

CATALOG OF WESTERN BOOKS ON MARKETING (II)

Edited by HIROO NAKAMURA

Alexandrides, C.G. & G.P. Moschis	Export Marketing Strategy	Praeger	1977
	American Marketing Association Factbook 1969–70	Am. Mktg.	1970
Armstrong, J.R.	Management by Objectives in Marketing and Selling	McG.	1970
Badoc, M.	Le Marketing bancaire	Applications pour le siège et les agences des banques européennes	1975
Baker, J. & R. McTavish	Product Policy and Management (Macmillan Studies in Marketing Management)	Mac.	1976
Baker, M.	Marketing Theory and Practice	Mac.	1976
Bartels, R.	The History of Marketing Thought 2nd ed. (Grid Series in Marketing)	Grid	1976
Beals, R.L.	The Peasant Marketing System of Oaxaca	Univ. of California Pr.	1975
— —	Contemporary Marketing, 2nd ed.	Dryden	1977
Boone, L.E. & D.L. Kurtz	Foundations of Marketing	Dryden/Holt	1977
Borton, William M.	Respectability for Marketing?	Irwin	1969
Boyce, N.D.J.	Business Examination Questions Answered — for marketing and management students	Mac.	1975
Brion	Corporate Marketing Planning (Wiley Marketing Ser)	Wiley	1967
Buxton, G.	Effective Marketing Logistics: The analysis, planning and control of distribution operations	Mac.	1975
Chalmel, A.	“Le ‘Marketing Management’” Un Nouveau Marketing Américain Collection La Vie de l’Entreprise No 55	Dunod	1970
Clark, William A. & Donald E. Sexton	Marketing and Management Science-A Synergism	Irwin	1970
Coram, Terry (ed.)	Cases in Marketing and Marketing Research	Crosby-Lockwood & Son	1969
Cox, Keith K. & Ben M. Enis	Experimentation for Marketing Decisions	International Textbook	1969
Cox, Reavis	Changing Social Objectives in Marketing	Irwin	1969
Cravens, D.W. et al.	Marketing Decision Making: Concepts and Strategy	Irwin	1976
Crawford, C. Merle	The Future Environment for Marketing	Bureau of Business Research, Univ. of Michigan	1969
Demory, G. et R. Spizzichino	“Les Systèmes d’Information en Marketing” Collection “La Vie de l’Entreprise” No. 49	Dunod	1970

Deverell, C.S.	Marketing Management in Europe	Butterworths	1969
Dichter, Ernest	Le Marketing Mis à Nu	Tchou	1970
Dillon, J.	Handbook of International Direct Marketing	McG.	1977
	Directory of Marketing Services and Membership Roster of the American Marketing Association, 1969	Rockwell Clancy	1969
Drucker, Peter F.	Marketing and Economic Development	Irwin	1969
Eldridge, Clarence E.	Marketing for Profit	Ass. of National Advertisers	1970
Elling, Karl & Irving R. Hirsch	Marketing Projects and Problems — Study Guide for an Introduction to Modern Marketing	Mac.	1969
Enis, Ben M. & Keith K. Cox (eds.)	Marketing Classics; a Selection of Influential Articles	Allyn & Bacon	1969
Evrard, Y. & P. Le Maire	Information et Décision en Marketing	Dalloz	
Evrard, Y. & P. Le Maire	Modèles de decision en marketing	Dalloz	1976
Farmer, Richard N.	Would You Want Your Daughter to Marry a Marketing Man?	Irwin	1969
Felice, Jacques de	“Marketing et Expansion” Collection “La Vie de l’Entreprise” No. 67	Dunod	1970
Fornell, C.	Consumer Input for Marketing Decisions. A Study of Corporate Departments for Consumer affairs	Praeger	1976
Fulmer, R.M.	The New Marketing	Mac.	1976
Funke, U.K., ed.	Mathematical Models in Marketing. A Collection of Abstracts	Springer	1976
Greensted, C.S. et al.	Essentials of Statistics in Marketing	Heinemann	1973
Hanan, M. (ed.)	Life-Styled Marketing	Am. Mg. mt.	1973
Herpel, G.L. & R.A.	Collins Speciality Advertising in Marketing	Irwin	1973
Hunt, S.D.	Marketing Theory: Conceptual Foundation of Research in Marketing (Grid Series in Marketing)	Grid	1976
	The Image of Marketing as a Field of Study Among Business Students	U. Microfilms	1970
	International Directory of Marketing Research Houses and Services, 1970 9. ed.	Marketing Review	1970
	Introduction to Marketing: Readings in the Discipline	International Textbook	1970
Jonnard, C.M.	Exporters Financial and Marketing Handbook 2nd ed.	Noyes	
Kellner, Bernard G. & Mickey C. Smith	Pharmaceutical Marketing	Williams & Wilkins	1969
Kroeber-Riel, W.	Konsumenten-verhaleten und Marketing	Westdeutscher	1973
Kuhlmeijer, H.J.	Managerial Marketing	Nijhoff	1977
Lambin, Jean-Jacques	Modèles et Programmes de Marketing Collection “Systèmes — Décisions”	Presses Universitaires de France	1970
Lavidge, Robert J. & Robert J. Holloway ed.	Marketing and Society. The Challenge	Irwin	1969

Leduc, Robert	Les Problèmes Commerciaux de l'Entreprise (Eléments de Marketing)	Entreprise Moderne d'Édition	1970
Leeflang, P.S.H. & P.A. Naert	Building implementable marketing models	Nijhoff	1976
Leeflang, P.S.H.	Mathematical Models in Marketing A survey, the stage of development, some exten- sions and applications	Nijhoff	1977
Leighton & Simmonds	Case Problems in Marketing	Nelson	1973
Lendrevie, J.	Avons nous une Conscience exacte de ce qu'est le Marketing?	Dunod	1970
Levitt, Theodore	Innovation et Marketing Titre d'origine: "Innovation in Marketing"	Les Editions d' Organisation	1969
-- --	The Marketing Mode -- Pathways to Corporate Growth	McG.	1969
-- --	Why Business Always Loses: a Marketing View of Government Relations	Irwin	1969
Leynaud, André	Le Marketing d'Innovation	Dunod	1970
Liertz, Rolf	Der Marketing-und Verkaufsleiter als Manager	Moderne Industrie	1970
Lindhe, Richard	Managerial Accounting, Budgeting and Marketing: A Simulation	Holt	1969
Lindon, D.	Marketing Politique et Social	Dalloz	1976
Lindsay, E.A.	The Little Book of Marketing	Spiral Press	1969
Linnert, Peter	Die neuen Tschniken des Marketing-Eine Untersu- chung über System und Aufgaben der Marketingspolitik	Moderne Industrie	1969
Livesey, F.	Pricing "Macmillan Studies in Marketing"	Mac.	1976
	Marketing-und Verkaufsleiter Handbuch	Moderne Industrie	1970
	Marketing Check-List	Institute of Practitioners in Advertising	1970
McDonald, Philip R.	Marketing Involvement in Society and the Economy	Am. Mktg.	1970
Majaro, S.	International Marketing. A Strategic Approach to World Markets	Allen & Unwin	1977
	Marketing-und Verkaufsleiter Handbuch	Moderne Industrie	1970
Mattsson, Lars-Gunnar	Integration and Efficiency in Marketing Systems	Economic Research Institute of the Stockholm School of Economics	1969
Morin, Bernard A., ed.	Marketing in a Changing World	Am. Mktg.	1969
Moyer, M.S., ed.	Science in Marketing Management	Bureau of Research- Faculty of Administrative Studies	1969
Neske, Fritz unter Mitarbeit von Gerd F. Heuer	Handlexikon Werbung und Marketing	Hornung Verlag	1970

Nickels, W.	Marketing Communications and Promotion (The Grid Series in Marketing.)	Grid	1976
Nicosia, F. & Y. Wind	Behavioral Models for Market Analysis: Foundations for Marketing Action	Dryden	1977
Ornstien, E.J.	The Retailers. A Study in Successful Marketing and Promotion	Associated Business Programmes, B	1976
P.A. Management Consultants Ltd. & Esmond Pearce	Marketing and Higher Management	George Allen & Unwin	1970
	Pricing Decisions in Marketing Policy	P-H.	1971
Parsons, L.J. & R.L. Schultz	Marketing Models and Econometric Research	North-Holland	1976
Pennington, Allan L. & Robert A. Peterson	Reference Guide to Marketing Literature	D.H. Mark Pub.	1970
Peterson, R.T.	Marketing: A Contemporary Introduction	Wiley	1977
Pride, W.M. & O.C. Farrell	Marketing: Basic concepts and decisions	Houghton Mifflin	1977
Rasche, Hans O.	“Marketing – aber mit System” Praktischer Leitfaden für markt-bezogenes Denken und Handlen	I.H. Sauer Verlag	1969
Rewoldt, Stewart H.; Scott, James D. & Martin R. Warshaw	Introduction to Marketing Management	Irwin	1969
Rich, Stuart U.	Marketing in the Changing World of the 1970's	Forest Indus- tries Management Center, College of Business Administration	1969
Rosenberg	Marketing: An introduction	P-H.	1977
Roche, François G.	Manuel Pratique du Marketing	C.O.M.	1970
Sarin, A.N. & P. Gopalakrishnan	Marketing in India	Orient Longmans	1969
Schoner, B. & K.P. Uhl	Marketing Research (Professional Development Program)	Wiley	1976
Schwartz	MARKETING: A Modern Approach	HarBrace J.	1973
Sherwood, Walter G.; M.L. & M.D. Snider	Sweet, Marketing Management Viewpoints: Commentary and Readings 2 ed.	South-Western Pub.	1970
Sheth, J.N. (ed.)	Research in Marketing. An Annual Compilation in Research	JAI Pr.	1977
Simon, Stanford R.	Managing Marketing Profitability	Am. Mgmt.	1969
Slatter, S.	Competition and Marketing Strategies in the Pharmaceutical Industry. A comparative study of the US and Europe	Croom Helm, B	1976
Sparks, David L.	Broadening the Concept of Marketing	Am. Mktg.	1970
Sperling, Joan	Job Descriptions in Marketing Management	Am. Mgmt.	1969
Thompson, D.N. & D.S.R. Leighton (eds.)	Canadian Marketing: Problems and Prospects	Wiley	1973
Thompson, Ralph B.	Marketing Theory	Bureau of Business Research, Univ. of Texas	1970

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| Tietz, Bruno | Grundlagen der Handelsforschung — Marketing Theorie Erster Band: Die Methoden | Gdi-Verlag | 1969 |
| Udell, John G. & Linda Kohl | Marketing Research and Development | Madison Bureau of Business Research & Services, Graduate School of Business, University of Wisconsin | 1970 |
| Vigrolio, Tom & Jack Zahler | Marketing and Communications Media Dictionary | NBS | 1969 |
| Wasson, Chester R. | Cases in Buying Behavior and Marketing Decisions | Challenge Bks. | 1969 |
| Weilbacher, William M. | Marketing Management Cases | Mac. | 1970 |
| Weinstein, Arnold K. & Kenneth H.F. Fargher | Case Studies in International Marketing | Edward Arnold | 1970 |
| Westing, Howard & Gerald Albaum | Modern Marketing Thought 2 ed. | Mac. | 1969 |
| Whitelaw, R.R.P. | Marketing and Economics | Headington Hill Hall Pergamon | 1969 |
| | Who's who in Marketing und Verkauf 2 völlig neubearb | Moderne Industrie | 1976 |
| Wiechmann, U.E. | Marketing Management in Multinational Firms | Praeger | 1975 |
| Will, R.T. & R.W. Hasty | Marketing | Canfield Pr. | 1975 |
| Willsmer, R.L. | The Basic Arts of Marketing | Business Bks. | 1976 |
| Winter, L.G. & S.S. Mehta | Export Marketing Operations — A Case Study | Indian Institute of Foreign Trade | 1969 |
| Wish, John R. & Kelly M. Harrison | Marketing — One Answer to Poverty | College of Business Administration, Univ. of Oregon | 1969 |
| Woodruff, R.B. et al. (eds.) | Marketing Management Perspectives and Applications | Irwin | 1976 |
| Zaccarie, Paul-Laurent | Le Marketing Management
Tome I: Le Marketing — Technique Fondamentale
Tome II: Stratégie et Evolution de la Firme | Maison Mame | 1970 |