

PUBL7006: Sales, Marketing and Consumer Insight (Semester 1)

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34 items

Key texts for module (10 items)

How to market books - Alison Baverstock, Susannah Bowen, 2019

[Book](#) | Essential

Essentials of marketing - Jim Blythe, Jane Martin, 2019

[Book](#) | Essential

Inside book publishing - Giles N. Clark, Angus Phillips, 2019

[Book](#)

Inside book publishing - Giles N. Clark, Angus Phillips, 2014

[Book](#) | Essential | Especially chapters 10, 11, & 13

Inside book publishing - Giles N. Clark, Angus Phillips, 2014

[Book](#) | Essential | Especially chapters 10, 11, & 13

Strategic marketing management - Alexander Chernev, Philip Kotler, 2018

[Book](#) | Essential

The new rules of marketing & PR: how to use social media, online video, mobile applications, blogs, news releases, & viral marketing to reach buyers directly - David Meerman Scott, 2015

[Book](#) | Essential

The new rules of marketing & PR: how to use social media, online video, mobile applications, blogs, news releases, & viral marketing to reach buyers directly - David Meerman Scott, 2015

[Book](#) | Essential

Marketing: the basics - Moore, Karl, Pareek, Niketh, 2010

[Book](#) | Essential

Marketing: the basics - Karl Moore, Niketh Pareek, 2010

[Book](#) | Essential

Periodicals (10 items)

Bookseller.com

[Webpage](#)

The Bookseller[Journal](#)

Publishers weekly[Journal](#)

Publishers Weekly[Journal](#)

Livres hebdo[Journal](#)

Bo**rsenblatt**[Journal](#)

Publishing Research Quarterly[Journal](#)

Publishing Research Quarterly[Journal](#)

Logos[Journal](#)

LOGOS: The Journal of the World Book Community[Journal](#)

Websites (14 items)

booktrade.info[Website](#)

Publishing Perspectives[Website](#)

BookBrunch - Home[Website](#)

Professional Publishers Association (PPA) : Marketing

[Webpage](#) | The PPA represents more than 200 companies, covering everything from consumer magazine publishers to business-to-business data and information providers and smaller independents.

The Booksellers Association

[Website](#) | Represents and promotes the retail bookselling industry in the UK and Ireland and encourages best practise and excellence in bookselling.

Publishers Association (PA)

Website | The PA is the leading trade organisation serving book, journal, audio and electronic publishers in the UK.

We have an educational subscription to the PA. For login details see Global publishing Information on the Library's Database list.

BIC

Website | BIC is an independent organisation set up and sponsored by the Publishers Association, Booksellers Association, Chartered Institute of Library and Information Professionals and the British Library to promote supply chain efficiency in all sectors of the book world through e-commerce and the application of standard processes and procedures.

Publishers Publicity Circle

Website

The Man Booker Prizes

Website | Exclusive news, interviews and articles about the Man Booker Prize for Fiction and the Man Booker International Prize.

ALPSP

Webpage | International trade association for not-for-profit publishers and those who work with them.

The Book Marketing Society

Website

LISU

Webpage | UK library statistics.

National Literacy Trust

Website

Literary Festivals. UK and international.

Website

Social Media

Many publishers, both in the UK and elsewhere, have thriving social media accounts. Many publicists and editors also have personal accounts which can provide illuminating insights into marketing and PR strategies as well as life inside a publishing house. Twitter and Instagram are particularly relevant to the publishing industry.