

MARKETING

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To Linda and Jennifer
Linda, Glenna, and Lisa

Preface

We believe that a marketing principles book in the 1980s must incorporate both traditional and contemporary aspects of marketing as well as acknowledge the impact of the surrounding environment on marketing.

While the basic components of marketing (such as consumer behavior, marketing research, products, distribution, promotion, and pricing) form the foundation of any principles of marketing text, modern techniques and topics also need to be covered in depth. Among the newer concepts that are examined in full chapter length in *Marketing* are consumer lifestyles and decision making, organizational consumers (including manufacturers, wholesalers, retailers, government, and nonprofit institutions), service and nonprofit marketing, international marketing, marketing and society, and marketing in the future. Environmental effects are noted throughout the book.

Marketing explains all major concepts, defines key terms, integrates topics, and demonstrates how marketing personnel make everyday and long-run decisions. Illustrations of companies such as Seiko, Chrysler, Xerox, Pepsi Cola, Sears, Gillette, Borden, and H&R Block appear in each chapter. These illustrations build on the textual material, reveal the dynamic and exciting nature of marketing, and involve students in real-life applications of marketing.

Among the pedagogical tools contained in each chapter are

1. **Chapter objectives** that outline the major three to five areas to be investigated,
2. **An opening vignette** that introduces the material through a real-life situation,
3. **Descriptive margin notes** that highlight key concepts,
4. **Italicized key terms** that identify important definitions,
5. **Many flowcharts and current figures and tables** that explain how marketing concepts operate and provide up-to-date information,
6. **Numerous footnotes** to enable the reader to do further research,

7. **A summary** that encapsulates the material covered,
8. **Discussion questions** (14 to 17) that vary in scope and depth from requiring definitions to requiring complex decisions, and
9. **Two cases** (except Chapter 1) that involve real companies or situations. There are forty-eight cases in all, involving companies such as General Foods, Coca-Cola, Bristol-Myers, Firestone, Kellogg, AT&T, Levi Strauss, Coors, UPS (United Parcel Service), and several small firms.

In addition, the text has three useful appendices for students: an analysis of careers in marketing, hints for analyzing cases, and a 475-item glossary. There are also separate company, name, and subject indices.

Marketing is divided into eight parts. Part One presents an overview of marketing, describes the environment within which it operates, and discusses the marketing research process. Part Two provides an understanding of final and organizational consumers. It examines demographic data, life-style factors, target market strategies, and sales forecasting. Part Three covers product planning, the product life cycle, new products, mature products, branding, and packaging. Part Four deals with distribution planning, channel relations, wholesaling, retailing, and physical distribution. Part Five examines promotion planning, the channel of communication, advertising, publicity, personal selling, and sales promotion. Part Six covers price planning, price strategies, and the mathematics of pricing. Part Seven shows how the scope of marketing is expanding to include international marketing, service and nonprofit marketing, and societal issues. Part Eight integrates marketing planning and looks to the future.

A comprehensive study guide is available to accompany *Marketing*. The study guide contains chapter objectives, chapter overviews, key terms and concepts, more than 1,700 short-answer questions, more than 150 discussion questions, and 75 exercises. All short-answer questions are answered in the study guide. A substantial teaching package is available for instructors.

Acknowledgments

Throughout our professional lives and the two and one-half years that this book was researched and written, a number of people provided us with support, encouragement, and constructive criticism. We would like to publicly acknowledge and thank many of them.

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At Hofstra University, colleagues Herman Berliner, Dorothy Cohen, Kenneth Cooperman, Bertram Gold, Betty Grayson, Louis Kaufman, Harold Lazarus, Russell Moore, Suresh Pradhan, Walter Rosenthal, Saul Sands, Elaine Sherman, and Jordan Yale stimulated us by providing the environment needed for a book of this type. At Rutgers University, colleagues Benny Barach, Seymour Fine, and Robert Pease offered a valued academic climate.

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As always, our “demon” typist was Phyllis Knauf, whose turnaround time was again faster than ours. Linda Berman diligently prepared the indices.

To our wives and children, this book is dedicated—out of respect and love.

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