide for Professional Marketers



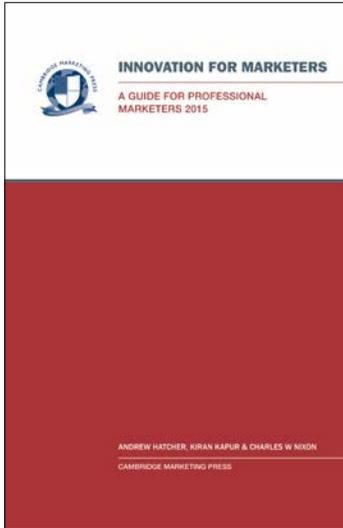
This Guide provides a strategic look at the disruptive digital environment, digital planning, channels and tools. It looks first at a range of tools and frameworks for analysing the micro and macro digital environment and identifying and assessing strategic implications and relevant emerging themes. It also looks at how to assess, monitor and generate insights into key emerging themes. It then moves on to look at strategic objectives and recommendations to acquire, convert and retain customers using a digital approach, and how to develop an agile response to changing customer behaviour. It then focuses on how to optimise key digital channels and content in order to deliver a strategic, digitally enhanced plan and the tactics and resources required. Finally it looks at the tools available to measure social, sentiment and site behaviour and how to monitor and measure digital channels. Price £22 (including VAT)

### About the Author

**Mark Connolly** is a Chartered and Inbound Marketer with 12+ years of business experience, specialising in the technology sector. He is an International results-producing marketing professional with a proven record of accomplishment in

planning and leading comprehensive marketing strategies in support of business goals and objectives. Mark currently leads his own digital marketing agency, MarketingMavens, and is a Brand Ambassador and tutor at Cambridge Marketing College.

## Innovation for Marketers: A Guide for Professional Marketers



This Guide provides a wide ranging look at innovation including entrepreneurial marketing, nurturing innovation and implementing organisational change. It starts with entrepreneurship, examining the processes by which ideas can be converted into entrepreneurial opportunities and how traditional and new marketing approaches can be used in different entrepreneurial contexts. It also looks at marketing solutions for entrepreneurial organisations – tools and techniques for new markets, creative approaches with limited resources, entrepreneurial approaches to new product and service development, how to develop a compelling business proposition and how to lead entrepreneurial teams. The second part of the Guide looks at the factors which support different types of innovation in organisations including the creative climate of the organisation and the role of external networks. It also focuses on innovation and marketing including how to design a marketing function to support innovation and how to create innovative marketing programmes. The final section looks at internal marketing and the implementation of marketing-led organisational change including how to plan, implement and measure a change programme. Price £22 (including VAT)

### About the Authors

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# Cambridge Marketing Review

The Cambridge Marketing Review (CMR) is a quarterly, peer-reviewed, journal which brings together a selection of contemporary articles from a wide range of practitioners and academics who together highlight developments, challenges and solutions in the current and future marketing environments.

The CMR was created to support marketers working at all levels to develop effective strategies and campaigns and to stimulate wider thinking about the role of marketing within their own environments. The CMR delivers relevant information and insight to helping marketers navigate the line between theory and practice as well as providing appropriate strategies and solutions to common marketing problems.

Academic contributors to date have included Philip Kotler, PR Smith (SOSTACTM ), Paul Field and Peter Fisk who, alongside a group of international practitioners, have written about subjects as diverse as Building a Brand, the Importance of Design, Leadership, Content Marketing and, more recently, the challenges of Agile Marketing.

To find out more or to subscribe, please visit [www.cambridgemarketingpress.com](http://www.cambridgemarketingpress.com)



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