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have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing ' s best practices and ideas. What's different about Essentials of Marketing? The success of this franchise is not the result of a single strength—or one long-lasting innovation. Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book. The text ' s four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and “ how-to-do-it ” techniques that



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relate to our overall framework for marketing strategy planning. Similarly, the Marketing Plan Coach on the text website helps students see how to create marketing plans. Taken together, these items speed the development of “ marketing sense ” and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. As opposed to many other marketing text books, the authors emphasize careful integration of special topics. Some textbooks treat “ special ” topics—like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, marketing ethics, social issues, and business-to-business marketing—in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an

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services and resources, and effective social media and Web 2.0 tools used to promote services and resources. Marketing Services and Resources in Information Organizations is survey-based, theoretical and practical. The advanced statistical techniques used in this book distinguish the findings from other survey research products in the marketing field, and will be useful to practitioners when they consider their own marketing strategies. This book provides administrators, practitioners, instructors, and students at all levels with effective marketing techniques, approaches, and strategies as it looks at marketing from multiple perspectives. Dr. Zhixian (George) Yi is a Leadership Specialization Coordinator and Ph.D. supervisor in the School of Information Studies at Charles Sturt University, Australia. He received a doctorate in information and library sciences and a PhD minor in educational leadership from Texas

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Woman ' s University, and he was awarded his master ' s degree in information science from Southern Connecticut State University. In 2009, he was awarded the Eugene Garfield Doctoral Dissertation Fellowship from Beta Phi Mu, the International Library and Information Studies Honor Society. He was selected for inclusion into Who ' s Who in America in 2010. Examines effective marketing techniques, approaches and strategies Studies marketing from multiple perspectives Empirical-based, theoretical, and practical Systematic and comprehensive

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