



Marketing

BEST PRACTICES

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THE DRYDEN PRESS

Harcourt College Publishers

Fort Worth Philadelphia San Diego New York Orlando Austin San Antonio
Toronto Montreal London Sydney Tokyo

Publisher: Michael Roche
Acquisitions Editor: Bill Schoof
Executive Marketing Strategist: Lisé Johnson
Development Editor: Tracy Morse
Project Editor: Rebecca Dodson
Production Manager: Lois West
Art Director: Scott Baker
Picture and Literary Rights Editor: Linda Blundell

Cover Design: Bill Brammer Design

ISBN: 0-03-021109-3

Library of Congress Catalog Card Number: 99-74242

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Address for Domestic Orders

The Dryden Press, 6277 Sea Harbor Drive, Orlando, FL 32887-6777
800-782-4479

Address for International Orders

International Customer Service
The Dryden Press, 6277 Sea Harbor Drive, Orlando, FL 32887-6777
407-345-3800
(fax) 407-345-4060
(e-mail) hbintl@harcourtbrace.com

Address for Editorial Correspondence

The Dryden Press, 301 Commerce Street, Suite 3700, Fort Worth, TX 76102

Web Site Address

<http://www.hbcollege.com>

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Printed in the United States of America

0 1 2 3 4 5 6 7 8 9 048 9 8 7 6 5 4 3 2 1

The Dryden Press
Harcourt College Publishers

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P R E F A C E

NOTES FROM THE *BEST PRACTICES* AUTHOR TEAM

In a market full of traditional and established principles of marketing textbooks, there are at least 16 good reasons to take notice of the intriguing approach taken by *Marketing: Best Practices*. This project combines the expertise of 16 leading marketers into one principles text. Each chapter is penned by an authority from a particular field of marketing. The end result is a principles text that offers a sense of passion and added insight in every chapter that is not found in customary principles of marketing textbooks.

The *Best Practices* author team consists of current Dryden Press textbook authors and selected individuals who are specialists in their respective fields. *Marketing: Best Practices* allowed us as authors to showcase our areas of expertise for the principles market. As a result, *Marketing: Best Practices* covers the latest issues and topics from the field while equipping students with a solid foundation in marketing basics. The *Best Practices* author team and their respective areas of specialization are as follows:

Introduction to Marketing	Peter R. Dickson, <i>University of Wisconsin–Madison</i>
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Product Decisions and Marketing's Role in New Product Development	Abbie Griffin, <i>University of Illinois, Urbana–Champaign</i>
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Integrated Marketing Communications: Advertising, Promotions, and Other Tools	Terence A. Shimp, <i>University of South Carolina</i>

Personal Selling and
Sales Management

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Cornell University

Pricing Strategies
and Determination

Joel E. Urbany,
University of Notre Dame

Marketing on the
Internet

John H. Lindgren, Jr.,
University of Virginia

If we may say so ourselves, the *Best Practices* Author Team is an interesting group of individuals. As a group, the team accounts for more than 362 years of teaching experience at 62 universities, earning 39 teaching awards. Writing is this groups' forté—throughout our collective careers, the *Best Practices* author team has published 112 books and more than 942 articles. As a group, we are genuinely excited to be collaborating with one another and to have the opportunity to influence, educate, and challenge students of marketing. As the dedication to the book indicates, we sincerely wish to make an impact on improving the practice of marketing.

NOTES FROM THE PUBLISHER

16 Experts, One Voice

While *Marketing: Best Practices* includes insight from 16 marketing experts, it offers a single, uniform voice. In addition to his chapter on services marketing, Dr. Doug Hoffman served as consulting editor on the project, enabling this innovative text to have the valued expertise of many but the succinct voice of one.

Since the onset of the project, the publisher, the authors, and the editorial and marketing teams have been committed to the highest level of quality possible. And achieving that uncompromising quality required a very thorough writing, editing, and review process.

As a result of these efforts, each chapter is consistent in format and pedagogy, the writing level is uniform, topics are linked throughout the text, and the copy maintains a lively, energetic tone. However, consistency was not achieved at the expense of content or the authors' individual personalities. Each chapter is purposely a true reflection of its author's personal style and individual marketing expertise.

Real-World Emphasis

Students receive “an insider's view” of marketing issues throughout the text, as the authors relate myriad firsthand accounts from their personal experiences in consulting and research. Readers gain additional insight into real-world marketing practice through experiential exercises, leadership applications, time-management training, career development, cases, and much more. The text and package alike have a strong emphasis on careers, giving students insight into the marketing opportunities available after graduation. For example, each chapter features a *Careers in Marketing* box spotlighting successful individuals—former students and personal acquaintances of the authors—in their various career paths. In addition, Dryden's *Discovering Your Marketing Career* CD-ROM is integrated with the video series accompanying the text.

Technologically Focused

A technology focus is integrated throughout the text and package, as well. A unique Chapter 15 is devoted to Marketing on the Internet. In addition, *Marketing Technologies* boxes are featured in each chapter, integrating chapter concepts with Internet applications and exercises. Web addresses of companies highlighted in text examples are included throughout, and Internet exercises are included in the end-of-chapter material. In addition, the text includes its own comprehensive, interactive Web site:

<http://www.dryden.com/marketing/principles.html>

SUPPORT MATERIALS: A POWERHOUSE PACKAGE

Marketing: Best Practices combines a collection of the strongest names in the market with one of the most innovative and comprehensive packages available. In Dryden tradition, this expansive resource is replete with teaching tools helpful to instructors at all levels of experience, as well as a plethora of insightful, interactive learning tools for students.

Customized Instructor's Manual

Designed to offer support for novice instructors and marketing veterans alike, this comprehensive *Instructor's Manual* includes key term definitions, learning objectives, lecture outlines, answers to critical-thinking questions, answers to the end-of-chapter review questions, teaching notes for the Internet exercises, and answers to the chapter case questions. To ensure quality, each author was individually responsible for the *IM* chapter that corresponds with his or her text material.

Test Bank

Thoroughly reviewed for accuracy, the *Test Bank* includes approximately 3,000 true/false, multiple-choice, short-answer, and essay questions. To ensure the accuracy of quality of the questions, each author was responsible for the *Test Bank* questions for his or her corresponding text chapter. In addition, the *Test Bank* has been reviewed and checked for accuracy by Davis Folsom (University of South Carolina–Aiken), who is also the author of the *Study Guide*. The test questions are tied directly to chapter learning objectives, have corresponding page references, and each question is rated according to its level of difficulty.

Computerized Test Bank

Dryden's newest offering—ExaMaster 99—is a cross-platform program available on CD-ROM that works with the latest versions of Macintosh, Windows, and Windows NT operating systems. ExaMaster 99 includes online testing capabilities, a grade book, and much more.

Comprehensive Study Guide

Designed to enhance student understanding and provide additional practice application of chapter content, this comprehensive learning tool includes chapter outlines, experiential

exercises, self-quizzes, matching exercises for key terms and concepts, multiple-choice review questions, Internet application problems, marketing plan exercises, and solutions to study questions. The *Study Guide* was written by Davis Folsom, University of South Carolina–Aiken. Also included for each chapter are Text Maps,TM contributed by Ruth Taylor of Southwest Texas State University.

Full-Color Transparencies

Over 125 full-color overhead transparency acetates have been created from striking figures in the text.

Cutting-Edge Video Package

Twenty videos are provided to give students insight into how real-world companies apply chapter concepts to their own marketing operations. Videos feature such companies as Yahoo!, Andersen Consulting, Tommy Hilfiger, Kmart, and many others. Videos include interviews with top business executives and successful entrepreneurs. Integrated video cases, found at the back of the textbook, create an even stronger link between the video package and the text.

The videos illustrate such themes as quality, customer satisfaction, brand equity, relationship marketing, teamwork, product revitalization, regulation, and ethics. Additionally, many segments conclude with career profiles of key marketing managers and executives, who discuss their career paths, marketing successes, key managerial skills, the role of marketing, as well as offer personal advice to students entering the field. The video career profiles are coordinated with Dryden's *Discovering Your Marketing Career* CD-ROM.

Incredible PowerPoint Instructor and Student CD-ROMs

Created by Jack Lindgren of the University of Virginia, *PowerPoint Instructor* multimedia presentation brings lectures and classroom discussions to life. Organized by chapter, this extremely user-friendly program enables instructors to custom create their own multimedia classroom presentations, using overhead transparencies, figures, tables, graphs, ads, and more from the text, *as well as video segments and additional material from outside sources*.

Instructors can use the approximate 75 to 125 slides per chapter as is, or expand and modify each chapter's program for individual classes. The software is available in two formats: PowerPoint 95 and PowerPoint 97. The PowerPoint 97 version allows instructors to simply click on links to move from the PowerPoint presentation to Web sites.

The *Student CD-ROM* is an interactive, multimedia supplement. It puts chapter concepts and issues into action, driving home text topics with its full-color ads, figures, graphs, and other text material, video clips, and outside material. In addition, a skeletal marketing plan is included.

Marketing Simulation Game

This innovative Windows-based computer simulation by Robert Schaffer (California Polytechnic State University) offers a traditional simulation game with some new twists. The underlying model is based on the digital camera industry and will help students develop their marketing skills within the framework of an evolving product life cycle. Large classes can play *The Marketing Game* in solitaire mode, with each student competing

against computer-generated opponents. This option greatly reduces classroom game management problems and allows instructors to provide their students with a computer simulation experience that they would otherwise be unable to implement. Because of its link to the Internet, there also is an option to allow competitive play between *teams of students at different universities*.

Discovering Your Marketing Career CD

This expanded version of Eric Sandburg's popular Marketing Career Design Software enables students to explore marketing career opportunities based on their own personal interests and skills. Along with the traditional software's features—self-assessment tools, résumé and letter-writing assistance—this newly expanded CD adds videos, interviews with marketing professionals, and an interactive student study component integrated with chapter material.

In addition, a comprehensive study program and tutorial written in Windows allows students to learn key words and concepts and test their knowledge of each chapter through matching quizzes, true/false tests, and multiple-choice tests. A glossary, chapter outlines, and chapter summaries are included as well. This unique CD-ROM program reinforces text material, provides practical application of chapter concepts, and gives students a real-world taste of actual careers and career paths in today's market.

Best Practices Web Site

Developed by Eric Sandburg, this innovative Web site (<http://www.dryden.com/marketing/principles.html>) is an incredible resource for instructors and students alike. The *Best Practices* Web site gives students hands-on experience using the Internet as a marketing tool. For example, through the online exercises, students can review chapter material and explore the vast resources available online, while a reading room section links users to business journals, daily newspapers, magazines, and marketing publications across the country and around the world.

An online case library includes an extra collection of cases of varying lengths and levels. In addition, the site links instructors to a wealth of teaching resources, bibliographies of articles related to text material, ideas on incorporating the Internet into the classroom, and much more. The resources and Internet-based interactive exercises are organized by topic.

AUTHOR TEAM ACKNOWLEDGEMENTS

Marketing: Best Practices greatly benefited from the quality of reviews provided by numerous colleagues representing a variety of academic institutions. In particular, the *Best Practices* author team is very grateful to the following colleagues for giving their time and insightful direction:

Tim Aurand	<i>Northern Illinois University</i>
Arni Authorsson	<i>College of St. Francis</i>
Mike Barone	<i>Iowa State University</i>
Mark Bennion	<i>Bowling Green University</i>
Edward Bond	<i>Bradley University</i>
Bill Carner	<i>University of Texas–Austin</i>

Sean Dwyer	<i>Louisiana Tech University</i>
Dave Fallin	<i>Kansas State University</i>
Dwayne Gremler	<i>University of Idaho</i>
Steve Grove	<i>Clemson University</i>
Braxton Hinchey	<i>University of Massachusetts–Lowell</i>
Earl Honeycutt	<i>Old Dominion University</i>
Ina Midkiff	<i>Austin Community College</i>
Terry Paul	<i>Ohio State University</i>
Tom Pritchett	<i>Kennesaw State University</i>
Glen Reicken	<i>East Tennessee State University</i>
Alan Sawyer	<i>University of Florida</i>
Don Schreiber	<i>Baylor University</i>
Jane Sojka	<i>Ohio University</i>
Ruth Taylor	<i>Southwest Texas State University</i>
Joyce Young	<i>Indiana State University</i>

Jagdish Sheth would also especially like to thank Dr. Balaji Krishnan, University of Memphis, for the invaluable support provided in the preparation of early versions of the “Consumer Behavior” chapter and related support materials.

We would also like to thank the good folks at The Dryden Press, many of whom we have had the pleasure of knowing for many years through our other text projects. Special thanks to Lisé Johnson, Executive Marketing Strategist, and Bill Schoof, Senior Acquisitions Editor, for initiating the project and navigating it through the parent company of Harcourt College Publishers. Bill and Lisé, thank you for generating and maintaining the level of enthusiasm associated with this project throughout the entire process.

We would especially like to thank Tracy Morse who acted as Senior Developmental Editor. Tracy, words are inadequate to express our gratitude for your monumental efforts in coordinating an author team of 16 academics. It is often said that leading academics is a lot like attempting to herd a bunch of cats. Tracy can now attest to that fact. Thank you, Tracy!

Additional thanks are extended to Rebecca Dodson, Project Editor; Lois West, Production Manager; Scott Baker, Art Director; Bill Brammer, Designer; Mark Humphries, Photographer; and Marcia Masenda, Marketing Assistant for putting the project together... no small task! A number of other good people focused on putting together the *Instructor's Manual*, *Test Bank*, *Study Guide*, and *Video Cases*. We would like to thank Dona Hightower, Martin Meyers, Davis Folsom, Ruth Taylor, Ken Lawrence, and Reshma Shah for their support and dedication to the project.

We would also like to thank the Dryden sales force for supporting this unique project and stirring up the worldwide principles of marketing market. We truly appreciate your efforts in bringing this package to the marketplace and offer our assistance in support of your efforts.

This project has generated a great deal of interest in the academic and publishing communities. We thank the parent company of Harcourt College Publishers for wholeheartedly and enthusiastically accepting and supporting the project.

Finally, each of us would like to thank our families, friends, and colleagues for their support. Writing a text is a time-consuming experience that often takes us away from those who mean the most in our lives. Thank you for your understanding, patience, and encouragement.

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