



The 7th edition of *Marketing Management: An Asian Perspective* is available. This textbook is a collaboration with Philip Kotler and involves Swee Hoon Ang from National University of Singapore Business School. This latest edition incorporates many of the recent marketing phenomena in Asia including Nintendo Go, Taobao's Nov 11 sale and Samsung Note 7, and the rising online shopping trend. Asian concepts and issues such as *guanxi* or networking, counterfeiting and Sun Tzu's Art of War are discussed in the context of marketing. There are 44 new and updated marketing cases included, targeted at senior undergraduate business and MBA students. The publisher is Pearson.