

MARKETING

2020 NEW TITLES & SELECTED BACKLIST



New Horizons in Marketing series

Books in the *New Horizons in Marketing series* make a significant contribution to the study of marketing and contexts in which it operates. As this field has expanded dramatically in recent years, the series will provide an invaluable forum for the publication of high-quality works of scholarship and show the diversity of research on marketing. Global and pluralistic in its approach, this series includes some of the best theoretical and analytical work with contributions to fundamental principles, rigorous evaluations of existing concepts and competing theories, stimulating debate and future visions.

NEW

Social Marketing and Advertising in the Age of Social Media

Lukas Parker, Linda Brennan, RMIT University, Australia and Dang Nguyen, RMIT University, Vietnam

This book provides much-needed insight into current social marketing and advertising practices. The authors offer a framework for social marketing, before exploring the mechanics of social media and present marketing strategy. Chapters cover the use of both positive and negative emotions in social marketing and advertising, and explore the ethical challenges associated with the practice in the age of social media.

June 2021 c 160 pp Hardback 978 178643 466 1 c £65.00 / c \$99.95
eBook • Elgaronline
New Horizons in Marketing series

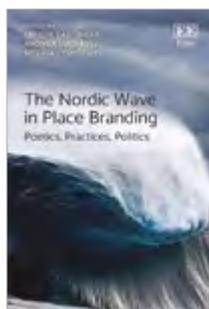
The Nordic Wave in Place Branding

Poetics, Practices, Politics

Edited by Cecilia Cassinger, Lund University, Andrea Lucarelli, Stockholm University, Sweden and Szilvia Gyimóthy, Copenhagen Business School, Denmark

'Surfing the Nordic wave allows readers to engage with a much-needed tide of fresh perspectives on place branding, moving through geographical scales and disciplines. Relying on engaged scholarship, the book will be of interest to a wider audience beyond the Nordic borders and particularly to those concerned with critical marketing and management, local and regional development, or urban policy and planning.'

– Chiara Rabbiosi, University of Padua, Italy



2019 288 pp Hardback 978 178897 431 8 £95.00 / \$145.00
eBook • Elgaronline

Alternative Marketing Approaches for Entrepreneurs

The late Björn Bjerke, formerly Linnaeus University, Sweden

'This book offers a new way of thinking about the ontology and function of marketing in various entrepreneurial contexts. Björn Bjerke's notable prior scholarship in social entrepreneurship underpins a foundation of knowledge and experience that gives us a more expansive and different way of seeing entrepreneurial situations, so that, for example, we can grasp public places as a form of a market, and view entrepreneurs as more engaged in "realizing" value rather than what we traditionally think of as "marketing" goods or services to others. As the field of entrepreneurship focuses more on the process of value creation, this book offers various theoretical perspectives, methods, and insights into ways that value is co-created. This book is a very timely and important contribution that integrates cutting edge ideas in marketing and entrepreneurship so as to see both disciplines in new ways.'

– William B. Gartner, Babson College, US

2018 320 pp Hardback 978 178643 894 2 £95.00 / \$140.00
2019 Paperback 978 178990 929 6 £29.95 / \$47.95
eBook • Elgaronline



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NEW

The Regulation of Social Media Influencers

Edited by Catalina Goanta, Maastricht University and Sofia Ranchordás, Groningen Law School, the Netherlands

'Social media influencers are a new object of study. Bringing together experts from different disciplines, this book offers a unique set of lenses to examine the legal, ethical, and broader societal implications of this fascinating phenomenon that is emblematic of today's attention economy. Covering a broad range of pressing issues from consumer protection to labor and speech law, the volume provides both practical insights as well as "food for thought" as we reimagine the role of law in the digital age.'

– Urs Gasser, Harvard University, US

May 2020 c 352 pp Hardback 978 178897 827 9 c £105.00 / c \$155.00
eBook • Elgaronline
Elgar Law, Technology and Society series

Elgar Research Agendas

Elgar Research Agendas outline the future of research in a given area. Leading scholars are given the space to explore their subject in provocative ways, and map out the potential directions of travel. They are relevant but also visionary. Forward-looking and innovative, *Elgar Research Agendas* are an essential resource for PhD students, scholars and anybody who wants to be at the forefront of research.

NEW

A Research Agenda for Sales

Edited by Jorge Jaramillo, University of Texas Arlington and Jay Mulki, Northeastern University, US

The past decade has seen an explosion of sales research by practitioners and academics who recognize the importance of sales. This book serves as both a teaching resource as well as a research source for academicians in the current digital era. Seven author groups provide original research and current developments in the field. Each chapter reflects scholarly contributions from researchers who have made a mark in the sales field and summarize current developments along with the authors' perception of how these developments have influenced sales practice now and will in the future.

May 2021 c 528 pp Hardback 978 178897 530 8 c £130.00 / c \$200.00
eBook • Elgaronline
Elgar Research Agendas

A Research Agenda for Event Management

Edited by John Armbricht, Erik Lundberg and Tommy D. Andersson, University of Gothenburg, Sweden

'What happens when the world's leading event management researchers collaborate to bring forth new knowledge? This book conclusively proves, through these great academic minds, that event research is growing stronger and as a result the events industry shall continue to grow from strength to strength.'

– Joe Goldblatt, Queen Margaret University, Scotland

2019 192 pp Hardback 978 178811 435 6 £80.00 / \$120.00
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Elgar Research Agendas



Tourist Behaviour

The Essential Companion

Edited by Philip L. Pearce, James Cook University, Australia

'The opening chapter – "Are tourists interesting?" – demands and merits the reader's attention. Pearce's splendid narrative structure then propels readers on a fascinating journey, prompting reflection and then insight. The momentum continues unabated into the final chapter – "Searching ... for what is important". This is truly artful scholarship – an invaluable contribution.'

– Brian King, The Hong Kong Polytechnic University, Hong Kong

2019 432 pp Hardback 978 178643 856 0 £175.00 / \$270.00
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NEW TEXTBOOK

International Business Strategy in Complex Markets

Hans Jansson, Linnaeus University, Sweden

In this revised edition, Hans Jansson develops and applies an international business strategy framework to contemporary complex global markets. This cutting-edge textbook explores the major challenges associated with doing business in complex and turbulent emerging markets and how MNCs in mature markets execute strategies to meet these challenges.

This updated edition includes:

- The international network strategy (INS), offering a framework for connecting MNCs and multinational exporters with parties in new economic, social and natural environments, and the international matching strategy (IMS), dealing with how MNCs achieve legitimacy
- An overview of the historical development of the supranational environment, structured as three waves of the internationalization of firms, including the integration of foreign direct investment into the global value chain
- Dedicated chapters outlining the development of research on international business, strategy, marketing, networks and institutions
- A methodology for analysing the institutional context of foreign local markets.



June 2020 c 400 pp Hardback 978 1 83910 181 6 c £115.00 / c \$185.00
 June 2020 Paperback 978 1 83910 183 0 c £39.99 / c \$65.00
 eTextbook

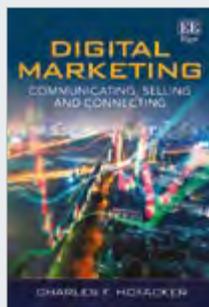
TEXTBOOK

Digital Marketing

Communicating, Selling and Connecting

Charles F. Hofacker, Florida State University, US

Technology has forever changed the way that businesses engage with customers, and has changed the role of marketing significantly. Across 27 chapters, this textbook provides a complete introduction to the background of digital marketing, particularly the ways in which customers use digital media, and how technology can be used to fulfil the three key goals of digital marketing: effectively engaging with customers, selling to customers and using the power of networks to make connections with customers.



2018 224 pp Hardback 978 1 78811 534 6 £100.00 / \$145.00
 2018 Paperback 978 1 78811 536 0 £26.95 / \$45.95
 eTextbook

NEW TEXTBOOK

Advanced Introduction to Tourism Destination Management

Chris Ryan, University of Waikato, New Zealand

'This is a timely "one-stop read" for destination management professionals, policymakers, and researchers. The book addresses issues pertinent to various types of destinations, discusses important impacts of tourism, and offers insights from macro-level policies and politics to micro-level site-specific management. All these important concepts are placed in the context of changing technology and consumer behaviors. Read this book to learn from Chris' scholarly wisdom and extended experiences of working with various stakeholders globally!'

– Cathy Hsu, The Hong Kong Polytechnic University, Hong Kong

Written by Chris Ryan, this *Advanced Introduction* seeks to integrate macro and micro components of tourism destination planning into a discussion of impacts, destination development, and national, regional and site planning. Exploring the characteristics of tourism destinations, the political framework of tourism and region specific management, this accessible book offers an insightful introduction to the field.

Key features include:

- the implementation of management techniques and policies
- analysis of the social, economic and environmental impacts of the global tourism industry
- coverage of essential topics such as the evolution of the tourist destination and marketing as a management tool.

June 2020 c 200 pp Hardback 978 1 83910 389 6 c £65.00 / c \$99.95
 June 2020 Paperback 978 1 83910 391 9 c £15.95 / c \$24.95
 eTextbook

Elgar Advanced Introductions series

TEXTBOOK

Advanced Introduction to Consumer Behavior Analysis

Gordon Foxall, Cardiff University, UK

'Consumer behavior is shaped by its context and consequences. This book is a critical and valuable introduction to recent developments in consumer behavior analysis, written by a leading scholar. Professor Foxall has extended the domain of behavioral psychology and its relevance to marketing science and economics, in an interdisciplinary manner that only he is capable of achieving. The current "technology/data revolution" demands a focus on environmental-behaviour interaction.'

– Valdimar Sigurdsson, Reykjavik University, Iceland

2017 160 pp Hardback 978 1 78471 692 9 £63.00 / \$99.95
 2017 Paperback 978 1 78471 694 3 £19.95 / \$29.95
 eTextbook

Elgar Advanced Introductions series

TEXTBOOK

The Disappearing Product

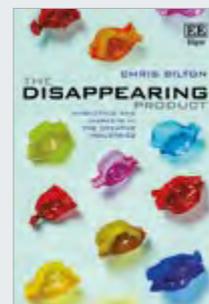
Marketing and Markets in the Creative Industries

Chris Bilton, University of Warwick, UK

'This book is a must-read for marketing practitioners in the media business. I would also highly recommend this book to students or researchers who want to understand the nature or business structure of creative industries. The creative industries are always in flux, and this book provides wise insights into the dynamic between industrial structure and market, producers and consumers, and products and experiences.'

– Hong Yu Liu, *International Journal of Cultural Policy*

2017 272 pp Hardback 978 1 78536 072 5 £84.00 / \$130.00
 2017 Paperback 978 1 78536 074 9 £31.95 / \$49.95
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NEW TEXTBOOK

Retail and Channel Marketing

Sandro Castaldo, Bocconi University, Italy, **Monica Grosso**, EMLYON Business School, France and **Katia Premazzi**, SDA Bocconi School of Management, Italy

This *Textbook*, now in its second edition, explores the contemporary trends in retail and channel marketing. Disentangling the complexity of channel marketing issues, it offers a systematic overview of the key concepts and intricacies of the subject and provides a holistic approach to retail and channel marketing. This second edition builds on this analysis and includes a new chapter detailing the history of retailing and its importance to modern economies. Covering both the core tenets and the latest research frontiers, it features updated examples of cases from real-world scenarios to analyse and understand trends in the contemporary marketing landscape.

Oct 2020 c 300 pp Hardback 978 1 78990 365 2 c £85.00 / c \$125.00
Oct 2020 Paperback 978 1 78990 367 6 c £32.95 / c \$49.95
eTextbook

NEW KEY TITLE

Handbook on Cross-Cultural Marketing

Edited by **Glen Brodowsky** and **Camille Schuster**, California State University San Marcos, US

Disillusionment with globalization, along with a rise in nationalist sentiment, may lead one to ask whether cross-cultural or international research will be necessary in the coming years and, if it is, what form it will take. While all international marketing is cross-cultural, not all cross-cultural marketing is international. Cultures are defined as groups of people who share a common language, set of norms, institutions, beliefs and values. There are many ways such groups can be defined – only one of which is country. Regardless of the definition parameters, one thing remains clear: cross-cultural marketing is a broad topic in today's technological, always-connected world.

Sept 2020 c 400 pp Hardback 978 1 78897 853 8 c £140.00 / c \$225.00
eBook • Elgaronline
Research Handbooks in Business and Management series

NEW IN PAPERBACK

Research Handbook on Employee Pro-Environmental Behaviour

Edited by **Victoria K. Wells**, University of York, **Diana Gregory-Smith** and **Danae Manika**, Newcastle University, UK

This *Research Handbook* brings together leading academics of employee pro-environmental behaviour to highlight the key features and challenges of this growing field. The international contributors draw on studies from across the methodological spectrum, examine employee behaviour and discuss how pro-environmental behaviour can be fostered and encouraged, inspecting the impact for organisations.

2018 520 pp Hardback 978 1 78643 282 7 £165.00 / \$240.00
2020 Paperback 978 1 83910 443 5 £45.00 / \$69.95
eBook • Elgaronline

Research Handbooks in Business and Management series



Handbook of Marketing Analytics

Methods and Applications in Marketing Management, Public Policy, and Litigation Support

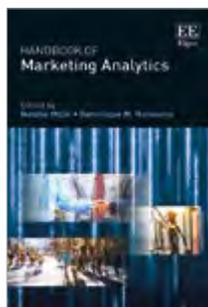
Edited by **Natalie Mizik**, University of Washington and **Dominique M. Hanssens**, University of California, Los Angeles, US

'Ever since I published Marketing Decision Making and Marketing Models, I have been wanting to see a superb collection of marketing analytics chapters and cases in one book. The Handbook of Marketing Analytics has finally arrived and it is a treasure.'

– Philip Kotler, Northwestern University, US

2018 712 pp Hardback 978 1 78471 674 5 £200.00 / \$290.00
2019 Paperback 978 1 78990 420 8 £45.00 / \$69.95
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Research Handbooks in Business and Management series



NEW

Research Handbook on Luxury Branding

Edited by **Felicitas Morhart**, University of Lausanne, Switzerland, **Keith Wilcox**, Columbia University, US and **Sandor Czellar**, University of Lausanne, Switzerland

'Previously limited to the wealthiest, luxury is now a central phenomenon of our modern societies. Luxury brands reflect the diffusion of materialism across social classes and generations, the extent of social competition and self-branding and the aestheticization of desire. As a result, luxury branding is now studied by researchers from around the world and different angles. It is high time that a handbook brought these researchers together, summarized current research and paved the way for future research. Well done!'

– Jean-Noël Kapferer, INSEEC U. Luxury Research Center, France

April 2020 368 pp Hardback 978 1 78643 634 4 £140.00 / \$210.00
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Research Handbooks in Business and Management series



Handbook of Research on Distribution Channels

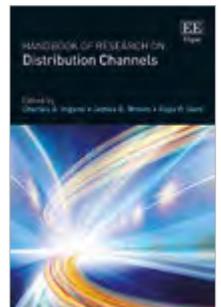
Edited by **Charles A. Ingene**, University of Oklahoma, **James R. Brown**, West Virginia University and the late **Rajiv P. Dant**, formerly University of Oklahoma, US

'Finally! We have a book that synthesizes the vast and long literature on marketing channels. As future researchers grapple with questions in the age of online channels of distribution, the contributions in this book, from leading thinkers in our field, will prove invaluable.'

– Anthony Dukes, University of Southern California, US

2019 608 pp Hardback 978 0 85793 859 6 £215.00 / \$330.00
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Research Handbooks in Business and Management series



Handbook on Customer Centricity

Strategies for Building a Customer-Centric Organization

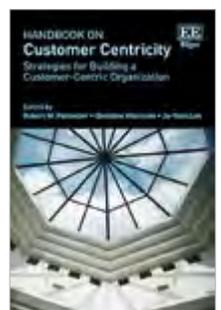
Edited by **Robert W. Palmatier**, University of Washington, **Christine Moorman**, Fuqua School of Business, Duke University and **Ju-Yeon Lee**, Iowa State University, US

'Creating strategy from the outside in to put the customer first is a top priority of firms today. Helping firms do that is a pivotal goal of academics. This book lays a foundation for these goals by clearly defining the organizational structures, relationships, branding and technology needed. I highly recommend it – no other book comes close to its wisdom and direction.'

– Valarie Zeithaml, University of North Carolina at Chapel Hill, US

2019 368 pp Hardback 978 1 78811 359 5 £135.00 / \$210.00
eBook • Elgaronline

Research Handbooks in Business and Management series



Handbook of Research on Gender and Marketing

Edited by **Susan Dobscha**, Bentley University, US

Susan Dobscha and the contributors in this *Handbook* provide a primer and resource for scholars and practitioners keen to develop or enhance their understanding of how gender permeates marketing decisions, consumer experiences, public policy initiatives, and market practices.

2019 352 pp Hardback 978 1 78811 537 7 £135.00 / \$210.00
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Research Handbooks in Business and Management series



Handbook of the Sharing Economy

Edited by **Russell W. Belk**, Schulich School of Business, York University, Canada, **Giana M. Eckhardt**, Royal Holloway, University of London and **Fleura Bardhi**, University of London, UK

'This Handbook offers wide-ranging investigations and essays into the sharing economy. It takes the reader through a deep and critical look at this new way of organizing markets and society. While exposing the promise, practices, and paradoxes of these systems, the authors succeed in inspiring us to think how these platforms are changing how we consume, sell, and think about and care for the world. It offers fresh insights that I expect to influence my research and teaching in important ways for a long time.'

– Christine Moorman, Duke University, US and
Editor in Chief, *Journal of Marketing*

With the radical growth in the ubiquity of digital platforms, the sharing economy is here to stay. This *Handbook* explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

2019 424 pp Hardback 978 1 78811 053 2 £170.00 / \$255.00
eBook • Elgaronline



Handbook of Research on Customer Engagement

Edited by **Linda D. Hollebeek**, Montpellier Business School (Montpellier Research in Management), France and Tallinn University of Technology, Estonia and **David E. Sprott**, University of Wyoming, US

'The Handbook of Research on Customer Engagement addresses cutting-edge customer engagement (CE) issues and offers insight into its applications across different contexts. It includes contributions from globally renowned academics in the field and as such, should not be missed by any scholar or manager wishing to better understand or leverage CE. This title comes highly recommended.'

– Moira K. Clark, Henley Business School, University of Reading, UK

2019 544 pp Hardback 978 1 78811 488 2 £160.00 / \$240.00
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Research Handbooks in Business and Management series



Handbook of Research on Identity Theory in Marketing

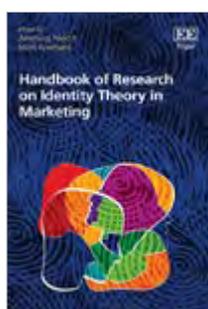
Edited by **Americus Reed II**, University of Pennsylvania and **Mark Forehand**, University of Washington, US

'Understanding the relationship between consumption and identity is a cornerstone of recent consumer research, providing a crucial tool for examining the meaning of consumption and its multiple critical roles in consumers' lives. Reed and Forehand have provided an extremely useful conceptual framework and assembled an outstanding set of authors and compelling chapters detailing the most current ideas, theories, and findings on identity and consumption. This book is an absolute must for any consumer researcher interested in identity!'

– James R. Bettman, Duke University, US

2019 496 pp Hardback 978 1 78811 772 2 £160.00 / \$240.00
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Research Handbooks in Business and Management series



KEY TITLE

How to Get Published in the Best Marketing Journals

Edited by **David W. Stewart**, Loyola Marymount University, Los Angeles and **Daniel M. Ladik**, Seton Hall University, US

"How to" books tend to be a poisoned chalice! They imply a well-defined path to achieving a goal, such as a publication in one of the best marketing journals, but neglect the probability of failure and trouble along the way. Fortunately, this book is an exception. It provides incredibly useful insights into the thorny publication process from the perspective of accomplished authors, editors and reviewers. Collectively, the different guidelines and experiences revealed in this book make it a must read for everyone who aspires to publish in top marketing journals – and a consolation for those who never made it.'

– Bodo B. Schlegelmilch, WU Vienna University of
Economics and Business, Austria

This essential guide, edited by experienced journal editors, is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline. It brings together a wealth of contributors, all of whom are experienced researchers and have been published in the leading marketing journals.

2019 256 pp Hardback 978 1 78811 369 4 £100.00 / \$140.00
May 2020 Paperback 978 1 83910 986 7 c £30.00 / c \$47.95
eBook • Elgaronline



NEW

Handbook of Entrepreneurship and Marketing

Edited by **Ian Fillis**, Liverpool John Moores University and **Nick Telford**, University of the West of Scotland, UK

This timely and incisive *Handbook* provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship.

Emphasising the need for contextual analysis of marketing and entrepreneurial practices, this *Handbook* explores the effectiveness of a variety of behaviours, supporting its insights with relevant theory. Chapters cover areas such as innovation, strategy and networking for SMEs, social media and crowdfunding, and entrepreneurial marketing in the arts, including a focus on the growing phenomenon of cultural entrepreneurship.

Scholars and postgraduate students in entrepreneurship and marketing, and particularly those working on the intersections between them, will find this *Handbook* an invaluable read. Its examination of the efficacy of various practices will also be of great interest to marketing professionals and entrepreneurs themselves.

Aug 2020 c 512 pp Hardback 978 1 78536 456 3 c £190.00 / c \$290.00
eBook • Elgaronline

Handbook of Research on New Product Development

Edited by **Peter N. Golder**, Dartmouth College and **Debanjan Mitra**, University of Connecticut School of Business, US

'This book does an excellent job of summarizing what is known, and importantly what needs to be known, about new product development. Covering topics ranging from idea generation to predicting market-place performance, it is a valuable resource for anyone who wants to be current in this area.'

– Donald Lehmann, Columbia University, US

2018 480 pp Hardback 978 1 78471 814 5 £179.00 / \$270.00
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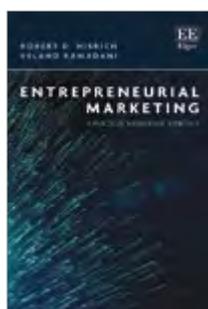
Entrepreneurial Marketing

A Practical Managerial Approach

Robert D. Hisrich, Kent State University, US and
Veland Ramadani, South-East European University,
 Republic of Macedonia

'As someone who has long contended that Marketing should be one of the dominant disciplines in entrepreneurship education and research, I am delighted to discover the publication of Entrepreneurial Marketing. This book makes a major contribution to potential success for leaders of new and growing ventures. The biggest knowledge gap most entrepreneurs have is how to market their products, services and businesses. Readers will want to have this close by for reference when their marketing problems crop up.'

– Frank Hoy, Worcester Polytechnic Institute, US



One key for success of an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. *Entrepreneurial Marketing* focuses on the essential elements of success in order to achieve these needed sales and revenues and to grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of entrepreneurial marketing.

2018 224 Hardback 978178811317 £75.00 / \$120.00
 April 2020 Paperback 978183910838 9 £30.00 / \$45.00
 eBook • Elgaronline

New Methods of Market Research and Analysis

G. Scott Erickson, Ithaca College, US

'This is a wonderfully well-written, highly readable, book that covers the rapidly changing and increasingly complex landscape of data-driven marketing in depth. The distance traveled from "Mad Men-esque" focus groups to sophisticated inferential analyses of vast data arrays is very well captured. Erickson's use of real-life, and very current, examples, to frame critical issues and explain key concepts and details is remarkable. The reader often feels as if he/she is virtual member of a marketing analytics workgroup working on problems for firms like Tesco, Bloomberg, Lego, LiveAnalytics, Amazon, and others.'

– Charles R. Christian, former Director of Employee Analytics,
 Johnson & Johnson



New Methods of Market Research and Analysis prepares readers for the new reality posed by big data and marketing analytics. While connecting to traditional research approaches such as surveys and focus groups, this book shows how new technologies and new analytical capabilities are rapidly changing the way marketers obtain and process their information. In particular, the prevalence of big data systems always monitoring key performance indicators, trends toward more research using observation or observation and communication together, new technologies such as mobile, apps, geo-locators, and others, as well as the deep analytics allowed by cheap data processing and storage are all covered and placed in context.

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