

MARKETING

A listing of materials available at the Justice Institute Library

GENERAL BOOKS

The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand by Al Ries and Laura Ries. New York, NY: Harper Business. (HD 69 B7 R537 2002)

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk by Al Ries. New York, NY: HarperBusiness. (HF 5415 R54369 1993)

125+ Ideas for Successful Events. Manhattan, KS: Learning Resources Network. (GV 1201 O547 1993)

The Accidental Library Marketer by Kathy Dempsey. Medford, NJ: Information Today. (Z 716.3 D425 2009)

Basic Marketing: A Global-Managerial Approach by Stanley J. Shapiro, William D. Perreault, and E. Jerome McCarthy. Toronto, ON: McGraw-Hill Ryerson. (HF 5415.13 S265 2002)

Best Brochure Ideas for Seminars and Conferences: Volume II by Paul Franklin and William A. Draves. Manhattan, KS: Learning Resources Network (LERN). (AS 6 F725 1997)

The Best Brochure Ideas: Volume II. Manhattan, KS: LERN. (Z 246 B47 1993)

Blue Ocean Shift: Beyond Competing: Proven Steps to Inspire Confidence and Seize New Growth by W. Chan Kim and Renée Mauborgne. New York, NY: Hachette Books. (HF 5415.153 K56 2017)

Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim and Renee Mauborgne. Boston, MA: Harvard Business Review Press. (HF 5415.153 K56 2015)

The Constant Contact Guide to Email Marketing by Eric Groves. Hoboken, NJ: Wiley. (HF 5415.1265 G76 2009)

Contagious: Why Things Catch On by Jonah Berger. New York, NY: Simon & Schuster. (HF 5415.153 B463 2013)

Developing a Marketing Plan for a Small Fire Department: Executive Development by G. Mark Thorp. Washington, DC: National Fire Academy. (TH 9501 T567 1995)

The Fall of Advertising and the Rise of PR by Al Ries and Laura Ries. New York, NY: HarperBusiness. (HF 5823 R642 2002)

Increasing Public Support Through Customer Service, Marketing and Public Image: Executive Leadership by Paul Stieler. Washington, DC: National Fire Academy. (TH 9501 S767 1996)

The Instant Marketing Plan: Your Simple, Enjoyable, Easy-To-Follow Roadmap to Skyrocket Your Business by Mark Nolan. Santa Maria, CA: Puma Pub. Co. (HF 5415.13 N64 1995)

Market Research Made Easy by Don Doman, Dell Dennison, and Margaret Doman. North Vancouver, BC: Self-Counsel Press. (HF 5415.2 D64 2006)

Marketing by Jeanette McMurtry. Hoboken, NJ: John Wiley & Sons, Inc. (HF 5415.13 M369 2017)

Marketing in the Public Sector: A Roadmap for Improved Performance by Philip Kotler and Nancy Lee. Upper Saddle River, NJ: Wharton School Pub. (JF 1525 P67 K68 2007)

Marketing Magic for Volunteer Programs by Sue Vineyard. Downers Grove, IL: Heritage Arts. (HN 49 V64 V55 1984)

Marketing Online Courses, Seminars and Conferences by William A. Draves. River Falls, WI: LERN Books. (LC 5803 C65 D728 1998)

Marketing the 21st Century Library: The Time Is Now by Debra Lucas-Alfieri. Amsterdam, NL: Chandos Publishing. (Z 716.3 L82 2015)

Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians by Marie R. Kennedy and Cheryl LaGuardia. Chicago, IL: ALA Neal-Schuman. (Z 692 C65 K46 2018)

Marketing Your Product by Donald G. Cyr and Douglas Gray. North Vancouver, BC: Self-Counsel Press. (HF 5415 C97 2009)

Positioning: The Battle for Your Mind by Al Ries and Jack Trout. New York, NY: McGraw-Hill. (HF 5827.2 R53 2001)

The Power of Exhibit Marketing by Barry Siskind. North Vancouver, BC: International Self-Counsel Press. (T 396 S585 1997)

Real-Life Marketing and Promotion Strategies in College Libraries: Connecting with Campus and Community edited by Barbara Whitney Petruzzelli. Binghamton, NY: Haworth Information Press. (Z 716.3 R42 2005)

Selling the Wheel: Choosing the Best Way to Sell for You, Your Company, and Your Customers by Jeff Cox and Howard Stevens. New York, NY: Simon & Schuster. (PS 3553 O9196 S45 2000)

Seminars to Build Your Business by Barbara Siskind. North Vancouver, BC: International Self-Counsel Press. (HF 5734.5 S575 1998)

Should a Fire Department Market to its Governing Body: Executive Development Course by James L. Christiansen. Washington, DC: National Fire Academy. (TH 9501 C567 1997)

Snapshot Survey: Quick, Affordable Marketing Research for Every Organization by Lloyd Corder. Chicago, IL: Dearborn Trade Pub. (HF 5415.2 C64 2006)

Strategic Marketing for Nonprofit Organizations by Alan R. Andreasen and Philip Kotler. Upper Saddle River, NJ: Pearson/Prentice-Hall. (HF 5415 A622 2008)

Strategies for Marketing Your Fire Department Today and Beyond. Washington, DC: Federal Emergency Management Agency, United States Fire Administration. (TH 9501 S567 1998)

The Successful Brochure Manual for Community Programs by Julie Coates. Manhattan, KS: LERN. (Z 246 C657 1997)

This I Know: Marketing Lessons from Under the Influence by Terry O'Reilly. Toronto, ON: Alfred A. Knopf Canada. (HF 5823 O748 2017)

Winning the Story Wars: Why Those Who Tell--and Live--the Best Stories Will Rule the Future by Jonah Sachs. Boston, MA: Harvard Business Review Press. (HF 5415 S223 2012)

Writing Proposals for Contract Training: A Guidebook to Writing Proposals and Grants for Educational Services by Shannon McBride. Manhattan, KS: LERN. (LC 5219 M127 1993)

Yes! 50 Scientifically Proven Ways to be Persuasive by Noah J. Goldstein, Steve J. Martin, and Robert B. Cialdini. New York, NY: Free Press. (HF 5718 G65 2010)

GENERAL CD-ROMs

Measuring Marketing Performance. (CD-ROM) Boston, MA: Harvard Business School Publishing. (HF 5415.13 Q45 2007)

This interactive CD-ROM presentation shows how to create a marketing dashboard that will reveal the true performance of your company's marketing activities. Professors John Quelch and Gail J. McGovern, both of the Harvard Business School faculty, explain and illustrate each step along the way toward keeping senior management informed of how your marketing strategies are attracting, cultivating, and retaining customers. In the process of creating your dashboard, you will also accomplish the following: learn principles of excellence in marketing; figure out what to measure and how to interpret the results; align marketing activities with corporate strategy; and ensure that marketing is driving growth.

SOCIAL MEDIA - BOOKS

Friends with Benefits: A Social Media Marketing Handbook by Darren Barefoot and Julie Szabo. San Francisco, CA: No Starch Press. (HF 5415.1265 B3334 2010)

Getting to First Base: A Social Media Marketing Playbook by Darren Barefoot and Julie Szabo. Vancouver, BC: Capulet Communications. (HF 6146 I58 B374 2007)

Groundswell: Winning in a World Transformed by Social Technologies by Charlene Li and Josh Bernoff. Boston, MA: Harvard Business Review Press. (HF 5415.1265 L48 2011)

The New Influencers: A Marketer's Guide to the New Social Media by Paul Gillin. Fresno, CA: Quill Driver Books. (HF 5415.1265 G542 2009)

Power Friending: Demystifying Social Media to Grow Your Business by Amber Mac. New York, NY: Portfolio. (HF 5415.1265 M316 2010)

Social Media 101: Tactics and Tips to Develop Your Business Online by Chris Brogan. Hoboken, NJ: Wiley. (HF 5415.1265 B758 2010)

The Social Media Bible: Tactics, Tools, and Strategies for Business Success by Lon Safko. Hoboken, NJ: John Wiley & Sons. (HF 5415.1265 S24 2012)

Social Media Marketing for Dummies by Shiv Singh and Stephanie Diamond. Hoboken, NJ: John Wiley & Sons Inc. (HF 5415.1265 S56 2015)

UnMarketing: Everything Has Changed and Nothing is Different by Scott Stratten and Alison Kramer. Hoboken, NJ: Wiley. (HF 5415.55 S77 2017)

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