

MARKETING

METHODS AND POLICIES

BY

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PREFACE

The author has long felt that there was a need for a book covering the general field of marketing which would serve as an introduction to both the college student and the young man in business. Both often desire a broad knowledge of the marketing machinery which is operating around them. It was with this thought in mind that the author entered upon the preparation of this volume. He frankly admits that he has not a first-hand knowledge of every topic treated in this book. If the publication of such a book were delayed until a man was found who could prepare such a volume entirely from first-hand information, it would probably never be written. This is true for the simple reason that no one man could make a thorough study of every phase of marketing and write a book before much of the information became obsolete. The author has, however, been able to draw on studies and investigations conducted by himself for much of the material contained in fifteen chapters of this volume. A part of this information has appeared in publications of the Federal Trade Commission, and due credit is given by specific citations when such information is used.

There are many phases of marketing which, for lack of space, are not treated in this book. This

is true, for example, of advertising, personal salesmanship, and salesmanagement. The reader can, however, find many books on these subjects. All topics are of necessity treated briefly. Somewhat extensive bibliographies are given at the end of several chapters which the interested student can use in continuing his studies. Extensive bibliographies are not given for all topics covered, for the reason that very little information concerning them is available in published form.

The field of business is divided into two parts—production and market distribution. Production is to a large extent a technical matter for engineers and mechanics. In the past, we have placed greater emphasis on production than on marketing. It is shown in Chapter I that it now costs more to market many articles than to produce them. From this, it is clear that marketing is now of much greater importance than most people have supposed. “Business,” as the term is generally understood, refers to the commercial transactions involved in getting goods from the producers to the place of consumption and into the hands of the consumers. The “business” man must exercise a general supervision over production in order to determine what shall be produced and in what quantities. It is also necessary to purchase raw materials and finance the enterprise. Still the main function of “business” is to market goods. Accounting, banking, insurance, and transportation are only aids, very important aids it is true, to the production and marketing of goods.

Students of business have, in the past, devoted more attention to the aids than to the heart of business—marketing. This has been true largely because more information has been available on these subjects. These professions have benefited from the study given to them. More information is constantly becoming available on marketing. The increasing amount of study that is now being devoted to marketing should improve marketing methods, increase marketing efficiency, and reduce marketing costs.

P. D. C.

Pittsburgh, January, 1922.

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