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Marketing: Connecting with Customers

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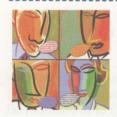
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Preface

Marketing is about connecting with customers. Based on the latest thinking by marketing experts and practitioners, as well as our own research, that fact will be the dominant theme in marketing in the twenty-first century. As in the past, exceptional marketing will continue to be of great benefit to customers, organizations, and society. Dramatic changes in the marketing environment are presenting immense new opportunities for organizations that really connect with customers. This book is about how companies connect with customers, particularly through relationships, through technology, with diversity, globally, and ethically.

Many fascinating stories about marketing successes and failures fill this text, but you need to know more than that to prepare for this exciting field. You need to grasp the tools, techniques, and principles of marketing, as well as how to apply them. To produce value, you have to connect with customers that you can identify and understand. Whether you are majoring in business, the sciences, the arts, or the humanities, marketing is relevant to you. Understanding marketing gives a deeper understanding of how value is formed and how you can create the greatest customer satisfaction possible in competitive environments.



CONNECTING THROUGH RELATIONSHIPS

Relationship marketing is a growing trend, and for good reason. By its very nature, a relationship requires a solid, lasting connection. Relationship marketing is introduced early in the book, emphasizing the tremendous importance of satisfied, loyal customers. Meaningful relationships with customers, happen when all employees within the

organization develop the sensitivity, agility, and desire to satisfy customers' needs and wants. The ways of connecting through relationships is emphasized throughout the book.



CONNECTING THROUGH TECHNOLOGY

Technology's effect on marketing is a focus of discussion in each chapter, and it is featured seamlessly with examples of technologies that are driving progressive marketers. Internet technology is featured throughout. Chapter 1 introduces the Internet use in marketing, in such areas as scanning, communication, distribution, and research. Internet con-

nections to more than 100 leading-edge companies are provided in opening stories and are highlighted in text examples, boxed examples, and cases.



CONNECTING WITH DIVERSITY

Diversity among organizations and customers is a source of tremendous economic strength and opportunity for marketers. An understanding of diversity is ultimately needed by all marketers, even those who do not specifically target diverse

segments. Clearly, progressive companies are moving toward a better understanding of the similarities and differences among various populations. Each chapter has a diversity box, a diversity heading, or both. In addition, diversity is the subject of several chapter-opening vignettes.

CONNECTING GLOBALLY

We live in a world in which the international theme is increasingly recognized as important in all aspects of business. Marketing nearly always takes place in the international arena, so the global connection is woven into numerous principles and examples. You will find headings and references on this subject throughout. Our book is different from others because it covers this material within every chapter, rather than separately.

CONNECTING THROUGH ETHICS

Ethics are critical in all aspects of business, but particularly in marketing, because decisions in this area can affect many groups of people in very different ways. Marketers often face ethical issues. Every chapter of this book identifies ethical dilemmas marketers encounter. In each situation material is provided to help you think about the implications of marketing decisions and resolve inconsistencies. Real-life situations are discussed, and outcomes are identified.

A TOTAL TEACHING PACKAGE—IN AND OUT OF THE CLASSROOM

A successful marketing course has many challenges. Students demand a lively presentation with up-to-the-minute examples, technology provides an enormous amount of material that can be integrated into the course, and there is less time to prepare for all of it. Prentice Hall has been conducting research into the most effective ways to deliver ancillary materials for professors. Through surveys and focus groups, we have gathered a lot of information and suggestions on the most useful materials to provide to the teaching package for *Marketing: Connecting with Customers*. Your suggestions are most appreciated and will help improve these materials further.

Note: Many of the supplements listed below are available in different formats. Print versions are available through your local PH representative along with 3.5" disk versions. You can also download many of these materials from our Web site, PHLIP. See below for a more detailed description of the Web resources which have been developed to support the marketing course.

INSTRUCTOR'S RESOURCE MANUAL

This helpful teaching resource contains chapter overviews, annotated outlines, class exercises, relevant stories and examples to help in class preparation, discussion notes for in-text company cases, and answers to end-of-chapter questions and exercises. The manual also contains a complete listing of all the ancillary teaching resources available for this course along with an overview of the PHLIP Web site.

STUDENT LEARNING GUIDE

Prepared by Gil Harrell, this study guide provides students an overview of each chapter, summarizes the major topics and concepts, and strengthens understanding through situational exercises involving cases, chapter highlights, and quizzes. A section of lecture notes reproduces the transparencies with the chapter outline for easy in-class note taking. This guide is also available as an on-line version.

CW99 AND CME

These on-line features offer study materials as well as a course manager. The Course Management edition offers the following new features: roster, gradebook, and announcements.

TEST ITEM FILE

The Test Item File, prepared by Gil Harrell, contains more than 1,400 items, including multiple choice, true-false, and essay questions. These questions are graded for difficulty and page referenced to the text. The questions are available in a Test Item File booklet and through the PH Custom Test program (in Windows and Mac versions).

POWERPOINT TRANSPARENCIES

A set of PowerPoint slides are available to adopters. The Powerpoint 4.0 files include over 175 slides and present complete lectures, transitional notes from one slide to the next, and selected key text figures (with accompanying note slides).

ACETATE/OVER HEAD TRANSPARENCIES

This first set of acetates includes hard copy of the PowerPoint slides (for those who prefer to use an overhead projector in class) along with a selection of key graphics from the text.

ADVERTISEMENT TRANSPARENCIES

A complete set of acetates of recent ads, both domestic and international, are available. Over 75 ads have been collected, together with teaching notes for each one.

ON LOCATION VIDEOS

A full video library is available to adopters. Over forty segments, focusing on major concepts in marketing, showcase a variety of companies from Nike to Starbucks. These videos are accompanied by written video cases that can be downloaded from the PHLIP Web site. A custom selection of these print video cases can also be packaged with each student copy of the text at no additional charge (custom value pack). The video segments range in length from 8 to 15 minutes and include up-to-the-minute "inside" stories of companies around the world.

PHLIP

Both professors and students can visit the best Web site for *Marketing: Connecting with Customers*! Go to www.prenhall.com/phbusiness and click on PHLIP.

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We would like to thank many individuals who have made important contributions to this book. Without their help it would not have been produced. Literally every aspect of the project, from planning to production, has been aided by an exceptional team of people who have dedicated their time and talent to this project.

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