Academic Book Company

BOOKS - JOURNALS - MAGAZINES - E-BOOKS

Office # B-1 Royal Plaza, 6th Road, Satellite Town, Rawalpindi - Pakistan

Mobile: 0333-7771119 , 0309-0777714

Phone: 051:8311065: Mobile: 0333-5165096

E-mail : academicbookco@gmail.com

academicbookco@yahoo.com

N-T-N 1158278-2

BOOK CATALOGUE & PRICE LIST

59 titles • Business/Management Marketing

Business/Management Marketing (59)

S#	TITLE	BINDING	AUTHOR	EDITION	YEAR	ISBN	F.C	PRICE	PAK RS	DISC %	QTY	AMOUNT
1	Services Marketing: People, Technology, Strategy 2016	Paperback	CHRISTO LOVLOCK JOCHEN WIRTZ	8/E	2016	9781944659011	$	25.95	8,162.57	20%	1	6,530.06
2	Marketing Research	Paperback	STEVE DALESSAND WILLIAM ZIKMUND	3/E	2014	9780170236027	$	55.00	17,300.25	20%	1	13,840.20
3	MARKETING RESEARCH IE	Paperback	RONALD F.BUSH ALVIN C BURNS	7/E	2014	9780273768517	$	24.95	7,848.02	20%	1	6,278.42
4	A Framework for Marketing Management	Paperback	PHILIP KOTLER	2/E	2013	9780132301428	$	15.95	5,017.07	20%	1	4,013.66
5	MARKETING REAL PEOPLE REALDECISIONS	Paperback	SOLOMON MARSHAL BARNES MITCHELL	2/E	2013	9780273758167	$	36.50	11,481.08	20%	1	9,184.86
6	MARKETING STRATEGY & COMPETITIVE POSITIONING	Paperback	NIGEL F PIERCY GRAHAM HOOLEY	5/E	2012	9780273740933	$	29.95	9,420.77	20%	1	7,536.62
7	MARKETING 2011	Paperback	CHRIS FILL PAUL BAINES	2/E	2011	9780199579617	£	25.95	10,974.26	20%	1	8,779.41
8	Relationship Marketing: Exploring Relational Strategies in Marketing	Paperback	JOHN EGAN		2011	9780273737780	$	29.00	9,121.95	20%	1	7,297.56
9	MARKETING RESEARCH AN APPLIED ORIENTATION	Paperback	NARESH K. MALHOTRA	6/E	2010	9780136091234	$	29.50	9,279.23	20%	1	7,423.38
10	MARKETING	Paperback	DR JOHN MCDONNELL		2008		$	15.50	4,875.53	20%	1	3,900.42
11	MARKETING RESEARCH WITH SPSS	Paperback	JANSSENS WIJNEN VAN KENHOVE		2008	9780273703839	$	19.95	6,275.27	20%	1	5,020.22
12	MARKETING STRATEGY ANALYSIS & DECISIONS (PB()		DAVID GRAY		2008	007018142X	$	30.00	9,436.50	20%	1	7,549.20
13	MARKETING POWER PLAYS How the World's Most Ingenious Marketers Reach the Top of Their Game	Paperback	POWER PLAY		2007	0071475583	$	16.95	5,331.62	20%	1	4,265.30
14	MARKETING RESEARCH	Paperback	ALVIN C BURNS	5/E	2007	813170937X			395.00	20%	1	316.00
15	MARKETING THAT WORKS	Hardcover	LEONARD LODISH		2007	8131713776			499.00	20%	1	399.20

S#	TITLE	BINDING	AUTHOR	EDITION	YEAR	ISBN	F.C	PRICE	PAK RS	DISC %	QTY	AMOUNT
16	MODERN MARKETING MANAGEMENT PRINCIPLES AND TECHNIQUES	Hardcover	J.N. JAIN		2007	8190420259	₹	1,750.00	5,617.50	20%	1	4,494.00
17	MARKETING PRINCIPLES & BEST PRACTICES 2006	Paperback	K DOUGLAS HOFFMAN	3/E	2006	0324305729	$	86.95	27,350.12	20%	1	21,880.10
18	MARKETING RESEARCH	Hardcover	DONALD R. COOPER, PAMELA S SCHINDLER		2006	0073054305	$	36.50	11,481.08	20%	1	9,184.86
19	MARKETING RESEARCH AN APPLIED ORIENTATION	Paperback	NARESH K MALHOTRA	4/E	2006	8177583891	₹	325.00	1,043.25	20%	1	834.60
20	MARKETING RESEARCH CONCEPTS AND CASES WITH CD	Paperback	DONALD COOPER		2006	0070600910	$	7.95	2,500.67	20%	1	2,000.54
21	MARKETING RESEARCH WITHIN A CHANGING INFORMATION ENVIR	Hardcover	J F BUSH	3/E	2006	0070600007	$	29.95	9,420.77	20%	1	7,536.62
22	MARKETING WARFARE 20TH ANNIVERSARY ED	Hardcover	AL RISE		2006	0071460829	$	24.95	7,848.02	20%	1	6,278.42
23	MANAGEMENT SKILLS IN MARKETING: Encyclopaedia of Strategic Marketing Management VOL 1	Hardcover	STEPHEN MORSE		2005	9788179923917	₹	1,399.00	4,490.79	20%	1	3,592.63
24	MARKETING PLANNING IN A TOTAL QUALITY ENVIRONMENT: Encyclopaedia of Strategic Marketing Management VOL 3	Hardcover	ROBERT LINNEMAN		2005	9788179923917	₹	1,399.00	4,490.79	20%	1	3,592.63
25	MARKETING RESEARCH	Paperback	BRYAN A- LUKAS		2005	0074711385	$	25.00	7,863.75	20%	1	6,291.00
26	MARKETING RESEARCH	Paperback	JOHN BOYCE	2/E	2005	007471421X	$	29.95	9,420.77	20%	1	7,536.62
27	MARKETING RESEARCH TEXT AND CASES	Paperback	H W BOYD	7/E	2005	8185386161	₹	310.00	995.10	20%	1	796.08
28	BUSINESS Marketing Management	Hardcover	Michael d. Hutt		2004	0324190433	$	29.50	9,279.23	20%	1	7,423.38
29	MARKETING RESEARCH 3/ED	Paperback	G C BERI		2004	0074635352			275.00	20%	1	220.00
30	MARKETING RESEARCH ESSENTIALS WITH CD 2004/y	Paperback	CARL MCDANIEL	4/E	2004	9780471448457	$	18.95	5,960.72	20%	1	4,768.58
31	MARKETING STRATEGY A DECISION FOCUSED APPROACH WITH CD ROAM WITH STRATEGY MARKETING	Hardcover	WALKER BOYD	4/E	2004	8888892702	$	45.95	14,453.57	20%	1	11,562.86
32	STRATEGIES FOR MARKETING 12 ESSENTIAL PRINCIPLES FOR WINNING		G A MICHAELSON		2004	0071427317	$	10.95	3,444.32	20%	1	2,755.46
33	INTERNATIONAL MARKETING STRATEGY analysis development & implementation 3/ed	Paperback	ISOBEL DOOLE		2003		$	46.99	14,780.70	20%	1	11,824.56
34	MARKETING RESEARCH AN APPLIED ORIENTATION	Paperback	N K MALHOTRA	3/E	2003	817808368X	₹	360.00	1,155.60	20%	1	924.48
35	MARKETING RESEARCH WITHIN A CHANGING INFORMATION ENVIRONMENT	Hardcover	J H HAIR	2/E	2003	0072538392	$	19.95	6,275.27	20%	1	5,020.22
36	MARKETING RESEARCH MEASUREMENT METHOD AND APPLICATION	Paperback	RAYMOND KENT		2002	1861523998	$	47.99	15,095.25	20%	1	12,076.20

S#	TITLE	BINDING	AUTHOR	EDITION	YEAR	ISBN	F.C	PRICE	PAK RS	DISC %	QTY	AMOUNT
37	MARKETING RESEARCH METHODOLOGICAL FOUNDATIONS	Hardcover	GILBERT A CHURCHILL	8/E	2002	0030331013	$	100.00	31,455.00	20%	1	25,164.00
38	MARKETING SALES & CUSTOMER SERVICES UNDERSTANDING THE THEORY & PRACTICE OF SELLING SERVICE	Paperback	CH WATKINS		2002	0852975112	₹	295.00	946.95	20%	1	757.56
39	MARKETING STRATEGY	Paperback	O C FERRELL	2/E	2002	0030321034	$	28.95	9,106.22	20%	1	7,284.98
40	NET MARKETS DRIVING SUCCESS IN THE B2B NETWORKED ECONOMY	Hardcover	TOM DAGENAS		2002	007089308X	$	27.95	8,791.67	20%	1	7,033.34
41	BUSINESS MARKETING MANAGEMENT a strategic view of industrial & organizational markets	Hardcover	MICHAEL D HUTT		2001	0030291798	$	25.50	8,021.03	20%	1	6,416.82
42	MARKETING CHANNELS	Hardcover	ANNE T COUGHLAN	6/E	2001	0130127728	$	20.95	6,589.82	20%	1	5,271.86
43	MARKETING PLANNING AND STRATEGY	Paperback	PETER REED	2/E	2001	0729533182	$	22.50	7,077.38	20%	1	5,661.90
44	MARKETING RESEARCH	Hardcover	KUMAR DAVID A Aaker	7/E	2001	0471363405	$	109.95	34,584.77	20%	1	27,667.82
45	MIND TO MIND MARKETING COMMUNICATING WITH 21ST-CENTURY CUSTOMERS	Paperback	HARRY HARRY ALDER		2001	0749433663	£	18.99	8,030.87	20%	1	6,424.70
46	DIRECT MARKETING	Paperback	MIKE POWER, BOB BALDERSTONE, STAN GYLES		2000	0074705083	$	29.50	9,279.23	20%	1	7,423.38
47	MARKETING PLANNING & STRATEGY	Hardcover	SUBHASH JAIN	6/E	2000	0324014805	$	29.95	9,420.77	20%	1	7,536.62
48	MARKETING RESEARCH IE	Paperback	A C BURNS	3/E	2000	0130650587	$	24.95	7,848.02	20%	1	6,278.42
49	MARKETING RESEARCH 3E	Paperback	NARESH K MALHOTRA		1999	0130131628	$	25.95	8,162.57	20%	1	6,530.06
50	MARKETING STRATEGY	Paperback	PAUL FIFIELD		1999	075061711X	£	16.99	7,185.07	20%	1	5,748.06
51	MARKETING THE UNKNOWN DEVELOP MARKET STRATEGIES	Hardcover	PAUL MILLIER		1999	0471986216	£	24.00	10,149.60	20%	1	8,119.68
52	GLOBAL GOLD PANNING FOR PROFITS IN FOREIGN MARKETS	Hardcover	RUTH STANAT		1998	0814404103	$	25.00	7,863.75	20%	1	6,291.00
53	MARKETING RESEARCH	Hardcover	D R LEHMANN		1998	0321014162	$	25.50	8,021.03	20%	1	6,416.82
54	MODERN MARKETING MANAGEMENT	Paperback	RS DAVAR	7/E	1998		₹	165.00	529.65	20%	1	423.72
55	MARKETING PLANNING & STRATEGY	Hardcover	S C JAIN	5/E	1997	0538852836	£	22.99	9,722.47	20%	1	7,777.98
56	MARKETING PLANNING FOR SERVICES	Paperback	M MCDONALD		1996	075062549X	£	18.99	8,030.87	20%	1	6,424.70
57	MARKETING RESEARCH AN APPLIED APPROACH DISK INCLUDED		T C KINNEAR	5/E	1996	0079122523	$	45.95	14,453.57	20%	1	11,562.86
58	MARKETING RESEARCH FOR MANAGERS	Paperback	SUNNY CROUCH	2/E	1996	0750604883	£	16.99	7,185.07	20%	1	5,748.06
59	MARKETING:CREATING VALUE FOR CUSTOMERS		G A CHURCHILL		1995	0256125392	$	14.50	4,560.98	20%	1	3,648.78

Conversion Rates

US $	314.55
UK £	422.90
EURO €	364.68
INDIA ₹	3.21
PAK RS	1.00

59 titles listed across 1 subject area. For a formal institutional quotation, contact us at academicbookco@gmail.com :: academicbookco@yahoo.com or visit https://academicbookco.com.

Academic Book Company