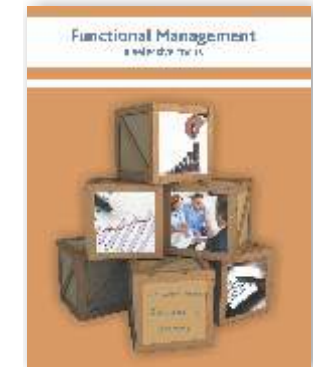
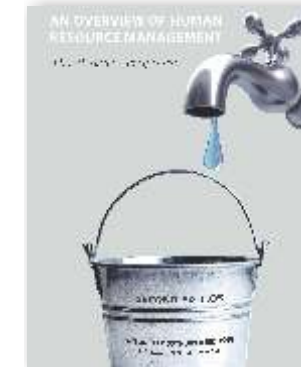




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**Title:** Introduction to Marketing Management

**Authors:** Berndt A, Klopper HB & Oosthuizen TFJ (ed)

**Date of publication:** 2015

**Edition:** 8th

**ISBN:** 978-0-620-63719-0

**Pages:** 170

**Chapters:** 6

**Content:**

- Overview and introduction to marketing
- Buying decisions
- Buyer-driven marketing strategy
- Product and price decisions
- Distribution and integrated marketing decisions
- Services marketing
- Four language terminology list
- List of definitions and descriptions

**Title:** Business Management a functional focus

**Authors:** Nieuwenhuizen C & Oosthuizen TFJ (editors)

**Date of publication:** 2014

**Edition:** 2nd

**ISBN:** 978-0-620-61056-8

**Pages:** 294

**Chapters:** 10

**Content:**

- Financial management, financing and investment decisions
- Human resources and people management
- Information and e-management
- External communications management
- Purchasing and procurement management
- Operations management
- Logistics management
- Marketing management
- Two language terminology list
- List of definitions and descriptions

**Title:** Overview of Human Resource Management: A South African perspective

**Authors:** Oosthuizen TFJ (ed), Coetzee JE, Krüger JM & Meyer D.

**Date of publication:** 2008

**Edition:** 2nd (New edition coming)

**ISBN:** 978-0-86970-660-2

**Pages:** 146

**Chapters:** 6

**Content:**

- Introduction to human resource management
- Recruitment
- Selection
- Career maintenance
- Employment relations
- Human resource challenges and contemporary issues
- Two language terminology list

**Title:** Functional management: a selective focus

**Authors:** Nieuwenhuizen C & Oosthuizen TFJ (editors)

**Date of publication:** 2010

**Edition:** 1st

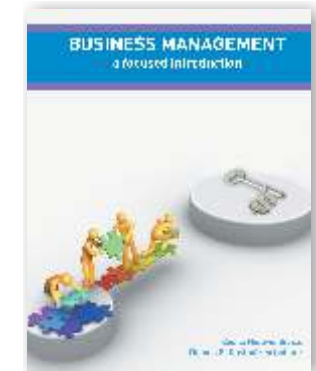
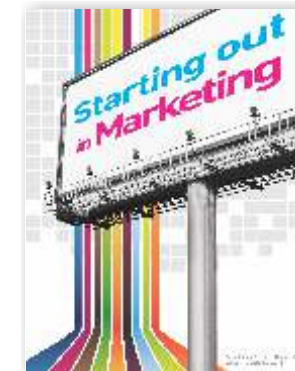
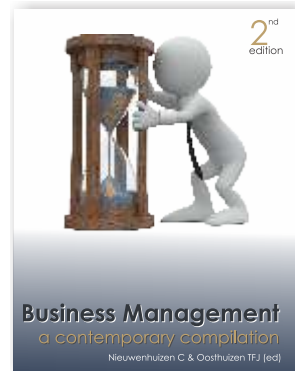
**ISBN:** 978-0-620-47388-0

**Pages:** 145

**Chapters:** 5

**Content:**

- Financial management, financing and investment decisions
- Human resources and people management
- Information and e-management
- External communications
- Two language terminology list



**Title:** Business management a contemporary compilation

**Authors:** Nieuwenhuizen C & Oosthuizen TFJ (editors)

**Date of publication:** 2014

**Edition:** 2nd

**ISBN:** 978--620-0-58521-7

**Pages:** 309

**Chapters:** 12

**Content:**

- Introduction to Business management
- A changing business environment
- Entrepreneurship
- Starting-up a business and the business plan
- Ethics and social responsibility
- The local and global context of business
- Management theory evolution
- Management and tasks: planning, organising, leading & controlling
- Two language terminology list
- List of definitions and descriptions

**Title:** Management success: a task focus

**Authors:** Oosthuizen TFJ (ed)

**Date of publication:** 2013

**Edition:** 2nd

**ISBN:** 978-0-620-54465-8

**Pages:** 170

**Chapters:** 6

**Content:**

- Management theory evolution
- Introduction to Management
- Primary management tasks:
  - Planning
  - Organising
  - Leading
  - Controlling
- Four language terminology list
- List of definitions and descriptions

**Title:** Starting out in Marketing

**Authors:** Berndt A, du Plessis L, Klopper HB, Lubbe I & Roberts-Lombard M.

**Date of publication:** 2009

**Edition:** 1st

**ISBN:** 978-0-86970-666-4

**Pages:** 265

**Chapters:** 8

**Content:**

- Marketing environment
- Segmentation and targeting
- Positioning and differentiation
- Price
- Distribution management
- Retailing in South Africa
- Extended marketing mix
- Relationship marketing
- Two language terminology list
- List of definitions and descriptions

**Title:** Business Management a focused introduction

**Authors:** Nieuwenhuizen C & Oosthuizen TFJ (editors)

**Date of publication:** 2010

**Edition:** 1st

**ISBN:** 978-0-620-44895-6

**Pages:** 148

**Chapters:** 6

**Content:**

- Introduction to business management and the business environment
- Entrepreneurship & starting-up a business
- Ethics and social responsibility
- Purchasing, logistics and operations management
- Two language terminology list