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MARKETING

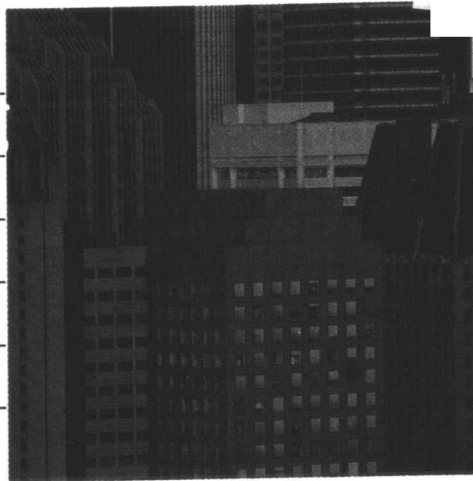
98/99



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MARKETING 98/99

Twentieth Edition



Editor

John E. Richardson

Pepperdine University

Dr. John E. Richardson is professor of marketing in The George L. Graziadio School of Business and Management at Pepperdine University. He is president of his own consulting firm and has consulted with organizations such as Bell and Howell, Dayton-Hudson, Epson, and the U.S. Navy as well as with various service, nonprofit, and franchise organizations. Dr. Richardson is a member of the American Marketing Association, the American Management Association, the Society for Business Ethics, and Beta Gamma Sigma honorary business fraternity.

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Twentieth Edition

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Members of the Advisory Board are instrumental in the final selection of articles for each edition of ANNUAL EDITIONS. Their review of articles for content, level, currentness, and appropriateness provides critical direction to the editor and staff. We think that you will find their careful consideration well reflected in this volume.

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To the Reader

In publishing ANNUAL EDITIONS we recognize the enormous role played by the magazines, newspapers, and journals of the *public press* in providing current, first-rate educational information in a broad spectrum of interest areas. Many of these articles are appropriate for students, researchers, and professionals seeking accurate, current material to help bridge the gap between principles and theories and the real world. These articles, however, become more useful for study when those of lasting value are carefully *collected, organized, indexed, and reproduced* in a *low-cost format*, which provides easy and permanent access when the material is needed. That is the role played by ANNUAL EDITIONS. Under the direction of each volume's *academic editor*, who is an expert in the subject area, and with the guidance of an *Advisory Board*, each year we seek to provide in each ANNUAL EDITION a current, well-balanced, carefully selected collection of the best of the public press for your study and enjoyment. We think that you will find this volume useful, and we hope that you will take a moment to let us know what you think.

The 1990s are proving to be an exciting and challenging time for the American business community. Recent dramatic social, economic, and technological changes have become an important part of the present marketplace. These changes—accompanied by increasing domestic and foreign competition—are leading a wide array of companies and industries toward the realization that better marketing must become a top priority now to ensure their future success.

How does the marketing manager respond to this growing challenge? How does the marketing student apply marketing theory to real-world practice? Many reach for *The Wall Street Journal*, *Business Week*, *Fortune*, and other well-known sources of business information. There, specific industry and company strategies are discussed and analyzed, marketing principles are often reaffirmed by real occurrences, and textbook theories are supported or challenged by current events.

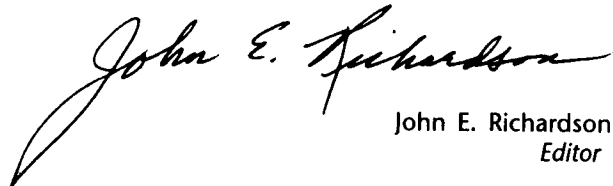
The articles reprinted in this edition of *Annual Editions: Marketing 98/99* have been carefully chosen from numerous different public press sources to provide current information on marketing in the world today. Within these pages you will find articles that address marketing theory and application in a wide range of industries from automobiles to health care, and from computers to retailing. In addition, the selections reveal how several firms interpret and utilize marketing principles in their daily operations and corporate planning.

The volume contains a number of features designed to make it useful for marketing students, researchers, and professionals. These include the

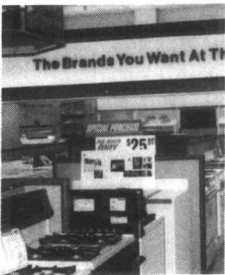
Industry/Company Guide, which is particularly helpful when seeking information about specific corporations; a *Topic Guide* to locate articles on specific marketing subjects; *World Wide Web* pages that relate to the listings in the *Topic Guide*; the *Table of Contents abstracts*, which summarize each article and highlights key concepts; a *Glossary* of key marketing terms; and a comprehensive *Index*.

The articles are organized into four units. Selections that focus on similar issues are concentrated into subsections within the broader units. Each unit is preceded by an overview that provides background for informed reading of the articles, emphasizes critical issues, and presents *Challenge Questions* that focus on major themes running throughout the selections.

This is the twentieth edition of *Annual Editions: Marketing*. Since the first edition in the mid-1970s, the efforts of many individuals have contributed toward its success. We think this is by far the most useful collection of material available for the marketing student. We are anxious to know what you think. What are your opinions? What are your recommendations? Please take a moment to complete and return the *Article Rating Form* on the last page of this volume. Any book can be improved, and this one will continue to be, annually.


John E. Richardson
Editor

UNIT 1



Marketing in the 1990s and Beyond

Fifteen selections examine the current and future status of marketing, the marketing concept, service marketing, and marketing ethics.

To the Reader	iv
Topic Guide	1
Selected World Wide Web Sites	4
Industry/Company Guide	6
Overview	8

A. CHANGING PERSPECTIVES

1. **The Future of Marketing: What Every Marketer Should Know about Being Online**, Bob Wehling, *Vital Speeches of the Day*, January 1, 1996. 10
In a speech to the World Federation of Advertisers, Bob Wehling tells how recent *media research* shows ways that the *Internet* can be positioned as a significant strategic influence in the future of marketing.
2. **Marketing on the Web**, Gregg Keizer, *Family PC*, July/August 1997. 15
Gregg Keizer discuss how Web site *advertising* of goods and *services* can make a big impression for small businesses on the World Wide Web.
3. **The New Marketplace**, Edith Weiner and Arnold Brown, *The Futurist*, May/June 1995. 19
Some *consumers* are bypassing traditional delivery *channels* in their search for quality, savings, convenience, and personal fit in a variety of *products and services*, say Edith Weiner and Arnold Brown. Today, consumers can easily make their purchases from a mail-order catalog, a direct-mail offer, a television shopping service, or a *computer shopping database*.
4. **The Emerging Culture**, Paul H. Ray, *American Demographics*, February 1997. 24
In this article, based on a decade-long study, Paul Ray delineates how nearly one in four American adults lives by a new set of values. These affluent and well-educated "Cultural Creatives" believe in environmentalism, feminism, and *global* issues. This emerging group is interested in new kinds of *products and services*, and they often respond to *advertising* and marketing in unexpected ways.
5. **Two-Tier Marketing**, *Business Week*, March 17, 1997. 31
In a *Business Week* cover story, David Leonhardt describes why *retailers* increasingly are selling to "two Americas" divided along *economic* lines.

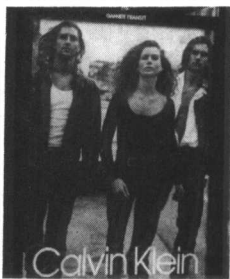
B. THE MARKETING CONCEPT

6. **Marketing Myopia (with Retrospective Commentary)**, Theodore Levitt, *Harvard Business Review*, September/October 1975. 36
According to Theodore Levitt, shortsightedness can make managers unable to recognize that there is no such thing as a growth industry—as the histories of the railroad, movie, and oil industries show. To survive, he says, a company must learn to apply the *marketing concept*: to think of itself not as producing goods or services, but as buying customers.
7. **Building Customer Loyalty**, Jonathan Barsky, *A.N.A./The Advertiser*, Spring 1995. 46
For loyalty or “frequent user” programs to be successful, Jonathan Barsky believes that they should be part of a comprehensive *relationship marketing* effort.
8. **Lock in Customer Loyalty**, Don Peppers and Martha Rogers, *Home Office Computing*, January 1997. 51
In an excerpt from their book, *Enterprise One to One*, Don Peppers and Martha Rogers explain how to lock in on *customer loyalty* by using information *technology* to better pinpoint what clients want—and to keep them coming back.
9. **How to Keep Your Customers**, Ted J. Rakstis, *Kiwanis*, June/July 1996. 54
Ted Rakstis warns organizations of the danger of overlooking *present customers* while focusing on conquering new customers.
10. **Ties That Bind**, Michael Barrier, *Nation's Business*, August 1997. 58
Michael Barrier provides some compelling evidence on why small businesses should aim for long-term *relationships* that benefit both the buyer and seller.

C. SERVICES AND SOCIAL MARKETING

11. **The Service Revolution: Who Won?** Ron Zemke, *Management Review*, March 1997. 63
The words *customer service* are easily mouthed by most executives. But, except for a few world-class organizations, according to Ron Zemke, the customer-service movement didn't quite deliver all the rewards that its proponents had anticipated.
12. **Dissing Customers**, Daniel Pedersen, *Newsweek*, June 23, 1997. 69
Daniel Pedersen explores why the *service* is missing from America's service *economy*.
13. **Service Is Everybody's Business**, Ronald Henkoff, *Fortune*, June 27, 1994. 71
On the front line of the new *economy*, states Ronald Henkoff, *service*—fast, imaginative, customized—is the ultimate strategic imperative.

UNIT 2



Research, Markets, and Consumer Behavior

Nine selections provide an analysis of consumer demographics and lifestyles, the growth and maturation of markets, and the need for market research and planning.

D. MARKETING ETHICS AND SOCIAL RESPONSIBILITY

14. **The New Hucksterism**, *Business Week*, July 1, 1996. 75
Advertising, which was once clearly labeled, is now being subtly woven into the culture, as this report shows. Stealth pitches are frequently embedded in movies, TV shows, or are made into their own tiny entertainments, complete with fictional histories.
15. **Hey Kid, Buy This!** *Business Week*, June 30, 1997. 81
Like no generation before, today's kids enter a *consumer* culture that bombards them with logos, labels, and *ads* almost from the moment of birth. This article scrutinizes whether or not Madison Avenue is taking "Get 'em while they're young" too far.

Overview 86

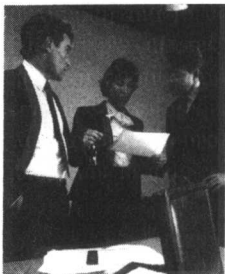
A. MARKET RESEARCH

16. **The Frontiers of Psychographics**, Rebecca Piirto Heath, 88
American Demographics, July 1996.
In an effort to understand *consumers*, according to Rebecca Heath, marketers are fueling a resurgence of *qualitative research* and retooling it for the twenty-first century.
17. **What Do Customers Want, Anyway?** Keki R. Bhote, *Man-* 93
agement Review, March 1997.
While *market research* is a good start to find out what will satisfy customers, Keki Bhote relates that companies need to reach the next level, customer loyalty, by using *targeted* questions and better techniques.
18. **Ask a Silly Question . . .**, Kris Hodges, *Marketing Tools*, May 98
1997.
Kris Hodges shows how choices in wording, phrasing, format, and options can make or break a *research* questionnaire.

B. MARKETS AND DEMOGRAPHICS

19. **A Beginner's Guide to Demographics**, Berna Miller, *Mar-* 101
keting Tools, October 1995.
Who are your *customers*? Where do they live? How many are there? Berna Miller discusses these and similar questions to sharpen your *marketing strategy*.
20. **The Generations Quiz**, Susan Mitchell, *American Demograph-* 109
ics, February 1996.
Susan Mitchell poses some important questions to help readers ascertain their level of understanding about the difference between age and *generation*.

UNIT 3



Developing and Implementing Marketing Strategies

Fifteen selections analyze factors that affect the development and implementation of marketing strategies.

21. **Generational Marketing**, J. Walker Smith and Ann Clurman, *Inc.*, April 1997. 111
An excerpt from J. Walker Smith and Ann Clurman's book, *Rocking the Ages*, conveys how **consumers** active in today's marketplace can be divided into three broad generations—Matures, Boomers, and X-ers.
 22. **The Ungraying of America**, Cheryl Russell, *American Demographics*, July 1997. 113
More often than not, Cheryl Russell points out, marketers dismiss people aged 55 and older as nonbuyers. While it's true that many older Americans are turned off by **advertising** and shopping malls that cater to youth, they manage to spend more than younger Americans on many, if not most, **products and services**.
- C. CONSUMER BEHAVIOR**
23. **Life Stages of the Mature Market**, George P. Moschis, *American Demographics*, September 1996. 116
The **consumer behavior** of older Americans, according to George Moschis, has more to do with their outlook on life than on their age.
 24. **Penetrating Purchaser Personalities**, Richard Lancioni and Terence A. Oliva, *Marketing Management*, Spring 1995. 120
Discerning what drives **customers' behavior** can help marketers tailor **service strategies**, write Richard Lancioni and Terence A. Oliva.
- Overview 128
25. **The Very Model of a Modern Marketing Plan**, Shelly Reese, *Marketing Tools*, January/February 1996. 130
Shelly Reese tells how companies are rewriting their **strategies** to reflect customer input and internal coordination.
- A. PRODUCT**
26. **Discovering New Points of Differentiation**, Ian C. MacMillan and Rita Gunther McGrath, *Harvard Business Review*, July/August 1997. 139
The authors advocate that if companies open up their creative thinking to their customers' entire experience with a **product or service**, they can uncover opportunities to position company offerings in ways that they and their **competitors** would not have thought possible.
27. **What's in a Brand?** Diane Crispell and Kathleen Brandenburg, *American Demographics*, May 1993. 146
To businesses, **brands** mean **market share**. The importance of a company's nurturing the significant link between consumers and brands is discussed here.

28. **Brand Management**, Bill Schneider, *Executive Excellence*, July 1997. 151
Bill Schneider contends that in this era of *customer service* a company cannot afford to neglect giving significant attention to managing the image of *brands* over the long haul.
29. **Built to Last**, Constance Gustke, *Sales & Marketing Management*, August 1997. 153
Constance Gustke describes the low success rate of *new products* and suggests some ideas for a successful product launch.

B. PRICING

30. **Ten Timeless Truths about Pricing**, Allan J. Magrath, *Journal of Consumer Marketing*, Winter 1991. 157
Allan J. Magrath suggests several principles in the area of *pricing* of which marketers need to be cognizant and for which they need to develop skills.
31. **Are Your Prices Right?** Susan Greco, *Inc.*, January 1997. 164
Susan Greco wrestles with the reality that no two customers value a *product or service* in exactly the same way. She then explores ways to charge different *prices* depending on the "perceived values."
32. **Your Secret Weapon**, Thomas J. Winninger, *Success*, January/February 1995. 166
In this article from his book *Price Wars: How to Win the Battle for Your Customer*, Thomas Winninger provides some sage advice on tenable approaches to *price planning and strategy*.

C. DISTRIBUTION

33. **The Store Strikes Back**, Paul Goldberger, *New York Times Magazine*, April 6, 1997. 172
First came the catalogue, then the Home Shopping Network, then the Internet. Now, *retailers* have come back by figuring out how to *compete* with other forms of selling.
34. **Retailers with a Future**, Leonard L. Berry, *Marketing Management*, Spring 1996. 176
Retail failure rates are high, with no relief expected. Yet, according to Leonard Berry, despite *hypercompetition* in many markets, some *retailers* are performing well. What they have in common is *compelling value for customers*, created through a bundle of benefits that outweigh shopping burdens.
35. **Fast-Food Fight**, *Business Week*, June 2, 1997. 183
This report reflects on why McDonald's aggressive growth strategy is not going down well with rebel *franchisees*.

UNIT 4



Global Marketing

Three selections discuss the increasing globalization of markets, trends in world trade, and increasing foreign competition.

D. PROMOTION

36. **The Death and Rebirth of the Salesman**, Jaclyn Fierman, *Fortune*, July 25, 1994. 185
Today's demanding *consumers* are running out of patience with mere product pushers, whether at the new-car showroom, on the floor of a department store, or in the corporate conference room.
37. **Loyalty for Sale**, Rebecca Piirto Heath, *Marketing Tools*, July 1997. 189
Shopper's clubs, newsletters, and special perks for preferred customers are all examples of *frequency marketing*. Nevertheless, while it seems that many are jumping on the frequency marketing bandwagon nowadays, Rebecca Heath points out that only a few companies are doing it well.
38. **Making the Web Work**, Melanie Berger, *Sales & Marketing Technology*, March 1997. 194
While the *Internet* is not the Holy Grail of *sales* and marketing, Melanie Berger reveals how three companies have used it as a powerful marketing tool.
39. **Global Advertising and the World Wide Web**, W. Wossen Kassaye, *Business Horizons*, May/June 1997. 197
The author discusses how the potential to reach many diverse markets makes the *Web* attractive for *global advertising*.

Overview 206

40. **So You Think the World Is Your Oyster**, *Business Week*, June 9, 1997. 208
Although there is money to be made in *exporting*, this article points out that cracking the *global market* takes considerable work.
41. **Think Globally**, Rebecca Piirto Heath, *Marketing Tools*, October 1996. 212
Future *demographic* trends suggest that the *global* consumer market represents a huge opportunity for direct marketers.
42. **Winning Strategies Lead to Global Marketing Success**, Dom Del Prete, *Marketing News*, August 18, 1997. 218
Dom Del Prete considers how improved *technology* and the evolution of a global economy have made *global marketing* a reality for many American companies.

Glossary	220
Index	225
Article Review Form	228
Article Rating Form	229

Topic Guide

This topic guide suggests how the selections in this book relate to topics of traditional concern to students and professionals involved with the study of marketing. It is useful for locating articles that relate to each other for reading and research. The guide is arranged alphabetically according to topic. Articles may, of course, treat topics that do not appear in the topic guide. In turn, entries in the topic guide do not necessarily constitute a comprehensive listing of all the contents of each selection. In addition, relevant Web sites, which are annotated on page 4, are noted in bold italics under the topic articles.

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Advertising	1. Future of Marketing 2. Marketing on the Web 4. Emerging Culture 5. Two-Tier Marketing 14. New Hucksterism 15. Hey Kid, Buy This! 16. Frontiers of Psychographics 21. Generational Marketing 22. Ungraying of America 28. Brand Management 38. Making the Web Work 39. Global Advertising and the World Wide Web 42. Winning Strategies Lead to Global Marketing Success (1, 5, 8, 18, 20, 23, 25, 28, 34, 36, 38)	Distribution Planning and Strategies	3. New Marketplace 26. Discovering New Points of Differentiation 28. Brand Management 30. Ten Timeless Truths about Pricing 33. Store Strikes Back 34. Retailers with a Future 35. Fast-Food Fight 42. Winning Strategies Lead to Global Marketing Success (6, 8, 25, 26, 29, 33, 38)
Brands and Branding	5. Two-Tier Marketing 15. Hey Kid, Buy This! 16. Frontiers of Psychographics 27. What's in a Brand? 28. Brand Management 30. Ten Timeless Truths about Pricing 32. Your Secret Weapon (1, 5, 8, 18, 23, 25, 28)	Economic Environment	4. Emerging Culture 5. Two-Tier Marketing 12. Dissing Customers 13. Service Is Everybody's Business 20. Generations Quiz 21. Generational Marketing 22. Ungraying of America 33. Store Strikes Back 35. Fast-Food Fight 39. Global Advertising and the World Wide Web 42. Winning Strategies Lead to Global Marketing Success (2, 3, 8, 12, 13, 14, 16, 17, 18, 19, 31)
Competition	8. Lock in Customer Loyalty 25. Very Model of a Modern Marketing Plan 26. Discovering New Points of Differentiation 28. Brand Management 29. Built to Last 31. Are Your Prices Right? 32. Your Secret Weapon 33. Store Strikes Back 34. Retailers with a Future (8, 20, 21, 25, 26, 27)	Exporting	40. So You Think the World Is Your Oyster 41. Think Globally 42. Winning Strategies Lead to Global Marketing Success (28, 20, 30, 33, 35, 36, 37)
Consumer Demographics/Consumer Behavior	1. Future of Marketing 3. New Marketplace 4. Emerging Culture 5. Two-Tier Marketing 8. Lock in Customer Loyalty 9. How to Keep Your Customers 12. Dissing Customers 15. Hey Kid, Buy This! 16. Frontiers of Psychographics 19. Beginner's Guide to Demographics 20. Generations Quiz 21. Generational Marketing 22. Ungraying of America 23. Life Stages of the Mature Market 24. Penetrating Purchaser Personalities 27. What's in a Brand? 36. Death and Rebirth of the Salesman 41. Think Globally (12, 13, 14, 15, 16, 17, 18, 19)	Focus Groups	9. How to Keep Your Customers 10. Ties that Bind 16. Frontiers of Psychographics 17. What Do Customers Want, Anyway? 36. Death and Rebirth of the Salesman 37. Loyalty for Sale (14, 16, 18, 22, 24)
		Franchising	10. Ties That Bind 13. Service Is Everybody's Business 26. Discovering New Points of Differentiation 33. Store Strikes Back 35. Fast-Food Fight 36. Death and Rebirth of the Salesman 37. Loyalty for Sale 41. Think Globally (3, 8, 9, 18, 19, 23, 25, 27, 38)

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Global Markets	1. Future of Marketing 4. Emerging Culture 26. Discovering New Points of Differentiation 29. Built to Last 30. Ten Timeless Truths about Pricing 39. Global Advertising and the World Wide Web 40. So You Think the World Is Your Oyster 41. Think Globally 41. Winning Strategies Lead to Global Marketing Success (8, 28, 29, 30, 31, 32, 33, 34, 35, 37, 38)	Marketing Ethics and Social Responsibility	14. New Hucksterism 15. Hey Kid, Buy This! (4, 10)
Innovation	14. New Hucksterism 16. Frontiers of Psychographics 29. Built to Last (5, 9, 11, 27, 38)	Marketing Planning and Strategies	2. Marketing on the Web 24. Penetrating Purchaser Personalities 25. Very Model of a Modern Marketing Plan 29. Built to Last 38. Making the Web Work (1, 5, 8, 22, 24, 25, 26, 27, 34)
Market Segmentation	19. Beginner's Guide to Demographics 20. Generations Quiz 23. Life Stages of the Mature Market 24. Penetrating Purchaser Personalities 31. Are Your Prices Right? 32. Your Secret Weapon (14, 15, 16, 17, 18, 19, 25, 26)	Marketing Research	5. Two-Tier Marketing 6. Marketing Myopia 9. How to Keep Your Customers 16. Frontiers of Psychographics 17. What Do Customers Want, Anyway? 18. Ask a Silly Question ... 24. Penetrating Purchaser Personalities 29. Built to Last 40. So You Think the World Is Your Oyster 41. Think Globally 42. Winning Strategies Lead to Global Marketing Success (1, 3, 12, 13, 14, 15, 16, 17, 18, 19)
Market Share	22. Ungraying of America 27. What's in a Brand? 30. Ten Timeless Truths about Pricing 35. Fast-Food Fight 36. Death and Rebirth of the Salesman (15, 16, 18, 21, 27)	Mass Marketing	5. Two-Tier Marketing 19. Beginner's Guide to Demographics
Marketing and the Computer/Technology	1. Future of Marketing 2. Marketing on the Web 8. Lock in Customer Loyalty 10. Ties That Bind 14. New Hucksterism 15. Hey Kid, Buy This! 16. Frontiers of Psychographics 19. Beginner's Guide to Demographics 15. Very Model of a Modern Marketing Plan 38. Making the Web Work 39. Global Advertising and the World Wide Web 40. So You think the World Is Your Oyster 41. Winning Strategies Lead to Global Marketing Success (1, 5, 8, 9, 12, 16, 32, 38)	New Product Introductions	3. New Marketplace 5. Two-Tier Marketing 21. Generational Marketing 29. Built to Last (2, 21, 24, 27, 38)
Marketing Concept	6. Marketing Myopia 7. Building Customer Loyalty 8. Lock in Customer Loyalty 9. How to Keep Your Customers 10. Ties That Bind 11. Service Revolution: Who Won? 17. What Do Customers Want, Anyway? 26. Discovering New Points of Differentiation 29. Built to Last 30. Ten Timeless Truths about Pricing 32. Your Secret Weapon 36. Death and Rebirth of the Salesman 37. Loyalty for Sale (6, 7, 8, 9, 11, 24)	Packaging	16. Frontiers of Psychographics 25. Very Model of a Modern Marketing Plan 28. Brand Management 42. Winning Strategies Lead to Global Marketing Success (1, 5, 6, 8, 11, 25, 38)
		Personal Selling	7. Building Customer Loyalty 10. Ties That Bind 11. Service Revolution: Who Won?
		Price Planning and Strategy	3. New Marketplace 10. Ties That Bind 22. Ungraying of America 24. Penetrating Purchaser Personalities 30. Ten Timeless Truths about Pricing 31. Are Your Prices Right? 32. Your Secret Weapon 42. Winning Strategies Lead to Global Marketing Success (2, 25, 26)
		Product Differentiation/Product Positioning	4. Emerging Culture 5. Two-Tier Marketing 13. Service Is Everybody's Business 25. Very Model of a Modern Marketing Plan 26. Discovering New Points of Differentiation 27. What's in a Brand? 28. Brand Management 32. Your Secret Weapon (20, 21, 22, 23, 24, 25, 26, 27)

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Product Life-Cycle	28. Brand Management 31. Are Your Prices Right? 42. Winning Strategies Lead to Global Marketing Success (5, 25, 26)	Sales Management	13. Service Is Everybody's Business 24. Penetrating Purchaser Personalities 25. Very Model of a Modern Marketing Plan 40. So You Think the World Is Your Oyster (1, 2, 7, 8, 38)
Product Planning and Development	15. Hey Kid, Buy This! 26. Discovering New Points of Differentiation 27. What's in a Brand? 29. Built to Last 31. Are Your Prices Right? (4, 5, 8, 9, 25, 26)	Sales Promotion	7. Building Customer Loyalty 14. New Hucksterism 15. Hey Kid, Buy This! 31. Are Your Prices Right? 36. Death and Rebirth of the Salesman 37. Loyalty for Sales 38. Making the Web Work (1, 2, 5, 6, 9, 16, 20, 21, 24, 38)
Promotion Planning and Development	28. Brand Management 36. Death and Rebirth of the Salesman 37. Loyalty for Sale 38. Making the Web Work 39. Global Advertising and the World Wide Web (1, 8, 14, 30, 33, 38)	Services Marketing	2. Marketing on the Web 3. New Marketplace 4. Emerging Culture 5. Two-Tier Marketing 7. Building Customer Loyalty 9. How to Keep Your Customers 10. Ties That Bind 11. Service Revolution: Who Won? 12. Dissing Customers 13. Service Is Everybody's Business 22. Ungraying of America 24. Penetrating Purchaser Personalities 26. Discovering New Points of Differentiation 28. Brand Management 31. Are Your Prices Right? 32. Your Secret Weapon 34. Retailers with a Future (1, 2, 7, 25, 26)
Psychographics	4. Emerging Culture 16. Frontiers of Psychographics 17. What Do Customers Want, Anyway? 18. Ask a Silly Question ... 19. Beginner's Guide to Demographics 21. Generational Marketing 23. Life Stages of the Mature Market 39. Global Advertising and the World Wide Web (12, 13, 16, 17, 19, 30, 35)		
Public Relations	1. Future of Marketing 10. Ties That Bind 31. Are Your Prices Right? (2, 16, 26)	Social Marketing	3. New Marketplace
Relationship Marketing	7. Building Customer Loyalty 8. Lock in Customer Loyalty 9. How to Keep Your Customers 10. Ties That Bind (2, 16)	Target Marketing	15. Hey Kid, Buy This! 17. What Do Customers Want, Anyway? 19. Beginner's Guide to Demographics 21. Generational Marketing 25. Very Model of a Modern Marketing Plan 32. Your Secret Weapon 39. Global Advertising and the World Wide Web 40. So You Think the World Is Your Oyster (1, 8, 11, 15, 16, 18, 19, 21, 22, 27)
Retailing	5. Two-Tier Marketing 7. Building Customer Loyalty 10. Ties That Bind 22. Ungraying of America 23. Life Stages of the Mature Market 28. Brand Management 33. Store Strikes Back 34. Retailers with a Future 35. Fast-Food Fight 36. Death and Rebirth of the Salesman (2, 16, 25)	Telemarketing	42. Winning Strategies Lead to Global Marketing Success
		Wholesaling	36. Death and Rebirth of the Salesman

Selected World Wide Web Sites for Annual Editions: Marketing

All of these Web sites are hot-linked through the *Annual Editions* home page: <http://www.dushkin.com/annualeditions> (just click on a book). In addition, these sites are referenced by number and appear where relevant in the Topic Guide on the previous three pages.

Some Web sites are continually changing their structure and content, so the information listed may not always be available.

General Sources

1. Krislyn's Favorite Advertising & Marketing Sites—<http://www.krislyn.com/sites/adv.htm>—This is a most complete list of sites, including information on marketing research, marketing on the Internet, demographic sources, and organizations and associations. The site also features current books on the subject of marketing.
2. Retail Learning Initiative—http://www.cate.ryerson.ca/~csca/rli_link.htm—This excellent series of small business and retail marketing links comes from Canada. It connects to many more business links in the United States as well as to workshops and dialogue forums.
3. STAT-USA/ Internet Site Economic, Trade, Business Information—<http://www.stat-usa.gov/stat-usa.html>—This site, a service of the U.S. Department of Commerce, contains Daily Economic News, Frequently Requested Statistical Releases, Information on Export and International Trade, Domestic Economic News and Statistical Series, and Databases.

Marketing in the 1990s and Beyond

4. American Marketing Association Code of Ethics—<http://ama.org/ethcode.htm>—At this site you will find the American Marketing Association's Code of Ethics for Marketing on the Internet, and also be able to link to the Association itself.
5. Energize Your Brand—http://newsmedia.com/NewMedia97/07/fea/Energize_Your_Brand.html—This article, from *New Media, The Magazine for Creators of the Digital Future*, is written by Peter Jeram, who says that the Web is breathing new life into product branding. He goes on to discuss how.
6. "Envisioning Tomorrow's Business World Today"—<http://www.cba.neu.edu/alumni/m-article29.html>—In this article, the author takes advantage of the work of The World Future Society to discuss what the future will hold for business in the next century.
7. "Marketing in the Service Sector Key to Success"—<http://www.cba.neu.edu/alumni/m-article17.html>—Here is a professor's discussion of the major role that the service sector plays in the U.S. economy and the importance of marketing to the success of small business, often the provider of such services.
8. Melnet/A World Class Business Network—<http://www.bradford.ac.uk/acad/mancen/melnet/index.html>—Melnets function as a cooperative for those businesses that are looking to improve their business thinking through the exchange of know-how. One subject the network covers at this site is the importance of branding. The site also includes the top 10 momentous questions for turn of the century organizations to consider. See also <http://www.mce.be/cgi-bin/forum?action=showarticles&forum=Marketing> for the Global Marketing Exchange, which is being produced at the Web site of Management Centre Europe.

9. "New Century Will Bring with It New Challenges"—<http://www.cba.neu.edu/alumni/m-article20.html>—This discussion of the challenges that the new century will bring to business, especially small business, provides interesting reading about the importance of market research, among other factors, to success.
10. "Small Companies Face Off against Ethical Dilemmas"—<http://www.cba.neu.edu/alumni/m-article13.html>—The importance of business ethics in the absence of any simple, universally applicable formula for solving ethical problems is discussed in this article. Unethical choices can lead to a company's quick demise.
11. Team Consulting Project—<http://www.cba.neu.edu/alumni/teamconsult.html>—Here is a description of the MBA Team Consulting Project of Northeastern University's Graduate School of Business Administration. Teams of second-year graduate business students, working with a faculty adviser, act as consultants to clients, often analyzing market potential and offering strategic directions or plans for launching new ventures.

Research, Markets, and Consumer Behavior

12. CyberAtlas Demographics—<http://www.cyberatlas.com/demographics.html>—The Baruch College-Harris Poll commissioned by *Business Week* is used at this site to show interested businesses who is on the Net in the United States. Statistics for other countries can be found by clicking on Geographics.
13. General Social Survey—<http://www.icpsr.umich.edu/GSS/>—The GSS (see DPLS Archive: <http://DPLS.DACC.WISC.EDU/SAF/>) is an almost annual personal interview survey of U.S. households that began in 1972. More than 35,000 respondents have answered 2,500 different questions. It covers a broad range of variables, many of which relate to microeconomic issues.
14. "Identifying Your Appropriate Market Opportunity"—<http://www.cba.neu.edu/alumni/m-article21.html>—The importance of identifying a proper marketing opportunity or niche is the subject of this article, which also includes a few basic rules for small business entrepreneurs.
15. "Market Research Essential in Determining Firm's Viability"—<http://www.cba.neu.edu/alumni/m-article3.html>—This article outlines how to obtain market information from government, educational, financial, and other sources.
16. Marketing Tools Directory—<http://www.marketingtools.com/directory/>—Maritz Marketing Research Inc. (MMRI) specializes in custom-designed research studies that link the consumer to the marketer through information. At this spot on their Web site they offer a Marketing Tools Directory, a comprehensive guide to resources for finding, reaching, and keeping customers. Sections include Demographics, Direct Marketing, Ethnic Marketing, Market Research, and more.
17. U.S. Census Bureau Home Page—<http://www.census.gov/>—Major source of social, demographic, and economic information such as income/employment data and latest indicators, income distribution, and poverty data.
18. USADATA—<http://www.usadata.com/usadata/index.htm>—This leading provider of marketing, company, advertising, and consumer behavior data offers national and local data covering the top 60 U.S. markets.

19. WWW Virtual Library: Demography & Population Studies—<http://coombs.anu.edu.au/ResFacilities/DemographyPage.html>—Over 150 important links can be found at this major resource to keep track of information facilities of value to researchers in the fields of demography and population studies.

Developing and Implementing Marketing Strategies

20. "Advertising Plays Critical Role in Firm's Success"—<http://www.cba.neu.edu/alumni/m-article32.html>—The importance of advertising to a company's success is explored in this short article, which details the importance of advertising, but claims that it is not a panacea.
21. American Marketing Association Homepage—<http://www.ama.org/hmpage.htm>—This site of the American Marketing Association is geared to managers, educators, researchers, students, and global electronic members. It contains a search mechanism, definitions of marketing and market research, and links to other resources.
22. "Business Plan Single Most Important Element for a Firm"—<http://www.cba.neu.edu/alumni/m-article1.html>—In this article, the importance of a business plan is explored. The author advises small businesses in particular on how to approach the plan and suggests ways to get help.
23. Hunt Out the Corporate Inertias That Cause Brand Proliferation—http://www.bradford.ac.uk/acad/mancen/melnet/lj2_9/e2_9_2.html—This article is adapted from an article by Chris Macrae. It warns against the threat of overbranding and umbrella branding.
24. "Marketing Paramount to Company's Success"—<http://www.cba.neu.edu/alumni/m-article2.html>—A failure to market a company's goods or services effectively is the reason why more than 60 percent of all new businesses fail in their first 5 years of operation. The author explains the importance of marketing and how to get help with it with little or no out-of-pocket expense.
25. Product Branding, Packaging, and Pricing—<http://www.fooddude.com/branding.html>—Put forward by fooddude.com, the information at this site is presented in a lively manner. It discusses positioning, branding, pricing, and packaging in the specialty food market, but applies to many other retail products as well.
26. "Proper Pricing Plan Is Essential to Company's Success"—<http://www.cba.neu.edu/alumni/m-article19.html>—The most important, most critical element of an effective marketing plan is pricing, according to the author. He explores the issue in this article.
27. Welcome to CRUSH—<http://www.HOT.sf.ca.us/>—This site presents an overview of Real Time Knowledge Systems and its product, CRUSH, a multimedia application for gathering, structuring, analyzing, and presenting competitive information that will help users create winning strategies. Marketing case studies are included.

Global Marketing

28. Asian Advertising & Marketing—<http://www.asianad.com/about/index.html>—A & M is the leading source of professional information for Asian marketing, advertising, and media. This is its Internet presence.
29. Chamber of Commerce World Network—<http://www.worldchambers.net>—International trade at work is viewable at this site. For example, click on Global Business eXchange (GBX) for a list of active business opportunities worldwide or to submit your new business opportunity for validation.

30. CIBERWeb—<http://www3.mgmt.purdue.edu/ciber/>—The Centers for International Business Education and Research were created by the U.S. Omnibus Trade and Competitiveness Act of 1988 to increase and promote the nation's capacity for international understanding and economic enterprise. The 26 resulting CIBER sites in the United States serve as regional resources to business. Together they are a powerful network focused on helping U.S. business succeed in global markets. Many marketing links can be found at this site.

31. Emerging Markets Resources—http://www.cob.ohio-state.edu/ciberweb/Emerging_markets.html—This excellent source provides resources about the emerging economies, sorted in two ways: general resources and country-by-country resources.
32. International Business Resources on the WWW—<http://ciber.bus.msu.edu/busres.htm>—Maintained by Michigan State University, this Web site includes a browser and a large index of international business resources. Through <http://ciber.bus.msu.edu/ginlist/> you can also access the Global Interact Network Mailing LIST (GINLIST), a marketing list that brings together, electronically, both business educators and practitioners with an interest in international business/marketing issues.
33. International Trade Administration—<http://www.ita.doc.gov/>—The U.S. Department of Commerce is dedicated to helping U.S. businesses compete in the global marketplace, and at this site it offers assistance through many Web links under such headings as Trade Statistics, Cross-Cutting Programs, Regions and Countries, and Import Administration.
34. Journal of International Marketing—<http://ciber.bus.msu.edu/jim/>—This journal can also be accessed on the Net from this site. Its mission is to contribute to the advancement of international marketing practice and theory.
35. Market Potential Indicators for Emerging Markets—<http://ciber.bus.msu.edu/publicat/mktpind.htm>—The focus of the study presented at this site is to rank the market potential of 23 countries identified as emerging markets by *The Economist*. The statistics uncovered can be found here.
36. Seven Steps to Exporting—http://www.city.kitchener.on.ca/Kitchener_import_export.html—From the city of Kitchener's Business Self-Help Office comes this page containing seven steps to exporting, an export marketing plan, and an export market analysis checklist.
37. World Trade Center Association On Line—<http://www.wtca.org/>—Data on world trade is available at this WTCA Web site that features information, services, a virtual trade fair, an exporter's encyclopedia, trade opportunities, and a resource center.
38. Worldwide Network Marketing—<http://wwwnm.com/>—This is an example of marketing on the Web to potential marketers. At this aggressive site, marketers are also invited to click on Green Harvest, a program that provides marketing opportunities to companies. The motto is "Bringing the world to your doorstep."

We highly recommend that you review our Web site for expanded information and our other product lines. We are continually updating and adding links to our Web site in order to offer you the most usable and useful information that will support and expand the value of your Annual Editions. You can reach us at: <http://www.dushkin.com/annualeditions/>.

Industry/Company Guide

This guide was prepared to provide an easy index to the many industries and companies discussed in detail in the 42 selections included in *Annual Editions: Marketing 98/99*. It should prove useful when researching specific interests.

INDUSTRIES

Advertising and Marketing Services	2. Marketing on the Web 14. New Hucksterism 38. Making the Web Work 39. Global Advertising and the World Wide Web	Internet Marketing	1. Future of Marketing 2. Marketing on the Web 7. Building Customer Loyalty 33. Store Strikes Back 38. Making the Web Work 39. Global Advertising and the World Wide Web
Automobiles	5. Two-Tier Marketing 6. Marketing Myopia 28. Brand Management 30. Ten Timeless Truths about Pricing	Market Research	4. Emerging Culture 16. Frontiers of Psychographics 17. What Do Customers Want, Anyway? 18. Ask a Silly Question . . . 20. Generations Quiz 24. Penetrating Purchaser Personalities
Communications	6. Marketing Myopia	Marketing	2. Marketing on the Web 3. New Marketplace 11. Service Revolution: Who Won? 16. Frontiers of Psychographics 21. Generational Marketing 22. Ungraying of America 24. Penetrating Purchaser Personalities 25. Very Model of a Modern Marketing Plan 27. What's in a Brand? 31. Are Your Prices Right? 36. Death and Rebirth of the Salesman 37. Loyalty for Sale
Computers	26. Discovering New Points of Differentiation	Petroleum	6. Marketing Myopia
Consumer Goods	5. Two-Tier Marketing 10. Ties That Bind 12. Dissing Customers 14. New Hucksterism 26. Discovering New Points of Differentiation 27. What's in a Brand? 32. Your Secret Weapon 37. Loyalty for Sale 41. Think Globally	Retailing	2. Marketing on the Web 5. Two-Tier Marketing 7. Building Customer Loyalty 10. Ties That Bind 11. Service Revolution: Who Won? 27. What's in a Brand? 33. Store Strikes Back 34. Retailers with a Future
Discount Stores	32. Your Secret Weapon 33. Store Strikes Back 34. Retailers with a Future	Service Industry	11. Service Revolution: Who Won? 12. Dissing Customers 13. Service Is Everybody's Business
Electronic Media	1. Future of Marketing 2. Marketing on the Web	Tobacco	15. Hey Kid, Buy This!
Electronics	6. Marketing Myopia	Toys	15. Hey Kid, Buy This!
Fast Foods	30. Ten Timeless Truths about Pricing 35. Fast-Food Fight	Transportation	6. Marketing Myopia
Foreign Markets	40. So You Think the World Is Your Oyster 41. Think Globally 42. Winning Strategies Lead to Global Marketing Success	Travel	3. The New Marketplace
Grocery	6. Marketing Myopia 27. What's in a Brand?	Utilities	6. Marketing Myopia
Hardware	9. How to Keep Your Customers	World Wide Web	1. Future of Marketing 2. Marketing on the Web 38. Making the Web Work 39. Global Advertising and the World Wide Web
Insurance	3. New Marketplace		
International Marketing	41. Think Globally 42. Winning Strategies Lead to Global Marketing Success		