

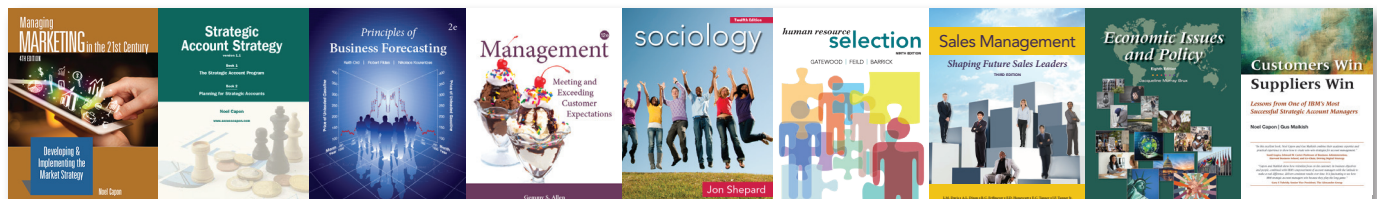
Fall / Winter 2022 Catalog



# WESSEX PRESS

## Books and Products

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## TABLE OF CONTENTS

### ACADEMIC RESEARCH & WRITING

The Logic of Academic Writing 6

### BUSINESS ANALYTICS

Principles of Business Forecasting (2nd edition) 7

### BUSINESS COMMUNICATION

Strategic Management Communication for Leaders (4th edition) 8

### ECONOMIC POLICY

Economic Issues and Policy (8th edition) 9

### FINANCE

Fast-Track Corporate Finance\* 10

### HUMAN RESOURCES

Human Resource Selection (9th edition) 11

### INTERNATIONAL BUSINESS

Fast-Track International Business 12

Fundamentals of International Business (3rd edition) 12

### K-12 EDUCATION

Building Our Best Future: Thinking Critically About Ourselves and Our World (Teachers edition) 13

Building Our Best Future: Thinking Critically About Ourselves and Our World (Student edition) 13

**Video Book:** Argue with Me 13

LET'S DISCUSS: Second-language learners share ideas (Teachers edition) 14

LET'S DISCUSS: Second-language learners share ideas (Student edition) 14

### LITERARY GENRE

The Song of Hiroshima 15

### MANAGEMENT

Essentials of Management (11th edition) 16

Human Resource Selection (9th edition) 16

Management and Organizational Behavior: The Fast-Track Series (3rd edition) 17

\* Also available in Wessex Finance Bundle (see page 35)

**MANAGEMENT (continued)**

Management: Meeting and Exceeding Customer Expectations (12th edition)	17
Strategic Management Communication for Leaders (4th edition)	18

**MARKETING**

Managing Marketing in the 21st Century (4th edition) (MM21c)	19
MM21c 4e Key Messages & Ideas (e-book)	19
MM21c 4e Student Study Guide	19
Capon's Marketing Framework (4th edition) (CMF)	20
CMF 4e Key Messages & Ideas (e-book)	20
CMF 4e Student Study Guide	20
Capon's Marketing Essentials	21
Marketing for Latin American Managers in the 21st Century*	21
Marketing for China's Managers: Current and Future (2nd edition)	22
Marketing for Middle Eastern Managers: Current and Future	22
Digital Marketing: Strategy & Tactics (2nd edition)	23
Capon's Entrepreneurs Gallery	23

**Companion Texts**

The Market Planning Workbook <sup>†</sup>	24
The Virgin Marketer (4th edition)	24

**Video Books**

Capon's Marketing Video Book	25
Financial Analysis for Marketing Decisions	25

**Interactive**

The Virgin Marketer: Creating Your Marketing Plan: The Market Plan	25
--	----

**SALES & ACCOUNT MANAGEMENT**

Case Studies in Managing Key, Strategic, and Global Customers	26
Customer Value Co-Creation: Powering the Future through Strategic Relationship Management	26
Customer-Centric Selling: Building Sales Partnerships that Grow Revenue (2nd edition) (version 2A)	27
Customers Win, Suppliers Win: Lessons from One of IBM's Most Successful Strategic Account Managers <sup>‡</sup>	27

\* Also available in Spanish (*Mercadotecnia para Gerentes Latinoamericanos en el Siglo XXI*)

† Also available in Spanish (*El Libro de Trabajo de Planificación del Mercado*)

‡ Also available in Spanish (*Los Clientes Ganan, Los Proveedores Ganan: Lecciones de Uno de los Gerentes de Cuentas Estratégicas Más Exitosas de IBM*)

## SALES & ACCOUNT MANAGEMENT (continued)

Dictionary of Selling Terminology*, The	28
Disruption: A salesforce braves the storm	28
Front-Line Sales Manager – Field General, The	29
Managing Global Accounts (2nd edition)	29
Sales Eats First	30
Sales Management: Shaping Future Sales Leaders (3rd edition)†	30
So, Now You're a Sales Manager	31
Strategic Account Strategy v1.1	31
Transformative Selling	32
<b>Simulation</b>	
Sales Management Simulation‡	32

## SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH (STEM)

Analytical Method Validation: QbD (Quality by Design)	33
---	----

## SOCIAL SCIENCES

Introduction to Sociology (12th edition)	34
Sociology (12th edition)	34

## VIRTUAL GALLERY

### Bundles

Key Account Fundamentals Bundle	35
SMS–Sales Management Bundle	35
Wessex Finance Bundle	35

### Interactive

The Virgin Marketer: Creating Your Marketing Plan: The Market Plan	36
--	----

### Podcast

A Crash Course in Venture Capital with Paul Capon	36
The Marketer's Experience	36

### Self-Assessment

BBL Self-Assessment	37
---------------------	----

\* Also available in Key Account Fundamentals Bundle (see page 35)

† Also available in SMS–Sales Management Bundle (see page 35)

‡ Also available in SMS–Sales Management Bundle (see page 35)

**VIRTUAL GALLERY (continued)*****Simulation***

Sales Management Simulation*	37
------------------------------	----

***Video Books / Interview Gallery***

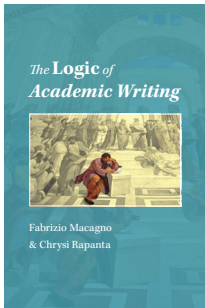
Argue With Me (Video Book)	38
Capon's Entrepreneurs Gallery (Interview Gallery)	38
Capon's Marketing Video Book	38
Financial Analysis for Marketing Decisions (Video Book)	38
Managing Global Accounts (Video Book)†	38

**FOREIGN LANGUAGE TITLES**

Mercadotecnia para Gerentes Latinoamericanos en el Siglo XXI	39
El Libro de Trabajo de Planificación del Mercado	39
Los Clientes Ganan, Los Proveedores Ganan: Lecciones de Uno de los Gerentes de Cuentas Estratégicas Más Exitosas de IBM	39

\* Also available in SMS-Sales Management Bundle (see page 35)

† Also available in Key Account Fundamentals Bundle (see page 35)



## The Logic of Academic Writing

**Fabrizio Macagno, Chrysi Rapanta**

6 × 9 · 222 text pages · appendix exercises

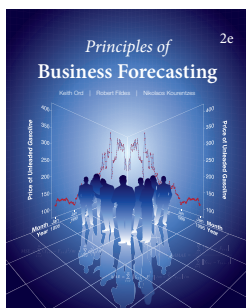
**The Logic of Academic Writing** was developed from a practical educational need, namely teaching early-year Ph.D. students some basic ideas on how they can structure their arguments in ways that may make sense for an academic paper to be written and consequently published. The authors' research expertise is in argumentation studies: the discipline that analyzes how arguments are produced, evaluated, and addressed, considering the pragmatic, logical, and dialectical levels. Since academic writing is characterized by supporting an original idea through proofs or arguments, the book focuses on the "logic" of writing, that is, on the reasoning we use for structuring ideas, paragraphs, and papers ... the reasoning mechanisms that we use when we develop and organize our ideas, connect them with other ideas, and support them through arguments.

**Supplementary Materials:** Instructor Guide, Student Assessment Method, PPT

**Hardcover** ISBN: 978-1-7329870-3-6 \$44.70 (list)  
\$39.70 (website)

**Softcover** ISBN: 978-1-7329870-4-3 \$29.70 (list)  
\$24.70 (website)

**E-Book** ISBN: 978-1-7329870-5-0 \$22.70



## Principles of Business Forecasting (2nd edition)

Keith Ord, Robert Fildes, Nikolaos Kourentzes

8 × 10 · 588 text pages · 13 chapters · 3 appendices

**Principles of Business Forecasting** serves as both a textbook for students and as a reference book for experienced forecasters in a variety of fields. The authors' motivation for writing this book, is to give users the tools and insight to make the most effective forecasts drawing on the latest research ideas, without being overly technical. The book is unique in its design, providing an introduction to both standard and advanced forecasting methods, as well as a focus on general principles to guide and simplify forecasting practice for those with little or no professional experience. One of the book's key strengths is the emphasis on real data sets. These data sets are taken from government and business sources and are used throughout in the chapter examples and exercises. Forecasting techniques are demonstrated using a variety of software platforms beyond just "R", and a companion website provides easy-to-use Excel® macros that users can access to conduct analyses. Another important innovation is the tutorial support for using open-source R programs, making all the methods available for use both in courses and practice.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9990649-0-0 \$234.70

**Softcover** ISBN: 978-0-9990649-1-7 \$139.70

**E-Book** ISBN: 978-0-9990649-2-4 \$89.70

*Principles of Business Forecasting 2e can be purchased as a complete textbook or separately in three individual parts – each part is only available as an e-book.*

### Part I – Principles of Business Forecasting: A First Course in Forecasting

8 × 10 · 210 pages

**Includes Preface, Chapters 1, 2, 3, 4, 7, 8, 12**

**E-Book FREE**

### Part II – Principles of Business Forecasting: Advanced Forecasting Methods

8 × 10 · 190 pages

**Includes Preface, Chapters 1, 6, 9, 10**

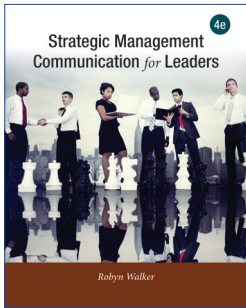
**E-Book \$30.00**

### Part III – Principles of Business Forecasting: Forecasting Practice

8 × 10 · 160 pages

**Includes Preface, Chapters 1, 11, 12, 13**

**E-Book \$30.00**



## Strategic Management Communication for Leaders (4th edition)

**Robyn Walker**

8 × 10 · 408 text pages · 11 chapters · 2 appendices

**Strategic Management Communication for Leaders** offers a unique approach to business communication that highlights communication as a practice that is applicable to all business situations, regardless of the discipline, department, or organizational level at which it takes place. Unlike many other business communication texts, it looks at communication not only as the practice of individuals but also in an organizational context. This book makes a clear distinction between strategic and tactical elements of communication. Because strategic issues are more difficult to understand and internalize as such, they are treated in an in-depth manner before providing the discussion of tactics as they apply to differing contexts and channels of communication. Internalizing the strategic considerations will enable readers to logically make appropriate tactical choices without having to set them all to memory.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9994861-1-5 \$234.70

**Softcover** ISBN: 978-0-9994861-2-2 \$144.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 978-0-9994861-7-7 \$89.70





## Economic Issues and Policy (8th edition)

**Jacqueline Murray Brux**

8½ × 11 · 586 text pages · 17 chapters & Epilogue

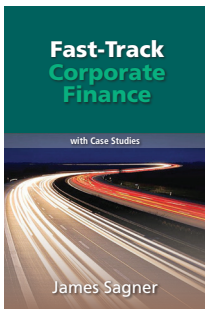
This text is intended for a nontechnical, issues-oriented economics course, usually a 100-level course at four-year universities, and often a general education course in the social sciences. It is also used in two-year colleges and technical schools, social justice oriented private colleges, and economic education programs for elementary and secondary teachers. Chapters are designed with the basics taught in Chapter 1, enabling the remaining chapters to be taught in any order. Each chapter begins with a “Roadmap” that links the topics of the chapter with those in other chapters and an “Economic Toolbox” that alerts the reader to watch for important terminology.

**Supplementary Materials:** Instructor’s Manual, Testbank, PPT

**Hardcover** ISBN: 979-8-9854822-1-8 \$234.70

**Softcover** ISBN: 979-8-9854822-2-5 \$179.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 979-8-9854822-3-2 \$89.70



## Fast-Track Corporate Finance

James S. Sagner

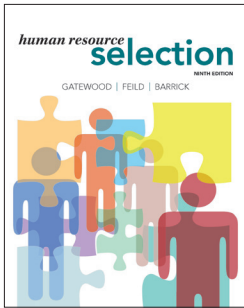
6 × 9 · 308 text pages · 14 chapters · 4 appendices

Recognizing that nearly all business texts are written by academics, Wessex Press has developed a practical new series that succinctly covers essential management topics. Written by experienced professionals, these books present relevant concepts in a concise and easy-to-understand manner. The second book in the series — **Fast-Track Corporate Finance** — expertly references global differences in finance, adjustments to the economic recession and recovery, new topics in debt and equity, and other challenges facing financial managers in the 21st century. The text covers a semester's worth of topics, is replete with supportive materials such as PowerPoint slides, cases, test questions and answers, and teaching ideas, and is an invaluable resource that can be used to improve financial practices and not just have students earn a grade.

**Hardcover** ISBN: 978-0-9976840-0-1    \$149.70 (list)  
   \$74.70 (website)  
**Softcover** ISBN: 978-0-9864023-8-8    \$109.70 (list)  
   \$59.70 (website)  
**E-Book**      ISBN: 9780986402388PDF    \$59.70

*Also available in Wessex Finance Bundle (see page 35)*

[www.wessexlearning.com](http://www.wessexlearning.com)



## Human Resource Selection (9th edition)

**Robert D. Gatewood, Hubert S. Field, Murray R. Barrick**

8 × 10 · 783 text pages · 15 chapters

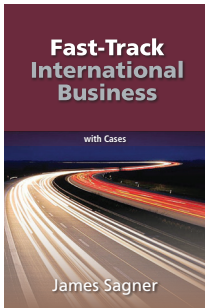
Based on the latest research, court findings, and best practices from the field, **Human Resource Selection** equips readers with the knowledge and tools to develop and implement effective selection programs within today's organizations. It does this by fully explaining and providing detailed examples of three necessary components in the design and use of effective and legally defensible selection programs — job analysis, legal issues, selection process.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9995547-4-6 \$234.70

**Softcover** ISBN: 978-0-9995547-5-3 \$139.70

**E-Book** ISBN: 978-0-9995547-6-0 \$89.70



## Fast-Track International Business

James S. Sagner

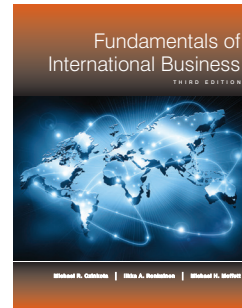
6 × 9 · 264 text pages · 14 chapters · 2 appendices

Wessex Press has developed a practical new series that briefly and succinctly covers essential topics in business disciplines. Written by business professionals, these texts present relevant concepts in a concise and easy-to-understand manner. Dealing with the current issues in international business, the third book in the series — **Fast-Track International Business** — expertly references global issues in management, adjustments to the new global economy, the impact of globalization on markets and production, and other challenges facing the international business community in the 21st century. The book covers a semester's worth of topics, is replete with supportive materials such as PowerPoint slides, cases and teaching ideas, and is an invaluable resource that can be used to improve management practices and not just have students earn a grade.

**Hardcover** ISBN: 978-0-9976840-8-7 \$149.70 (list)  
\$74.70 (website)

**Softcover** ISBN: 978-0-9976840-8-7 \$109.70 (list)  
\$59.70 (website)

**E-Book** ISBN: 978-0-9976840-7-0 \$59.70



## Fundamentals of International Business (3rd edition)

Michael R. Czinkota, Ilkka A. Ronkainen,  
Michael H. Moffett

8 × 10 · 428 text pages · 15 chapters

**Fundamentals of International Business** is an introductory international business text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs. The book's content is streamlined when compared to the array of international business texts now available, but sufficiently rigorous and demanding to satisfy the professional integrity of the instructor. This text presents a balanced coverage of the subject matter, analyzing decision-making in the context of their corporate conditions.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9907405-3-7 \$205.50  
**Softcover (color)** ISBN: 978-0-9897013-4-1 \$160.00 (list)  
\$139.70 (website)

**Softcover (b&w)** ISBN: 978-0-9907405-2-0 \$125.50 (list)  
\$109.70 (website)

**E-Book** ISBN: 978-0-9907405-6-8 \$89.70



## Building Our Best Future: Thinking Critically About Ourselves and Our World (Teachers edition)

Deanna Kuhn

8½ × 11 · 212 text pages · 11 chapters

**Building Our Best Future** by Deanna Kuhn (author of *Education for Thinking*, Harvard University Press) offers a text written directly to middle and secondary students. It engages them in a method of well-documented effectiveness, using peer dialog to develop verbal and written skills of argument and critical thinking. Simultaneously it engages them in evidence-based decision-making regarding 44 topics about their personal futures, the futures of their communities, of their nation, and their world. Provided for each topic is a comprehensive body of factual knowledge, in simple Q&A format, all with further sources. The Teachers Edition, providing further resources including assessment of student skill gains, is complimentary with 10 or more student copies.

**Hardcover** ISBN: 978-0-9990649-7-9 \$59.70

**Softcover** ISBN: 978-0-9990649-8-6 \$29.70

**E-Book** ISBN: 978-0-9994861-0-8 \$24.70



## Building Our Best Future: Thinking Critically About Ourselves and Our World (Student edition)

Deanna Kuhn

8½ × 11 · 254 text pages · 10 chapters

**Softcover** ISBN: 978-0-9990649-9-3 \$19.70

**E-Book** ISBN: 978-0-9907405-5-1 \$19.70



## Argue with Me

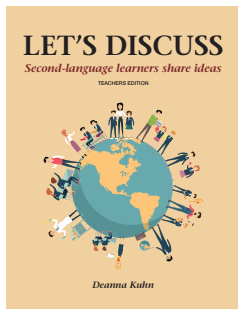
**Video Book**

Deanna Kuhn

*Argue with Me* offers a promising answer to teachers unsure how best to take advantage of new technology and the ease with which students seem able to use it.

**80-minute video book** \$14.70

**30-minute video book** \$14.70



## LET'S DISCUSS: Second-language learners share ideas (Teachers edition)

**Deanna Kuhn**

8½ × 11 · 188 text pages · 11 chapters

We all wonder what our future holds. Some people are satisfied just to wait and see what happens. Others understand that they can play a major role in shaping their own future — they don't need to just wait and let it happen to them. Building your own future means making lots of decisions — many small ones and some big ones. Some decisions are just about our own life. Others involve the community we live in, our country, and even the whole world. In history classes, we learn about the decisions individuals and countries have made in the past and the consequences of those decisions. In other social studies classes we also learn about the decisions that have become laws and affect how people live today in our local area and in our country. But we often lack time in these classes to think about decisions regarding the future. How might the choices and decisions that we live with today be different? How could we make them better? With this book, students have an opportunity to think about such decisions, for themselves and together with your classmates. They can use the book starting with the topics they choose, one involving a decision about only their own future or one that involves the future of their community, their country, or their world. For each decision, they will be called on to think carefully and deeply about it, for themselves and with their classmates, sharing their ideas with one another and finding answers to questions that will help them to make the best decisions — decisions that will help to build the best possible future.

**Softcover** ISBN: 978-1-7375287-8-4 \$19.70

**E-Book** ISBN: 987-1-7375287-9-1 \$19.70



## LET'S DISCUSS: Second-language learners share ideas (Student edition)

**Deanna Kuhn**

8½ × 11 · 254 text pages · 10 chapters

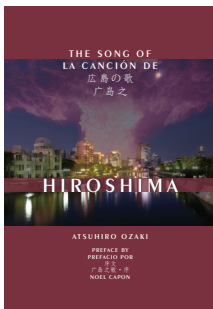
Whether English-language learners are younger or older, beginners or advanced, they likely have already tired of staged conversations about seeking directions or ordering at a restaurant. Why not get them involved in authentic conversations with one another about issues that matter — issues that are worth talking about?

The program described in this book has been used successfully with teens across several countries in developing their critical thinking and writing skills by engaging them in debate with their peers about significant issues, beginning with the personal and then extending to their communities, nation, and world. The features of the program and book make it ideal for use as a supplementary source for students learning English as a second language.

**Hardcover** ISBN: 978-1-7377664-07 \$59.70

**Softcover** ISBN: 978-1-7377664-1-4 \$29.70

**E-Book** ISBN: 978-1-7377664-2-1 \$24.70



## The Song of Hiroshima

**Atsuhiko Ozaki (Preface by Noel Capon)**

7 × 10 · 96 text pages · 5 chapters · 4 languages (English, Spanish, Chinese, Japanese)

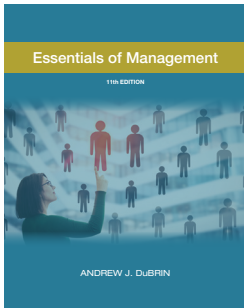
On Monday morning August 6, 1945, when the Enola Gay released the first atomic bomb above Hiroshima, Atsuhiko Ozaki was working at the local radio station less than 1,000 yards from the detonation point. The Song of Hiroshima is Mr. Ozaki's first-person account of what he did and what he saw on August 6 and the next few days, and his reflections four years later. Written in English, Mr. Ozaki wanted to share his experiences with the American people, yet his notebook lay undiscovered in a Port Washington, New York, attic for more than a half century. The publication of this book fulfills Atsuhiko Ozaki's wish.

**Softcover** ISBN: 978-0-9833300-0-4 \$14.70

**E-Book** ISBN: 9780983330004-PDF \$14.70

**Coming Soon** on  **audible**

[www.wessexlearning.com](http://www.wessexlearning.com)



## Essentials of Management (11th edition)

**Andrew DuBrin**

8 × 10 · 572 text pages · 16 chapters

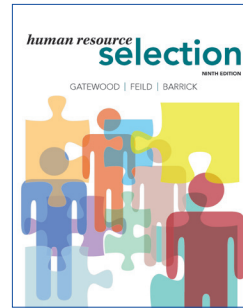
**Essentials of Management** is written for newcomers to the field of management and for experienced managers seeking updated information and a review of the fundamentals. It is also written for the many professionals and technical people who work closely with managers and who take their turn at performing some management work. An example would be the member of a cross-functional team who is expected to have the perspective of a general manager. Based on extensive research about curriculum needs, the design of *Essentials of Management* addresses itself to the needs of introductory management courses and supervision courses offered in educational settings.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9897013-0-3 \$234.70

**Softcover** ISBN: 978-0-9897013-1-0 \$144.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 978-0-9897013-2-7 \$89.70



## Human Resource Selection (9th edition)

**Robert D. Gatewood, Hubert S. Field, Murray R. Barrick**

8 × 10 · 783 text pages · 15 chapters

Based on the latest research, court findings, and best practices from the field, **Human Resource Selection** equips readers with the knowledge and tools to develop and implement effective selection programs within today's organizations. It does this by fully explaining and providing detailed examples of three necessary components in the design and use of effective and legally defensible selection programs — job analysis, legal issues, selection process.

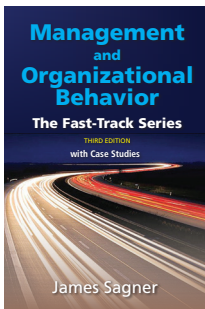
**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9995547-4-6 \$234.70

**Softcover** ISBN: 978-0-9995547-5-3 \$139.70

**E-Book** ISBN: 978-0-9995547-6-0 \$89.70





## Management and Organizational Behavior: The Fast-Track Series (3rd edition)

**James S. Sagner**

6 × 9 · 292 text pages · 12 chapters · 4 appendices

Recognizing that nearly all books dealing with management and organizational behavior are written by academics, Wessex Press has developed a practical new series that briefly and succinctly covers essential topics in business disciplines. Written by business professionals, these texts present relevant concepts in a concise and easy-to-understand manner. Dealing with the current issues in management, the first book in the series — **Fast-Track Management and Organizational Behavior** — now in its third edition, explains global differences in management, adjustments to the economic recession and recovery, new topics in technology and manufacturing, and other challenges facing managers in the 21st century. The book covers a semester's worth of topics, is replete with supportive materials such as PowerPoint slides, cases, teaching ideas, and an annotated syllabus, and is an invaluable resource that can be used to improve management practices and not just have students earn a grade.

**Hardcover** ISBN: 978-0-9995547-8-4 \$100.00

**Softcover** ISBN: 978-0-9995547-7-7 \$75.00

**E-Book** ISBN: 978-1-7358772-3-5 \$59.70



## Management: Meeting and Exceeding Customer Expectations (12th edition)

**Gemmy Allen**

8½ × 11 · 550 text pages · 15 chapters

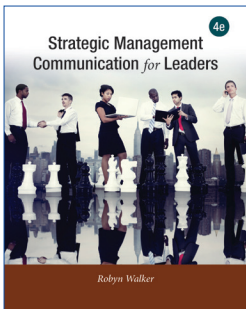
This twelfth edition of **Management: Meeting and Exceeding Customer Expectations** is a comprehensive survey of the functions of management as they are currently being applied in the United States and around the world. The content and features are structured to reinforce three continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs, (2) the need organizations and their people have to be guided by effective leadership, and (3) the growing use of technology, including social media.

**Supplementary Materials:** Instructor Manual, Testbank, PPT, Flash Cards, Online Teaching Aids

**Hardcover** ISBN: 978-1-7358772-0-4 \$234.70

**Softcover** ISBN: 978-1-7358772-1-1 \$144.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 978-1-7358772-2-8 \$89.70



## Strategic Management Communication for Leaders (4th edition)

**Robyn Walker**

8 × 10 · 408 text pages · 11 chapters · 2 appendices

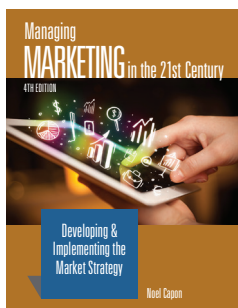
**Strategic Management Communication for Leaders** offers a unique approach to business communication that highlights communication as a practice that is applicable to all business situations, regardless of the discipline, department, or organizational level at which it takes place. Unlike many other business communication texts, it looks at communication not only as the practice of individuals but also in an organizational context. This book makes a clear distinction between strategic and tactical elements of communication. Because strategic issues are more difficult to understand and internalize as such, they are treated in an in-depth manner before providing the discussion of tactics as they apply to differing contexts and channels of communication. Internalizing the strategic considerations will enable readers to logically make appropriate tactical choices without having to set them all to memory.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-0-9994861-1-5 \$234.70

**Softcover** ISBN: 978-0-9994861-2-2 \$144.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 978-0-9994861-7-7 \$89.70



## Managing Marketing in the 21st Century (4th edition)

Noel Capon

8½ × 11 · 668 text pages · 26 chapters

**Managing Marketing in the 21st Century** (MM21c) is about understanding how to develop market strategy and manage the marketing process. This is not a book that attempts to describe all there is to know about marketing; rather, the book focuses on what the prospective manager needs to know. MM21c contains introductory chapter cases, many examples, Internet links to additional material, video/audio interviews, key ideas, marketing questions, and multiple choice and true/false questions and answers.

**Supplementary Materials:** Instructor Manual, Student Study Guide, Key Messages & Ideas, Testbank, PPT

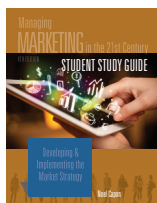
**Companion Text:** The Virgin Marketer: Create Your Market Plan

**Hardcover** ISBN: 978-0-9907405-9-9 \$259.70 (list)  
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**Softcover (color)** ISBN: 978-0-9864023-0-2 \$179.70 (list)  
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\$89.70 (website)

**E-Book** ISBN: 978-0-9882902-2-8 \$59.70



### MM21c 4e Student Study Guide

Noel Capon

8½ × 11 · 204 text pages · 26 chapters

This workbook is meant to be used in conjunction with *Managing Marketing in the 21st Century*. The *Student Study Guide* allows you to effectively study for tests and assignments and can give you a greater understanding of the work.

**Softcover** ISBN: 978-0-9864023-6-4 \$64.70 (list)  
\$49.70 (website)

**E-Book** ISBN: 978-0-9864023-6-4 \$39.70



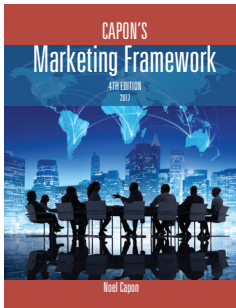
### MM21c 4e Key Messages & Ideas

Noel Capon

8½ × 11 · 45 text pages · 26 chapters

This e-book shows all the key messages and key ideas that appear in *Managing Marketing in the 21st Century* by chapter.

**E-Book \$14.70**



## Capon's Marketing Framework (4th edition)

**Noel Capon**

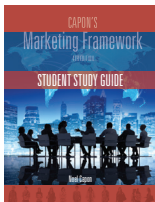
8½ × 11 · 446 text pages · 26 chapters

**Capon's Marketing Framework** (CMF) is a shortened version of *Managing Marketing in the 21st Century*; nonetheless, this book provides a solid framework for marketing students. CMF contains introductory chapter cases, many examples, Internet links to additional material, video/audio interviews, key ideas, marketing questions, and multiple choice and true/false questions and answers.

**Supplementary Materials:** Instructor Manual, Student Study Guide, Key Messages & Ideas, Testbank, PPT

**Companion Text:** The Virgin Marketer: Create Your Market Plan

<b>Hardcover</b>	<b>ISBN: 978-0-9864023-3-3</b>	<b>\$259.70 (list)</b> <b>\$234.70 (website)</b>
<b>Softcover (color)</b>	<b>ISBN: 978-0-9864023-4-0</b>	<b>\$179.70 (list)</b> <b>\$139.70 (website)</b>
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<b>E-Book</b>	<b>ISBN: 978-0-9864023-5-7pdf</b>	<b>\$59.70</b>



### CMF 4e Student Study Guide

**Noel Capon**

8½ × 11 · 184 text pages · 26 chapters

This workbook is meant to be used in conjunction with *Capon's Marketing Framework*. The *Student Study Guide* allows you to effectively study for tests and assignments and can give you a greater understanding of the work.

<b>Softcover</b>	<b>ISBN: 978-0-9864023-7-1</b>	<b>\$64.70 (list)</b> <b>\$49.70 (website)</b>
<b>E-Book</b>	<b>ISBN: 978-0-9864023-7-1</b>	<b>\$39.70</b>



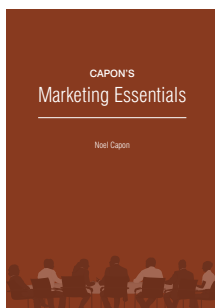
### CMF 4e Key Messages & Ideas

**Noel Capon**

8½ × 11 · 42 text pages · 26 chapters

This e-book shows all the key messages and key ideas that appear in *Capon's Marketing Framework* by chapter.

**E-Book \$14.70**



## Capon's Marketing Essentials

Noel Capon

7 × 10 · 186 text pages · 20 chapters

**Capon's Marketing Essentials** (CME) provides the essence of marketing. CME highlights the key features of developing and implementing market strategy in an easy-to-read and much smaller volume than either *Managing Marketing in the 21st Century* or *Capon's Marketing Framework*. What CME lacks in examples, it makes up for in conciseness; students gain an excellent understanding of marketing. CME contains Internet links to additional material, video/audio interviews, and multiple choice and true/false questions and answers.

**Supplementary Materials:** Instructor Manual, Short Cases (plus with Instructors' Notes), Testbank, PPT

**Companion Text:** The Market Planning Workbook

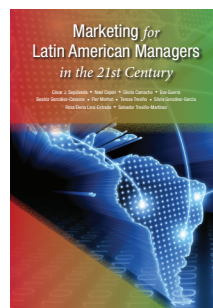
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\$89.70 (website)

**E-Book** ISBN: 978-0-9907405-7-5 \$59.70

Coming Soon on  **audible**



## Marketing for Latin American Managers in the 21st Century

Noel Capon + Latin American contributors

7 × 10 · 208 text pages · 20 chapters

**Marketing for Latin American Managers in the 21st Century** (MLAM21c) provides the essence of marketing for current and aspiring marketing professionals throughout the many countries of Latin America. MLAM21c is a book for Latin American managers written by Latin American academics steeped in the culture of Latin American business. Similar to *Capon's Marketing Essentials*, this book is easy to read, packed with examples from throughout the region, and provides a concise and excellent understanding of modern marketing. MLAM21c contains Internet links to additional material, video/audio interviews, that makes Latin America marketing come alive.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Companion Text:** The Market Planning Workbook

**Hardcover** ISBN: 978-1-7325469-6-7 \$99.70 (list)  
\$49.70 (website)

**Softcover** ISBN: 978-1-7325469-7-4 \$54.70 (list)  
\$39.70 (website)

**E-Book** ISBN: 978-1-7325469-8-1 \$29.70

*Also available in Spanish (see page 39)*



## Marketing for China's Managers: Current and Future (2nd edition)

Noel Capon, Willem Burgers, Yuhuang Zheng

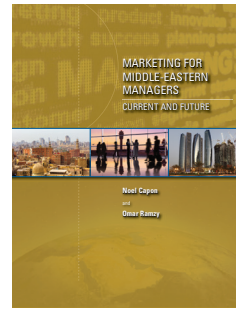
8½ × 11 · 314 text pages · 19 chapters

**Marketing for China's Managers** (MCM) is about understanding how to develop market strategy and managing the marketing process. It contains numerous examples of successful Chinese firms and will be highly beneficial to current and future Chinese managers in planning market strategy and implementation for their organizations. It will also be valuable to foreign managers seeking to do business in China.

**Supplementary Materials:** Instructor Manual

**Softcover** ISBN: 978-0-9825130-7-1 \$49.70

**E-Book** ISBN: 9780982513071-PDF \$49.70



## Marketing for Middle Eastern Managers: Current and Future

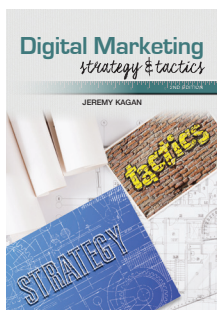
Noel Capon, Omar Ramzy

8½ × 11 · 618 text pages · 23 chapters

**Marketing for Middle Eastern Managers** (MEM) is about understanding how to develop market strategy, implement market offers, and manage the marketing process. *Marketing for Middle Eastern Managers* focuses on the manager, not just the marketer.

**Companion Text:** *The Virgin Marketer: Create Your Market Plan*

**E-Book \$29.70**



## Digital Marketing: Strategy & Tactics (2nd edition)

**Jeremy Kagan**

7 × 10 · 270 text pages · 12 chapters

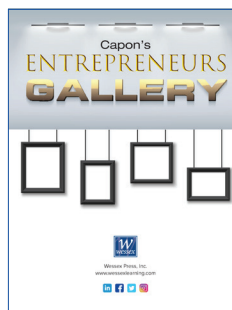
This book approaches digital marketing in two ways: from the point of view of the strategic thinker—who might guide the vision in their organization requiring an understanding of all the options available as well as how to evaluate them; and the tactical perspective, for the roll-up-your-sleeves practitioner, who wants to dig in to the details and may even launch campaigns themselves. Each chapter is designed to present frameworks for thinking broadly and structurally about the channel being discussed, but with many examples and exercises to bring the practical deployment of digital marketing into a real-world focus.

**Supplementary Materials:** Instructor Lecture Guide, Testbank, PPT

**Hardcover** ISBN: 978-1-7329870-9-8 \$99.00 (list)  
\$64.70 (website)

**Softcover** ISBN: 978-1-7329870-8-1 \$52.00 (list)  
\$44.70 (website)

**E-Book** ISBN: 978-0-9976840-9-4 \$34.70



## Capon's Entrepreneurs Gallery

**Noel Capon**

*Capon's Entrepreneurs Gallery* is a compendium of video case studies of entrepreneurial start-ups. The purpose of this gallery is to provide marketing instructors with material to construct class sessions focused on entrepreneurial start-ups. The interview videos can be accessed by entering the four- or five-character code at [www.accessvids.com](http://www.accessvids.com) or by clicking on the code provided at the end of the description.

**Accompanying presentations:** The Market Planning Workbook; student templates to prepare a market plan

**Softcover** ISBN: 978-1-7375287-0-8 \$24.70

**E-Book** ISBN: 978-1-7375287-1-5 \$22.70

## Companion Texts



### The Virgin Marketer (4th edition)

Noel Capon

8½ × 11 · 126 text pages

**The Virgin Marketer: Create Your Market Plan** (TVM) is a companion volume to *Managing Marketing in the 21st Century* and *Capon's Marketing Framework*. For each chapter in the text, there is a parallel chapter in TVM. Each chapter contains a set of tried-and-true experiential exercises designed to help the student prepare a strategic marketing plan.

**Softcover** ISBN: 978-0-9864023-2-6    \$64.70 (list)  
\$49.70 (website)

**E-Book**    ISBN: 978-0-9864033-2-6pdf    \$39.70



See the Virtual Gallery section for details on an interactive presentation of *The Virgin Marketer*.



### The Market Planning Workbook

Noel Capon

7 × 10 · 36 text pages

**The Market Planning Workbook** (TMPW) is a companion volume to *Capon's Marketing Essentials* and *Marketing for Latin American Managers in the 21st Century*. For each chapter in the text, there is a parallel chapter in TMPW. Each chapter contains a set of tried-and-true experiential exercises designed to help the student prepare a strategic marketing plan. Available as an e-book.

**Supplementary Materials:** PPT

**Softcover** ISBN: 978-1-7375287-6-0    \$24.70

**E-Book**    ISBN: 978-1-7375287-3-9    \$22.70

*Also available in Spanish (see page 39)*





## Video Books



### Capon's Marketing Video Book

Noel Capon

**Capon's Marketing Video Book** is about understanding how to develop market strategy and managing the marketing process.

**Cost \$99.00 to enroll (Preface and Chapter 1 FREE)**



### Financial Analysis for Marketing Decisions

Noel Capon

**Financial Analysis for Marketing Decisions Video Book** is about understanding financial analysis.

**Cost \$9.00 to enroll (Preface FREE)**



## Interactive



### The Virgin Marketer: Creating Your Marketing Plan: The Market Plan

Noel Capon

*Interactive presentation*

This is a digital, interactive presentation with tools designed to guide you through every stage of Marketing. Its sequence of "Missions" consistently builds the fundamental and crucial skills to evaluate or create a Marketing plan while expanding or developing your skills.

**Feature One:** Our Missions provide user-friendly descriptions of all concepts while providing questions to ensure comprehension leading to the next level.

**Feature Two:** Also essential for Entrepreneurs. Learn to create a Marketing Plan for Investors, who will demand it and potential users who will need to know about you.

**Feature Three:** Two "inside" groups gain: a) Professionals, to evaluate your company's (or unit's) strategy and keep up with industry evolution; b) Aspiring Marketers, to prepare for your career.

**Feature Four:** It hails from Columbia University's Dr. Noel Capon, a global leader. He is a researcher, professor, and Fortune 500 consultant.

**Cost \$299.00**



## Case Studies in Managing Key, Strategic, and Global Customers

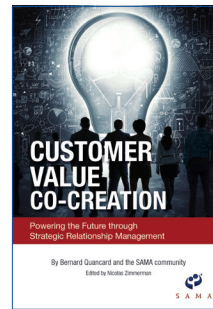
Noel Capon, Christoph Senn

8½ × 11 · 80 text pages · 14 case studies

The perfect supplementary text for any global account management course! In recent years, many corporations large and small, based in many countries around the world, have developed key, strategic, and global account management programs. Correspondingly, business schools, consulting organizations, and the Strategic Account Management Association (SAMA) offer courses for practicing managers. Additionally, business schools provide courses for graduate and undergraduate students, often supplementing courses on sales management and personal selling. To some extent, these courses suffer from a lack of cases studies of real-life account management situations. This volume is an attempt to redress that situation. Some cases are traditional long-form cases; others are merely a single paragraph. Regardless, each case focuses on a particular account management issue. Some cases require extensive preparation; other cases can be assigned just a few minutes before class discussion. This book is available in printed form and as an e-book.

**Softcover** ISBN: 978-0-9833300-6-6 \$24.70

**E-Book** ISBN: 978-9833300-6-6pdf \$22.70



## Customer Value Co-Creation: Powering the Future through Strategic Relationship Management

Bernard Quancard & the SAMA Community

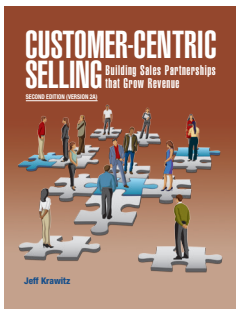
7 × 10 · 132 text pages · 18 chapters + 2 additional parts

This book takes an in-depth look at the 10 most critical enablers of an effective strategic customer management initiative, offering an organizational blueprint for a successful SAM program. It then leverages decades of benchmarking data with world-class companies to address the components of an efficient and effective value creation process. The book's third section illuminates the key traits and competencies a strategic account manager needs in order to drive this strategic co-value creation process. And the book's final section imagines the SAM of tomorrow, forecasting the impact of digitalization on the role of the SAM, on the value-creation process, and on the entire strategic customer-centric organization.

**Hardcover** ISBN: 978-0-9990649-5-5 \$39.70

**Softcover** ISBN: 978-0-9990649-6-2 \$29.70

**E-Book** ISBN: 978-0-9994861-3-9 \$24.70



## Customer-Centric Selling: Building Sales Partnerships that Grow Revenue (2nd edition) (version 2A)

Jeff Krawitz

8½ × 11 · 304 text pages · 16 chapters · 4 appendices

**Customer-Centric Selling (CCS)** examines all aspects of implementing a professional consultative sales organization. It can be read cover-to-cover for a comprehensive perspective, or chapter-by-chapter for a more topical view, based on your needs and interests. It is divided into three parts: The Worlds of Selling and Sales; Consultative Selling and the Buy Process; Consultative Selling Skills. A “Chapter Study Guide” is included at the end of each chapter, as well as links to student and instructor videos throughout the text (hotlinked in the E-book for easy accessibility).

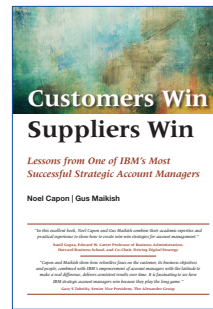
**Supplementary Materials:** Instructor Manual, PPT, In-Class Student Skill Exercises

**Hardcover** ISBN: 978-0-9882902-5-9 \$234.70

**Softcover** ISBN: 978-0-9882902-6-6 \$179.70 (list)  
\$139.70 (website)

**E-Book** ISBN: 978-0-9882902-8-0 \$89.70

**BBL Self-Assessment (see page 35)**



## Customers Win, Suppliers Win: Lessons from One of IBM's Most Successful Strategic Account Managers

Noel Capon, Gus Maikish

7 × 10 · 456 text pages · 11 chapters · 10 appendices

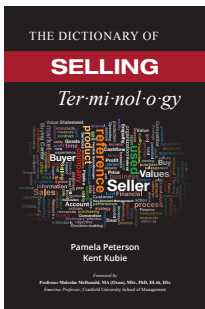
In this new book, the world's leading academic expert on account management in tandem with an extraordinarily successful global account manager provide an A to Z of account management excellence, including its significant intellectual capital demands, leadership requirements, and underappreciated ethical dimension as keys to achieving win-win outcomes for suppliers and customers.

**Hardcover** ISBN: 978-1-7377664-4-5 \$45.00

**Softcover** ISBN: 978-1-7377664-5-2 \$28.00

**E-Book** ISBN: 978-1-7377664-6-9 \$25.00

**Also available in Spanish (see page 39)**



## The Dictionary of Selling Terminology

Pamela Peterson, Kent Kubie

(Foreword by Malcolm McDonald)

6 × 9 · 276 text pages

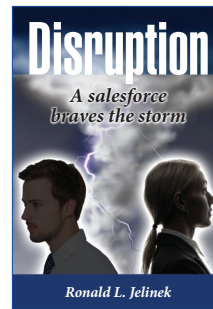
The authors' primary intention in writing **The Dictionary of Selling Terminology** is to provide a definitive and comprehensive reference list of the terminology and definitions used by sellers and buyers on a global basis to address the necessity for a standardized and universal sales language to mitigate the confusion and ambiguity inherent in the selling and buying language due to definitional differences.

**Hardcover** ISBN: 978-1-7358772-4-2 \$59.70 (list)  
\$39.70 (website)

**Softcover** ISBN: 978-1-7358772-5-9 \$49.70 (list)  
\$29.70 (website)

**E-Book** ISBN: 978-1-7358772-6-6 \$19.70

*Also available in Key Account Fundamentals Bundle (see page 35)*



## Disruption: A salesforce braves the storm

Ronald L. Jelinek, PhD

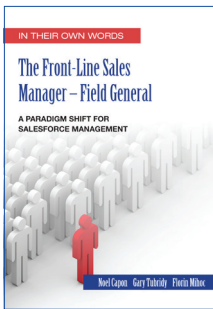
7 × 10 · 220 text pages

**Disruption** is unique — a work of sales fiction. Set against the recent pandemic, this fictional narrative centers around two main characters at one sales organization. Following the story of first year rep., Grace Devlin, readers reflect on and consider application of concepts pertaining to prospecting, building customer relationships, using sales technology, identifying customer needs, negotiating, overcoming objections, closing, following up, after-sale service, and proactive and reactive account management, as well as many others. Readers also encounter Grace's manager, Connor Botti, and understand his perspective as he makes decisions related to territory management, recruiting, compensation, oversight and empowerment, motivation, sales performance, evaluation, interdepartmental relationships, and effective leadership, among others. **Disruption** is designed to be used in either sales or sales management courses, giving instructors maximum flexibility.

**Hardcover** ISBN: 978-1-7375287-4-6 \$89.70

**Softcover** ISBN: 978-1-7375287-5-3 \$59.70

**E-Book** ISBN: 978-1-7377664-3-8 \$34.70



## The Front-Line Sales Manager – Field General

Noel Capon, Gary Tubridy, Florin Mihoc

7 × 10 · 294 text pages · 10 chapters · 10 appendices

Many sales leaders believe their front-line sales managers (FLSMs) have the most critical yet most difficult job in the entire salesforce. For the first time, **The Front-Line Sales Manager** addresses this important yet unheralded role. The book provides an acumen framework for identifying key characteristics of the most successful FLSMs. *The Front-Line Sales Manager* helps FLSMs improve their game, and sales leaders build stronger and more successful sales organizations.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

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**Softcover** ISBN: 978-1-7325469-4-3 \$44.70 (list)  
\$34.70 (website)

**E-Book** ISBN: 978-1-7325469-5-0 \$29.70

 \$21.83



## Managing Global Accounts (2nd edition)

Noel Capon, Dave Potter, Fred Schindler

6 × 9 · 279 text pages · 11 chapters

The challenge of developing an approach to dealing with the increased global complexity of customer relationships is the subject of this book. If you are not completely satisfied with your global account program, you should read this book. If your company has decided it must shift from a domestic (or multinational) focus to a global perspective, you should read this book. The book is as relevant for Swedish, Swiss, Chinese, and Brazilian executives as for those based in the U.S.

**Softcover** ISBN: 978-0-9797344-3-4 \$28.95

**E-Book** ISBN: 978-0-9797344-3-4pdf \$23.95



Video book available — see the Virtual Gallery section for details.



## Sales Eats First

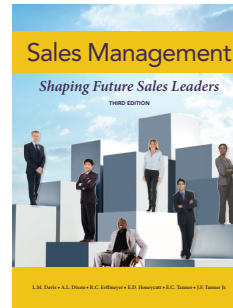
Noel Capon, Gary Tubridy

6 × 9 · 116 text pages · 7 chapters · 2 appendices

**Sales Eats First** examines how B2B sales organizations in today's most admired corporations develop and deploy major intellectual capital. They courageously venture into areas of complexity and risk, and then inject their intellectual capital into the value propositions that benefit both customers and their own companies. Visit the book's website: [www.saleseatsfirst.com](http://www.saleseatsfirst.com).

**Softcover** ISBN: 978-1-7358772-5-9 \$24.70 (list)  
\$17.70 (website)  
**E-Book** ISBN: 9780983330028-PDF \$17.70

Coming Soon on  audible



## Sales Management: Shaping Future Sales Leaders (3rd edition)

Lenita M. Davis, Andrea L. Dixon, Robert C. Erffmeyer, Earl Honeycutt, Jr., Emily C. Tanner, John (Jeff) Tanner Jr.

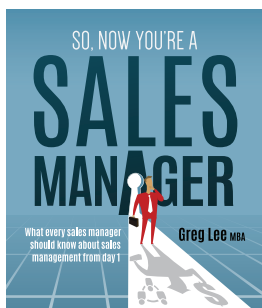
8½ × 11 · 490 text pages · 14 chapters · 10 case studies

As content was developed for this third edition of **Sales Management: Shaping Future Sales Leaders**, the world was experiencing a global pandemic as a result of the COVID-19 virus. Businesspeople worldwide were reinventing their processes to accommodate remote work and to ensure the health and safety of workers. For this edition, the size of the author team was doubled, adding more diverse viewpoints in terms of gender, race, generational perspectives, and work experiences. The book has been restructured to help students better understand the career progression from being a salesperson who works well with a sales manager (Part One), to becoming a sales manager (Part Two), and progressing to a sales leadership role (Part Three). So the emphasis of this textbook is on how sales management gets done. The instructor materials were developed in such a way that they facilitate how instructors teach the content using various modes (e.g., face-to-face, online, or hybrid models). In addition to incorporating new role plays, cases, global and ethics boxes, and chapter profiles, a parallel set of video profiles have been developed for students to enjoy.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

**Hardcover** ISBN: 978-1-7377664-7-6 \$234.70  
**Softcover** ISBN: 978-1-7377664-8-3 \$179.70 (list)  
\$139.70 (website)  
**E-Book** ISBN: 978-1-7377664-9-0 \$89.70

*Also available in SMS–Sales Management Bundle (see page 35)*



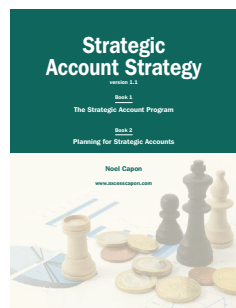
## So, Now You're a Sales Manager

**Greg Lee**

7.875 × 9.25 · 146 text pages · 6 chapters

Sales managers learn how to address their critical role. This innovative approach combines textbook and fictional story of a new manager's first six months on the job.

**E-Book ISBN: 978-0-9984871-7-5 \$19.70**



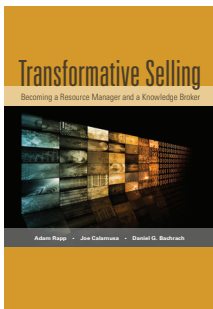
## Strategic Account Strategy v1.1

**Noel Capon**

8½ × 11 · 64 text pages · 12 chapters

**Strategic Account Strategy** is designed to help corporations and businesses develop key/strategic and global account programs, and for individual key/strategic and global account managers to develop strategy and action programs for individual accounts. The volume comprises a set of frameworks in two books: Book 1 – The Strategic Account Program and Book 2 – Planning for Strategic Accounts. This book is available in printed form and as an e-book.

**Softcover ISBN: 978-0-9833300-1-1 \$29.70**



## Transformative Selling

Adam Rapp, Joe Calamusa, Daniel Bachrach

6.69 × 9.61 · 136 text pages · 8 chapters

Salespeople are the experts in the sales process and, to be successful, must behave like experts. Sales organizations have increasingly introduced more complicated products and solutions that come with higher internal expectations. These demands require smarter sales and customer goals and team-selling approaches. Salespeople must understand how to navigate not only the customer organization, but also their own sales organization. Sales professionals must become knowledge managers, knowledge brokers, and information dealers. In **Transformative Selling** you will learn how to become a *Resource Manager*, *Knowledge Manager*, and *Account Manager*. These three sets of skills are the critical triumvirate for becoming a successful seller.

**Softcover** ISBN: 978-0-9897013-3-4    \$34.70 (list)  
\$24.70 (website)

**E-Book** ISBN: 978-0-9897013-3-4pdf    \$19.70



The **Sales Management Simulation (SMS)** is available to incorporate into your sales management courses. **Designed by sales management experts Professors Mike Ahearne (Houston), Noel Capon (Columbia), and Harish Sujjan (Tulane)**, SMS is what your course needs to better prepare your students to compete in the real-business world.

SMS offers you the opportunity to let your students practice for real what you are teaching them in class for **just \$40.00 per student**. SMS brings the real world of sales management into your class to reinforce your course content in an interesting and interactive manner.

SMS is an Internet-based simulation designed for use in sales management courses. SMS offers an innovative approach to sales simulations because it focuses on sales management practices more than on any other sales aspect. Students in teams, assuming the role of sales managers for a large industrial manufacturer, submit decisions online. Professors can run the simulation from their desktops. Results are displayed automatically.

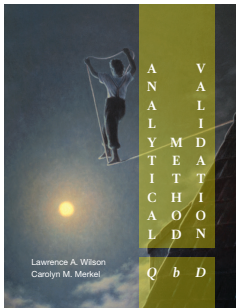
SMS enables students to explore better ways to recruit, select, train, and compensate salespeople, assign sales territories, and allocate salesperson time. Industry growth, pricing strategy, inventory management also affect results. Market research reports help participants make strategic choices. Student teams make several sequential decisions as they learn to improve their sales management decision-making skills.

To learn more about SMS and/or schedule a free 30-minute training session, please click on our [instructor access request form](#) and visit our website [www.wessexlearning.com](http://www.wessexlearning.com).

**Sales Management Simulation \$40.00 per student**

**Also available in SMS-Sales Management Bundle (see page 35)**





## Analytical Method Validation: *QbD* (Quality by Design)

Lawrence A. Wilson, Carolyn M. Merkel

8½ × 11 · 000 text pages · 8 chapters

**Analytical Method Validation: *QbD*** is a map for the journey from method design and development to lab experiments to data analysis and proper documentation. Practical examples of Validation Protocols and associated Reports, along with case studies across a range of applications, are explored.

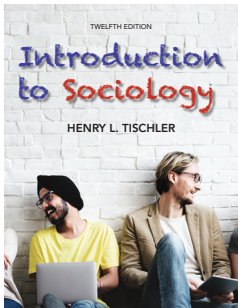
**Supplementary Materials:** Instructor Manual, PPT

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## Introduction to Sociology (12th edition)

**Henry L. Tischler**

8½ × 11 · 538 text pages · 16 chapters  
(with practice tests at the end of the book for each chapter)

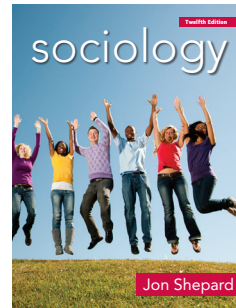
The goal of **Introduction to Sociology** is to demonstrate the vitality, interest, and utility associated with the study of sociology. Examining society and trying to understand how it works is an exciting and absorbing process, but in order to understand society, we need to understand how it shapes people and how people in turn shape society. Great care has been taken to structure the book in such a way as to permit flexibility in the presentation of the material. Each chapter is self-contained and, therefore, may be taught in any order. The author's approach has received a great deal of praise over the years for being cross-cultural in approach and for bringing in examples from a wide variety of societies. Often, in fact, the best way to appreciate our own situation is through comparison with other societies. This cross-cultural focus is used as a basis for comparison and contrast with U.S. society . . . hopefully providing the reader with a greater understanding of all people and societies.

**Supplementary Materials:** Instructor Manual, Testbank, PPT

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\$139.70 (website)

**E-Book** ISBN: 978-0-9995547-3-9 \$89.70



## Sociology (12th edition)

**Jon Shepard**

8½ × 11 · 660 text pages · 18 chapters

**Sociology** offers students a window to absorb the interesting aspects of sociology — with its perspectives, concepts, theories, and research findings — without losing them in density of material that is a barrier in many texts. The author is known for presenting material that is comprehensive, readable, theoretically and empirically sound ... but in a clear and interesting manner so students will be successful as they grapple to learn about the social factors that promote patterned behavior in themselves and others.

**Supplementary Materials:** Instructor Manual, Testbank, PPT; Additional Teaching Aids: ASA Activities, Film & Video Suggestions

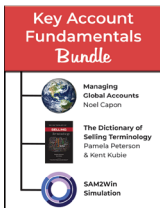
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## Bundles



### Key Account Fundamentals Bundle

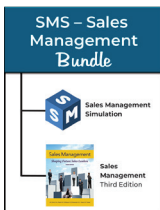
In this bundle, students get the ultimate combination of resources to learn how to sell to large customer accounts. It combines three incredible books on account management with an online account management simulation. The books have been

carefully selected to help students learn the language, key models, principles, tools and case examples of account management using both written and video teaching methods. The simulation brings the learning to life by enabling students to compete against each other for the business of a global account, injecting a lot of fun to the student experience as well. Together, they allow students to learn and practice how to be a world-class account manager while all-the-time building their confidence in this critical area of selling.

Included in this bundle:

- **Managing Global Accounts Videobook** Noel Capon
- **The Dictionary of Selling Terminology** Pamela Peterson & Kent Kubie
- **SAM2Win Simulation**

**Cost: \$168.40. Note: Each item must be bought separately.**



### SMS–Sales Management Bundle

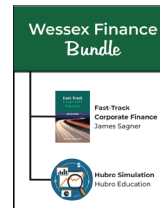
With the new SMS–Sales Management bundle, you can offer your students a dynamic combination of traditional textbook instruction with real-world experience. SMS (an Internet-based simulation designed for use in sales management courses) enables students to explore better ways to recruit, select, train, and compensate salespeople, assign sales territories,

and allocate salesperson time. Sales Management (3e) is designed to support instructors who are preparing students to lead high-performance sales organizations.

Included in this bundle:

- **Sales Management Simulation (SMS)**
- **Sales Management (Third Edition)**

The complete bundle is available starting at **\$110**



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Give your students hands-on experience with applying finance concepts in a realistic business environment. This book & simulation bundle is suitable for introductory finance courses across undergraduate, graduate, and MBA levels. The book provides learning and training to students in financial skills. It takes them through management of financial

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- **Hubro Simulation** Hubro Education

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Noel Capon

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**Feature Two:** Also essential for Entrepreneurs. Learn to create a Marketing Plan for Investors, who will demand it and potential users who will need to know about you.

**Feature Three:** Two “inside” groups gain: a) Professionals, to evaluate your company’s (or unit’s) strategy and keep up with industry evolution; b) Aspiring Marketers, to prepare for your career.

**Feature Four:** It hails from Columbia University’s Dr. Noel Capon, a global leader. He is a researcher, professor, and Fortune 500 consultant.

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## Simulation



### Sales Management Simulation (SMS)

The *Sales Management Simulation* (SMS) is available to incorporate into your sales management courses. **Designed by sales management experts Professors Mike Ahearne (Houston), Noel Capon (Columbia), and Harish Sujjan (Tulane)**, SMS is what your course needs to better prepare your students to compete in the real-business world.

SMS offers you the opportunity to let your students practice for real what you are teaching them in class for **just \$40.00 per student**. SMS brings the real world of sales management into your class to reinforce your course content in an interesting and interactive manner.

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## Video Books / Interview Gallery



### Argue with Me

Deanna Kuhn

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Argue with Me offers a promising answer to teachers unsure how best to take advantage of new technology and the ease with which students seem able to use it.

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Noel Capon

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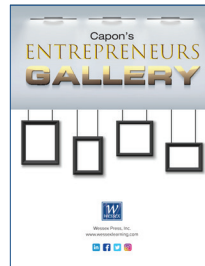
Noel Capon

Video Book

The challenge of developing an approach to dealing with the increased global complexity of customer relationships is the subject of this video book. If you are not completely satisfied with your global account program, you should watch this video. If your company has decided it must shift from a domestic (or multinational) focus to a global perspective, you should watch this video. The video book is as relevant for Swedish, Swiss, Chinese, and Brazilian executives as for those based in the U.S.

**Cost \$99.00 to enroll (Preface FREE)**

**Also available in a Bundle (see page 35)**



### Capon's Entrepreneurs Gallery

Noel Capon

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*Capon's Entrepreneurs Gallery* is a compendium of video case studies of entrepreneurial start-ups. The purpose of this gallery is to provide marketing instructors with material to construct class sessions focused on entrepreneurial start-ups. The

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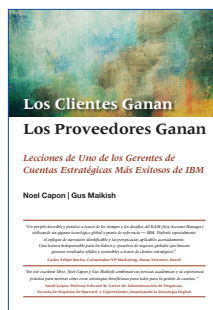
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