

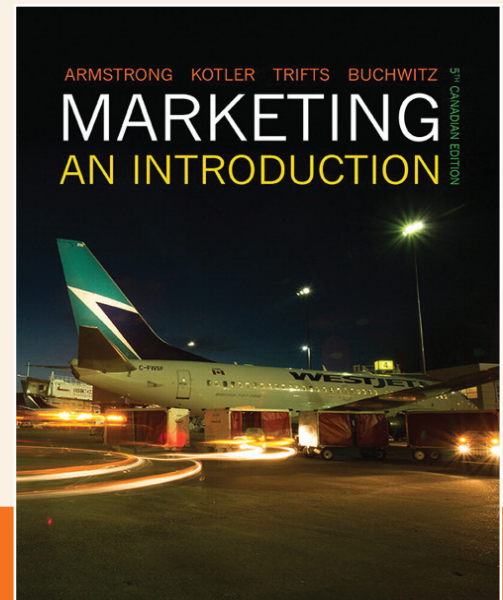
PEARSON CANADA PROUDLY PRESENTS

# Marketing: An Introduction with MyMarketingLab, 5ce

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The fifth Canadian edition of Marketing: An Introduction makes learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. Students will see how customer value—creating it and capturing it—drives every good marketing strategy.

## Comprehensive Case: WestJet®

WestJet is as authentic an example of true Canadian entrepreneurialism as there has been in the last several decades. Three forward thinking, resourceful businessmen, five planes and an idea to super-serve “guests” with value priced airfare, has gone from nothing to approximately one-third share of the Canadian domestic air travel market.

We’ve used WestJet as our comprehensive case in the fifth edition. This case material can be found in three key areas of the text:

- **WestJet Mini Cases.** At the end of each chapter is a short case about the company that illustrates how they employ the topics covered in that chapter.
- **Appendix 1.** General Company Information: WestJet. This appendix tells the story of WestJet and illustrates how its marketing strategy has been a key element of its success.
- **Appendix 2.** The Marketing Plan: An Introduction. Our second appendix contains a sample marketing plan that helps you to see how marketing concepts translate into real-life marketing strategies.

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## New to the Fifth Canadian Edition

- **New coverage in every chapter** shows how companies are dealing with marketing and the turbulent economy in the aftermath of the recent worldwide economic meltdown. Starting with a major new section in Chapter 1 and continuing with discussions and examples integrated throughout the text, the fifth Canadian edition shows how, now more than ever, marketers must focus on creating customer value and sharpening their value propositions to serve the needs of today's more frugal consumers.
- A **revised Chapter 3** pulls marketing together under an important new sustainable marketing framework. Additional discussions throughout the fifth Canadian edition show how sustainable marketing calls for socially and environmentally responsible actions that meet both the immediate and the future needs of customers, the company, and society as a whole.
- Increasingly, marketing is taking the form of two-way conversations between consumers and brands. The fifth Canadian edition contains **new material on the exciting trend toward consumer-generated marketing**, by which marketers invite consumers to play a more active role in providing customer insights (Chapter 5), shaping new products (Chapter 8), developing or passing along brand messages (Chapter 12), interacting in customer communities (Chapters 6, 12, and 14), and other developments.
- This edition provides **new and expanded discussions of new marketing technologies**, from "Web 3.0" in Chapter 1 to neuromarketing in Chapter 6 to RFID in Chapter 11 to the new-age digital marketing and online technologies in Chapters 1, 6, 12, and 14.
- In line with the text's emphasis on measuring and managing return on marketing, we've **added end-of-chapter financial and quantitative marketing exercises** that let students apply analytical thinking to relevant concepts in each chapter and link chapter concepts to the text's innovative Appendix 3, Marketing by the Numbers.
- The fifth Canadian edition provides **refreshed and expanded coverage of the explosive developments in integrated marketing communications and direct and online marketing**. It tells how marketers are incorporating a host of new digital and direct approaches to build and create more targeted, personal, and interactive customer relationships. No other text provides more current or encompassing coverage of these exciting developments.
- An **expanded discussion of branding** (Chapter 9) provided better coverage of how brands are effectively developed and managed, and a restructured pricing chapter (Chapter 10) provides improved coverage of pricing strategies and tactics in an uncertain economy.

## NEW! Pearson Principles of Marketing

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