

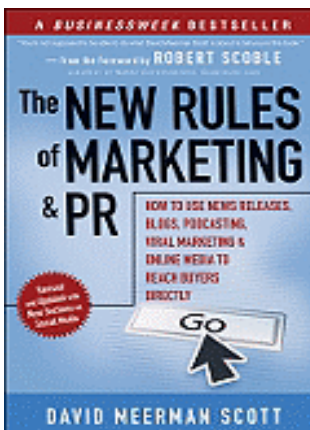
FEATURED LIBRARY BOOKS OF THE MONTH

CHECK OUT NOTABLE BOOKS ON POPULAR TOPICS FROM THE **HONG KONG INSTITUTE OF CPAs LIBRARY** AND KEEP UP-TO-DATE.

THIS MONTH'S TOPIC

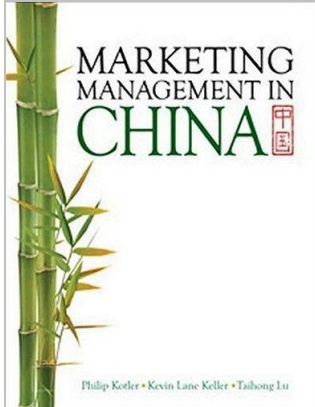
Marketing

Title:	The new rules of marketing and PR : how to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly
Author:	David Meerman Scott
Publisher:	Hoboken, N.J. : John Wiley & Sons, Inc.
Year of Publication:	2009
Call No.:	HF5415.1265 .S393 2009



- ◆ Before the Web came along, there were only two ways to get noticed: buy expensive advertising or beg the mainstream media to tell your story for you. Nowadays, the Internet and social media have transformed the way companies communicate with consumers. The book shows you how to leverage the potential of Web-based communication to build a personal link with your market. Forget old advertising tactics that don't work online. Adopt the new rules and start a profitable relationship with your buyers and those who influence them.
- ◆ Contents of the book include:
 - How the Web has changed the rules of marketing and PR
 - Web-based communications to reach buyers directly
 - Action plan for harnessing the Power of the new rules

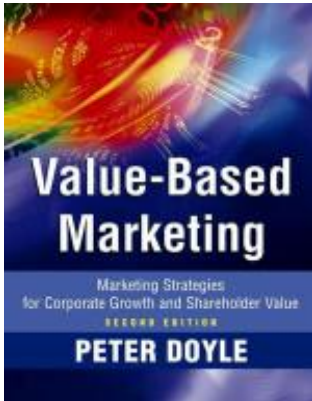
Title: Marketing management in China
Author: Philip Kotler, Kevin Lane Keller, Taihong Lu
Publisher: Singapore : Pearson Education South Asia Pte Ltd
Year of Publication: 2009
Call No.: HF5415.12 .C5 K67 2009



- ◆ This edition, adapted by Professor Lu Tai Hong of Zhongshan University, takes a journey into a truly Chinese vista of marketing management. With content, language, and presentation shaped to the demands of the world's fastest growing economy, this is one textbook that the Chinese marketing student cannot do without. This adaptation provides hard-to-find and well-researched China cases that offer insights into the local marketing situation. These cases cover a wide variety of contexts, spanning international companies operating in China to Chinese companies that are beginning to venture overseas, to provide readers with a well-balanced understanding.

- ◆ The title covers:
 - Recognizing the bases for marketing management
 - Assessing market orientation and customer value
 - Choosing value: identifying market segments and targets; creating positioning and dealing with competition; building brand equity
 - Offering value: setting product strategy; designing and managing services; developing pricing strategies and programs
 - Delivering value: designing and managing integrated marketing channels; managing retailing, wholesaling, and logistics
 - Communicating value: designing and managing integrated marketing communications; managing mass communications; managing personal communication
 - Creating lasting growth and value: managing transformation marketing; managing marketing in the new world

Title: Value-based marketing : marketing strategies for corporate growth and shareholder value
Author: Peter Doyle
Publisher: Chichester, West Sussex : John Wiley & Sons, Ltd.
Edition : 2nd ed.
Year of Publication: 2008
Call No.: HF5415.13 .D59 2008



- ◆ This book emphasizes marketing's contribution to long-term shareholder value creation, which is the governing objective of management today. It explores, at both the strategic and tactical level, how this affects marketing planning, decisions about brands, pricing, communications and distribution. For marketing professionals, the book provides a clear practical introduction to shareholder value analysis. It gives them the tools to develop the marketing strategies that will create the most value for the business. For top management and CFOs, the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. Where relevant, case studies and illustrations have been updated.

- ◆ Chapters include:
 - Marketing and shareholder value
 - The shareholder value approach
 - The marketing value driver
 - The growth imperative
 - Strategic position assessment
 - Value-based marketing strategy
 - Building brands
 - Pricing for value
 - Value-based communications
 - Value-based marketing in the digital age