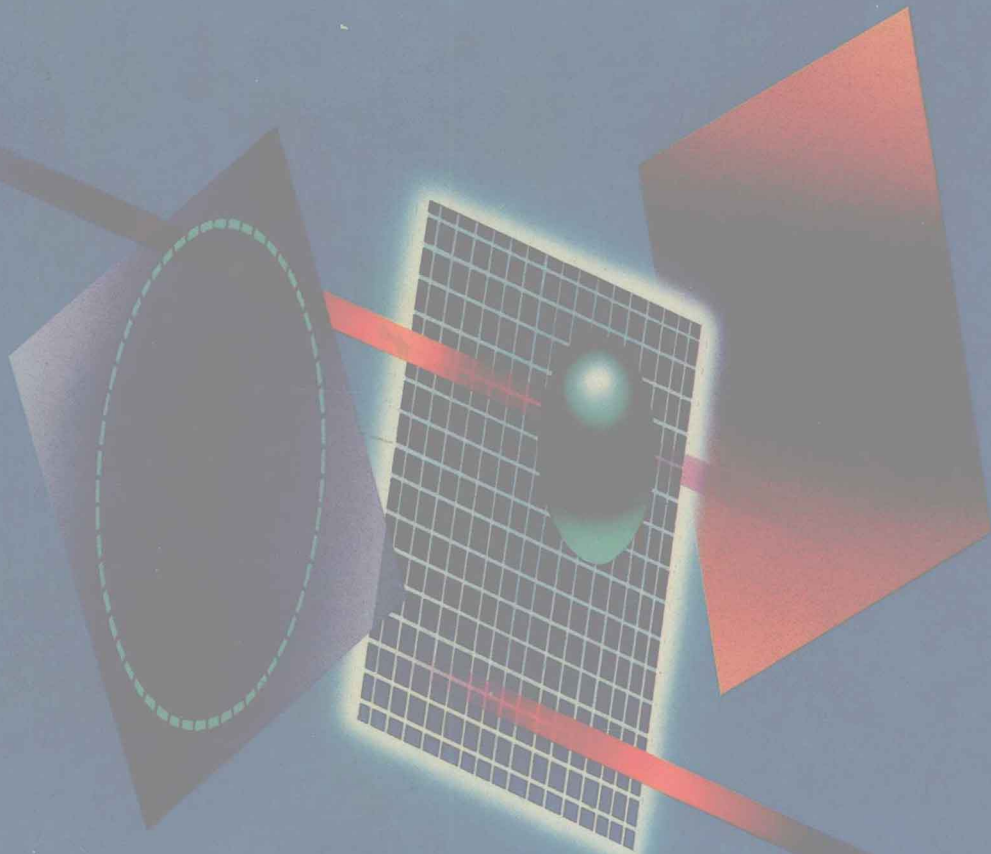


MARKETING

WILLIAM ZIKMUND / MICHAEL D'AMICO



THIRD EDITION

MARKETING

WILLIAM ZIKMUND / MICHAEL D'AMICO

OKLAHOMA STATE UNIVERSITY

THE UNIVERSITY OF AKRON

THIRD EDITION



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TO THE STUDENT: A Student Learning Guide for the textbook is available through your college bookstore under the title Study Guide to accompany **MARKETING**, Third Edition by Jim Grimm of Illinois State University. The Student Learning Guide can help you with course material by acting as a tutorial, review, and study aid. If this Guide is not in stock, ask the bookstore manager to order a copy for you.

P R E F A C E

This third edition of **MARKETING** presents a lively picture of the field of marketing—a dynamic, competitive, and creative activity that is part of each of our everyday lives. Our goal was to write a book that explains the academic subject of marketing in a way that is readable, practical, and timely. We want students to appreciate how valuable marketing activities are to organizational success. **MARKETING** stresses the logic of marketing management, relating strategies and tactics to competitive situations. The concept of effective marketing is emphasized throughout the book, so that students will recognize that there is a difference between intuitive (“seat-of-the-pants”) decision-making and informed, intelligent decision-making based on an understanding of marketing planning and strategy.

You will find that the writing style in **MARKETING** carefully blends marketing concepts and practical examples to help students grasp the essence of effective marketing. Theoretical concepts, such as those found in the study of consumer behavior, are presented so that students will see the utility of these concepts to marketing practitioners. Numerous authentic, easy to understand examples help students to gain additional insight and perspective.

We have put forth our best effort. We hope students will learn how marketing managers recognize and analyze relevant factors in the business environment and make adjustments to marketing variables so that the organization may effectively, efficiently, and profitably serve its customers.

Organization of the Text

We have changed the organization of the third edition of **MARKETING** from that of previous editions. This new organization is a response to the suggestions of users of the first two editions. The text is now divided into eight parts. Part One introduces some fundamental ideas of marketing, including the marketing concept, the business environment in which the marketing manager must operate, and the basics of marketing strategy.

Part Two discusses market segmentation and information management. In this section, the difference among markets is explained. Further, we emphasize marketing information systems that support effective marketing decisions.

Part Three, Consumer Behavior, now consists of three chapters dealing with both consumer and organizational buying behavior. The first of these provides a model that overviews consumer buying behavior, with a concentration on the psychological dimensions of the decision-making process. The next chapter identifies and explains the sociological and cultural factors that influence consumer decision-making. The final chapter in this part, Organizational Buying Behavior, is new to this edition. It focuses on the nature of buyer behavior in organizations (business, government, and other kinds of organizations).

Part Four, Product Strategy, discusses the elements of products, the product life cycle, and product strategies for new and existing products. Part Five, Distribution, focuses on how products are delivered to customers. It covers distribution institutions (including wholesalers and retailers), distribution strategies, and the physical distribution process. Part Six, Promotion Strategy, covers advertising, sales promotion, publicity, selling, and sales management, all from the perspective of executing effective marketing strategy.

Part Seven, Pricing Strategy, is completely revised in this edition. This section now consists of two rather than three chapters: The first introduces pricing concepts and the second covers pricing strategies and tactics. This material shows how price plays a role in the economic allocation of goods and the practical role of price in developing an effective marketing strategy.

Part Eight, Marketing Management, concludes the text and has the goals of showing how all the topics so far covered are integrated into an effective marketing strategy and the relevance of these ideas in multinational marketing and the marketing of services. The text concludes with a review of the social responsibilities of marketers.

Special Features of the Third Edition

This new edition includes many features designed to make the book interesting, accessible, and easy to understand.

- Chapter opening vignettes describe an actual situation relevant to each chapter's subject. These are designed to focus attention on the central issues of each chapter.
- Unique "What Went Right?" and "What Went Wrong?" boxes are interspersed throughout each chapter to illustrate successes and failures in specific marketing situations and to provide insight about strategic decision making.
- Pedagogical features, such as chapter learning objectives, boldfaced terms with in-text definitions, end of the chapter questions, chapter summaries keyed to the learning objectives, lists of key terms, an extensive end of the chapter glossary, a name index, and a subject index, were carefully constructed with students' needs in mind.
- A full color graphic design, blending function and form, highlights key concepts and enlivens the ideas presented.
- A complete selection of cases for each part of the book appears in part nine.

The Supplement Package

MARKETING, Third Edition is not just a textbook for the marketing course, but is rather the central component of a complete package of items designed to help students learn and instructors teach this course. This package consists of the following elements for instructor and student use:

- **STUDENT STUDY GUIDE** Written by Professor Jim Grimm of Illinois State University, this is a comprehensive guide designed to help students systematically work through the ideas in each chapter and features exercises of several types, including sample test questions to assist students in preparing for exams. For those interested, Triviability, a software marketing review game (for IBM PC) is also available to accompany the Study Guide.
- **THE MARKETING PROBLEM SOLVER** Spreadsheet Problems for Marketing. This software supplement (for IBM PC) includes self-contained spreadsheet problems to correspond with each chapter in the text.
- **COURSE DEVELOPMENT GUIDE** This guide provides instructors with detailed guidelines for organizing lectures around each chapter and using videos, transparencies, and other materials that accompany the text.
- **INSTRUCTOR'S MANUAL** This instructor's aid includes detailed answers to all end-of-chapter questions, solutions to end-of-chapter cases, and printed masters of a large selection of tables and other illustrative material for making transparencies.
- **TEST BANK** The test bank has been completely redone with special attention paid to the quality of questions. Questions are keyed to text pages and are classified as to type of question and level of difficulty. The test bank is available in both printed and computerized format (for IBM PC).
- **TRANSPARENCIES** There are over one hundred transparency acetates available to instructors, many in four color, which are taken from key text illustrations plus additional illustrations not in the text.
- **VIDEOS** A special Video Anthology illustrating marketing principles at work in several American companies is available for use in class. A selection of videos prepared by Wilson Learning Corporation, one of the largest sales training companies in the United States, is also available.

Acknowledgments

The long and arduous task of developing a textbook would be more difficult, if not impossible, without the help of one's colleagues. We would like to acknowledge and thank the following professors who have reviewed, criticized, and made the kinds of suggestions needed to create and refine the current version of **MARKETING**. Many of the suggestions offered by the following professors of marketing were incorporated into the first two editions:

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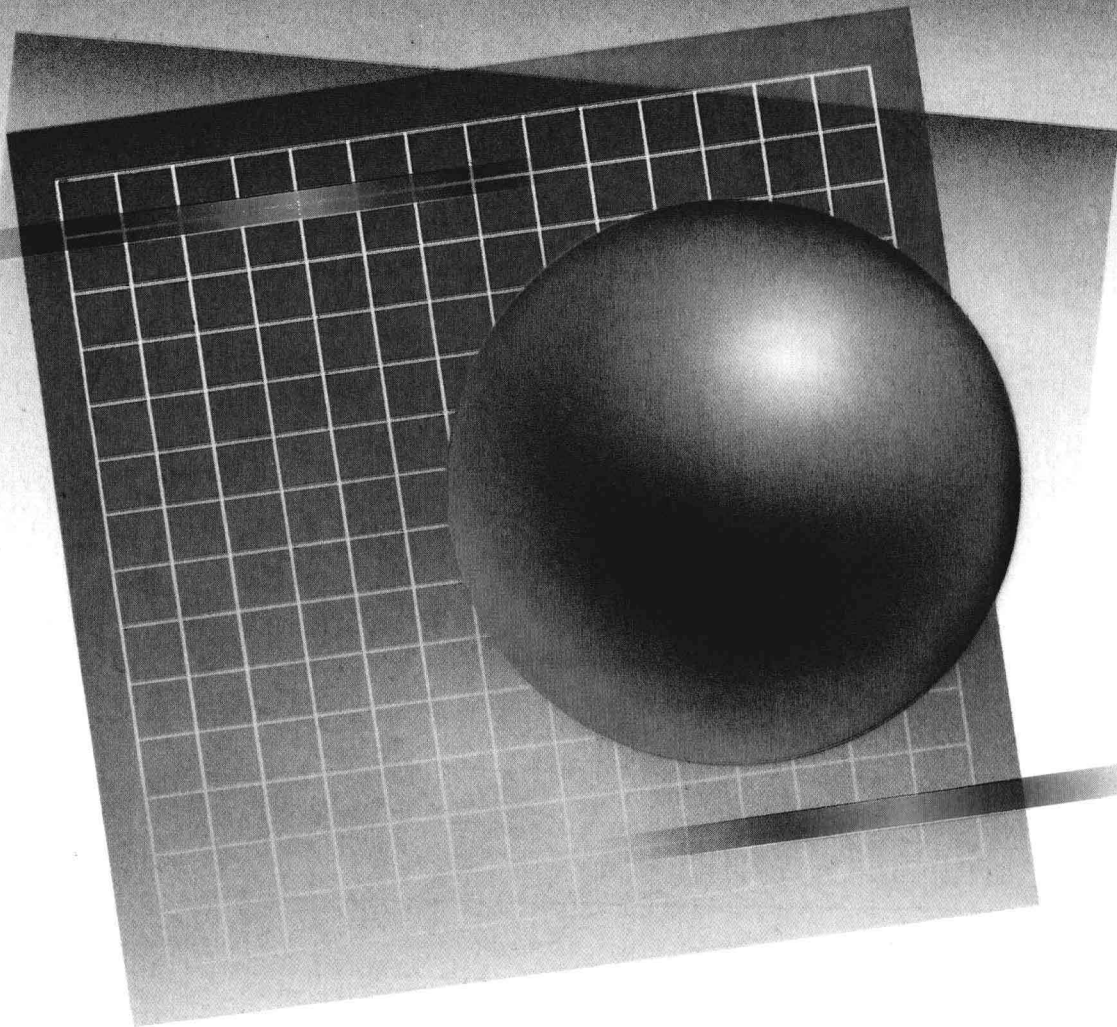
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This book and its accompanying package represent the hard work of not only the authors but of many others at our publisher, John Wiley & Sons. Our editor, John Woods, came in late in the project and was like a replacement quarterback who enters the game in the fourth quarter, rallies the troops, and helps the team score several quick touchdowns. We greatly appreciate his help. John had the assistance of Barbara Heaney, developmental editor, and Joan Kalkut, managing editor, who worked closely with us to make sure all the pieces came together. The efforts of production supervisor, Linda Muriello, copyediting supervisor, Gilda Stahl, designer, Sheila Granda, and photo research manager, Stella Kupferberg have resulted in a textbook that is lucid, beautiful, and a wonderful example of the state-of-the-art in college publishing. Diane Best's help in researching and developing our Video Anthology is also deeply appreciated. Joan Kirkendall's contributions have been acknowledged in former prefaces. Anyone who can manage the scribbles of the manuscript stage for 10 years has the tolerance of Job.

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William G. Zikmund
Michael F. d'Amico



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