

."..maximizing the use of analytical skills and knowledge for decision making in a contemporary global business environment"

Department of Marketing & International Business PUBLICATIONS by DEPARTMENTAL FACULTY Book & Book Chapter Publications (1998 - 2013)

2013

- 1. Evans, J. R. (forthcoming 2013). Editor. Planning and Implementing a Retail Strategy, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at http://hstalks.com/go).
- 2. Evans, J. R. & B. Berman (2013). Retail Management: A Strategic Approach, Twelfth Edition; Upper Saddle River, New Jersey: Pearson Prentice Hall.
- 3. Evans, J. R. (forthcoming 2013). An Overview of Strategically-Focused Retailing: Opportunities and Challenges in J. R. Evans (Ed.), Planning and Implementing a Retail Strategy, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at http://hstalks.com/go).
- 4. **Evans, J. R.** (forthcoming 2013). *Integrating, Analyzing, and Measuring the Performance of a Retail Strategy* in J. R. Evans (Ed.), **Planning and Implementing a Retail Strategy, The Marketing & Management Collection**, Henry Stewart Talks Ltd, London (online at http://hstalks.com/go).

- 1. **Evans J. R.** and S. Evans (2012). Various chapters in Linda Swayne (Ed.), **Encyclopedia of Sports Management and Marketing**, Thousand Oaks, California: Sage Publications, 2012.
 - a. "Pricing of tickets"
 - b. "E-Commerce"
- 2. Evans, S. and **J. R. Evans** (2012). Various chapters in Linda Swayne (Ed.), **Encyclopedia of Sports Management and Marketing**, Thousand Oaks, California: Sage Publications.
 - a. "Copyright vs. Trademark"
 - b. "Copyright and Sports"
 - c. "Intellectual Property"
- 3. **Wilson, R.T.** and B.D. Till (2012). *Managing Non-Traditional Advertising: A Message Processing Framework*, in **Advertising Theory**, S. Rodgers and E. Thorson (Eds.), New York, NY: Routledge, Taylor & Francis Group, pp. 337-354.

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- 1. Evans, J. R. and B. Berman (2011). Retail Management: A Strategic Approach, Eleventh Edition (Chinese Edition); Pearson Education Asia, Ltd. and China Remnin University Press.
- 2. Evans, J. R. & B. Berman (2011). Retail Management: A Strategic Approach, Eleventh Edition (Indian Edition); Pearson Education, Singapore Indian Branch.
- 3. Berman, B. (2011). Competing in Tough Times: Business Lessons from L.L.Bean, Trader Joe's, Costco and Other World-Class Retailers, N.Y., Financial Times Press. Abstracts of this book have appeared as: Learn from the Best, Progressive Grocer's Store Brands, (January 2011), p. 10; Retailers' Value Equation=Customer-Benefit Costing, Progressive Grocer (January 2011), pp. 103-104; and Competing in Tough Times for Convenience Stores, Convenience Store News (March 2011), pp. 92-93.
- 4. **Berman, B.** (2011). Shelby D. Hunt's Contributions to Scholarship in Marketing Channels. in J. R. Brown, ed., **Legends in Marketing: Shelby D. Hunt, Vol. 4, Channels of Distribution**. New Delhi: Sage Publications.
- 5. **Neelankavil, J. P.**(2011). **Corporate Strategy: A Practical Approach**, 2nd Ed., McGraw-Hill, NY.
- 6. **Wilson, R. T.** and B. D. Till (forthcoming). *Managing Non-Traditional Advertising: A Message Processing Framework* in S. Rodgers and E. Thorson, Eds. **Advertising Theory**, Routledge.

- Berman, B. & J.R. Evans (2010). Retail Management: A Strategic Approach, 11th Ed.; Upper Saddle River, New Jersey: Prentice Hall.
- 2. **Evans, J.R. & B. Berman** (2010). **Marketing in the 21st Century**, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.
- 3. **Berman, B.** (2010). A Strategic Analysis of Tesco's Clubcard Program. In Goran Petkvic and Stipe Lovreta (Eds.), in **Customer Relationship Management**, Belgrade: DataStatus, pp. 431-440.

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- 1. Neelankavil, J. P. & A. Rai (2009). Basics of International Business, N.Y., M.E. Sharpe.
- 2. Neelankavil, J. P. (2009). Corporate Strategy: A Practical Approach, McGraw-Hill, NY.
- 3. Evans. J.R., Editor. Retailing 2009: Strategic Challenges and Opportunities in Challenging Times, Proceedings of the *Ninth Triennial Academy of Marketing Science/American Collegiate Retailing Association* (Hempstead, NY: Academy of Marketing Science, 2009), 389 pages.
- 4. **Berman, B. & J.R. Evans** (2009). **Retail Management: A Strategic Approach**, 10th Ed. (Chinese Edition) Pearson Education Asia, Ltd., 2009), 686 pages.

- 1. Moschis, G.P. & A. Mathur, (2007). Baby Boomers and Their Parents: Surprising Findings About Their Lifestyles and Well-Being, Paramount Publ., Ithaca, New York.
- 2. **Berman, B. & J.R. Evans,** Editors (2007). **Great Ideas in Retailing**, Upper Saddle River, NJ: Prentice Hall.
- 3. Neelankavil, J. P.(2007). International Business Research, 1st Edition, Sharpe, NY.
- 4. **Evans, J.R. & B. Berman** (2007). **Marketing in the 21st Century**, 3rd Ed.; Cincinnati, Ohio: Atomic Dog Publishing,702 pages.
- 5. **Evans, J.R.** & **B. Berman** (2007). **Marketing Management**, (India Edition) New Delhi, India: Cengage Learning India, 625 pages.
- 6. **Berman, B. & J.R. Evans** (2007). **Retail Management: A Strategic Approach**, 10 Ed.; Upper Saddle River, New Jersey: Prentice Hall, 682 pages.
- 7. **Berman, B. & J.R. Evans** (2007). **Retail Management: A Strategic Approach**, Quezon City, Philippines: Pearson Education South Asia.
- 8. Niffenegger, P., S. Kulviwat, and N. Engchanil (2007). *Conflicting Cultural Imperatives in Modern Thailand: Global Perspectives*. Re-publication of 2006 Asia Pacific Business Review paper as a chapter in Management in South-East Asia: Business Culture, Enterprises and Human Resources. C. Rowley (Ed.), Routlidge, Oxford, UK. 14-31.
- 9. Berman, B. (2007). A Strategic Analysis of Tesco's Clubcard Program in Ekonomika

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- Lee, K. (2006). Building Global Korean Business Network: Mission for Global Koreans in the 21 Century, World-Overseas Korean Traders Union (OKTA), Seoul, South Korea, 332 pages (in Korean).
- 2. **Berman, B. & J.R. Evans** (2006). **Retail Management: A Strategic Approach**, Canadian Edition; Toronto, Canada, Prentice Hall, 662 pages.
- 3. Berman, B. & J.R. Evans (2006). Retail Management: A Strategic Approach, Ninth Edition, Chinese Edition; Bejing, China, Prentice Hall, 735 pages.
- 4. Evans, J.R. (2006). Editor. Retailing 2006: Strategic Challenges in the New Millennium, Proceedings of the Eighth Triennial Academy of Marketing Science/American Collegiate Retailing Association (Hempstead, NY: Academy of Marketing Science), 292 pages.

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1. **Evans, J.R. & B. Berman** (2005). **Marketing in the 21** st Century, 2 ded.; Cincinnati, Ohio: Atomic Dog Publishing, 628 pages.

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- 1. **Berman, B. & J.R. Evans** (2004). **Retail Management: A Strategic Approach**, 9 Ed.; Upper Saddle River, New Jersey: Prentice Hall, 578 pages.
- 2. **Berman, B. & J.R. Evans** (2004). **Retail Management: A Strategic Approach**; Indian Edition; Pearson Education, Singapore-Indian Branch.

- 1. **Berman, B. & J.R. Evans** (2003). **Retail Management: A Strategic Approach**; Russian Edition; Williams Publishing House, 1,181 pages.
- 2. Evans, J.R. (2003). Editor. Retailing 2003: Strategic Planning in Uncertain Times, Proceedings of the Seventh Triennial Academy of Marketing Science/American Collegiate Retailing Association (Hempstead, NY: Academy of Marketing Science), 350 pages.
- 3. Neelankavil, J., Y. Zhang, & T. Gao, Editors (2003). Global Business: Contemporary Issues, Problems, and Challenges, 3rd Ed, McGraw-Hill, Inc., New York, NY.

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1. **Evans, J.R. & B. Berman** (2002). **Marketing in the 21** st Century, 2 ded.; Cincinnati, Ohio: Atomic Dog Publishing, 687 pages.

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- 1. **Berman, B. & J.R. Evans** (2001). **Retail Management: A Strategic Approach**, 8 Ed.; Upper Saddle River, New Jersey: Prentice Hall, 708 pages.
- 2. **Berman, B. & J.R., Evans** (2001). **Retail Management: A Strategic Approach**; Chinese Edition, Prentice-Hall Toronto, 644 pages.
- 3. **Evans, J.R. & B. Berman** (2001). **Marketing**; Chinese Edition, Prentice-Hall, 700 pages.

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- 1. **Evans, J.R.** & **B. Berman** (2001). **Marketing**; Canadian 2 Edition, Prentice-Hall Toronto, 700 pages.
- 2. **Evans, J.R. B. Berman** (2000). Editors. **Retailing 2000: Launching the New Millennium, Proceedings** of the Sixth Triennial Academy of Marketing Science/American Collegiate Retailing Association (Hempstead, NY: Academy of Marketing Science), 266 pages.
- 3. Moschis, G.P., E. Lee, **A. Mathur**, & J. Strautman (2000). **The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents**, Quorum Books, CT.

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1. Neelankavil, J. & W. McDonald (1999). International Business Management: Decision Making Simulation, Irwin, Inc. Chicago, IL.

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1. **Evans, J.R.** & **B. Berman** (1998). **Marketing Essentials**; Canadian Edition, Prentice-Hall Toronto, 500 pages.

Mass Media Publications

- 1. **Evans, J.R**. (2008). *How to Keep Momentum Going for Customers and Employees*. **New York Times** (January 3), Business Section.
- 2. **Evans, J.R.** (2008). Customer Centricity: 10 Tips to Stand out from the Pack, **Promo** (March).