



# SERV ENTERPRISES

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## PRICE LIST

### MARKETING

| TITLE   | ED.  | AUTHOR        | BIND | ©    | ISBN          |
|---|------|---------------|------|------|---------------|
| 3G Handy Guide: Marketing a New Business (w/ DVD)                                     | 2nd  | 3G E-Learning | PB   | 2023 | 9781984680204 |
| 3GE Collection on Business Management: Managing Customer Experience and Relationships |      | 3G E-Learning | HB   | 2023 | 9781984680891 |
| Advertising and Promotion: An Integrated Marketing Communications Perspective         | 13th | Belch         | PB   | 2024 | 9781266090608 |
| Advertising Concepts and Applications   | 2nd  | 3G E-Learning | PB   | 2023 | 9781984679451 |
| Business Marketing Management in a Business-To-Business Context                       |      | Warne         | HB   | 2023 | 9781774694237 |
| CB8: Consumer Behavior  |      | Babin         | PB   | 2018 | 9781305577244 |
| CB9: Consumer Behavior  |      | Babin         | PB   | 2022 | 9780357518205 |
| Consumer Behavior   |      | Nelson        | HB   | 2021 | 9781639871322 |
| Consumer Behavior: Building Marketing Strategy  |      | Nelson        | PB   | 2022 | 9781647283834 |
| Contemporary Advertising and Integrated Marketing Communications                      | 17th | Weigold       | PB   | 2024 | 9781266077098 |
| Contemporary Marketing  | 19th | Boone&Kurtz   | PB   | 2022 | 9780357461709 |
| Corporate Brand Design: Developing and Managing Brand Identity                        |      | Foroudi       | PB   | 2022 | 9780367515027 |
| Customer Relationship Management  |      | Nelson        | PB   | 2023 | 9781641722087 |
| Customer Service Guide: Improve Your Customer Service Skills                          |      | Rose          | PB   | 2023 | 9798888361139 |
| Crushing Quota: Proven Sales Coaching Tactics for Breakthrough Performance            |      | Vazzana       | HB   | 2019 | 9781260121155 |
| Decoded: The Science Behind Why We Buy  | 2nd  | Barden        | PB   | 2023 | 9781119673088 |
| Design Management: Organisation and Marketing Perspectives                            |      | Lalaounis     | PB   | 2018 | 9781138648074 |
| Digital Marketing   |      | Sachdev       | PB   | 2024 | 9781266143090 |
| Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing   | 6th  | Chaffey       | PB   | 2023 | 9780367444754 |
| Essentials of Marketing Research  | 6th  | Hair, Jr.     | PB   | 2024 | 9781266261503 |

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| <b>Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry</b>  |      | Mitterfellner | PB | 2020 | 9781138323094 |
| <b>Impact of Advertising Management on Consumer Behavior</b>   |      | Costa         | HB | 2024 | 9781666871197 |
| <b>Industrial Marketing</b>  |      | Fotiadis      | PB | 2023 | 9781529778533 |
| <b>M: Marketing</b>  | 8th  | Grewal        | PB | 2023 | 9781265056704 |
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| <b>Marketing</b>   | 14th | Kerin         | PB | 2019 | 9781260092110 |
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| <b>Marketing Management</b>  | 4th  | Marshall      | PB | 2023 | 9781260598230 |
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| <b>New Technologies and Branding, Vol. 4</b>   |      | Sachetti      | HB | 2018 | 9781786301970 |
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