

<b>Modifications to series titles in The Marketing &amp; Management Collection</b>			
<b>Superseded Titles</b>		<b>New Titles</b>	
<b>Superseded series title</b>	<b>Superseded Subtitle</b>	<b>New series title</b>	<b>New Subtitle</b>
Getting the best out of radio advertising	How it works and how to optimize it	Radio Advertising	How it works and how to optimize it
Getting the most out of qualitative market research	Reaching the places other tools cannot reach	Qualitative Market Research	Reaching the places the other tools cannot reach
Latest Thinking Experiential Marketing	Shaping the future of global brands	Experiential Marketing	Shaping the future of global brands
Latest thinking in airport marketing	Gaining a competitive edge in today's changing industry environment	Airport Marketing	Latest Thinking on Gaining a Competitive Edge
Latest Thinking in Contact Center Management	How to succeed in today's dynamic environment	Contact Center Management	How to succeed in today's dynamic environment
Latest Thinking in Magazine Advertising	How to harness the power of a dynamic medium	Magazine and Newspaper Advertising	How to harness the power of two dynamic and influential mediums
Latest Thinking in Marketing Hotels	Addressing the unique challenges of marketing hotels	Marketing Hotels	Addressing the unique challenges of marketing hotels
Latest Thinking in Marketing to the Older Consumer	Marketing techniques to target the fastest growing population demographic	Marketing to the Older Consumer	Techniques to target the fastest growing population demographic
Latest Thinking in Mobile Marketing	How to leverage the mobile channel for marketing	Mobile Marketing	How to leverage the mobile channel for marketing
Latest Thinking in Retail Marketing	Insight into the marketing issues facing a fast-changing sector	Retail Marketing	The marketing issues facing a fast-changing sector
Latest Thinking Nonprofit and Voluntary Sector Marketing	How to use communication effectively to connect with supporters	Nonprofit and Voluntary Sector Marketing	How to use communication effectively to connect with supporters
Understanding Branding and Product Specialization in Hotels	Why and how to brand hotels to maximize their business potential	Branding and Product Specialization in Hotels	Why and how to brand hotels to maximize their business potential

Understanding the Statistics of Direct Marketing	The key methods and calculations explained – clearly and concisely	Statistics of Direct Marketing	Understanding the key methods and calculations
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<b>Modifications to series titles in The Biomedical &amp; Life Sciences Collection</b>			
<b>Superseded Titles</b>		<b>New Titles</b>	
<b>Superseded series title</b>	<b>Superseded Subtitle</b>	<b>New series title</b>	<b>New Subtitle</b>
Current thinking in trends in cancer pain management	Towards optimal symptom management	Cancer Pain Management	advancing towards optimal symptom management
Frontiers of research in autoimmunity	Etiology, pathogenesis, clinical manifestations and diagnostic methodologies Reaching the places other tools cannot reach	Autoimmunity	Etiology, pathogenesis, clinical manifestation and diagnostic methodologies
The diagnosis, treatment and prevention of cerebrovascular disease	A prioritized approach	Cerebrovascular disease	Diagnosis, Treatment and Prevention - a prioritized approach