

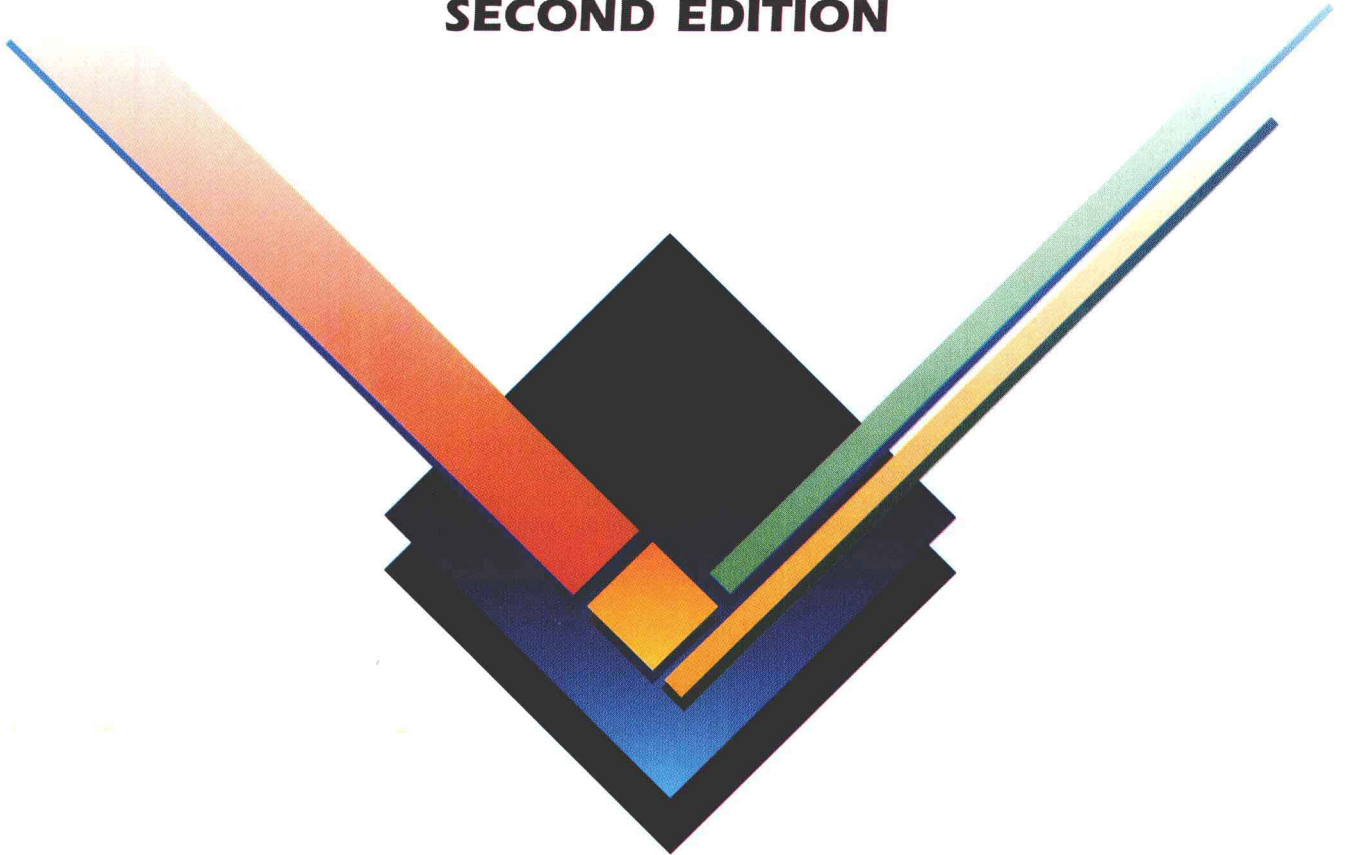
# MARKETING

COURTLAND L. BOVÉE • MICHAEL J. HOUSTON • JOHN V. THILL

SECOND EDITION

# MARKETING

**SECOND EDITION**



**COURTLAND L. BOVÉE**

C. Allen Paul Distinguished Chair  
Grossmont College

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**MICHAEL J. HOUSTON**

Research Professor of Marketing  
University of Minnesota

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**JOHN V. THILL**

Chief Executive Officer  
Communication Specialists of America

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## MARKETING

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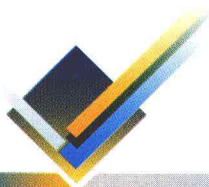
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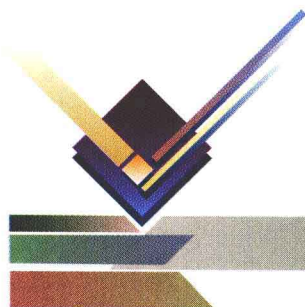
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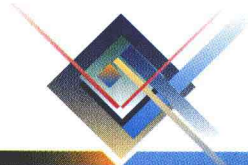
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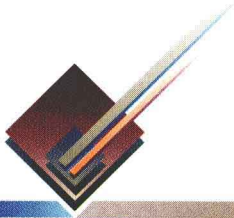
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# PREFACE

## CONTINUES TO LEAD THE WAY INTO THE TWENTY-FIRST CENTURY

As an art and a science, marketing is undergoing dramatic and exciting changes, and the field promises to be just as dynamic in the years ahead. Marketing has emerged as the most critical function in today's international business climate; even the smallest firms are now using innovative marketing techniques to compete globally. The second edition of *Marketing* continues in the ground-breaking tradition of the first edition by pioneering important emerging topics that promise to join the core of contemporary marketing. In the first edition, *Marketing* introduced quality and customer service into the marketing principles curriculum. The key innovation in the second edition is intercultural marketing, a strategy being adopted by an increasing number of marketing firms. Chapter 20, "Intercultural and International Marketing," emphasizes the importance of both concepts and explains how they are related.

*Marketing* also continues with its extensive integration of vital topics that reflect the evolution of the marketing profession. More than ever, nonprofit organizations are harnessing marketing strategies to help achieve their objectives, and marketing in the service sector continues to grow in both importance and sophistication as this sector of the economy grows. Contemporary marketers reap the benefits of advanced technology in creating new products and new ways to distribute these products, but they also face increasing pressure to market in socially and environmentally responsible ways. *Marketing* successfully introduces students to all of these major trends. We've integrated international marketing, nonprofit marketing, services marketing, and ethics throughout the book, in addition to addressing them in dedicated sections or chapters.

Of course, content is only one aspect of an effective marketing text. *Marketing* presents both fundamentals and emerging trends in a lively and engaging style that

reflects our enthusiasm for the profession. And students not only read about marketing; they get to experience it firsthand through the many involvement activities we present. A quick look at the pedagogy in *Marketing* reveals a much richer set of exercises and learning experiences than is offered by any other text in the field. In addition to learning objectives, key term definitions, chapter summaries, and other traditionally available features, we provide role-playing case studies, primary and secondary research activities, experiential exercises on a wide range of topics, decision-making opportunities on ethical dilemmas, and numerous possibilities for class discussion. This unmatched collection of teaching tools makes the classroom experience much more interesting for students and frees instructors from the burden of creating their own exercises.

For all these reasons, *Marketing* meets the needs of today's marketing students and instructors. Here's a closer look at the features and benefits of this text.

## PROVIDES A BALANCED, INTEGRATED INTRODUCTION TO MARKETING

Marketing is a discipline that cannot be fractured and compartmentalized without losing some of its meaning. For example, services marketing can't be covered in isolation. It requires focused treatment, which we provide in Chapter 10, "Service and Nonprofit Marketing." But for students to truly grasp the challenge of services marketing, they need to encounter it throughout the course as well. For instance, we introduce the concept of the goods-service continuum early in the first chapter on product strategy. This helps students understand from the beginning that all products have tangible and intangible components. We then integrate services throughout the entire book, and we