

Principles of Marketing



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To Connie, Maggie, and Jamie, Kathy and Karen

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Preface

P*inciples of Marketing* has been designed to introduce marketing to students who have little or no formal background in that area. In it, we offer a thorough understanding of the key concepts in the field in an interesting and applications-oriented way. After reading this book, students will have sound insights into the dynamic world of marketing—a world that involves product, distribution, promotion, and price decisions in industrial and consumer products, physical products and intangible services, and profit and nonprofit organizations. *Principles of Marketing* also provides important material on the environment that affects these marketing activities, including consumers, economic structure, wholesale and retail institutions, and legal constraints.

EMPHASIS ON PRACTICAL APPLICATIONS

The link between marketing theory and marketing practice is important, and thus, in presenting key concepts and approaches to marketing, we have emphasized their practical applications. Each chapter begins with a “Marketing Profile,” which describes a real situation that highlights the main issues in the chapter. Each chapter also contains two “Marketing in Action” features, which illustrate concepts discussed in the chapter. Each chapter also has two “Case Applications,” which focus on specific marketing issues and problems and serve as a basis for classroom discussion. Finally, each major section of the book begins with an interview with a marketing practitioner.

APPROACH AND FOCUS

Principles of Marketing is organized around the theme of the *marketing concept*, which reminds readers that the basic function of marketing is to identify and satisfy consumer needs. It provides an up-to-date presentation of marketing concepts and current data to illustrate those concepts. Topics are covered in a step-by-step fashion to lead the reader through challenging areas. Topics are also treated extensively to allow depth of understanding.

FEATURES TO FACILITATE LEARNING

Besides its focus on applications, *Principles of Marketing* also has a number of features designed to facilitate reader learning.

1. *Learning objectives* are stated for each chapter.
2. *Key points* at the end of each chapter reinforce learning.
3. *Key terms* are defined after each chapter and are printed in boldface in the text where introduced.

4. *Issues for Discussion* in each chapter help the reader think through the implications of the concepts introduced in the chapter.
5. *Case Applications* help the student learn how the concepts presented in the chapter can be used to solve real marketing problems.
6. *Additional readings* are suggested for those who wish to pursue each chapter's topics in more detail.
7. The first appendix, *Careers in Marketing*, provides guidance to students in their search for jobs. The second, *Financial Concepts in Marketing*, provides background information on costs, margins, breakeven analysis and profitability calculations.
8. *Name, subject, and product/company indexes* are provided.
9. *Over 250 figures, tables, and photos* illustrate important points in the text. Eight pages of *four-color ads and photos* add richness to the illustrations.

SUPPLEMENTARY PACKAGE

A *study guide*, which provides summaries, review questions, and sample tests on material in the chapters, is available as a supplement. *Dynamics of Marketing Principles: A Reader*, which contains 41 selections from the business press and leading journals, is also available.

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