



Introduction to Marketing: Theory and Practice

Adrian Palmer

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Ideal for students with no background in the subject, *Introduction to Marketing* features an exceptionally clear and accessible writing style and a wealth of examples. Drawing on various disciplines including economics, sociology, and psychology, it encourages students to critically analyze marketing frameworks and discuss alternative options.

Author Adrian Palmer addresses various marketing problems, engaging students by inviting them to debate the issues involved rather than offering prescriptive solutions. A timely chapter on responsible marketing covers such topics as ethics, corporate responsibility, and environmentalism and assesses their impact on the field. Material on services marketing is integrated throughout, reflecting the changing nature of services and acknowledging the move towards service-based industries. Numerous pedagogical features including case studies, digital marketing boxes, and international marketing boxes highlight the link between theory and practice. Extensive and annotated suggestions for further reading enable students to seek additional knowledge. A Companion Website (coming soon) provides resources for both students and instructors.

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