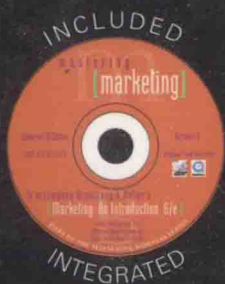


Marketing 6e

An Introduction



ARMSTRONG

PHILIP KOTLER

MARKETING

An Introduction



GARY ARMSTRONG

University of North Carolina

PHILIP KOTLER

Northwestern University

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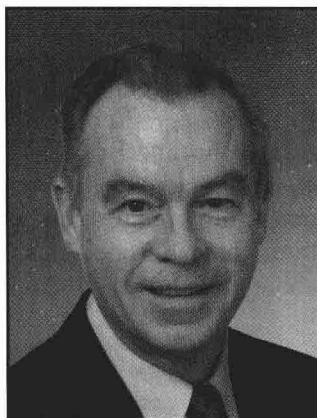
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To Kathy, K.C., and Mandy;
Nancy, Amy, Melissa, and Jessica

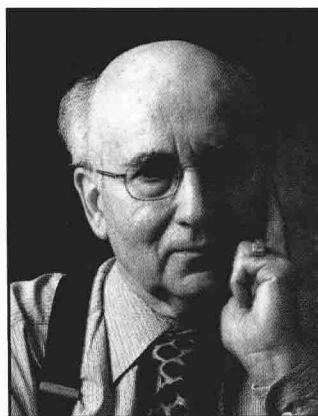
About the Authors

As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Armstrong is an award-winning teacher of undergraduate business students. Professor Kotler is one of the world's leading authorities on marketing. Together they make the complex world of marketing practical, approachable, and enjoyable.

Gary Armstrong is Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and masters degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management, and marketing strategy. But Professor Armstrong's first love is teaching. His Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts include Chair of the Marketing Faculty, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and others. He works closely with business student groups and has received several campus-wide and Business School teaching awards. He is the only repeat recipient of school's highly regarded Award for Excellence in Undergraduate Teaching, which he has received three times.



Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of *Marketing Management: Analysis, Planning, Implementation, and Control* (Prentice Hall), now in its eleventh edition and the world's most widely used marketing textbook in graduate schools of business. He has authored seventeen other successful books and has written over 100 articles in leading journals. He is the only three-time winner of the coveted



Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Dr. Kotler's numerous major honors include the *Paul D. Converse Award* given by the American Marketing Association to honor "outstanding contributions to science in marketing" and the *Stuart Henderson Britt Award* as Marketer of the Year. He was named the first recipient of two major awards: the *Distinguished Marketing Educator of the Year Award* given by the American Marketing Association and the *Philip Kotler Award for Excellence in Health Care Marketing* presented by the Academy for Health Care Services Marketing. He has also received the *Charles Coolidge Parlin Award*, which each year honors an outstanding leader in the field of marketing. In 1995, he received the *Marketing Educator of the Year Award* from Sales and Marketing Executives International. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences (TIMS) and a director of the American Marketing Association. He has received honorary doctoral degrees from Stockholm University, the University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, and the University of Economics and Business Administration in Vienna. He has consulted with many major U.S. and foreign companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled extensively throughout Europe, Asia, and South America, advising and lecturing companies about global marketing opportunities.

Preface

Marketing: An Introduction, Sixth Edition, guides new marketing students down the intriguing, discovery-laden road to learning marketing. Its goal is to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way. Achieving this goal involves a constant search for the best balance among the “three pillars” that support the text—theories and concepts, practices and applications, and pedagogy. *Marketing: An Introduction* provides the most authoritative and up-to-date coverage of marketing theory and concepts, brings the theory to life with real examples of marketing practices, and presents both theory and practice in a way that makes them easy and enjoyable to learn.

In the sixth edition of *Marketing: An Introduction*, we continue to shift the balance between theory, practice, and pedagogy more towards pedagogy—towards providing an effective *teaching and learning tool*. This exciting teaching and learning thrust comes to life through a short, lively design that features a set of “Road to Marketing” learning aids that begins students on their marketing journey. To help students learn, link, and apply important marketing concepts more effectively, *Marketing: An Introduction*, is filled with “road map” learning tools throughout each chapter. These pedagogical guides help students by:

- ◆ challenging them to stop and think at important junctures in their journey
- ◆ previewing chapter material
- ◆ reviewing and linking key chapter concepts
- ◆ providing practical Internet and marketing-application exercises through which students apply newly-learned marketing concepts in realistic situations.

The result is an enhanced learning experience for the student.

Starting Down the Road to Marketing

Marketing is the business function that identifies customer needs and wants; determines which target markets the organization can serve best; and designs appropriate products, services, and programs to serve these markets. However, marketing is much more than just an isolated business function—it is a philosophy that guides the

entire organization. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with important customers. The marketing department cannot accomplish this goal by itself. To provide superior value to customers, it must team up closely with other departments in the company and partner with other organizations throughout its entire value-delivery system. Thus, marketing calls upon everyone

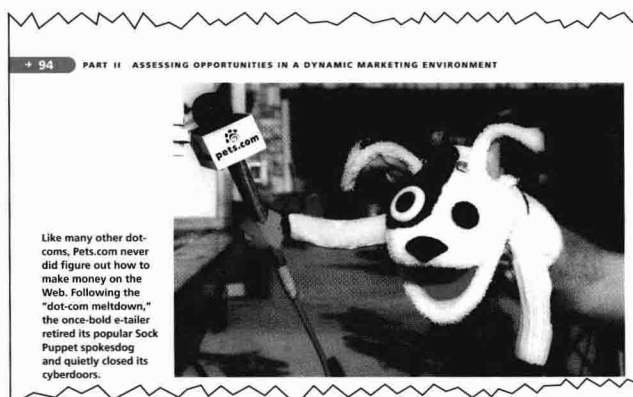


Table 1-1 Marketing Connections in Transition

The Old Marketing Thinking	The New Marketing Thinking
Connections with Customers	
Be sales and product centered	Be market and customer centered
Practice mass marketing	Target selected market segments or individuals
Focus on products and sales	Focus on customer satisfaction and value
Make sales to customers	Develop customer relationships
Get new customers	Keep old customers
Grow share of market	Grow share of customer
Serve any customer	Serve profitable customers, "fire" losing ones
Communicate through mass media	Connect with customers directly
Make standardized products	Develop customized products
Connections with Marketing Partners	
Leave customer satisfaction and value to sales and marketing	Enlist all departments in the cause of customer satisfaction and value
Go it alone	Partner with other firms
Connections with the World Around Us	

in the organization to "think customer" and to do all they can to help create and deliver superior customer value and satisfaction.

Marketing is all around us, and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesalers, and retailers, but by all kinds of individuals and organizations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals, museums, and performing arts groups. No politician can get the needed votes, and no resort the needed tourists, without developing and carrying out marketing plans.

People throughout these organizations need to know how to define and segment a market and how to position themselves strongly by developing need satisfying products and services for chosen target segments. They must know how to price their offerings to make them attractive and affordable, and how to choose and manage intermediaries to make their products available to customers. They need to know how to advertise and promote products so customers will know about them and want them. Clearly, marketers need a broad range of skills in order to sense, serve, and satisfy consumer needs.

Students also need to know marketing in their roles as consumers and citizens. Someone is always trying to sell us something, so we need to recognize the methods they use. And when students enter the job market, they must do "marketing research" to find the best opportunities and the best ways to "market themselves" to prospective employers. Many will start their careers with marketing jobs in sales, retail, advertisement, research, or one of a dozen other marketing areas.

Marketing: An Introduction—A New Learning Approach

Our goal with the sixth edition of *Marketing: An Introduction* is to create an even more effective teaching and learning environment. Most students learning marketing want a broad picture of marketing's basics. They want to know about important marketing principles and concepts and how these concepts are applied in actual marketing management practice. However, they don't want to drown in a sea of details, or to be overwhelmed by marketing's nuances and complexities. Instead, they want a text that guides them effectively and efficiently down the road to learning marketing in an easy to grasp, lively, and enjoyable way.

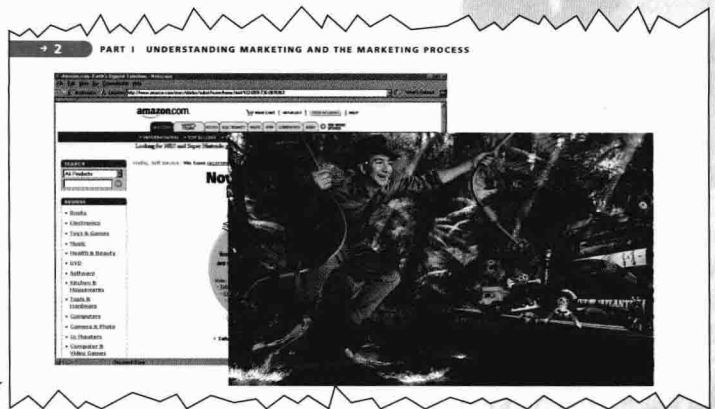
Marketing: An Introduction, Sixth Edition, serves all of these important needs of beginning marketing students. The book is complete, covering all of the important principles and concepts that the marketer and consumer need to know. Moreover, it takes a practical, marketing-management approach—concepts are applied through countless examples of situations in which well known and little known companies assess and solve their marketing problems.

More than ever before, however, the sixth edition of *Marketing: An Introduction* makes the teaching and learning of marketing easier, more effective, and more enjoyable. The "Road to Marketing" aids help students to learn, link, and apply important concepts. The Sixth Edition's length makes it more manageable for beginning marketing students to cover the subject during a given quarter or semester. Its approachable writing style and level are well suited to the beginning marketing student. A livelier design, the abundant use

of illustrations, and new Marketing at Work exhibits and video cases help bring life to the marketing journey.

Marketing: An Introduction, Sixth Edition, tells the stories that reveal the drama of modern marketing:

- ◆ **Ritz-Carlton's** zeal for taking care of customers
- ◆ **Home Depot's** penchant for taking care of those who take care of customers
- ◆ **Amazon.com's** pioneering struggle to become the Wal-Mart of the Internet
- ◆ **Charles Schwab Corporation's** transformation from a traditional "brick-and-mortar" marketer to a full-fledged, industry-leading "click-and-mortar" marketer
- ◆ **Harley-Davidson's** success in selling to "Rubbies" (rich urban bikers) rather than rebels
- ◆ **Caterpillar's** and its dealers' promise to customers of "buy the iron, get the company"
- ◆ **Microsoft's** passion for innovation and its quest for "the Next Big Thing"
- ◆ **Dell Computer's** stunning direct selling formula, which has made Michael Dell one of the world's richest people
- ◆ **General Electric's** massive e-purchasing network which links more than 100,000 trading partners in 58 countries, generating \$1 trillion worth of goods and services purchases annually
- ◆ **Coca-Cola's** international marketing prowess, which has made Coke not only as American as baseball and apple pie but also as English as Big Ben and afternoon tea, as Chinese as ping pong and the Great Wall, as Japanese as Sumo and sushi, and as German as bratwurst and beer.



These and dozens of other examples and illustrations throughout each chapter reinforce key concepts and bring marketing to life.

Changes in the Sixth Edition

The sixth edition of *Marketing: An Introduction* offers important improvements in content, organization, style, and pedagogy.

Content and Organization

As we enter the twenty-first century, the major marketing developments can be summed up in a single theme: *connectedness*. Rapidly changing computer, information, communication, and transportation technologies are making the world a smaller place. Now, more than ever before, we are all connected to each other and to things near and far in the world around us. Moreover, we are connecting in new and different ways. The sixth edition of *Marketing: An Introduction* has been thoroughly revised to reflect the major trends and forces that are impacting marketing in this new, connected millennium. It offers important new thinking and expanded coverage on:

Customers: connecting more selectively, more directly, and for life:

Marketing at Work 1.2

Customer Relationships: Keeping Customers Satisfied

Some companies go to extremes to coddle their customers. Consider the following examples:

- ◆ An L.L. Bean customer says he lost all his fishing equipment—and nearly his life—when a raft he bought from the company leaked and forced him to swim to shore. He recovered the raft and sent it to the company along with a letter asking for a new raft and \$700 to cover the fishing equipment he says he lost. He gets both.

- ◆ An American Express cardholder falls to the ground and asks if

home plumbing repair. He visits the nearby Home Depot store, prowls the aisles, and picks up an armful of parts and supplies—\$67.00 worth in all—that he thinks he'll need to do the job. However, before he gets to the checkout counter, a Home Depot salesperson heads him off. After some coaxing, the salesperson finally convinces the do-it-yourselfer that there's a simpler solution to his repair problem. The cost: \$5.99 and a lot less trouble.

- ◆ A Nordstrom salesclerk stops a customer in the store and asks if

prides itself on a no-questions-asked return policy.

From a dollars-and-cents point of view, these examples sound like a crazy way to do business. How can you make money by giving away your products, providing free extra services, talking your customers into paying less, or letting customers get away without paying their bills on time? Yet studies show that going to such extremes to keep customers happy, although costly, goes hand in hand with good financial performance. Satisfied customers come back again.

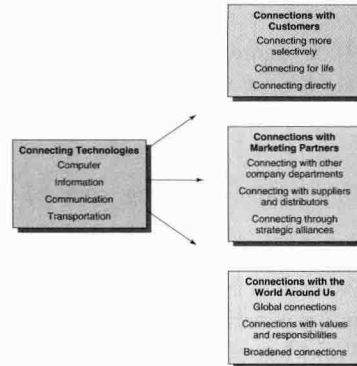


Figure 1-5
Today's marketing connections

- ◆ **Relationship marketing**—developing *profitable customers* and capturing customer lifetime value by building value-laden customer relationships.
- ◆ **Delivering superior customer value, satisfaction, and quality**—attracting, keeping, and growing customers by developing market-centered strategies and “taking care of the customer.”
- ◆ **Connecting technologies**—employing the Internet and other information, computer, communications, and transportation technologies to connect directly with customers and to shape marketing offers tailored to their needs.

Marketing partners: connecting inside and outside the company to jointly bring more value to customers:

- ◆ **The company value chain**—connecting inside the company to create cross-functional, customer-focused teamwork, and integrated action.
- ◆ **Value-delivery networks**—connecting with partners outside the company to create effective supply chains.

The world around us:

- ◆ **Global marketing**—connecting globally with customers and marketing partners. The sixth edition offers integrated chapter-by-chapter coverage plus a full chapter focusing on global marketing considerations.
- ◆ **Marketing ethics, environmentalism, and social responsibility**—reexamining connections with social values and responsibilities. This edition offers integrated chapter-by-chapter coverage plus a full chapter on social responsibility and marketing ethics.
- ◆ **Broadened connections**—the increasing adoption of marketing by nonprofit and government organizations.

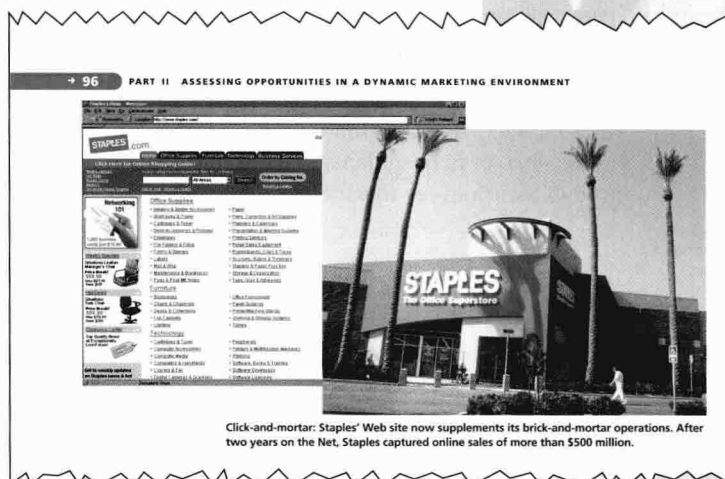
A substantially revised Chapter 1 introduces and integrates these important themes to set the stage at the beginning of the course. The chapter concludes with an innovative new section on the challenges and opportunities marketers will face in the new, connected millennium. A new Chapter 3, *Marketing in the Internet Age*, assesses the impact of the Internet and other technologies on marketing. Recent technological advances, including the explosion of the Internet, have created an Internet age, which is having a dramatic impact on both buyers and the marketers who serve them. To thrive in this new Internet age—even to survive—marketers must rethink their strategies and practices. This new chapter introduces marketing in the Internet age and the exciting new strategies and tactics that firms are applying in order to prosper in today's high-tech environment. The chapter

explores major forces shaping the Internet age; major e-commerce and e-marketing developments in B2C, B2B, C2C, and C2B domains; and strategies and tactics for setting up a successful e-commerce presence.

Additionally, each chapter of the sixth edition of *Marketing: An Introduction* provides fresh new material on everything from Internet research and the virtual reality displays that test new products to the high-tech approaches of the e-commerce marketers who sell them. Students will learn about the wonders of new marketing technologies, from the Internet, database marketing, customer relationship marketing, and Web-based marketing research to mass customization, Internet business-to-business purchasing networks, Web-based personal selling, and technological advances in marketing logistics. New and revised Traveling the Net sections at the end of each chapter provide exercises that guide students through the fascinating world of marketing and the Internet.

Additional new material has been added on a wide range of subjects, including customer management and assessing customer value, brand equity and brand management, value propositions and positioning, experiences marketing, the new direct marketing model, "markets-of-one" marketing, internal and online marketing databases, Internet and online marketing research, cross-functional partnering and supply chain management, business-to-business marketing on the Internet, value pricing, integrated marketing communications, diversity, environmental sustainability, international marketing strategy, and much more.

The Sixth Edition contains many other important changes. New chapter-opening examples and Marketing at Work exhibits illustrate important new concepts with actual business applications. Countless new examples have been added within the running text. All tables, figures, examples, and references throughout the text have been thoroughly updated. The sixth edition of *Marketing: An Introduction* contains numerous new photos and advertisements that illustrate key points and make the text more effective and appealing. The new video cases that accompany the text help to bring the real world directly into the classroom.



CHAPTER 5 MANAGING MARKETING INFORMATION 163

Information is the currency of the new economy.

This is Dial-g.

Online database services such as Dialog put an incredible wealth of information at the key-boards of marketing decision-makers. Dialog puts "information to change the world" at your fingertips.

→ 106 PART II ASSESSING OPPORTUNITIES IN A DYNAMIC MARKETING ENVIRONMENT

Marketing at Work 3.3
The New World of E-Mail Marketing

E-mail is the hot new marketing medium. In ever-larger numbers, e-mail ads are popping onto our computer screens and filling up our e-mailboxes. What's more, they're no longer just the quiet, plain-text messages of old. The new breed of e-mail ad is designed to command your attention—loaded with glitzy features such as animation, interactive links, color photos, streaming video, and personalized audio messages.

tomers to "opt in" or "opt out," ensuring that e-mails are sent only to customers who ask for them. "That leaves marketers largely immune from the wrath of privacy advocates and spam fighters," states *Business Week* writer Arlene Weintraub.

Another advantage of e-mail ads is that companies can track customer responses—how many people open the message, who clicks through to the Web site, and what

April and sold 2.4 million copies in its first week—the biggest opening since SoundScan started tracking sales in 1991. "E-mail is a technology that kids are really into, so it was a great direct-hit way to get to them," says Jeff Dodes, vice-president for new media and Internet operations at Zomba.

Kids aren't the only target for e-mail ads. Customers of golf-supply retailer Chipshot.com—average age 41—received e-ads for a

Learning Aids

The following “Road to Marketing” learning devices dispersed at critical points throughout the chapter help students to learn, link, and apply major concepts as they progress through their journey toward learning marketing.

Road Map

Previewing the Concepts: A section at the beginning of each chapter briefly previews chapter concepts, links them with previous chapter concepts, outlines chapter learning objectives, and introduces the chapter-opening vignette.



ROAD MAP: Previewing the Concepts

In the last chapter, you learned about the complex and changing marketing environment. In this chapter, we'll look at how companies develop and manage information about important elements of the environment—about their customers, competitors, products, and marketing programs. We'll examine marketing information systems designed to give managers the right information, in the right form, at the right time to help them make better marketing decisions. We'll also take a close look at the marketing research process and at some special marketing research considerations. To succeed in today's marketplace, companies must know how to manage mountains of marketing information effectively.

► After reading this chapter, you should be able to

1. explain the importance of information to the company
2. define the marketing information system and discuss its parts
3. outline the steps in the marketing research process
4. explain how companies analyze and distribute marketing information

Speed Bump

Linking the Concepts: “Concept checks” inserted at key points in each chapter as “speed bumps” slow students down to be certain they are grasping and applying key concepts and linkages. Each speed bump consists of a brief statement and a few concept and application questions.



Linking the Concepts

Pull over here for a moment and think about how deeply these demographic factors impact all of us and, as a result, marketers' strategies.

- Apply these demographic developments to your own life. Think of some specific examples of how the changing demographic factors affect you and your buying behavior.
- Identify a specific company that has done a good job of reacting to the shifting demographic environment—generational segments (baby boomers, GenXers, or Generation Y), the changing American family, and increased diversity. Compare this company to one that's done a poor job.

Rest Stop

Reviewing the Concepts: A summary of key concepts at the end of each chapter reviews chapter concepts and the chapter objectives.



Rest Stop: Reviewing the Concepts

In the last chapter, this chapter, and the next two chapters, you'll examine the environments of marketing and how companies analyze these environments to discover opportunities and create effective marketing strategies. Companies must constantly watch and adapt to the *marketing environment* in order to seek opportunities and ward off threats. The marketing environment comprises all the actors and forces influencing the company's ability to transact business effectively with its target market.

combination of good quality and service at a fair price. The distribution of income also is shifting. The rich have grown richer, the middle class has shrunk, and the poor have remained poor, leading to a two-tiered market. Many companies now tailor their marketing offers to two different markets—the affluent and the less affluent.

3. Identify the major trends in the firm's natural and technological environments.

The *natural environment* shows three major trends: shortages of certain raw materials, higher pollution levels, and

1. Describe the environmental forces that affect the

3. It has been said that the single most important demographic trend in the United States is the changing age structure of the population. Characterize the differences between Baby Boomers, Generation X, and Generation Y. Using a personal computer for your example, indicate how this product should be sold to someone in each of the three aforementioned generations. Lastly, let us call the next generation on the horizon Generation D (the

ment perspective take positive proactive stances when confronted with problems rather than merely reacting to adversity. After reading about the controversies presented in Marketing at Work 4-4, assume your company is under attack by Mr. Richard Hatch. What would you do to meet the situation with proactive measures? What could you do to minimize negative publicity and consumer response? Explain your plan.

Mastering Marketing

The multimedia tool that means business. This technologically innovative CD-ROM uses video and interactive exercises to actively engage students in learning core marketing concepts.



Mastering Marketing

Understanding one's environment is critical for any marketing manager. An environmental management perspective can literally make or break a company. Examine each of the environments and their respective publics faced by CanGo. List the critical factors in each of these environ-

ments that must be proactively met by its marketing plan to be implemented. Examine each of the environments, which one do you think will be the most critical to the firm's long-term success? Explain your plan.



CD-ROM INCLUDED

sites engage consumers in an interaction that will move them closer to a direct purchase or other marketing outcome. Beyond simply setting up a site, companies must

Despite these challenges, most companies are rapidly integrating online marketing into their marketing strategies and mixes.



Navigating the Key Terms

For a detailed analysis of the meaning and importance of each of the following key terms, visit our Web page at www.prenhall.com/kotler.

B2B (business-to-business)
e-commerce
B2C (business-to-business)
e-commerce
C2B (consumer-to-business)

C2C (consumer-to-consumer)
e-commerce
Click-and-mortar companies
Click-only companies
Corporate Web site
Customerization
E-business
E-commerce
E-marketing
Extranet

Intranet
Marketing Web site
Online advertising
Open trading networks
Private trading networks
Viral marketing
Web communities
Webcasting

Demography

Marketing environment

Navigating the Key Terms

A list of the chapter's key terms and an accompanying Web site provide a detailed analysis of the meaning and importance of each term.



Travel Log

The following concept checks and discussion questions will help you to keep track of and apply the concepts you've studied in this chapter.

Concept Checks

Fill in the blanks, then look for the correct answers.

1. A company's _____ consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target

5. One distinguishing characteristic of Generation Y is their utter fluency and comfort with computer, digital, and Internet technology. For this reason, this generation has also been called _____.

6. One of _____ laws is that as family income rises, the percentage spent on food declines.
7. Marketers should be aware of several trends in the natural environment. Chief among these are the _____.

Travel Log

Concept checks and discussion questions help students to keep track of and apply what they've studied in the chapter.



Traveling on the Net

Point of Interest: Placing Ads and Promotions Online

Move over Barnes and Noble, a new (yet old) player is about to take some of your bookselling business away. Borders (www.borders.com) booksellers is tired of finishing last when it comes to innovations on the Web. The Borders team is betting that its HTML-based e-mail campaign will be just what the doctor ordered to cure its many ills. With only \$27 million in Internet sales last year, Borders certainly has room for improvement. However, its new tactic of adorning HTML-based e-mail messages with colorful graphics, images, and Web links means that Borders is delivering a message that looks and acts like a Web page.

Campus Books (www.campusbooks.com), Books-a-million (www.bamm.com), eCampus (www.ecampus.com), and Half Price (www.halfpricebooks.com) sites?

2. What online advertising techniques described in the chapter were used on the Borders Web site? On the competitive Web sites?
3. Considering the challenges facing e-marketing in the future, what do you think of using the "cookie" technique to collect data on customers? Under what circumstances would the approach be acceptable to you? When would it be unacceptable?
4. If the Borders approach is successful in getting con-

Traveling the Net

Application exercises and questions guide students through the fascinating real world of marketing and the Internet.



MAP—Marketing Applications

MAP Stop 3

One of the oldest forms of marketing and promotion is word-of-mouth. In the new Internet age, word-of-mouth has become known as viral marketing. Viral marketing is really quite simple—tell a friend to tell a friend that something is hot and worth noticing. This has worked successfully with the Doom video game, *The Blair Witch Project* movie, Harry Potter books, Razor scooters, and Chrysler's PT Cruiser automobile, to name only a few. To create "buzz," the viral marketer targets a group of carefully chosen trend leaders in a community who are likely to use phone or Internet communication to spread the

viral marketers have learned it is this: start consumers talking and you will start selling.

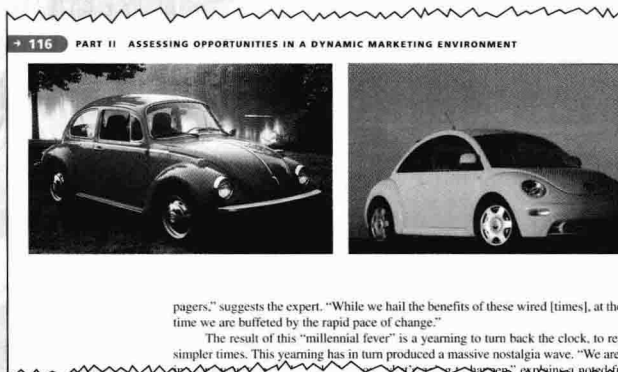
Thinking Like a Marketing Manager

1. What applications can you think of for viral or buzz marketing on the Internet?
2. List three products that you have heard about from friends. Describe what you were told, how this matched ad claims, what action you took because of the information, and how likely you were to buy the products.
3. Assume you are the marketing manager for a new

MAP—Marketing Applications

Interesting case histories, real-life situations, and timely descriptions of business situations put students in the place of a marketing manager so they can make real marketing decisions.

Additional Learning Aids



paggers," suggests the expert. "While we hail the benefits of these wired [times], at the time we are buffeted by the rapid pace of change."

The result of this "millennial fever" is a yearning to turn back the clock, to ret simpler times. This yearning has in turn produced a massive nostalgia wave. "We are

Full color figures...

vivid photographs, advertisements, and illustrations.

Throughout every chapter, key concepts and applications are illustrated with strong, full-color visual materials.

Chapter-Opening Vignettes

Each chapter starts with a dramatic marketing story that introduces the chapter material and arouses student interest.



Marketing at Work Exhibits

Additional examples and important information are highlighted in Marketing at Work exhibits throughout the text.



Video Cases

Every chapter is supplemented with a written case that also has a video component that brings the material to life.

Video Case 1

The Journal News: How You Know Newspapers and Customers

"Unlike many other products, newspapers have the ability to create a relationship with their customers every single day. Each day we deliver a completely new product to all of our customers," said John Green, vice president of marketing for The Journal News. "If customers want to read sports first, they pull that out of the paper; if they want business, they go there first. They can participate in the newspaper in a way that's comfortable for them. That's building a relationship with the reader."

What attracts customers to a newspaper like The Journal News to begin the relationship-building process? "We deliver a person's local world," said John. The Journal News sells in Westchester, Rockland and Putnam counties, and the Hudson River

Management chose the name *The Journal News*, taken from the *Rockland Journal News*. By dropping the word *Rock*, the newspaper ceased to be identified with just one geographic area. If it had chosen *The Tarrytown Daily News*, resident places such as Yonkers and White Plains could have used the name to claim "That's not our paper." Because Rock County is on the other side of the Hudson River, Westchester and Putnam counties, customers in those counties were less familiar with the name and didn't associate it with a specific geographic area.

The Journal News comes in four editions: the north central, and southern editions for Westchester and Putnam counties and a Rockland edition for Rockland County; each edition, the staff is able to localize the news to that particular region. Of course, sections such as business and life and even classifieds can stay the same across all editions. Having four editions provides the opportunity to increase

Glossary

At the end of the book, an extensive glossary provides quick reference to the key terms found in the book.

Appendixes

Two appendixes, "Marketing Arithmetic" and "Careers in Marketing," provide additional, practical information for students.

Indexes

Author, company and subject indexes reference all information and examples in the book.

A Total Teaching and Learning Package

A successful marketing course requires more than a well written book. Today's classroom requires a dedicated teacher and a fully-integrated teaching system. A total package of teaching and learning supplements extends this edition's emphasis on effective teaching and learning. The following aids support *Marketing: An Introduction*.

For the Instructor

- ◆ **On Location—Custom Case Videos for Marketing.** A new set of custom videos accompanies the sixth edition, together with new video cases. The new video cases include companies such as Exclusively Weddings (segmentation and targeting), Clarins (distribution), and American Standard (integrated marketing communications).
- ◆ **Instructor's Resource Manual.** This teaching guide contains chapter-by-chapter teaching outlines and answers to end-of-chapter problems and applications. Throughout, this guide places special emphasis on media supplements such as PowerPoint slides and Web resources. The guide also includes Internet exercises and class projects.
- ◆ **Test Item File.** Acclaimed by users, this test bank has been carefully revised and tested. The test bank includes up to 85 multiple choice and true/false questions per chapter, together with essay and application questions. All questions are graded for difficulty and include section references.
- ◆ **Windows Test Manager.** The PH Test Manager offers electronic test generation and answer keys. All questions can be edited and scrambled to create fully customized tests.
- ◆ **Color Transparencies.** PowerPoint slides and text figures are available as acetate transparencies and as electronic files on disk.
- ◆ **PowerPoint Slides.** Up to 25 slides per chapter, this set of lecture aids follows the chapter outline and also offers additional material from outside the text. These files are also included on the CW Web site.
- ◆ **Instructor's Resource CD.** This handy resource provides one source for all your supplement needs. The CD contains the entire Instructor's Resource Manual, Test Item File, and PowerPoint Slides.
- ◆ **CW (Prentice Hall's Learning on the Internet Partnership).** This Web resource provides professors with a customized course Web site that features a complete array of teaching material including downloadable versions of the Instructor's Resource Manual and PowerPoint slides, plus great resources such as current events and Internet exercises. Also included is an interactive and exciting online Student Study Guide. Try the syllabus builder to plan your course. Go to www.prenhall.com/kotler to preview this resource.

For the Student

Marketing: An Introduction, Sixth Edition, can be packaged with any of the following student media supplements:



- ◆ **Mastering Marketing CD-ROM from the Mastering Business Series.** Included with every copy of this text. This technologically innovative CD-ROM uses video and interactive exercises to actively engage students in learning core marketing concepts. *Mastering Marketing* is tied directly to the text through sections at the end of every chapter.



- ◆ **Marketing Plan Pro CD-ROM.** Available at a modest extra charge in a package, this highly-acclaimed program enables students to build a marketing plan from scratch. Marketing Plan Pro also includes sample marketing plans. It is the best commercially available marketing plan software.

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