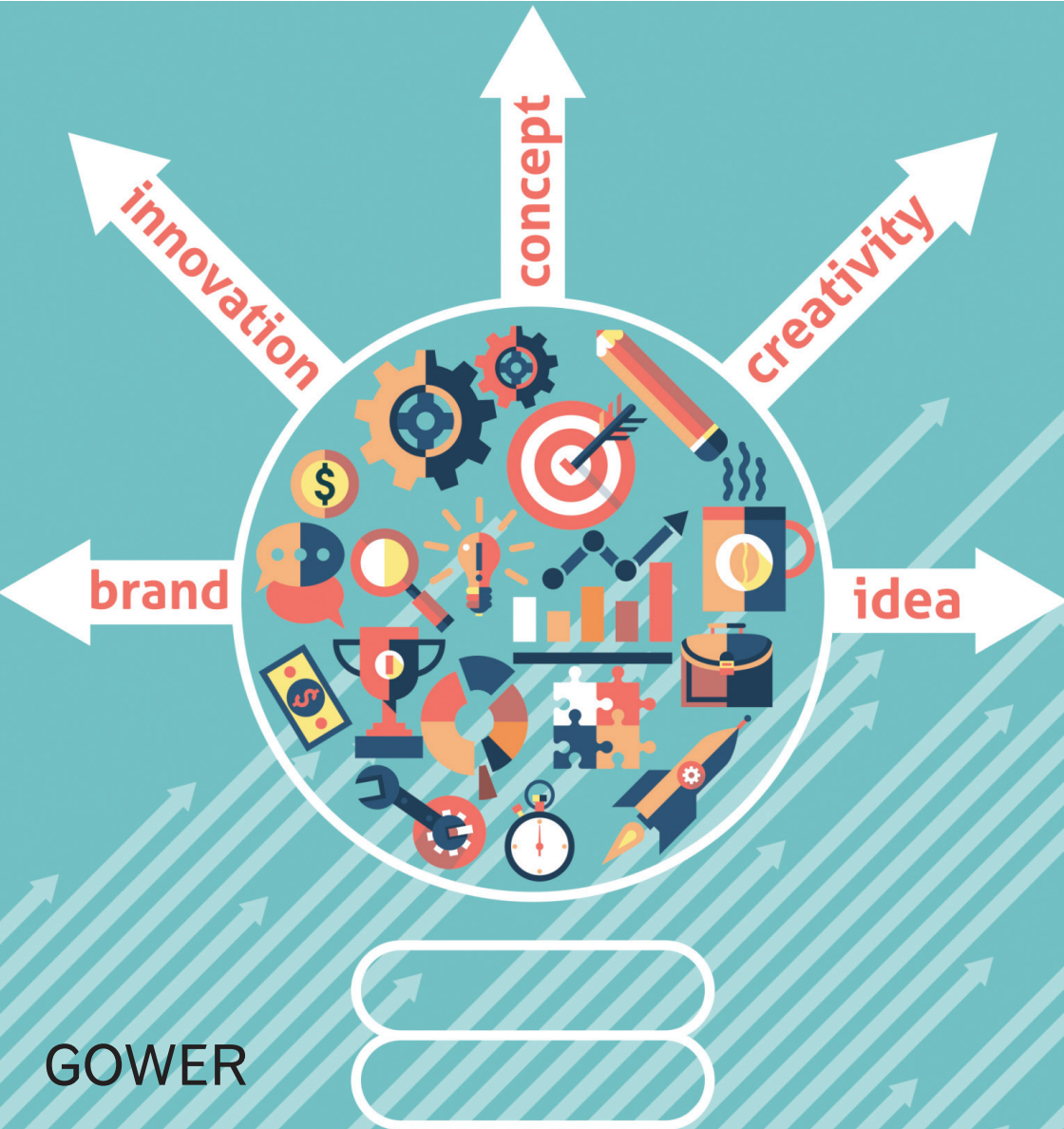


# Marketing and Branding Books 2015



Strategy, PR, Innovation, Advertising, CRM and Sales

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GOWER

# Marketing and Branding Books 2015

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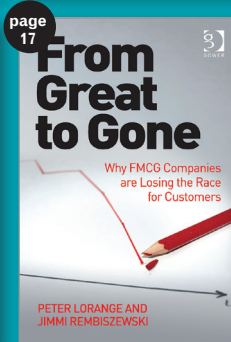
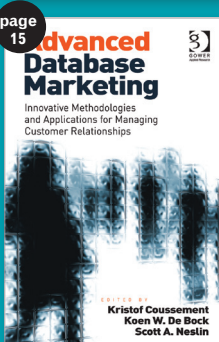
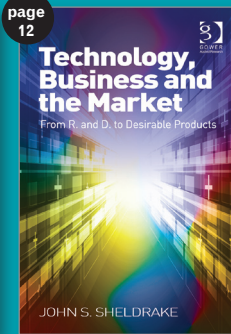
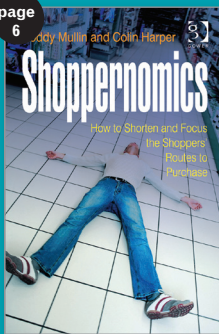
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Cover illustration

**Idea lightbulb concept**  
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## Design Psychology and Personality

How to Use Design to Target Customers More Effectively

Gloria Moss

Gloria Moss reveals the extent to which design and advertising effectiveness can be improved through an understanding of the personalities of a range of stakeholders. While the impact of demographic factors (age, class, geographical location) is the object of considerable research, the impact of personality on production and preference aesthetics has been greatly overlooked. It is only by grouping together research conducted on diverse fields that a larger picture of the impact of personality on design production and preference aesthetics can be constructed.

October 2015	200 pages		
Hardback	978-0-566-08784-4	£60.00	\$104.95

[www.gowerpublishing.com/isbn/9780566087844](http://www.gowerpublishing.com/isbn/9780566087844)

## Design Psychology and Nationality

Gloria Moss

Sustaining a competitive advantage in a global market now involves micro-marketing through a variety of media to a variety of different customers or potential customers. Gloria Moss' *Design Psychology and Nationality* explores the potential for using design to target and communicate with your customers more effectively across national boundaries.

October 2015	200 pages		
Hardback	978-0-566-08785-1	£60.00	\$114.95

[www.gowerpublishing.com/isbn/9780566087851](http://www.gowerpublishing.com/isbn/9780566087851)

## Gender, Design and Marketing

How Gender Drives our Perception of Design and Marketing

Gloria Moss

*'...I understand and applaud Gloria Moss' thoroughness. She's putting forth some game changing information that's going to ruffle some feathers. But it's information we desperately need...This book will change the way you look at design. The results are a wake up call for everyone involved in advertising and design. I'm not talking just a little alarm clock. I'm talking a gigantic gong reverberating around the globe...I can't say enough about Gender, Design and Marketing...the book is worth twice its price.'*

Holly Buchanan, Marketing to Women Online

May 2009	268 pages		
Hardback	978-0-566-08786-8	£74.00	\$134.95

[www.gowerpublishing.com/isbn/9780566087868](http://www.gowerpublishing.com/isbn/9780566087868)

## Leading the Customer Experience

Inspirational Service Leadership

Sarah Cook

*Leading the Customer Experience* explores the relationship between leadership behaviour and exceptional service. Most organisation's strategic aims and goals centre on the delivery of excellent service. Loyal customers not only keep buying from a company but also recommend the business to others.

It is clear that managers and leaders throughout an organisation have a key influence on the experience that customers receive. How leaders behave has a direct impact on their team member's motivation to go the extra mile to deliver excellent service for the customer.

Sarah Cook's vision for *Leading the Customer Experience* is to provide practical advice, tools and techniques for managers in how to effectively lead and motivate their team to deliver the best possible customer service. This book encapsulates her research on the behaviours of leaders who successfully create an environment where employees deliver exceptional service and she brings a pragmatic and business focused approach to the topic.

September 2015	150 pages		
Paperback	978-1-4724-4769-2	£25.00	\$44.95
ebook PDF	978-1-4724-4770-8		
ebook ePUB	978-1-4724-4771-5		

[www.gowerpublishing.com/isbn/9781472447692](http://www.gowerpublishing.com/isbn/9781472447692)

## The Principles of Islamic Marketing

SECOND EDITION

Baker Ahmad Alserhan

*The Principles of Islamic Marketing* provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market. This is not a religious book. It's a marketing book that represents the values behind a business model adopted by nearly one fifth of the world population; the Islamic Economic System. This second edition brings the book up to date and features a number of new case studies and two additional chapters.

September 2015	220 pages		
Hardback	978-1-4724-6030-1	£55.00	\$99.95
ebook PDF	978-1-4724-6031-8		
ebook ePUB	978-1-4724-6032-5		

[www.gowerpublishing.com/isbn/9781472460301](http://www.gowerpublishing.com/isbn/9781472460301)

## The Principles of Islamic Marketing

Baker Ahmad Alserhan

A complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market. This is not a religious book.

July 2011	220 pages		
Hardback	978-0-566-08922-0	£55.00	\$99.95
ebook PDF	978-1-4094-2894-7		
ebook ePUB	978-1-4094-5915-6		

[www.gowerpublishing.com/isbn/9780566089220](http://www.gowerpublishing.com/isbn/9780566089220)

## Entrepreneurial Marketing

Unpacked

Nickanor Amwata

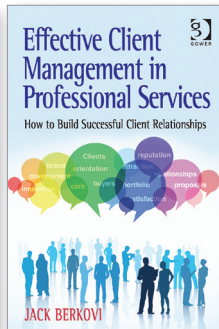
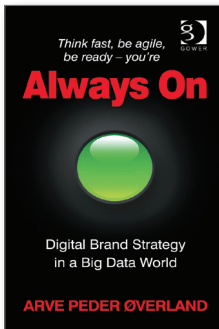
Research in the field of Entrepreneurial Marketing (EM) has been growing steadily since the annual conference on 'Research at the Marketing/Entrepreneurship Interface' was introduced in North America in 1987. There is evidence to testify to the fact that new business ventures face several specific marketing challenges that cannot be dealt with simply by looking at findings from traditional marketing. The reality is that many of these new enterprises result in very high infancy 'mortality rates'. The marketing/entrepreneurship interface has therefore developed a substantial body of literature over the last two decades or so but there is confusion over the exact definition of EM; whether it refers to marketing practice by small firms or whether it is the application of entrepreneurship philosophy in marketing, size regardless.

In his book *Entrepreneurial Marketing*, Nick Amwata presents unique perspectives on this debate and offers a blend of two discrete management areas; marketing and entrepreneurship. The book delves not only into the conceptualization but also the operationalization of EM in such a way that it becomes easy to readily implement. The chapters include contemporary real-life stories and insights from a wide spectrum of entrepreneurs and business leaders and there are exercises at the end of each chapter to reinforce learning.

This will fill a gap in the existing literature and be of benefit to students, innovative business owners, corporate leaders as well as new and experienced marketing managers.

September 2015	263 pages		
Hardback	978-1-4724-5007-4	£70.00	\$119.95
ebook PDF	978-1-4724-5008-1		
ebook ePUB	978-1-4724-5009-8		

[www.gowerpublishing.com/isbn/9781472450074](http://www.gowerpublishing.com/isbn/9781472450074)



## Always On

Digital Brand Strategy in a Big Data World

Arve Peder Øverland

It's a given in today's online marketplace that you are perceived as being always on. Make sure your governance programmes for your systems and platforms keep it that way.

*Always On* provides an understanding of what it takes to develop, implement and run a digital strategy but it is not meant as a rigid process document that must be strictly adhered to. Companies have different needs and live in vastly different environments. The internal structure of an organization and the market in which it competes is not going to adapt to a digital strategy process, it must find a process and methodology that works best for it.

Success or, more moderately, a good result is all about your people, their engagement and their buy-in.

Think fast, be agile, be ready – you're always on!

December 2014	294 pages		
Hardback	978-1-4724-4779-1	£45.00	\$79.95
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## Effective Client Management in Professional Services

How to Build Successful Client Relationships

Jack Berkovi

*'This is a comprehensive handbook for anyone interested or engaged in this important area. Easy to read and intensely practical. It provides solid advice on what to do, supplemented with case studies which bring the theory to life. The thought starters, check lists and review questions are particularly helpful.'*

Jonathan Geldart, Executive Director, Markets Development (China), Grant Thornton International Ltd

*Effective Client Management in Professional Services* explains how firms become client-centric, providing a comprehensive, pragmatic guide to the Client relationship journey, from identifying potential Clients to their engagement, care, retention, development, loyalty and beyond. The handbook format has exercises and tools which can help to establish which Clients are likely to be the most lucrative and thus provide the desired financial returns. The book also includes insights from top practitioners, anecdotes, case studies, charts and useful exercises and checklists. Readers can also determine their own level of effectiveness using the end of chapter reviews and a diagnostic tool to produce a Client Management Profile™.

December 2014	376 pages		
Hardback	978-1-4094-3789-5	£80.00	\$139.95
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ebook ePUB	978-1-4724-0798-6		

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## Value Creation and the Internet of Things

How the Behavior Economy will Shape the 4th Industrial Revolution

Alexander Manu

*'Alexander Manu has been able to put into words the transformation that is ongoing in the global economy. The economic downturn that has been challenging many countries in recent years seems to be more than just a normal fluctuation of the recession cycle. It is not products that people are buying anymore, but rather experience platforms. The Internet of Things is extending this transformation to involve not only the consumer businesses, but businesses altogether independent of the nature of the actual customer. Manu explains the framework needed to operate in this new economy, what the behaviour economy is all about, how value creation differs from conventional industrial economy and what kind of leadership is needed in this new context.'*

Solveig Roschier, Director, Social Sciences, Helsinki Innovation Services Ltd, Finland

*Value Creation in the Internet of Things* describes value delivery and consumption, exploring the mechanisms by which new value is captured and created in enterprises dedicated to competing and prospering in this new environment. Manu revisits existing theories and frameworks of intrinsic motivation, explores their validity in the age of co-creation, and synthesizes a new framework to capture the changes in the mind-sets of individuals and organizations. The book provides a context in which the Internet of Things will soon become mainstream, forcing organizations to re-evaluate their value creation methodologies in light of new consumer behavior and expectations.

August 2015	200 pages		
Hardback	978-1-4724-5181-1	£65.00	\$109.95
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## Behavior Space

Play, Pleasure and Discovery as a Model for Business Value

Alexander Manu

*Behavior Space* proposes that corporations do not design products or services anymore: they design behavior spaces. Facebook is not a product, not a technology, but a behavior space. Innovation is the creation of a new behavior space. The product or service is simply the catalyst that enables a new behavior space to emerge. The size of the behavior space footprint, represents the potential value a product or service offers; the greater the value potential, the greater the monetization potential. Alexander Manu illustrates how these new concepts are transforming design and product development so that the process changes from a static and product-centred approach to one that is entirely centred on the user and their behaviors that emerge as they interact with what they have bought.

December 2012	250 pages		
Hardback	978-1-4094-4684-2	£70.00	\$124.95
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ebook ePUB	978-1-4094-7244-5		

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## Disruptive Business

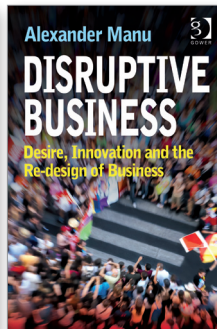
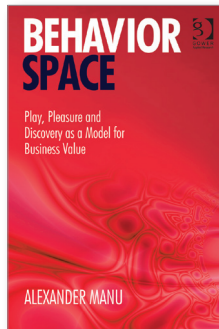
Desire, Innovation and the Re-design of Business

Alexander Manu

The book provides a timely new perspective of current behavioural disruptions which are relevant to the continuity of business, as well as a set of practical methodologies for business design, aimed at creating innovation outcomes of value to users.

August 2010	202 pages		
Hardback	978-0-566-09240-4	£74.00	\$134.95
ebook PDF	978-0-566-09241-1		
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## What's Your Business?

Corporate Design Strategy Concepts and Processes

Claire T. Tomlins

*'Being in the midst of revamping and rebranding my business, I found this book very useful. I wanted to understand the concept of Corporate Design and its impact and what needed to be considered. The book was very useful from a practical point of view but also very informative in terms of the history and evolution of the concept and the status of design today. ... The book is incredibly thorough and I would highly recommend it to anyone involved in corporate design, either as a consultant or business owner. It would also be very useful as a textbook for students. The chapters are clearly laid out and the headings and sub-sections make it easy as a reference book. I also like the use of the case study which is used throughout the book to demonstrate various elements relating to each chapter. ... I found it a very enjoyable read; was able to learn a lot from it and will definitely use as a reference in the future.'*

Thora Thorsdottir, specialist transition consultant and owner of T Thorsdottir

*What's Your Business?* offers a comprehensive pathway through corporate design, clarifying the relationship between corporate design and corporate strategy and the terms identity, brand, image, communication and reputation. It explores the impact of developing digital technology on brand creation which uniquely positions a business in a marketplace, through symbolic and coherent design.

By combining corporate and design strategy with creativity, Claire Tomlins illustrates the subject's diversity. She ensures businesses set goals, strategies and plans and that they take care in selecting an identity to spark the corporate design strategy and creative inputs for marketing purposes; including design management, measurements and IP topics.

This book explains to business people, designers and students why design is important and where each of their skills are required within the corporate environment.

October 2014	324 pages			
Hardback	978-1-4724-1746-6	£75.00	\$129.95	
ebook PDF	978-1-4724-1747-3			
ebook ePUB	978-1-4724-1748-0			

[www.gowerpublishing.com/isbn/9781472417466](http://www.gowerpublishing.com/isbn/9781472417466)

## Shoppernomics

How to Shorten and Focus the Shoppers' Routes to Purchase

Roddy Mullin and Colin Harper

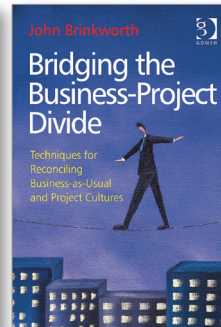
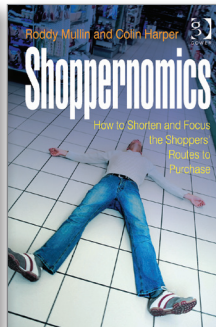
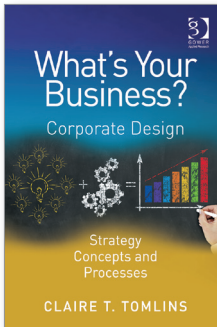
*'Mullin and Harper are very experienced directors and have succeeded in capturing their knowledge and expertise in this fascinating book, Shoppernomics: how to shorten and focus the shoppers' routes to purchase. The biggest disservice that 19th-century economists did to mankind was to assert that consumers are rational. The fact is that they remain an enigma and any insights into their behaviour are to be welcomed. I wish I had had this book and its insights and wisdom when I was Marketing Director of a major fast-moving consumer goods company all those years ago. Well done Roddy and Colin. You have made a major contribution with this book.'*

Malcolm McDonald, Emeritus Professor, Cranfield University School of Management, UK

What happens from the moment the thought of a purchase occurs, to ownership, is a journey that is impacted by media, advice, packaging and now even experiencing the product or service. Many of the impact messages are way off the target – brand managers, agencies, retailers would give their eye teeth to know when to supply what message, in what order, by what means, to persuade 'the gatekeeper to the family budget' or the B2B buyer to part with their hard-earned money as they reach the point of sale.

September 2014	330 pages			
Hardback	978-1-4724-2485-3	£70.00	\$119.95	
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## Bridging the Business-Project Divide

Techniques for Reconciling Business-as-Usual and Project Cultures

John Brinkworth

*Bridging the Business-Project Divide* is a wonderfully pragmatic book which understands that one of the most natural ways to connect projects and business-as-usual activities is by identifying the needs of both, where these diverge and, most importantly, how to bring them together. Unfortunately, the natural side-effect of two so different perspectives is misunderstanding, mutual incomprehension, and despite good intentions on both sides, failure to deliver to mutual benefit.

John Brinkworth tackles the subject by examining the symptoms – how do we know there is a problem, and how is it manifested?; the causes – a deeper analysis going behind the symptoms to consider the root causes; and the solutions – addressing the root causes and how this could lead to more successful projects.

August 2014	230 pages		
Hardback	978-1-4094-6517-1	£70.00	\$124.95
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ebook ePUB	978-1-4094-6519-5		

[www.gowerpublishing.com/isbn/9781409465171](http://www.gowerpublishing.com/isbn/9781409465171)

## Obstructive Marketing

Restricting Distribution of Products and Services in the Age of Asymmetric Warfare

Maitland Hyslop

*'Obstructive Marketing represents a unique and timely addition to the literature relating to marketing, general management and business intelligence. The book is current, well researched and integrates well various subject areas that are often treated in isolation. The author has put in place both an historical and a theoretical framework, and the philosophical insights provided should allow managers and business leaders to gain insights into current strategic issues. The style used is appropriate and will suit well academic researchers and those that are keen to learn more about the challenges and issues that are high up on senior management's agenda. For example, risk and uncertainty, resilience and hardening the organization, and crisis management are covered well. In addition, the many case examples and references cited should assist the reader to link theory and practice, and view the subject from a holistic perspective.'*

Peter Trim, Senior Lecturer in Management and Director of CAMIS, Birkbeck, University of London, UK

This book explains what Obstructive Marketing is and why it is not called anti-marketing. It explains who practices Obstructive Marketing, where, when and how; and why businesses are particularly vulnerable to Obstructive Marketing attack when entering new markets and engaging in change and innovation.

February 2014	362 pages		
Hardback	978-1-4724-1604-9	£75.00	\$134.95
ebook PDF	978-1-4724-1605-6		
ebook ePUB	978-1-4724-1606-3		

[www.gowerpublishing.com/isbn/9781472416049](http://www.gowerpublishing.com/isbn/9781472416049)

## The 'Made in Germany' Champion Brands

Nation Branding, Innovation and World Export Leadership

Ugesh A. Joseph

*'The effort the author makes to unravel the apparent mystique of Germany's success to a global audience is truly commendable. From a multi-dimensional, extensively researched perspective, Ugesh Joseph insightfully gives the reader a sense of the nation and its complex character – from its immediate past to its present-day "champion brands" and the nations "facilitators and influencers".'*

Prof. Dr Hermann Simon, Chairman, Simon-Kucher & Partners

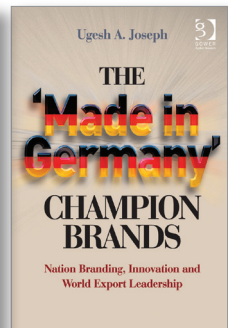
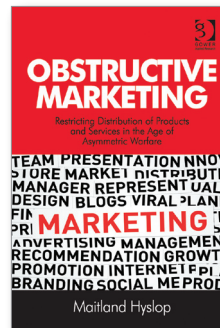
Germany's economic miracle is a widely-known phenomenon, and the world-leading, innovative products and services associated with German companies are something that others seek to imitate. In *The 'Made in Germany' Champion Brands*, Ugesh A. Joseph provides an extensively researched, insightful look at over 200 of Germany's best brands to see what they stand for, what has made them what they are today, and what might be transferable.

The way Germany is branded as a nation carries across into the branding of its companies and services. All the companies are supported and encouraged by a sophisticated infrastructure of facilitators, influencers and enhancers – the research, industry, trade and standards organizations, the fairs and exhibitions and all the social and cultural factors that influence, enhance and add positive value to the country's image.

You will find fascinating insights in this book and learn something of the secrets of Germany's success.

December 2013	296 pages		
Hardback	978-1-4094-6646-8	£70.00	\$119.95
ebook PDF	978-1-4094-6647-5		
ebook ePUB	978-1-4094-6648-2		

[www.gowerpublishing.com/isbn/9781409466468](http://www.gowerpublishing.com/isbn/9781409466468)



## What the New Breed of CMOs Know That You Don't

MaryLee Sachs

'What the New Breed of CMOs Know That You Don't *delivers enlightening and relevant examples of how successful CMOs have led business transformation by changing the culture of marketing. Access to this breadth of advice and experience will benefit any marketer, especially new CMOs.*

Angie Kyle, CMO, Insurance Group,  
New York Life Insurance Company

MaryLee Sachs has drawn on her research and interviews with some of the most inventive new CMOs from companies in established and emerging markets. *What the New Breed of CMOs Know That You Don't* speaks to the future of marketing, the strategic value of the function and the role of the CMO.

This primer for any new or aspiring CMO, C-suite peer to marketing, or marketer looking to 'up their game', provides ideas, concepts, approaches and considerations from a wide range of CMOs who are driving significant transformation within their organizations. The chief marketing officer is arguably the least understood role in the C-suite and job specifications differ widely – much more than for the chief executive officer (CEO), chief financial officer (CFO), or chief talent officer. This book helps to define parameters for both B2C and B2B marketers and points to game-changing strategies designed to lead change and deliver success.

July 2013	174 pages		
Hardback	978-1-4094-5572-1	£30.00	\$54.95
ebook PDF	978-1-4094-5573-8		
ebook ePUB	978-1-4724-0404-6		

[www.gowerpublishing.com/isbn/9781409455721](http://www.gowerpublishing.com/isbn/9781409455721)

## The Changing MO of the CMO

How the Convergence of Brand and Reputation is Affecting Marketers

MaryLee Sachs

'A goldmine of information and findings about how CMOs are incorporating social media and public relations in their marketing toolkit.'

Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

Drawing on the experiences of Chief Marketing Officers (CMOs) from 10 iconic organizations with business and consumer brands across the globe, *The Changing MO of the CMO* explores how some organizations are making the most of a blended approach to communications and marketing and how CMOs can respond to and prepare for their new responsibilities.

July 2011	120 pages		
Hardback	978-1-4094-2315-7	£31.00	\$59.95
ebook PDF	978-1-4094-2316-4		
ebook ePUB	978-1-4094-5914-9		

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## The New Brand Spirit

How Communicating Sustainability Builds Brands, Reputations and Profits

Christian Conrad and Marjorie Ellis Thompson

'The New Brand Spirit *will give confidence to and challenge everyone engaged in brand marketing and communication. Its breadth and depth will provide the inspiration and guidance needed to take further the responsibility for sustaining the planet on which we live and breathe and have our being.*

The Rt Revd David Urquhart, Bishop of Birmingham, UK

The core idea of *The New Brand Spirit* is to let stakeholders do the talking. Conrad and Thompson have interviewed close to 100 leading practitioners from eight different stakeholder perspectives, including NGOs, shareholders and supply chain. It provides an overview of the state-of-the-art of CSR and sustainability communications from the frontlines of business, government and civil society. What makes the book unique and extremely useful is that it combines this helicopter view with 19 comprehensive and insightful case studies. It is both inspirational and extremely practical.

November 2013	350 pages		
Hardback	978-0-566-09244-2	£65.00	\$109.95
ebook PDF	978-1-4094-6577-5		
ebook ePUB	978-1-4094-6578-2		

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## The Irrational Consumer

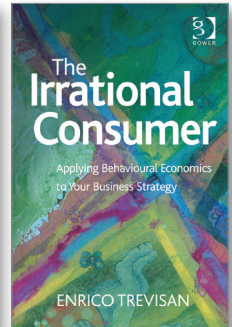
Applying Behavioural Economics to Your Business Strategy

Enrico Trevisan

Behavioural economics shows organizations how to understand the motivation that drives their customers. It offers perspectives for engaging with customers whose views on what to buy are strongly driven by contextual factors, such as the framework and the dynamics of choices. Enrico Trevisan's *The Irrational Consumer* is your 'must-have' primer to this world.

September 2013	156 pages		
Hardback	978-1-4724-1344-4	£35.00	\$69.95
ebook PDF	978-1-4724-1345-1		
ebook ePUB	978-1-4724-1376-5		

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## The End of Shops

Social Buying and the Battle for the Customer  
Cor Molenaar

Shops need to change, to reassess their unique customer appeal and work in new ways with suppliers and customers if they are to survive. Online retailing is often seen as the panacea, but is that really the case? The internet will undergo many changes, too. Many e-retailers will disappear or end up surviving on the margin of the mainstream. Only the most canny suppliers and webshops, those that can make best use of the opportunities offered by the Internet will survive.

Cor Molenaar analyses the struggle, the risks and describes the opportunities and potential for the retail trade to turn the tide. He looks at the new buying behaviour of consumers (the new shopping), the evolution of retail (how it used to be, how it is now and what it has to become) and shows what the future for the shop will actually look like.

May 2013	210 pages		
Hardback	978-1-4094-4974-4	£35.00	\$59.95
ebook PDF	978-1-4094-4975-1		
ebook ePUB	978-1-4094-6502-7		

[www.gowerpublishing.com/isbn/9781409449744](http://www.gowerpublishing.com/isbn/9781409449744)

## Shopping 3.0

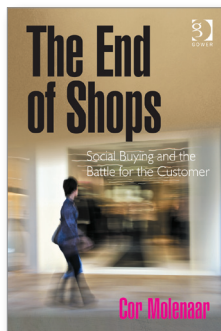
Shopping, the Internet or Both?  
Cor Molenaar

Customers don't come into a shop because they have to, because they have no choice; they enter voluntarily because it is practical, or attractive, or fun! Drawing on extensive research, Cor Molenaar, one of Europe's leading authors on the intersection of marketing and technology, explores what modern shopping customers are looking for and what retailers (online, bricks and mortar or hybrid) can do to attract them. It is a must-have guide for retailers, IT and marketing professionals, and advertising agencies.

November 2010	226 pages		
Hardback	978-1-4094-1764-4	£26.00	\$49.95
ebook PDF	978-1-4094-1765-1		
ebook ePUB	978-1-4094-5892-0		

[www.gowerpublishing.com/isbn/9781409417644](http://www.gowerpublishing.com/isbn/9781409417644)

See page 13 for Cor Molenaar's new book



## Branding and Product Design

An Integrated Perspective  
Monika Hestad

Branding and design are moving closer together. Despite the strong link between famous brands and the products sold under their name, there is still a gap in understanding the relationship between product design and brand-building – Monika Hestad plugs that gap.

*Branding and Product Design* examines how winning brands appear to be more creative and authentic than less successful ones. The book provides tools to help understand the role of products in building a brand and guidelines for how to bring branding and product design processes together. There are case studies based on the author's research, her years of teaching, and her own practice. Interviews delivering an 'insider' perspective on major brands bring abstract concepts to life.

This is a book for design practitioners, marketers and others working with designers and for those teaching and studying at the intersection between design and branding.

March 2013	184 pages		
Hardback	978-1-4094-4626-2	£45.00	\$79.95
ebook PDF	978-1-4094-4627-9		
ebook ePUB	978-1-4094-6437-2		

[www.gowerpublishing.com/isbn/9781409446262](http://www.gowerpublishing.com/isbn/9781409446262)

## Foreign Direct Investment

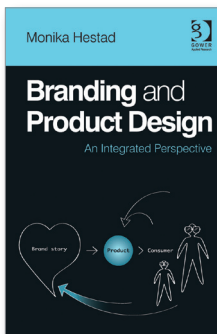
Smart Approaches to Differentiation and Engagement  
Daniel Nicholls

*'This timely book provides cogent, insightful analysis of the seismic shifts taking place in the FDI landscape since the financial crash, and the many implications for investment promotion efforts and location branding. Essential reading for FDI practitioners.'*

Courtney Fingar, editor, fDi Magazine  
from The Financial Times Ltd

December 2012	126 pages		
Hardback	978-1-4094-2357-7	£40.00	\$74.95
ebook PDF	978-1-4094-2358-4		
ebook ePUB	978-1-4094-7138-7		

[www.gowerpublishing.com/isbn/9781409423577](http://www.gowerpublishing.com/isbn/9781409423577)



## Taking Technology to the Market

A Guide to the Critical Success Factors in Marketing Technology  
Ian Linton

*Taking Technology to the Market* provides a practical guide to the critical success factors in marketing technology. It uses a project-based approach, providing comprehensive guidelines for key strategic and tactical marketing programmes. The book will help you improve your chances of developing a winning marketing programme by providing essential steps to success and insight into best practice.

Individual chapters provide self-contained guides to planning specific marketing tasks. The range of tasks covers the most common challenges facing marketing teams in technology companies. The book will help you understand the key success factors for overcoming a range of marketing challenges and give you the tools to put specific programmes into action quickly and effectively.

September 2012	180 pages		
Hardback	978-1-4094-3595-2	£68.00	\$124.95
ebook PDF	978-1-4094-3596-9		
ebook ePUB	978-1-4094-8330-4		

[www.gowerpublishing.com/isbn/9781409435952](http://www.gowerpublishing.com/isbn/9781409435952)

## Marketing Research with SAS Enterprise Guide

Kristof Coussement, Nathalie Demoulin and Karine Charry

*Marketing Research with SAS Enterprise Guide* provides a detailed explanation of the SAS® Enterprise Guide software. Using 236 screen shots and based on a step-by-step approach and real managerial situations, it guides the reader to an understanding of the use of statistical methods. It demonstrates ways of extracting information and collating it to provide reliable results, and how to use these results to solve day-to-day business and research problems.

November 2011	316 pages		
Paperback	978-1-4094-2676-9	£45.00	\$89.95
ebook PDF	978-1-4094-2677-6		
ebook ePUB	978-1-4094-5928-6		

[www.gowerpublishing.com/isbn/9781409426769](http://www.gowerpublishing.com/isbn/9781409426769)

See page 15 for more titles by Kristof Coussement

## Advertising in Developing and Emerging Countries

The Economic, Political and Social Context  
Edited by Emmanuel C. Alozie

*Advertising in Developing and Emerging Countries* offers an in-depth analysis of advertising in developing and emerging economies, as they join the global economy and seek to improve the socio-economic condition of their citizens. It illustrates the challenges and opportunities for advertising in these countries, and explores their critical relationship with developed economies with a multifaceted analysis of the role of advertising in an interdependent global economy.

August 2011	348 pages		
Hardback	978-0-566-09174-2	£79.00	\$139.95
ebook PDF	978-0-566-09175-9		
ebook ePUB	978-1-4094-5964-4		

[www.gowerpublishing.com/isbn/9780566091742](http://www.gowerpublishing.com/isbn/9780566091742)

## The Psychology of Marketing

Cross-Cultural Perspectives

Gerhard Raab, G. Jason Goddard, Riad Ajami and Alexander Unger

*'The Psychology of Marketing is a must read for advanced students of marketing as well as marketing professionals. Adopting the notion that 'there is nothing as valuable as good theory' the book provides a very comprehensive incisive overview of theories of psychology and their relevance to marketing and personnel management. Its currency is well illustrated by its treatment of recent developments in biological psychology and their applicability to marketing.'*

Ram Baliga, John B. McKinnon Professor of Management, Wake Forest University, USA

October 2010	414 pages		
Hardback	978-0-566-08903-9	£85.00	\$154.95
ebook PDF	978-0-566-08904-6		
ebook ePUB	978-1-4094-5944-6		

[www.gowerpublishing.com/isbn/9780566089039](http://www.gowerpublishing.com/isbn/9780566089039)

## Customer Relationship Management

A Global Perspective

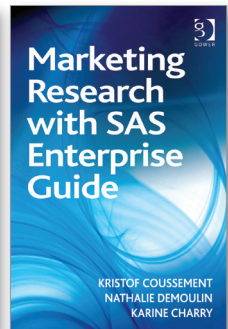
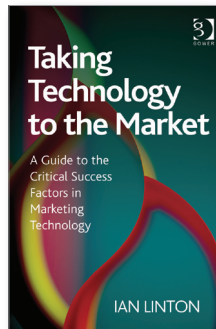
Gerhard Raab, Riad A. Ajami, Vidyaranya B. Gargeya and G. Jason Goddard

*'The book is well written and contains numerous charts, flow diagrams and statistical tables to illustrate key ideas. One particularly useful feature is the inclusion of six comprehensive case studies of CRM practices.'*

Economic Outlook and Business Review

May 2008	216 pages		
Hardback	978-0-7546-7156-5	£70.00	\$124.95
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## Corporate Reputation

Managing Opportunities and Threats

Edited by Ronald J. Burke, Graeme Martin  
and Cary L. Cooper

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According to Ernst & Young, the investment community believes that up to 50 per cent of a company's value is intangible – based mostly on corporate reputation. This book contains academic content along with practical contributions, developed by those serving as consultants or working in organizations specialising in corporate reputation and its management or recovery.

May 2011	356 pages			
Hardback	978-0-566-09205-3	£80.00	\$144.95	
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[www.gowepublishing.com/psychologicalrisk](http://www.gowepublishing.com/psychologicalrisk)

## Premium by Design

How to Understand, Design and Market High End Products

Marco Bevolo, Alex Gofman, Howard Moskowitz

'Premium by Design is a "must-read" for experts looking to update their notion of what luxury means today. From thorough evaluation of premium brands to insightful interviews with luxury brand architects, this unique survey demonstrates the intricacies of the high end market and its transformative nature as it adapts to the fast-paced changes of the 21st century.'

Angel Chang, fashion designer, NYC,  
Winner of the Cartier Women's Initiative Award

March 2011	334 pages			
Hardback	978-1-4094-1890-0	£68.00	\$124.95	
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## Innovation and Marketing in the Video Game Industry

Avoiding the Performance Trap

David Wesley and Gloria Barczak

'Easy to read yet powerful in its insights, this book emphasizes the importance of consistently identifying and effectively serving customers' needs as a path to long-term corporate success. The ability of collaborations with those outside the company's walls such as suppliers and certainly customers themselves is shown to be a source of developing value-creating products and services while avoiding complacency that can stifle innovation and ultimately, lead to corporate failure.'

R. Duane Ireland, Editor of the Academy of Management Journal, and Distinguished Professor of Management, Mays Business School, Texas A&M University.

June 2010	280 pages			
Hardback	978-0-566-09167-4	£70.00	\$124.95	
ebook PDF	978-0-566-09168-1			
ebook ePUB	978-1-4094-5962-0			

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## The Employer Brand

Keeping Faith with the Deal

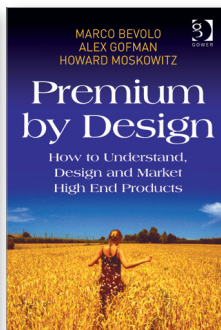
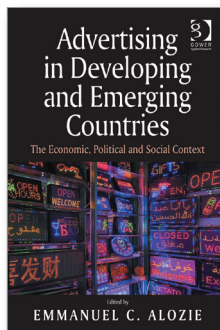
Helen Rosethorn

'This is a fascinating read and well worth working through. It offers a good insider view, helpful examples and a perceptive insight into the value of the employer brand. It is both a good read but also a challenge to one's opinions about the factors that determine an effective brand. ...an excellent book that could well become an essential read for practitioner, academic and student alike. For me, the significant contribution – different from other offerings on the subject – is the attempt to simplify it all. Helpfully, it distinguishes the brand as a journey rather than a project or initiative. If you accept this theory, the case studies are even more helpful and insightful. And the assertion that the way that employees interact with customers and shareholders is the real distinguishing factor may, to many, be obvious. But it is not the way that many brands have been established or developed. This is a good book. It should be read...and reread in order to pick up the hints missed first time round. A definite reference book too.'

Martin Tiplady, HR Director, Metropolitan Police

July 2009	248 pages			
Hardback	978-0-566-08899-5	£74.00	\$134.95	
ebook PDF	978-0-566-09150-6			
ebook ePUB	978-1-4094-5848-7			

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## Price Management in Financial Services

Smart Strategies for Growth

Georg Wuebker, Jens Baumgarten, Dirk Schmidt-Gallas and Martin Koderisch

*Price Management in Financial Services* shows how to incorporate the modern techniques of value based pricing in both product design and pricing. You are given an overview of basic pricing techniques and introduced to strategic pricing issues such as: strategic market segmentation, product bundling, multi-channel pricing and non linear pricing. As exemplified by a large number of Simon-Kucher & Partners' international case studies, the book illustrates how such professional pricing techniques hold the key to enormous profit potential.

October 2008	212 pages		
Hardback	978-0-566-08821-6	£74.00	\$134.95

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## Brand Risk

Adding Risk Literacy to Brand Management

David Abrahams

*'In this excellent book, Abrahams puts forward a powerful case for professional marketers to develop a deeper understanding of brand risk, and incorporating it as an integral part of brand management.'*

Chartered Institute of Marketing (CIM)

March 2008	224 pages		
Hardback	978-0-566-08724-0	£79.00	\$139.95
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## Communicating Strategy

Phil Jones

*'Even the most well conceived strategies can be next to worthless if they are not communicated properly, understood fully or used to shape decision making actively – at all levels in an organisation. Phil Jones' insights into how businesses can make this happen are remarkable for their clarity, well grounded and – best of all – demonstrably effective! He has created a wonderfully pragmatic guidebook for achieving success.'*

Ken Douglas, Technology Director,  
Office of the CTO, BP International Ltd

February 2008	198 pages		
Paperback	978-0-566-08810-0	£25.00	\$49.95
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## Developing and Managing a Successful Payment Cards Business

Jeff Slawsky and Samee Zafar

*'Delivers an excellent topology of the business of payments. The authors provide a comprehensive review of the history and the future of payments. ...a valuable resource for people in the cards business and for those beginning their careers in cards. ...A must-read.'*

Joe DiVanna, Director, Maris Strategies Limited

November 2005	214 pages		
Hardback	978-0-566-08648-9	£74.00	\$134.95

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## Competitive Intelligence

Gathering, Analysing and Putting it to Work

Christopher Murphy

*'...here is the reviewer's highest praise for Murphy's book, which is that it must be one of the most well-rounded texts on CI presented in a pleasing style which is relevant for both the expert practitioner and beginner in CI alike...this is an excellent primer and reference to CI.'*

Jonathan Gordon-Till, CI and KM Consultant,  
Oxford Business Intelligence

October 2005	304 pages		
Hardback	978-0-566-08537-6	£79.00	\$139.95
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## It's Not Luck

Eliyahu M. Goldratt

*'Once I picked up this book I could hardly put it down again as the concepts of the Theory of Constraint – The Thinking Processes, run right through the book.'*

Executive Engineer

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Paperback	978-0-566-07627-5	£19.99	

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## BESTSELLER

## The New Guide to Identity

How to Create and Sustain Change Through Managing Identity

Wolff Oliins

February 1996	112 pages		
Paperback	978-0-566-07737-1	£29.9	\$59.95

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## Qualitative Market Research

A Practitioner's and Buyer's Guide

Wendy Gordon and Roy Langmaid

June 1988	288 pages		
Hardback	978-0-566-05115-9	£79.00	\$139.95

[www.gowerpublishing.com/isbn/9780566051159](http://www.gowerpublishing.com/isbn/9780566051159)

## Why Customers Would Rather Have a Smartphone than a Car

Relationship Retailing as an Opportunity

Cor Molenaar

*Why Customers Would Rather Have a Smartphone than a Car* explores some of the fundamental changes in consumer behaviour: Why do we buy less in shops and more on the internet? Why do we spend more on gadgets, smartphones and Apps and not more on food, holidays or clothing? Why do most business people only look at symptoms and not causes of changing customer behaviour? The new generation buys differently from the baby boomers; they have different priorities and preferences. The internet has changed us in the way we think, act and communicate. Whilst many retailers now understand the need for change, few of them have established convincing or sustainable models for the future.

Cor Molenaar argues that by understanding the drivers behind these new consumer behaviours, retailers can identify the opportunities this represents and adapt their offering accordingly. The kind of relationship retailing he advocates involves the way the retailer interacts with their customer; the new environment that they need to sustain along with their ability to relate customer data, technology and new services.

June 2015	214 pages		
Hardback	978-1-4724-6656-3	£42.50	\$79.95
ebook PDF	978-1-4724-6657-0		
ebook ePUB	978-1-4724-6658-7		

[www.gowerpublishing.com/isbn/9781472466563](http://www.gowerpublishing.com/isbn/9781472466563)

See page 9 for more titles by Cor Molenaar

## The Out-of-Home Immersive Entertainment Frontier

Expanding Interactive Boundaries in Leisure Facilities

Kevin Williams and Michael Mascioni

*'While there is no shortage of books written about coin-op entertainment, precious few are written from a professional's perspective. With the release of The Out-of-Home Immersive Entertainment Frontier [...], authors Kevin Williams and Michael Mascioni admirably fill that void.'*

Vending Times

Digital Out of Home Entertainment is transforming the customer experience in shops, cinemas, museums; almost any environment where consumers are congregating. This book provides a 'state of play' exploration of the successes, the emerging new applications and the strategies that inform them and is an essential guide for entertainment executives as well as those involved in retailing, the hotel industry, mobile communications, museums and heritage.

June 2014	216 pages		
Paperback	978-1-4724-2695-6	£19.99	\$39.95
ebook PDF	978-1-4724-2696-3		
ebook ePUB	978-1-4724-2697-0		

[www.gowerpublishing.com/isbn/9781472426956](http://www.gowerpublishing.com/isbn/9781472426956)

## Technology, Business and the Market

From R&D to Desirable Products

John S. Sheldrake, Imperial College, London, UK

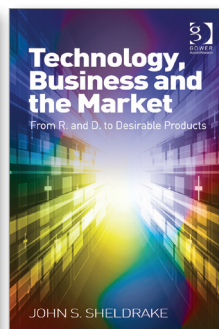
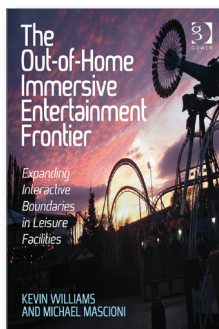
*'Professor Sheldrake has produced a work that will be of great value to anyone – students and general readers alike – who seeks a rounded understanding of this growing subject. As well as telling a well-sourced and exciting story, he, unusually for contemporary analysts, places the great advances in technology and business in an historical and philosophical context. This is a must read for those who seek to understand the role of technology and the market play in business decisions, and indeed in the wider society.'*

Professor Stephen Haseler, Director,  
The Global Policy Institute

*Technology, Business and the Market* provides an understanding of the connections between developing technologies, research and development, industrial design and the means by which these elements are managed to produce desirable products. John Sheldrake's long experience of teaching business and management to engineers has highlighted a gap in the knowledge of students and practitioners alike, between their grasp of developments in science and technology and then how these developments lead to the creation of successful products. Using case studies examining the impact of new materials, techniques and technologies, this book explores the linkages between innovation, entrepreneurship, business (including finance), design, manufacturing, branding and marketing.

June 2014	112 pages		
Hardback	978-1-4094-5455-7	£45.00	\$89.95
ebook PDF	978-1-4094-5456-4		
ebook ePUB	978-1-4724-0428-2		

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## Measuring Service Performance

Practical Research for Better Quality

Ralf Lisch

*'This book is an eye-opener for everybody dealing with quality measurement. It looks at quality studies from an invigoratingly different perspective – focussing on meaning and drawing the fine line between facts and artifacts. Measuring Service Performance has the potential to become a standard work and is a must-read for everybody who deals – as researcher or as manager – with quality studies in the service industry.'*

Dr Eberhard Sasse, Chairman of Dr Sasse AG, Munich-Berlin-London, and President of the Chamber of Commerce and Industry for Munich and Upper Bavaria

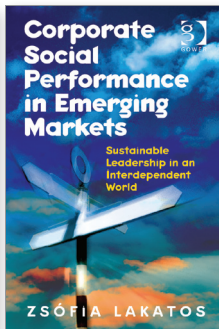
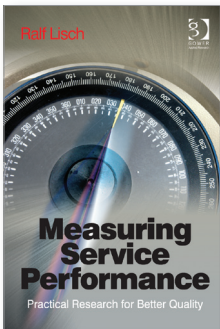
In service societies, the tertiary sector has long become the primary sector in terms of GDP and employment. Quality research and testing means better service, and success in the service industries demands quality. Nonetheless, complaints about insufficient, inconsistent or bad service abound.

*Measuring Service Performance* is an appeal for an approach to quality research that meets quality criteria itself. It is a compelling argument against widespread but rather dubious dealings with measurement, data and statistics. Ralf Lisch calls for a reconsideration of the research process, focusing on content instead of method and adding meaning to results.

Written in a practical, accessible style, the book offers practitioners, as well as market researchers, MBA students and others involved in the service sector a critical discussion of 'Practical Research for Better Quality'.

March 2014	214 pages		
Hardback	978-1-4724-1191-4	£65.00	\$119.95
ebook PDF	978-1-4724-1192-1		
ebook ePUB	978-1-4724-1193-8		

[www.gowerpublishing.com/isbn/9781472411914](http://www.gowerpublishing.com/isbn/9781472411914)



## Corporate Social Performance in Emerging Markets

Sustainable Leadership in an Interdependent World  
Zsófia Lakatos

*Corporate Social Performance in Emerging Markets* provides an effective tool for companies to help them engage in CSR activities and become a responsible company in CEE countries such as Poland, Hungary, the Czech Republic and Slovakia; focusing on the difference of stakeholders and their attitudes to those of Western Europe.

July 2013	156 pages		
Paperback	978-1-4094-3264-7	£25.00	\$49.95
ebook PDF	978-1-4094-3265-4		
ebook ePUB	978-1-4094-8458-5		

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## Health Communication and Mass Media

An Integrated Approach to Policy and Practice  
Edited by Rukhsana Ahmed and Benjamin R. Bates

*'...the volume stands out as an important contribution to the field of health communication. Its theoretical, methodological, and topical breadth, its simple and straightforward manner of presentation, and its unique emphasis on both theory and practice would make it a valuable reference to academics and practitioners of health communication at various levels.'*

Health Communication

In *Health Communication and Mass Media*, contributing authors engage and expand upon significant theories informing efforts at mediated health communication; demonstrate the practical utility of these theories; and consider how to balance the ethical and efficacy demands of mediated health communication efforts. The book addresses both traditional media and communication systems and new web-based and mobile media.

The book's treatment is broad, reflecting the topical and methodological diversity in the field. It offers an integrated approach to communication theory and application. Readers will be able to appreciate the ways that theory shapes health communication applications and how those applications inform the further construction of theory. They will find practical examples that can serve as models for their own efforts.

This book will be of interest to anyone involved in health communication programs or more generally with communication studies and allied fields.

July 2013	272 pages		
Hardback	978-1-4094-4713-9	£65.00	\$109.95
ebook PDF	978-1-4094-4714-6		
ebook ePUB	978-1-4724-0164-9		

[www.gowerpublishing.com/isbn/9781409447139](http://www.gowerpublishing.com/isbn/9781409447139)

## Advanced Database Marketing

Innovative Methodologies and Applications  
for Managing Customer Relationships

Edited by Kristof Coussement, Koen W. De Bock  
and Scott A. Neslin

*'WOW! As a 20-year practitioner of database marketing, I found this book to be packed full of practical applications on a wide range of topics within a theoretical framework. An astonishingly rich resource for anyone with intentions to increase lifetime value of the customer, not just measure it.'*

Peter Liberatore, Senior Manager of Customer Analytics,  
L.L.Bean

While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. *Advanced Database Marketing* provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management.

An impressive list of contributors, including many of the thought-leaders in database marketing from across the world, bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics.

May 2013	348 pages		
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Saint Joseph's University, USA

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Professor Steve Baron, University of Liverpool, UK

October 2009	318 pages		
Hardback	978-0-566-08868-1	£79.00	\$139.95
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A Maturity Model for Organisational Implementation

Lynda Bourne

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Rob Llewellyn, CXO Transform

October 2009	242 pages		
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July 2009	496 pages		
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Dr Rebecca Wong, Senior Lecturer in Law, Nottingham Law School

December 2008	202 pages		
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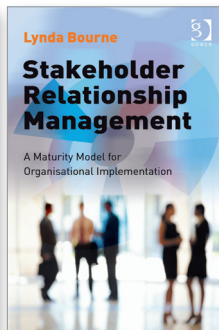
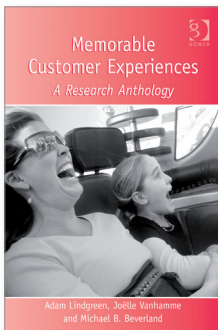
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Albert Ros Manasanch, Supply Chain and S&OP Director, Wrigley Spain

March 2015	150 pages		
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## From Great to Gone

Why FMCG Companies are Losing the Race for Customers

Peter Lorange and Jimmi Rembiszewski

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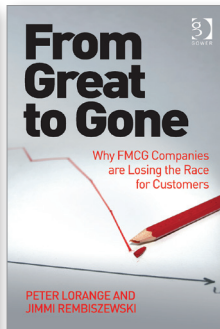
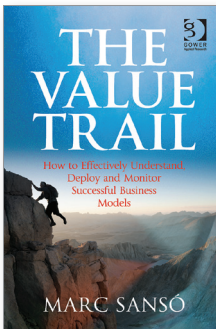
*'A typical Rembiszewski product – rumbustious and controversial, but genuine, intelligent and practical.'*

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To compete for the modern consumer it is critical to move from being an old-fashioned FMCG to being an FIGG – a fast-innovating consumer goods company – but there are major internal and external hurdles to this transformation. Outdated communication strategies based on television, radio and print with constant repetition must be replaced by what the authors call 'Lego' strategies, whereby the marketing and communication strategies are built up by many key facets and delivered to the consumer through a mix of various touch points. *From Great to Gone* points out what the winners of the 21st century have in common that has enabled them to achieve this transformation.

May 2014	174 pages		
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Ewan R. Brown (on Amazon.co.uk)

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York St John University, UK

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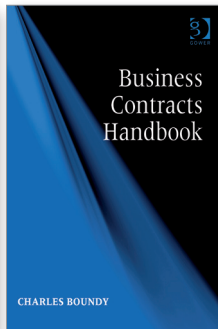
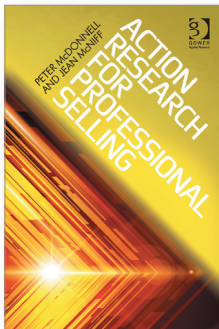
Charles Boundy

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Philip Dews, [www.supplymanagement.com](http://www.supplymanagement.com)

January 2010	442 pages		
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Arras People, Ed Wallington, Project Management

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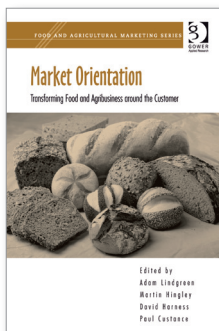
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June 2009 344 pages  
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June 2009 382 pages  
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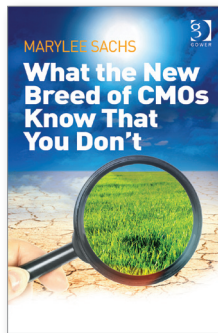
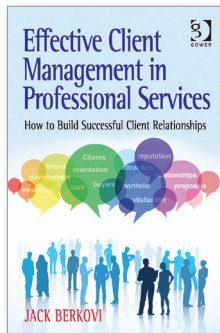
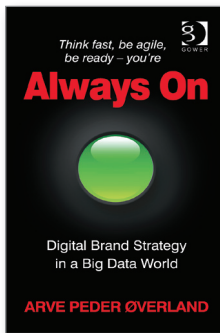
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