

marketing

second
canadian
edition



Joel R. Evans

Barry Berman

William J. Wellington

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Second Canadian Edition

Joel R. Evans

Hofstra University

Barry Berman

Hofstra University

William J. Wellington

University of Windsor

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To
Linda, Stacey, and Jennifer
Linda, Glenna, and Lisa
Christine, Roger, and Pamela

Preface

(preface)
序言

千禧 (millennium)

These are very exciting times for all of us. The beginning of the new millennium has been ushered in with massive and exciting Year 2000 celebrations, Y2K problems and the arrival of e-commerce. These events represent more steps in the global movement towards service-driven rather than production-driven economies. Business people have felt the need to acquire a greater understanding and interest in customer service and customer satisfaction, and greater focus on consumer diversity in the marketplace. The power of computers and the database information created with and used by e-commerce firms are helping business people satisfy these needs. Free-market economies are fully emerged in Eastern Europe and the Asian economic crisis appears to have passed. These technological and economic changes have meant that business and government must grapple with such ethical issues as the consumer's right to privacy, the impact of deregulation on society, and many similar events.

e-commerce 电子商务/贸易

variety n. 多样性, 多样性

ethical 道德的, 伦理的

privacy n. 隐私, 秘密
deregulation n. 违反规定, 反规

intrigue (intriguing) 引起... 兴趣

阴谋

The years ahead promise to be even more intriguing as e-commerce becomes a \$100 billion dollar industry, the European Union becomes more strongly unified, the North American countries make their markets further accessible to one another with NAFTA, opportunities in developing nations grow, technological advances continue, and we try to cope with slow-growth economies in various parts of the globe. A thorough understanding and appreciation of marketing have always been important and will remain so as the new millennium unfolds.

We believe that a good marketing textbook must do several things in order to provide this critical understanding. It should incorporate both traditional and contemporary aspects of marketing, including the careful consideration of environmental factors; address the roles of marketing and marketing managers; and show the relevance of marketing for those who interact with or who are affected by marketing activities (such as consumers). It must also address the major changes in the marketplace that are being ushered in by the use of information technology. We also believe that presentation is important. A textbook must describe marketing concepts to readers in an interesting, comprehensive, and balanced manner. As we indicate at the beginning of Chapter 1, marketing is truly "an exciting, fast-paced, and contemporary business discipline."

Although the basic, or traditional, components of marketing (such as consumer behaviour, marketing research and information systems, target marketing and product, distribution, promotion, and price planning) form the foundation of any introductory-level marketing textbook, contemporary techniques and topics also need to be covered in depth. Among the contemporary topics examined in full chapter length in the second Canadian edition of *Marketing* are final consumer behaviour; organizational consumers (including manufacturers, wholesalers, retailers, government, and nonprofit institutions); direct and Internet marketing; strategic planning and marketing; and integrating and analyzing the marketing plan. Environmental, ethical, global, and technological effects are noted throughout the book.

The second Canadian edition of *Marketing* explains all major principles, defines key terms, integrates topics, and demonstrates how marketers make everyday and long-run decisions. Examples based on such diverse organizations as Boeing Aircraft, Labatt Breweries, the NHL's Calgary Flames, Mountain Equipment Cooperative in British Columbia, the United Way of Canada, and numerous other firms appear in each chapter. The illustrations build on the conceptual material,

reveal the exciting and dynamic nature of marketing, cover a wide variety of firms, and involve students in real-life applications of marketing.

ORGANIZATION OF THE SECOND CANADIAN EDITION

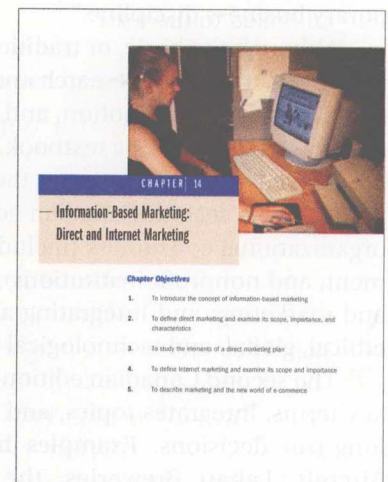
Based on instructor feedback, the second Canadian edition of *Marketing* has been reorganized from eight to seven parts. Several chapters have been combined for a more focused presentation of material. Discussions considering technology, ethics, global marketing, and the future of marketing have been integrated throughout the text.

- Part 1 presents marketing in a contemporary society, describes the environment within which it operates, and discusses marketing information systems and the marketing research process.
- Part 2 deals with marketing's central thrust: understanding final and organizational consumers in the diverse marketplace. It examines demographics, life-style factors, consumer decision making, target marketing strategies, and sales forecasting.
- Part 3 encompasses product planning, the product life cycle, goods versus services marketing, new products, mature products, branding, and packaging.
- Part 4 deals with distribution planning, channel relations, physical distribution, retailing and wholesaling.
- Part 5 examines promotion planning, the channel of communication, personal selling, advertising, public relations, and sales promotion. A new chapter on Internet and direct marketing highlights the growing importance of the Internet as a marketing tool.
- Part 6 covers price planning, price strategies, and applications of pricing.
- Part 7 presents strategic planning from a marketing perspective, integrates marketing planning—including benchmarking and customer satisfaction measurement—and looks to the future.

NEW AND REVISED FEATURES

The second Canadian edition of *Marketing* includes several new features:

Chapter 14 Information-Based Marketing: Direct and Internet Marketing Marketers are fast becoming aware of the power of the Internet as a marketing tool. This new chapter introduces the concept of information-based marketing, including the unique nature of direct marketing and how it relates to the emergence of Internet marketing. Students will learn how to develop a direct marketing plan and will also look specifically at the new world of e-commerce. Internet buyer behaviour, website design, and transacting and distributing on the web are just a few of the topics discussed in this innovative new chapter.





Merchants of Green Coffee Inc.

Marketing Plan: The Merchants of Green Coffee The Merchants of Green Coffee is a new Canadian company founded by young entrepreneurs who are striving to sell their products to coffee-lovers and convince them of the environmental and ethical benefits of Fair Trade practices. The company's marketing plan will be a special feature of the Companion Website for *Marketing* at www.prenticehall.ca/evans. Each chapter of the website contains questions based on this marketing plan, challenging students to apply their knowledge to a real company's marketing plan as it seeks to find its niche.

The second Canadian edition continues to present these well-received features, revised and updated throughout:

- New and updated cases that deal with real companies or situations.
- Comprehensive coverage of all important marketing concepts, including nine chapters on the marketing mix (product, distribution, promotion, and price planning).
- A balanced treatment of topics (by size of firm, goods- and service-based firms, profit-oriented and nonprofit firms, final and organizational consumers, etc.)
- Service marketing coverage in the section on product planning.
- Part openers that provide integrated overviews of the chapters they contain.
- Part-ending video cases from the prestigious CBC business series *Venture*.
- Margin definitions of marketing terms. All key terms are also printed in bold in the text. The pages on which definitions appear are printed in bold in the Subject Index that so that students may review definitions in context.
- A lively, easy-to-read writing style.
- Numerous endnotes to enable the reader to do further research.
- A full-colour design that includes many attractive new ads, photos, and figures all linked to the text.

Each chapter contains:

- Chapter objectives that outline the major areas to be investigated.
- An opening vignette that introduces the material through a real-world situation.
- An introductory overview to set the tone for the chapter.
- Four types of boxes highlighting key marketing topics, including Technology and Marketing, International Marketing in Action, Ethics and Today's Marketer, and Marketing in the Third Millennium.
- Descriptive margin notes that highlight major concepts.



- Boldface key terms that identify important definitions and are set off in the margins with definitions.
- Flowcharts demonstrating key marketing concepts
- Updated figures and tables that provide the most current information on marketing issues today.
- Exciting and useful Internet sites that appear in the margin and are easily identifiable by the Weblinks icon.
- Chapter summaries keyed to chapter objectives. These summaries are followed by a listing of key terms with text page references.
- End-of-chapter questions divided into separate Review and Discussion categories.



SUPPLEMENTS

The second Canadian edition of *Marketing* is accompanied by a complete set of supplemental learning and teaching aids.

For the Instructor

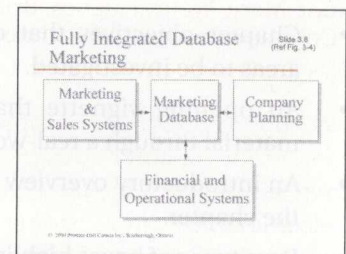
The Box. For the second edition we've developed a unique format for providing supplements. The Box contains key instructor support materials for the text in one convenient package.

Instructor's Resource Manual. This comprehensive guide contains resource material for each chapter of the text. A detailed lecture outline integrates pictures of transparencies and suggested topics for discussion. Each chapter also includes chapter objectives and summary, a list of key terms, a suggested class exercise, and answers to all text questions. The Instructor's Resource Manual also contains sample syllabi, a list of supplemental sources of information, term paper topics, and a list of trade associations.

Test Item File. The Test Item File contains approximately 3000 multiple choice, true/false, and short answer questions and their answers. Questions are labelled according to their difficulty and type (applied or recall).

Prentice Hall Test Manager. This powerful computerized testing package uses a state-of-the-art software program that provides fast, simple, and error-free test generation. Tests can be previewed on-screen before printing and can be saved to one of three word processing file formats. Prentice Hall Test Manager can print multiple variations of the same test, scrambling the order of questions and multiple-choice answers.

Transparency Resource Package. Over 20 slides per chapter have been created in PowerPoint, complementing the chapter content and incorporating many figures and tables from the text. These disks allow you to present transparencies to your class electronically and have been integrated into the Instructor's Resource Manual to make class preparation much easier.



CBC/Prentice Hall Canada Video Library. Prentice Hall Canada and the CBC have worked together to bring you seven segments from the CBC's *Venture*. Designed specifically to compliment the text, this case collection is an excellent tool for bringing students into contact with the world outside the classroom. These programs have extremely high production

quality, present substantial content, and have been chosen to relate directly to the content of each Part. (Please contact your Prentice Hall sales representative for details. These videos are subject to availability and terms negotiated upon adoption of the text.)

For the Student

Study Guide. A comprehensive self-instructional guide, the format of the study guide parallels that of the text. Each chapter contains objectives, an overview, key terms and concepts, true/false questions, completion questions, matching questions, multiple-choice questions, discussion questions, and exercises. A part-ending review quiz tests students' cumulative understanding of all chapters in each part.

Companion Website. The Companion Website for the second Canadian edition of *Marketing* includes an online study guide with a variety of practice questions and research tools. This site will also contain a sample marketing plan prepared by The Merchants of Green Coffee. Questions in each chapter encourage students to analyze the marketing plan of this exciting young Canadian company. You'll find valuable opportunities to test and expand your knowledge of marketing at www.prenticehall.ca/evans



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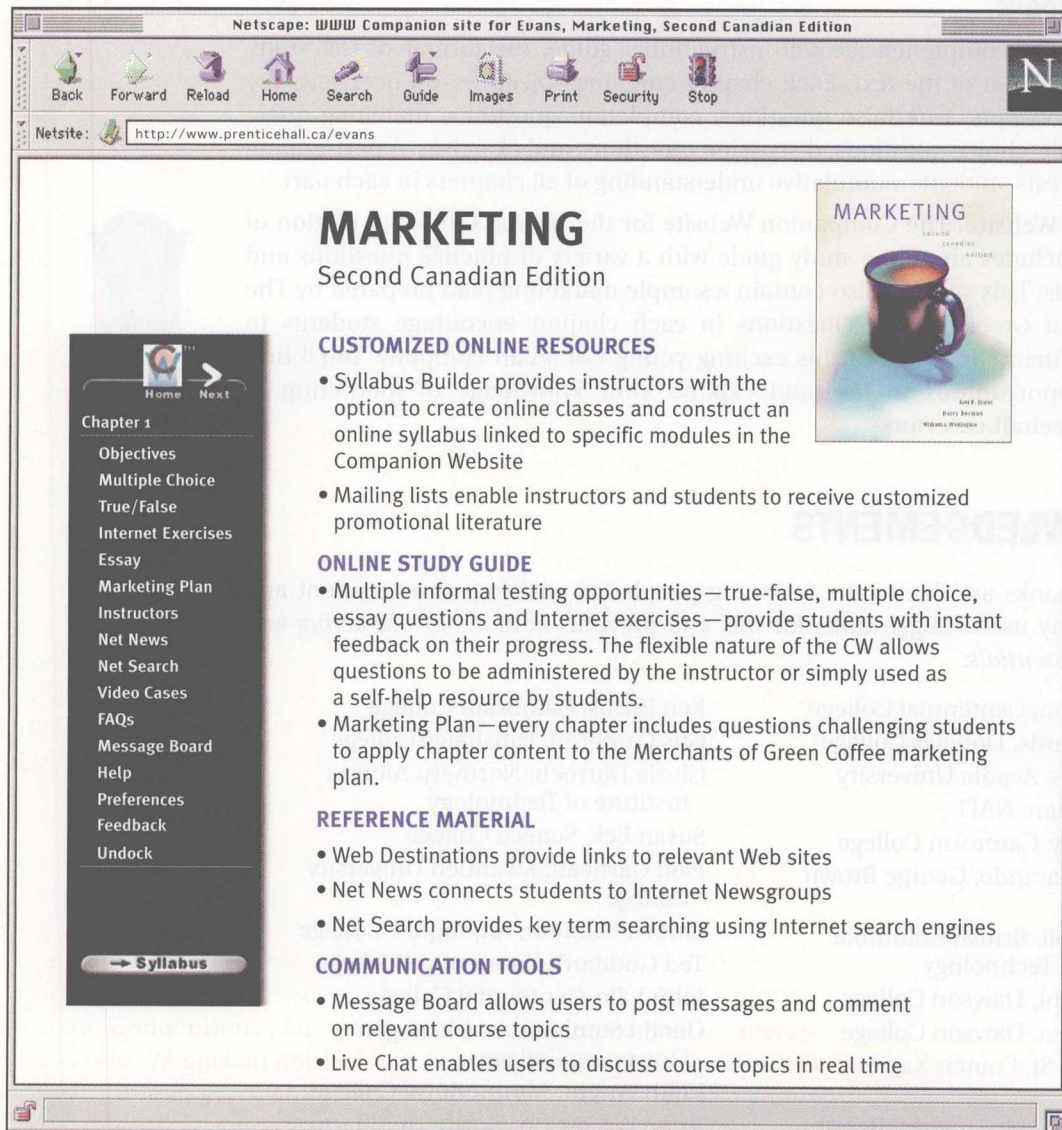
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We hope the second Canadian edition of *Marketing* will surpass the needs of adopters at Canadian colleges and universities. We would really like to know that we have satisfied the needs of the users and would enjoy receiving feedback. We welcome comments regarding any aspect of *Marketing* or its package and promise to reply to any correspondence we receive.

Joel R. Evans, Barry Berman, and William J. Wellington

The Prentice Hall Canada

companion **Website...**



www.prenticehall.ca/evans

Visit the *Marketing* site frequently
for new features and updates!

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In Part 1, we begin our study of marketing and discuss concepts that form the foundation for the rest of the text.

Introduction to Marketing

Marketing in the Third Millennium

Here, we show the dynamic nature of marketing, broadly define the term “marketing,” and trace its evolution. We pay special attention to the marketing concept, a marketing philosophy, customer service, and customer satisfaction and relationship marketing. And we examine the importance of marketing, as well as marketing functions and performers.

The Environments That Affect Marketing

In this chapter, we look at the complex environment within which marketing functions, with an emphasis on both the factors that are controllable and those that are uncontrollable to an organization and its marketers. We demonstrate that without adequate environmental analysis, a firm may function haphazardly or be shortsighted.

Information for Marketing Decisions

In this chapter, we explain why marketing decisions should be based on sound information. We explain the role and importance of the marketing information system—which coordinates marketing research, continuous monitoring, and data storage and provides the basis for decision making. We also describe marketing research and the process for undertaking it. We show that marketing research may involve surveys, observation, experiments, and/or simulation.