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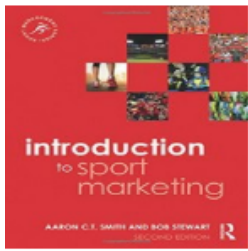
JANUARY 2019







Contents

Introduction to sports marketing	2
Management of information security	3
Strategic advertising management.....	4

[Introduction to sports marketing](#)

Introduction to sports marketing / Aaron C.T. Smith and Bob Stewart.



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Item Information

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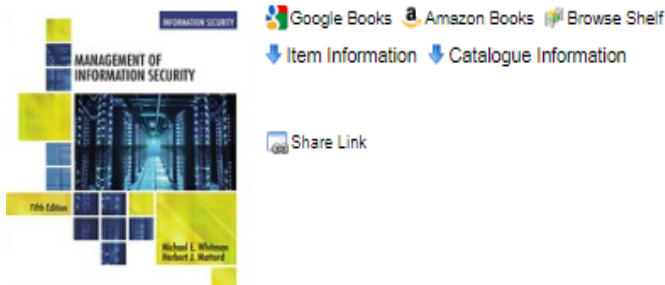
RESERVE TITLE [Beginning of record](#) [Top of page](#)

Catalogue Information

Field name	Details
ISBN	9781138022966 (Paperback)
Classification number	796.068 SMIT
Author	Smith, Aaron, 1972-
Title	Introduction to sport marketing / Aaron C.T. Smith and Bob Stewart.
Edition	Second edition.
Publication Details	London ; New York : 2015. Routledge.
Description	x, 323 pages ; 26 cm.
Unit Code	GHEA Bachelor of Marketing Sports Marketing
Series	Sport Management Series
Bibliography Note	Includes bibliographical references and index.
Contents	1. Sport marketing introduction -- 2. Sport markets -- 3. Sport consumers -- 4. Sport marketing opportunities -- 5. Sport marketing strategy -- 6. Sport products and branding -- 7. Sport pricing -- 8. Sport distribution -- 9. Sport promotion -- 10. Sport sponsorship -- 11. Sport services -- 12. Sport digital marketing and social media -- 13. Sport marketing implementation and control.
Summary Notes	Introduction to Sport Marketing is an accessible and engaging introduction to key concepts and best practice in sport marketing. Aimed at students with little or no prior knowledge of marketing, the book outlines a step-by-step framework for effective sport marketing, from conducting market analysis and developing a strategy, through to detailed planning and implementation. The book has a wider scope than other sport marketing textbooks, recognising that students are just as likely to have to employ their marketing skills in community sport or the not-for-profit sector as in professional sport, and therefore represents the most realistic and useful sport marketing text currently available. Now in a fully revised and updated second edition, the book has expanded coverage of digital and social media, product innovation, services and relationship marketing, and key contemporary issues such as social responsibility and sustainability. It features a much wider range of international cases and examples, covering North America, Europe, and the vibrant and rapidly developing sport markets in Asia-Pacific, the Middle East and Latin America. Every chapter includes a range of useful features to help the reader to engage with fundamental principles and applied practice, such as problem-solving exercises and review questions. Introduction to Sport Marketing is an essential textbook for any degree-level sport marketing course.

[Management of information security](#)

Management of information security / Michael Whitman, Herbert Mattord.



Item Information

Barcode	Shelf Location	Collection	Volume Ref.	Branch	Status	Due Date
301224	658.4 WHIT	Info Tech		QUEEN	Available	
301225	658.4 WHIT	Info Tech		QUEEN	Available	
300639	658.4 WHIT	Info Tech		QUEEN	Available	

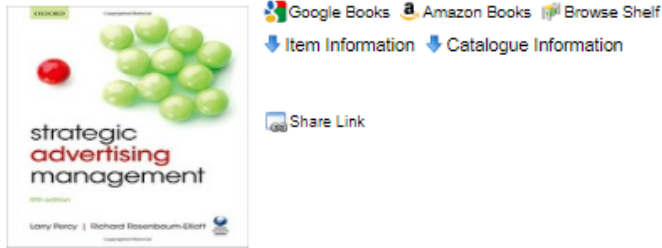
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Catalogue Information

Field name	Details
ISBN	9781306501256
Classification number	658.4 WHIT
Author	Whitman, Michael E., 1964- author.
Title	Management of information security / Michael Whitman, Herbert Mattord.
Edition	Fifth edition.
Publication Details	Boston, MA, USA 2017. Cengage Learning.
Description	xxii, 660 pages ; 24 cm.
Unit Code	Recommended - 11487 Information Security Information Security Bachelor of Information Technology
Notes	Previous edition: 2014. Includes bibliographical references and index.
Contents	Contents note: Introduction to Security -- CNSS Security Model -- The Value of Information and the C.I.A. Triad -- Key Concepts of Information Security: Threats and Attacks -- The 12 Categories of Threats -- What Is Management? -- Behavioral Types of Leaders -- Management Characteristics -- Governance -- Solving Problems -- Principles of Information Security Management -- Planning -- Policy -- Programs -- Protection -- People -- Projects -- Chapter Summary -- Review Questions -- Exercises -- Closing Case -- Discussion Questions -- Ethical Decision Making -- Endnotes -- InfoSec and the Law -- Types of Law -- Relevant U.S. Laws -- International Laws and Legal Bodies -- State and Local Regulations -- Policy Versus Law -- Ethics in InfoSec -- Ethics and Education -- Detering Unethical and Illegal Behavior -- Professional Organizations and Their Codes of Conduct -- Association for Computing Machinery (ACM) -- International Information Systems Security Certification Consortium, Inc. (ISCC) -- SANS -- Information Systems Audit and Control Association (ISACA) -- Information Systems Security Association (ISSA) -- Organizational Liability and the Need for Counsel -- Key Law Enforcement Agencies -- Chapter Summary -- Review Questions -- Exercises -- Closing Case -- Discussion Questions -- Ethical Decision Making -- Endnotes -- The Role of Planning --

Strategic advertising management

Strategic advertising management / Larry Percy, Richard Rosenbaum-Elliott.



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Barcode	Shelf Location	Collection	Volume Ref.	Branch	Status	Due Date
301223	659.1 PERC	Business		QUEEN	Available	

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Catalogue Information

Field name	Details
ISBN	9780198703855 (pbk.) 0198703851 (pbk.)
Author	Percy, Larry author.
Title	Strategic advertising management / Larry Percy, Richard Rosenbaum-Elliott.
Edition	Fifth edition.
Publication Details	Oxford, United Kingdom : [2016] Oxford University Press,
Description	xxiv, 429 pages : illustrations (some colour) ; 25 cm
Unit Code	GHEA Bachelor of Marketing Advertising Management
Notes	Includes bibliographical references and index.
Contents	pt. 1 Overview of Advertising and Promotion -- 1.What are Advertising and Promotion? -- 2.Perspectives on Advertising -- 3.Advertising across Cultural Borders -- pt. 2 Planning Considerations -- 4.What it Takes for Successful Advertising and Promotion -- 5.The Strategic Planning Process -- pt. 3 Developing the Strategic Plan -- 6.Selecting the Target Audience -- 7.Understanding Target Audience Decision Making -- 8.Determining the Best Positioning -- 9.Developing a Communication Strategy -- 10.Setting a Media Strategy -- 11.Digital Media -- pt. 4 Making it Work -- 12.Processing the Message -- 13.Creative Tactics -- 14.Creative Execution -- pt. 5 Integrating Advertising and Promotion -- 15.Sales Promotion and Broader Communication Mix -- 16.Campaign Strategy
Summary Notes	Strategic Advertising Management provides the firm foundation you need to understand the effective strategic planning of advertising and other marketing communications. Renowned experts in the field, the authors draw on their extensive experience to present the essential principles of communication that demonstrate how advertising works. Using real world examples and case studies from a variety of international brands and companies, such as Samsung, McDonalds and Disney, the authors have created a resource that clearly illustrates how theory is put in to practice, and how strategic advertising operates in a global economy. The new edition features more coverage of social media, viral, and online advertising throughout, and a dedicated chapter on 'Digital Media,' ensuring that the book continues to offer students the most complete guide to the rapidly evolving landscape of the advertising industry.Online Resource Centre For Students: Flashcard glossary Additional questions Further reading updates Web links Video links to adverts exemplifying strategies discussed in the book, short films from advertising companies and relevant documentaries For Lecturers: Suggested IPA case histories Suggested classroom exercises PowerPoint slides
Subjects	Sales promotion Advertising -- Management