

HONG KONG BAPTIST UNIVERSITY
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General - Marketing

<u>Title</u>	<u>Author(s)</u>	<u>Publisher</u>	<u>Collection Type</u>	<u>Call Number</u>
A complaint is a gift	Barlow, Janelle	Berett-Koehler	PTE	MKG20007 01.01 PTE.1996
A framework for marketing management	Kotler, Philip	Prentice Hall	General	MKG00062 01.01 MBAW.2001
A framework for marketing management	Kotler, Philip	Prentice Hall	General	MKG00062 01.02 MBAW.2001
A framework for marketing management	Kotler, Philip	Prentice Hall	General	MKG00062 01.03 MBAW.2001
A framework for marketing management	Kotler, Philip	Prentice Hall	General	MKG00062 02.01 MBAW.2003
Advertising and promotion: an integrated marketing communications perspective	Belch, George E	McGraw Hill	Reference	MKG10007 07.01 USA.2007
Advertising and promotion: an integrated marketing communications perspective	Belch, George E	McGraw Hill	Reserve (3 Days)	MKG10007 07.02 USA.2007
Advertising and promotion: an integrated marketing communications perspective	Belch, George E	McGraw Hill	Reference	MKG10007 07.03 BCO.2007
Advertising and promotion: an integrated marketing communications perspective	Belch, George E	McGraw Hill	Reference	MKG10007 07.04 BCO.2007
Advertising management	Aaker, David A	Prentice Hall	PTE	MKG10002 04.01 PTE.1992
Advertising: principles and practice	Wells, William	Prentice Hall	PTE	MKG10005 06.01 PTE.2003
Analysis for marketing planning	Lehmann, Donald R	McGraw Hill	Reference	MKG00079 06.01 USA.2005
Analysis for marketing planning	Lehmann, Donald R	McGraw Hill	Reserve (3 Days)	MKG00079 06.02 USA.2005
Applications in basic marketing	Perreault, William D	McGraw Hill	Reference	MKG30005 08.01 USA.1988
Australian selling	Patton, Mark	Nelson	Reference	MKG00030 01.01 USA.1993
Basic marketing	McCarthy, E Jerome	Irwin	Reference	MKG00034 11.01 USA.1993
Basic marketing a managerial approach	McCarthy, E Jerome	Irwin	Reference	MKG00002 01.01 USA.1994
Basic marketing a managerial approach	McCarthy, E Jerome	Irwin	General	MKG00002 01.02 USA.1994
Basic Marketing a managerial approach	McCarthy, E Jerome	Irwin	General	MKG00002 01.03 USA.1994
Basic marketing a managerial approach	McCarthy, E Jerome	Irwin	General	MKG00002 01.04 USA.1994
Basic marketing: a global-managerial approach	Perreault, William D	McGraw Hill	Reference	MKG30004 12.01 USA.1996
Be your own PR man	Bland, Michael	Kogan Page	General	MKG10006 01.01 MBA.1981
Beyond customer satisfaction to customer loyalty	Bhote, Keki R	AMA	General	MKG20004 01.01 ---.1996
Brand management: planning and control	Bureau, J R	Macmillan	General	MKG00003 01.01 MBA.1981
Business marketing	Jr. Bingham, Frank G	McGraw Hill	Reference	MKG00085 03.01 USA.2005
Business marketing	Jr. Bingham, Frank G	McGraw Hill	Reserve (1 Week)	MKG00085 03.02 USA.2005
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	The Dryden Press	General	MKG00004 05.01 MBA.1995
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	The Dryden Press	General	MKG00004 05.02 MBA.1995
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	The Dryden Press	Reference	MKG00004 06.01 USA.1998
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	The Dryden Press	General	MKG00004 06.02 MBA.1998
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	The Dryden Press	Reference	MKG00004 06.03 MPM.1998
Business marketing management: a strategic view of industrial and organizational markets	Hutt, Michael D	Harcourt College	Reference	MKG00004 07.01 MPM.2001
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	Reference	MKG00077 09.01 USA.2007
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	Reserve (3 Days)	MKG00077 09.02 USA.2007
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	Reference	MKG00077 09.03 MPM.2007
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	General	MKG00077 09.04 MPM.2007
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	Reserve (1 Week)	MKG00077 09.05 USA.2007
Business marketing management: B2B	Speh, Thomas W	Thomson South-Western	General	MKG00077 09.06 MPM.2007
Business marketing: connecting strategy, relationships, and learning	Dwyer, F Robert	McGraw Hill	Reference	MKG00081 03.01 USA.2006

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Business marketing: connecting strategy, relationships, and learning	Dwyer, F Robert	McGraw Hill	Reserve (3 Days)	MKG00081 03.02 USA.2006
Business to business marketing management: a global perspective	Blythe, Jim	Thomson Learning	Reference	MKG00084 01.01 USA.2005
Business to business marketing management: a global perspective	Blythe, Jim	Thomson Learning	Reserve (1 Week)	MKG00084 01.02 USA.2005
Business to business marketing: relationship, systems and communications	Fill, Chris	Pearson Education	Reference	MKG00088 01.01 USA.2005
Business to business marketing: relationship, systems and communications	Fill, Chris	Pearson Education	Reserve (1 Week)	MKG00088 01.02 USA.2005
Business-to-business marketing: a strategic approach	Morris, Michael H	Sage	Reference	MKG00087 03.01 USA.2001
Consumer behavior	Mowen, John C	Prentice Hall	General	MKG20013 05.01 OHU.1998
Consumer behavior	Hoyer, Wayne D	Houghton Mifflin Company	General	MKG20017 02.01 OHU.2001
Consumer behavior	Schiffman, Leon G	Pearson.Prentice Hall	Reference	MKG20022 08.01 BBA.2004
Consumer behavior	Schiffman, Leon G	Pearson Education	Reference	MKG20022 09.01 BBA.2007
Consumer behavior	Schiffman, Leon G	Pearson Education	Reference	MKG20022 09.02 BCO.2007
Consumer behavior	Schiffman, Leon G	Pearson Education	Reference	MKG20022 09.03 USA.2007
Consumer behavior	Schiffman, Leon G	Pearson Education	Reserve (1 Week)	MKG20022 09.04 USA.2007
Consumer behavior	Schiffman, Leon G	Pearson Education	Reserve (1 Week)	MKG20022 09.05 USA.2007
Consumer behavior: a strategic approach	Assael, Henry	Houghton Mifflin	Reference	MKG20030 01.01 USA.2004
Consumer behavior: building marketing strategy	Hawkins, Del I	McGraw Hill	PTE	MKG20021 09.01 PTE.2004
Consumer behavior: buying, having, and being	Solomon, Michael R	Prentice Hall	Reference	MKG20005 03.01 USA.1996
Consumer behavior: buying, having, and being	Solomon, Michael R	Prentice Hall	General	MKG20005 03.02 USA.1996
Consumer behavior: buying, having, and being	Solomon, Michael R	Prentice Hall	Reference	MKG20005 05.01 BBA.2002
Consumer behavior: instructor's manual	Mowen, John C	Prentice Hall	General	MKG20014 05.01 OHU.1998
Consumer behaviour in Australia & New Zealand	Lawson, Robert	McGraw Hill	Reference	MKG20026 01.01 USA.1996
consumer behaviour: application in marketing	East, Robert	Sage	Reference	MKG20028 01.01 USA.2008
consumer behaviour: application in marketing	East, Robert	Sage	Reserve (1 Week)	MKG20028 01.02 USA.2008
consumer behaviour: application in marketing	East, Robert	Sage	Reserve (1 Week)	MKG20028 01.03 USA.2008
Consumer behaviour: implications for marketing strategy	Neal, Cathy	McGraw Hill	Reference	MKG20023 04.01 BBA.2004
Customer relationship management: concepts and technologies	Buttle, Francis	Butterworth-Heinemann	Reference	MKG20029 02.01 MPM.2009
Customer relationship management: concepts and technologies	Buttle, Francis	Butterworth-Heinemann	General	MKG20029 02.02 MPM.2009
Customer relationship management: concepts and tools	Buttle, Francis	Butterworth-Heinemann	Reference	MKG20027 01.01 MPM.2004
Essentials of marketing research: an applied orientation	Malhotra, Naresh K	Pearson Education Australia	Reference	MKG50007 01.01 USA.2004
Essentials of marketing research: an applied orientation	Malhotra, Naresh K	Pearson Education Australia	Reserve (3 Days)	MKG50007 01.02 USA.2004
Essentials of marketing research: an applied orientation	Malhotra, Naresh K	Pearson Education Australia	Reserve (3 Days)	MKG50007 01.03 USA.2004
Even more offensive marketing	Davidson, Hugh	Penguin	General	MKG00050 01.01 MBA.1997
Even more offensive marketing	Davidson, Hugh	Penguin	General	MKG00050 01.02 MBA.1997
Event marketing: how to successfully promote events, festivals, conventions, and expositions	Hoyle, Leonard H	John Wiley & Sons	Reserve (3 Days)	MKG00089 01.01 BTHM.2002
Exploring marketing research	Zikmund, William G	Dryden	Reference	MKG50003 07.01 USA.2000
Fundamentals of selling: customers for life	Futrell, Charles M	Irwin	Reference	MKG00048 05.01 USA.1996
Global marketing	Czinkota, Michael R	Dryden	Reference	MKG50002 01.01 USA.1996
Globalization and the challenges of a new century: a reader	O'Meara, Patrick	Indiana University Press	General	MKG00065 01.01 OHU.2000
Globalization and the challenges of a new century: a reader	O'Meara, Patrick	Indiana University Press	General	MKG00065 01.02 OHU.2000

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Hong Kong management cases in marketing	The Management Development Centre of Hong	The Chinese University Press	PTE	MKG00045 01.01 PTE.1996
Hong Kong trade quarterly: issue no. 1 December 2006		Hong Kong Trade Development Council	Reference	MKG99001 01.01 PTE.2006
Hong Kong trade quarterly: issue no. 2 March 2007		Hong Kong Trade Development Council	Reference	MKG99001 02.01 PTE.2007
How to give exceptional customer service	Ford, Lisa	Careertrack	General	MKG20011 01.01 TED.---- CAS
How to give exceptional customer service: workbook	Ford, Lisa	Careertrack	General	MKG20011 01.01 TED.----
Industrial buying behavior	Moriarty, Rowland T	Lexington Books	General	MKG00008 01.01 MBA.1983
Industrial marketing strategy	Webster, Frederick E	A Ronald Press	General	MKG00010 02.01 MBA.1984
Industrial marketing: analysis, planning and control	Reeder, Robert R	Prentice Hall	General	MKG00011 01.01 MBA.1987
Industrial marketing: cases and concepts	Corey, E Raymond	Prentice Hall	General	MKG00009 03.01 MBA.1983
International market entry and development	Young, Stephen	Prentice Hall	Reference	MKG30007 01.01 MPM.1989
International marketing	Walsh, L S	Macdonald & Evans	General	MKG30001 02.01 MBA.1981
International marketing	Czinkota, Michael R	Dryden	Reference	MKG30003 05.01 USA.1998
International marketing	Czinkota, Michael R	Dryden	General	MKG30003 05.02 USA.1998
International marketing	Czinkota, Michael R	Dryden	Reference	MKG30003 05.03 MPM.1998
International Marketing	Czinkota, Michael R	Harcourt College Publishers	General	MKG30003 06.01 MPM.2002
International Marketing	Czinkota, Michael R	Thomson South-Western	Reference	MKG30003 08.01 MPM.2007
International Marketing	Czinkota, Michael R	Thomson South-Western	General	MKG30003 08.02 MPM.2007
International Marketing	Czinkota, Michael R	Thomson South-Western	Reserve (1 Week)	MKG30003 08.03 USA.2007
International marketing	Paliwoda, Stanley	Butterworth Heinemann	General	MKG30006 02.01 MBA.1993
International marketing	Cateora, Philip R	McGraw Hill	General	MKG30010 10.01 OHU.1999
International marketing strategy	Bradley, Frank	Prentice Hall	Reference	MKG30008 01.01 MPM.1991
International marketing strategy	Bradley, Frank	Prentice Hall	General	MKG30008 01.02 MPM.1991
International marketing: an asia pacific focus	Kotabe, Masaaki	John Wiley & Sons	Reference	MKG30012 01.01 BBA.2005
International marketing: an asia pacific focus	Kotabe, Masaaki	John Wiley & Sons	Reference	MKG30012 01.02 BBA.2005
Internet marketing: foundations and applications	Siegel, Carolyn F	Houghton Mifflin Company	Reference	MKG30011 02.01 BCO.2006
Internet marketing: foundations and applications	Siegel, Carolyn F	Houghton Mifflin Company	Reference	MKG30011 02.02 BBA.2006
Introduction to marketing: a value exchange approach	Gabbott, Mark	Pearson.Prentice Hall	Reference	MKG00068 01.01 USA.2004
Management of a sales force	Stanton, William J	McGraw Hill	Reference	MKG00056 09.01 USA.1995
Marketing	Elvy, B Howard	Made Simple	PTE	MKG00013 02.01 PTE.----
Marketing	Berkowitz, Eric N	McGraw Hill	General	MKG00064 06.01 OHU.2000
Marketing	Kotler, Philip	Pearson.Prentice Hall	Reference	MKG00069 06.01 USA.2004
Marketing	Kolter, Philip	Pearson Education	Reference	MKG00069 07.01 BCE.2007
Marketing	Kolter, Philip	Pearson Education	Reserve (3 Days)	MKG00069 07.02 BCE.2007
Marketing	Kolter, Philip	Pearson Education	Reserve (3 Days)	MKG00069 07.03 BCE.2007
Marketing	Kolter, Philip	Pearson Education	Reference	MKG00069 07.04 USA.2007
Marketing	Kolter, Philip	Pearson Education	Reserve (1 Week)	MKG00069 07.05 USA.2007

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Marketing destinations and venues for conferences, conventions and business events	Davidson, Rob	Butterworth-Heinemann	Reserve (3 Days)	MKG00090 01.01 BTHM.2006
Marketing engineering: computer-assisted marketing analysis and planning	Lilien, Gray L	Trafford	Reference	MKG00073 02.01 USA.2004
Marketing engineering: computer-assisted marketing analysis and planning	Lilien, Gray L	Trafford	Reserve (1 Week)	MKG00073 02.02 USA.2004
Marketing engineering: computer-assisted marketing analysis and planning	Lilien, Gray L	Trafford	Reserve (1 Week)	MKG00073 02.03 USA.2004
Marketing in new century 新世紀營銷: 二十一世紀營銷新思維	冼日明	匯智出版	General	MKG00070 01.01 ADV.2003
Marketing management	Kotler, Philip	Prentice Hall	Reserve (3 Days)	MKG00016 10.01 MBAW.2000
Marketing management	Kotler, Philip	Prentice Hall	Reserve (3 Days)	MKG00016 10.02 MBAW.2000
Marketing management	Kotler, Philip	Prentice Hall	General	MKG00016 10.03 MBA.2000
Marketing management	Kotler, Philip	Prentice Hall	General	MKG00016 10.04 MBA.2000
Marketing management	Kotler, Philip	Prentice Hall	General	MKG00016 10.05 MBA.2000
Marketing management	Kotler, Philip	Prentice Hall	Reference	MKG00016 11.01 BCE.2003
Marketing management	Kotler, Philip	Prentice Hall	General	MKG00016 11.02 BCE.2003
Marketing management	Kotler, Philip	Prentice Hall	Reference	MKG00016 11.03 USA.2003
Marketing management	Kotler, Philip	Prentice Hall	Reserve (1 Week)	MKG00016 11.04 USA.2003
Marketing management	Kotler, Philip	Prentice Hall	Reserve (1 Week)	MKG00016 11.05 USA.2003
Marketing management	Kotler, Philip	Prentice Hall	Reserve (1 Week)	MKG00016 11.06 USA.2003
Marketing management	Kotler, Philip	Pearson Education	Reference	MKG00016 12.01 BCE.2006
Marketing management	Kotler, Philip	Pearson Education	General	MKG00016 12.02 BCE.2006
Marketing management	Kotler, Philip	Pearson Education	General	MKG00016 12.03 BCE.2006
Marketing management	Kotler, Philip	Pearson Education	Reference	MKG00016 12.04 USA.2006
Marketing management	Kotler, Philip	Pearson Education	Reserve (3 Days)	MKG00016 12.05 USA.2006
Marketing management	Kotler, Philip	Pearson Education	Reserve (3 Days)	MKG00016 12.06 USA.2006
Marketing management	Kotler, Philip	Pearson Education	Reserve (3 Days)	MKG00016 12.07 USA.2006
Marketing management and information technology	Fletcher, Keith	Prentice Hall	General	MKG00020 02.01 MBA.1995
Marketing management and information technology	Fletcher, Keith	Prentice Hall	General	MKG00020 02.02 MBA.1995
Marketing management: an asian perspective	Kotler, Philip	Prentice Hall	General	MKG00051 02.02 ---.1999
Marketing management: an asian perspective	Kotler, Philip	Prentice Hall	General	MKG00051 02.03 OHU.1999
Marketing management: analysis, planning, implementation, and control	Kotler, Philip	Prentice Hall	General	MKG00016 08.01 MBA.1994
Marketing management: analysis, planning, implementation, and control	Kotler, Philip	Prentice Hall	General	MKG00016 08.02 MBA.1994
Marketing management: analysis, planning, implementation, and control	Kotler, Philip	Prentice Hall	Reference	MKG00049 09.01 USA.1997
Marketing management: analysis, planning, implementation, and control	Kotler, Philip	Prentice Hall	General	MKG00049 09.02 USA.1997
Marketing planning & strategy	Jain, Subhash C	Thomson Learning	Reference	MKG00071 06.01 BBA.2002
Marketing planning & strategy	Jain, Subhash C	Thomson Learning	Reference	MKG00071 06.02 BBA.2000
Marketing planning and strategy	Reed, Peter	Harcourt Brace	Reference	MKG00005 02.01 USA.1997
Marketing planning: principles into practice	Wood, Marian Burk	Pearson Education Ltd	Reference	MKG00076 01.01 USA.2004
Marketing planning: principles into practice	Wood, Marian Burk	Pearson Education Ltd	Reserve (1 Week)	MKG00076 01.02 USA.2004
Marketing planning: principles into practice	Wood, Marian Burk	Pearson Education Ltd	Reserve (1 Week)	MKG00076 01.03 USA.2004
Marketing plans: how to prepare them, how to use them	McDonald, Malcolm	Butterworth-Heinemann	Reference	MKG00078 06.01 USA.2007
Marketing plans: how to prepare them, how to use them	McDonald, Malcolm	Butterworth-Heinemann	Reserve (3 Days)	MKG00078 06.02 USA.2007

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Marketing research	Aaker, David A	John Wiley & Sons	Reference	MKG50005 08.01 BBA.2004
Marketing research	Aaker, David A	John Wiley & Sons	Reference	MKG50005 09.01 BBA.2007
Marketing research	Burns, Alvin C	Pearson Education	PTE	MKG50006 05.01 PTE.2006
Marketing research	Zikmund, William G	Thomson	Reference	MKG50008 01.01 USA.2007
Marketing research	Zikmund, William G	Thomson	Reserve (1 Week)	MKG50008 01.02 USA.2007
Marketing research	Zikmund, William G	Thomson	Reserve (1 Week)	MKG50008 01.03 USA.2007
Marketing strategy: planning and implementation	Walker, Orville C	Irwin	Reference	MKG00032 02.01 USA.1996
Marketing: a practical approach	Rix, Peter	McGraw-Hill	Reference	MKG00060 04.01 TAFE.2001
Marketing: an introduction	Kotler, Philip	Prentice Hall	PTE	MKG00052 04.01 PTE.1997
Marketing: an introductory text	Baker, Michael J	Macmillan	General	MKG00014 05.01 MBA.1991
Marketing: an introductory text	Baker, Michael J	Macmillan	General	MKG00024 04.01 MBA.1985
Marketing: creating and delivering value	Guester, Pascale G	McGraw Hill	Reference	MKG00086 05.01 USA.2007
Marketing: creating and delivering value	Guester, Pascale G	McGraw Hill	Reserve (1 Week)	MKG00086 05.02 USA.2007
Marketing: creating and delivering value	Guester, Pascale G	McGraw Hill	Reserve (1 Week)	MKG00086 05.03 USA.2007
Marketing: making the future happen	Corkindale, David	Nelson	Reference	MKG00031 02.01 USA.1996
Marketing: planning & strategy	Jain, Subhash C	Thomson Custom Publishing	Reference	MKG00071 07.01 BBA.2004
Marketing: planning & strategy	Jain, Subhash C	Thomson Custom Publishing	Reference	MKG00071 07.02 BBA.2004
Marketing: planning & strategy	Jain, Subhash C	Thomson Custom Publishing	Reference	MKG00071 07.03 BBA.2004
Marketing: theory and practice	Baker, Michael J	Macmillan	General	MKG00025 02.01 MBA.1983
Merchandising: theory, principles, and practice	Kunz, Grace I	Fairchild Publication	Reserve (3 Days)	MKG00082 02.01 PPS.2005
Merchandising: theory, principles, and practice	Kunz, Grace I	Fairchild Publication	PTE	MKG00082 02.02 PTE.2005
Merchandising: theory, principles, and practice	Kunz, Grace I	Fairchild Publication	General	MKG00082 02.03 PPS.2005
Outsourcing the sales function: the real costs of field sales	Anderson, Erin	Thomson	Reference	MKG00093 01.01 USA.2005
Personal selling	Anderson, Rolph E	Houghton Mifflin	Reference	MKG00094 02.01 USA.2007
Personal selling and sales management	University of South Australia	Pearson Education	Reference	MKG00091 02.01 USA.2008
Personal selling and sales management	University of South Australia	Pearson Education	Reserve (1 Week)	MKG00091 02.02 USA.2008
Personal selling and sales management	University of South Australia	Pearson Education	Reserve (1 Week)	MKG00091 02.03 USA.2008
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 02.01 MBA.1998
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 02.02 MBA.1998
Principles and practice of marketing	Jobber, David	McGraw Hill	Reference	MKG00053 04.01 MBA.2004
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 04.02 MBA.2004
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 05.01 MBA.2007
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 05.02 MBA.2007
Principles and practice of marketing	Jobber, David	McGraw Hill	General	MKG00053 05.03 MBA.2007
Principles of internet marketing	Hanson, Ward	South-Western College Publishing	General	MKG30009 01.01 MBAW.2000
Principles of internet marketing	Hanson, Ward	South-Western College Publishing	General	MKG30009 01.02 MBAW.2000

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Principles of marketing	Kotler, Philip	Prentice Hall	General	MKG00033 05.01 OHU.1991
Principles of marketing	Kotler, Philip	Prentice Hall	General	MKG00033 07.01 MFC.1996
Principles of marketing	Kotler, Philip	Prentice Hall	Reference	MKG00063 02.01 USA.2003
Principles of marketing (review copy)	Kotler, Philip	Prentice Hall	PTE	MKG00033 08.02 PTE.1999
Principles of marketing: instructor's resource manual	Kotler, Philip	Prentice Hall	General	MKG00054 07.01 MFC.1996
Principles of marketing: test item file	Brooks, John R	Prentice Hall	General	MKG00061 08.01 OHU.1999
Principles of service marketing and management	Lovelock, Christopher	Prentice Hall	Reference	MKG20018 02.01 BBA.2002
Quality customer service	Martin, William B	Crisp	Reference	MKG20009 03.01 USA.1993
Relationship marketing	Christopher, Martin	Butterworth Heinemann	General	MKG00026 01.01 MBA.1993
Relationship marketing	Christopher, Martin	Butterworth Heinemann	General	MKG00026 01.02 MBA.1993
Relationship selling	Johnston, Mark W	McGraw Hill	Reference	MKG00095 03.01 USA.2010
Retail management: a strategic approach	Berman, Barry	Pearson Education	Reserve (3 Days)	MKG00083 10.01 PPS.2007
Retail management: a strategic approach	Berman, Barry	Pearson Education	PTE	MKG00083 10.02 PTE.2007
Retail management: a strategic approach	Berman, Barry	Pearson Education	General	MKG00083 10.03 PPS.2007
Sales management text & cases	Wotruba, Thomas R	Pws-Kent	Reference	MKG00057 02.01 USA.1992
Sales management: analysis and decision making	Ingram, Thomas N	M.E.Sharpe	Reference	MKG00092 07.01 USA.2009
Sales management: theory and practice	Donaldson, Bill	Macmillan	General	MKG00058 02.01 MBA.1998
Selling: building partnerships	Weitz, Bart A	McGraw Hill	General	MKG00067 03.01 OHU.1998
Service management: operations, strategy, information technology	Fitzsimmons, James A	McGraw Hill	PTE	MKG20020 04.01 PTE.2004
Service marketing: integrating customer focus across the firm	Zeithaml, Valarie A	McGraw Hill	Reference	MKG20016 04.01 BBA.2006
Service, service, service	Albrecht, Steve	Adam	PTE	MKG20008 01.01 PTE.1994
Services marketing in Asia	Lovelock, Christopher	Pearson.Prentice Hall	Reference	MKG20025 02.01 BBA.2005
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reference	MKG20019 01.01 BBA.2004
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reference	MKG20019 01.02 USA.2004
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reserve (1 Week)	MKG20019 01.03 USA.2004
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reserve (1 Week)	MKG20019 01.04 USA.2004
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reference	MKG20019 04.01 BBA.2007
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reference	MKG20019 04.02 BCO.2007
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reference	MKG20019 04.03 USA.2007
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reserve (1 Week)	MKG20019 04.04 USA.2007
Services marketing: an Asia-Pacific and Australian perspective	Lovelock, Christopher	Prentice Hall	Reserve (1 Week)	MKG20019 04.05 USA.2007
Services marketing: integrating customer focus across the firm	Zeithaml, Valarie A	McGraw Hill	Reference	MKG20016 03.01 BBA.2003
Sport & event marketing	Pope, Nigel	McGraw Hill	Reference	MKG00080 01.01 BTHM.2001
Sport & event marketing	Pope, Nigel	McGraw Hill	Reference	MKG00080 01.02 BTHM.2001
Strategic brand management: building, measuring, and managing brand equity	Keller, Kevin Lane	Prentice Hall	Reference	MKG00075 02.01 USA.2003
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