

MARKETING AND SOCIETY

Text and Cases

Second Edition

Ronald R. Gist



Marketing and Society

text and cases

Ronald R. Gist

University of Denver

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Editors' Foreword

The Advisory Editors of the Dryden Marketing Series are pleased to publish the second edition of Ronald R. Gist's highly successful text *Marketing and Society: A Conceptual Introduction*. When released some years ago, it was the first introductory marketing text to emphasize societal as well as managerial perspectives. The text's attention to societal issues proved to be extremely on target as professional marketers found themselves confronting an ever growing number of social issues and laws affecting their decision-making latitude. Professor Gist does an excellent job in placing marketing practice in the perspective of what will contribute most to society, consumers as a class, and the individual buyer.

The book is also notable for its conceptual treatment of the marketing system, markets, and managerial issues. Rather than describing marketing practices and institutions only, the author introduces a set of important concepts that throw much light on marketing phenomena. A good concept is worth a thousand words and here the author's text excels.

In the second edition, the author has updated the material on societal issues and positioned the material in the text to maximize its pedagogical value and interest to the students. He has also introduced a new chapter on personal selling and updated many other portions of the book.

The book remains well-written and enjoyable to read. This should be true of all books, but unfortunately is not. When an author is an especially able communicator, it should be noted. Altogether, this book continues to be a pacesetter in introductory marketing courses, as instructors and students search for a meaningful societal and conceptually based book.

Philadelphia, Pennsylvania
Evanston, Illinois
November 1973

Paul E. Green
Philip Kotler

Preface

This second edition of *Marketing and Society* includes several changes. Sixty short cases have been added. These cases average about two pages in length and serve to help define a *specific* marketing problem of some kind for the student. It is my own feeling that these cases encourage the student to make a more purposive use of both the text and any other assigned reading materials. The cases include such issues and problems as (a) corporate policy concerning social issues, (b) truth in advertising, (c) deceptive selling, (d) merger strategy, (e) exclusive dealing, (f) price discrimination, (g) brand loyalty measurement, (h) sales forecasting, (i) survey sampling, (j) research design, (k) market segmentation, (l) estimating research bias, (m) vertical marketing systems, (n) changing structure in channels of distribution, (o) fast-food franchising, (p) correcting a poor corporate image, (q) planning the media mix, (r) selecting advertising appeals, (s) price discount planning, (t) product line planning, (u) pricing methods, (v) testing promotion effectiveness, (w) break even analysis, and many others. In addition to these short cases, several *general* cases have been written. Their purpose is to introduce the student to marketing planning in which all of the elements of the marketing mix comprise the focus of decision making.

Two totally new chapters have been added: one dealing with personal selling and one with corporate product liability and regulation. The new chapter on product liability and regulation completes Part IV of the book. Each major decision area in marketing management (product, price, promotion, channels of distribution) now has a corresponding chapter dealing with the legal/ethical environment within which such decisions are made.

Preface

The sequence of treatment of materials in this second edition has also been changed. The chapters dealing with deceptive practices in communications, price discrimination, business expansion, and the new chapter on product liability and regulation now *follow* the management chapters. This reorganization of material permits the instructor to treat these issues *after* the basic concepts, principles, and decision techniques have been introduced.

A glossary of 110 of the most frequently encountered terms and concepts in the discipline of marketing has been added. This glossary permits the student to check quickly for the meaning of terms that he or she may have forgotten; it also assists the teacher who may wish to teach the book in some order other than that in which it is arranged. That is, the teacher may omit some subject matter and rely upon the glossary to provide definitions for words, concepts, and phrases that would have been encountered in such subject matter.

In addition, there is a general updating of subject matter. More specifically, this new edition includes either more thorough coverage or coverage for the first time of the following subjects and issues:

1. Unit pricing
2. Counter-advertising
3. Pyramid selling schemes
4. The data-bank concept of the advertising agency
5. Increased coverage of evolving forms of retailing
6. Increased coverage of the activities of the Food and Drug Administration
7. Increased coverage of Federal Trade Commission rule-making procedures

This edition is organized into five basic parts. Part I is comprised of three chapters. These chapters define marketing, consider some attitudes toward marketing activities, and examine the social and economic foundations upon which marketing activities are based.

Part II is comprised of five chapters. These chapters introduce the subject matter of consumer behavior and marketing research. More specifically, three chapters are concerned with introducing the basic concepts of consumer behavior and two chapters develop the subject matter of sales forecasting and marketing research.

Part III consists of thirteen chapters. These chapters introduce the issues and concepts relating to product decisions, decisions involving channels of distribution, promotion (including both ad-

vertising and personal selling) decisions, and pricing theory and methods. More specifically in Part III there is a chapter (9) that deals with competition in conditions of mixed affluence, a chapter that explores the general strategy of marketing activities, and one chapter that examines concepts and issues that relate to product decisions. Four chapters (12, 13, 14, and 15) in Part III consider channels of distribution and physical distribution. Chapters 16, 17, and 18 examine advertising and personal selling. Chapters 19, 20, and 21 are devoted to pricing issues.

Part IV, titled "Regulation of Marketing Activities," contains four chapters: one each on product regulation, regulation of channel relationships, deceptive communications, and price discrimination. Part V includes a glossary of terms and some general purpose cases that may be used as a basis for the teaching of integrative marketing planning.

November 1973

Ronald R. Gist

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part

**A Background
for the
Study
of Marketing**

