

Ninth Edition

NEW!

The latest edition of
Pride • Ferrell's *Marketing* for
1/2 the price
See the back cover for
more information.

Pride • Ferrell

Marketing

ETING

William M. Pride

Texas A&M University

O.C. Ferrell

University of Memphis

HOUGHTON MIFFLIN COMPANY BOSTON TORONTO
GENEVA, ILLINOIS PALO ALTO PRINCETON, NEW JERSEY

To Nancy, Michael, and Allen Pride

To Linda Ferrell

Associate Editor: *Susan M. Kahn*

Senior Project Editor: *Cathy Labresh Brooks*

Senior Production/Design Coordinator: *Jill Haber*

Senior Manufacturing Coordinator: *Priscilla Bailey*

Marketing Manager: *Robert D. Wolcott*

Part Opening Images: Part 1: Charles Gupton/Tony Stone Worldwide, Inc.; Part 2: Harald Sund/Image Bank; Part 3: Dennis O'Clair/Tony Stone Images; Part 4: Royuki Matsumoto/Black Star; Part 5: Blaine Harrington/The Stock Market; Part 6: Charles Gupton/Stock Boston; Part 7: Gabe Palmer/The Stock Market.

Cover design by Harold Burch, Harold Burch Design, New York City.

Sources for advertisements on page 570: Mark Wilkinson Furniture: Reproduced with kind permission of Mark Wilkinson Furniture. Copyright Mark Wilkinson Furniture, Bromham, Wiltshire, England. Andersen Windows: Courtesy Andersen Windows, Inc. Andersen,[®] Andersen Art Glass,[™] Andersen Window Center,[®] and Andersen Light[™] are all trademarks of the Andersen Corporation.

Copyright © 1995 by Houghton Mifflin Company. All rights reserved.

No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system without the prior written permission of Houghton Mifflin Company unless such copying is expressly permitted by federal copyright law. Address inquiries to College Permissions, Houghton Mifflin Company, 222 Berkeley Street, Boston, MA 02116-3764.

Printed in the U.S.A.

Library of Congress Catalog Card Number: 94-76541

Student Book ISBN: 0-395-70746-3

Examination Copy ISBN: 0-395-71683-7

6789-DW-98 97 96

Preface

Marketing has always been a dynamic area of study, but recent changes in our social and economic systems create new challenges. Marketers must focus on domestic *and* global market opportunities while being sensitive to cultural differences, quality issues, ethical issues, and technological changes. To provide insight into the dynamic world of marketing, we have shaped this edition of *Marketing: Concepts and Strategies* to fully integrate these changes in a comprehensive framework that includes traditional marketing concepts and the challenging realities of today.

Collegiate academic business departments increasingly are under pressure to focus on issues relating to the realities of today's job market. In the last five years, businesses with under 500 employees have added millions of new jobs while large corporations, such as Procter & Gamble, IBM, Sears, General Motors, and others have been eliminating jobs. This trend is expected to continue, as an estimated 80 percent of new jobs for business college graduates will be found in small businesses. Students will be entering a highly competitive job market requiring the knowledge and skills useful in a dynamic social and economic environment.

The content, examples, boxes, application questions, and cases in this edition of *Pride/Ferrell* reflect the changes occurring in our economic and social system. Our objective in this revision was to include concepts that will equip students with the decision-making skills needed in today's changing business world. Students' abilities to communicate, engage in critical thinking, and solve problems will be important in this new job market. Application-focused material is available with this text to assist students in their personal development.

Marketing: Concepts and Strategies is a leading introductory marketing text in the United States, United Kingdom, Ireland, and other parts of the world because it provides comprehensive coverage and stimulates student interest with its readable style and extensive use of interesting, real-life examples. This text provides up-to-date coverage that integrates global, quality, diversity, and ethical issues to provide a full understanding of the contemporary marketing world.

New in the Ninth Edition



Marketing: Concepts and Strategies has always focused on the concepts most relevant to the development and implementation of marketing strategies. To keep pace with developments in the teaching and practice of marketing, several organizational changes have been made in this edition, and content coverage has undergone major changes and additions:

- The definition of marketing has been revised to communicate the essence of marketing more directly (see Chapter 1).
- There is much more emphasis on developing a marketing plan in this edition, so that students get a comprehensive understanding of how the various parts of marketing fit together. In Chapter 1, a brief introduction to the marketing plan is presented. Chapter 22 provides a detailed discussion of the components of a

marketing plan. An example of a marketing plan appears in Appendix C so that students can understand and model how a marketing plan might be developed. The components of the marketing plan used in this book have been tested in a number of businesses and include a systematic process of assessing market opportunities and resources, determining marketing objectives, defining marketing strategies, and establishing guidelines for implementation and control of the marketing program.

- Chapter 2 has been reorganized significantly. Because of its importance, the section on competitive forces has been moved closer to the beginning of the chapter. Sociocultural forces have been expanded to include demographic characteristics, cultural values, cultural diversity, and consumer issues.
- Chapter 3, Marketing Ethics and Social Responsibility, has been revised to provide a more applied understanding of the role of ethics and social responsibility in day-to-day marketing decisions. Organizational and individual approaches for improving ethical behavior in marketing are presented. The chapter focuses less on philosophical aspects of ethics and more on ethical issues and how to address ethical dilemmas. More examples of both ethical and unethical behavior are provided. An ethical conflict audit is presented as well as an organizational audit of marketing ethics and social responsibility.
- The international marketing chapter, now entitled Global Markets and International Marketing, is positioned as Chapter 4 rather than the final chapter. This repositioning reflects a rewrite of the chapter to focus on the importance of international marketing and the role of international markets in marketing strategy. While many of the features of the previous chapter remain, sections dealing with NAFTA, GATT, and the world economy will give the student a better perspective of the global marketplace.
- Information Systems and Marketing Research, Chapter 5, has been repositioned and now includes a review of information system technology and databases for marketing decisions. The role of personal computers in accessing on-line information services, bulletin boards, and databases reflects the real world of information systems and marketing research. All traditional areas of marketing research are still covered and have been updated to reflect how businesses actually get their data.
- The buying behavior chapters (6 and 7) now appear prior to the segmentation and target markets chapter (8) to facilitate the understanding of buying behavior prior to the analysis of target markets.
- Coverage of self-concept and opinion leadership has been expanded in Chapter 6. A major section about the use of the Standard Industrial Classification (SIC) codes has been added to the Organizational Markets and Buying Behavior chapter (see Chapter 7).
- In Chapter 8 the evaluation and selection of target markets is presented as a five-step process.
- Chapter 9 now contains a section on product differentiation, a new emphasis on product positioning, and discussions on product quality, the relationship of product design and features, and product support services.
- The services marketing chapter (12) is now called Services and has been moved to Part 3, Product Decisions. The chapter has been revised to facilitate students' understanding of how services differ from goods and the importance of service quality in successful marketing strategies. Previously near the end of the text, this chapter has been repositioned to recognize services as products and compo-

nents of products. An in-depth analysis of service quality is provided, including a discussion of how customers evaluate service quality and instructions for delivering exceptional service quality.

- A discussion of strategic channel alliances has been added to the Marketing Channels chapter (Chapter 13).
- New classifications and types of retail stores are included in the Retailing chapter (see Chapter 15). The Nonstore Retailing section has been totally rewritten to include three subsections—Direct Selling, Direct Marketing, and Vending. The Direct Marketing subsection encompasses catalog marketing, direct response marketing, telemarketing, television home shopping, and computer interactive marketing.
- In Chapter 17 a new section dealing with the objectives of promotion has been included.
- Chapter 20, Pricing Concepts, contains new coverage on consumers classified as price conscious, value conscious, and prestige sensitive. The evaluation scales for measuring these price classifications is provided to give students a real-world understanding of these concepts.
- The Implementing Strategies and Measuring Performance chapter has been retitled Marketing Implementation and Control and is now Chapter 23. This chapter includes approaches to marketing implementation including detailed treatment of total quality management and internal marketing.

Even though we have made numerous changes, we believe users of earlier editions will find the Ninth Edition to have the same strengths that made previous editions so popular. This edition, like its predecessors, explores the depth and breadth of the field, combining comprehensive coverage of marketing concepts and strategies with detailed real-world examples. By focusing on the universal concerns of marketing decision makers, we demonstrate that marketing is a vital and challenging field of study—and a part of our world that influences almost everything we do.

Features of the Ninth Edition



As always, our goal is to provide a comprehensive and practical introduction to marketing, easy both to teach and to learn. Several basic features of the text have been added or carefully revised to facilitate teaching and learning. The entire book is structured to excite students about marketing and to make learning comprehensive and efficient.

- *Learning objectives* open each chapter, providing students with expectations about what they should achieve as they read the chapter.
- A *vignette* about an organization or brand introduces each chapter's marketing issues. All of the opening vignettes are new to this edition.
- Familiar products and organizations are used as examples and illustrations to enliven the text's content.
- To help students build their marketing vocabulary, key definitions appear in the margin.
- The scope of the boxed feature series has been expanded.
 - *Quality in Marketing* boxes illustrate how organizations strive to improve quality to stay competitive and achieve greater customer satisfaction.

- Raising students' awareness of ethical issues and the types of ethical choices marketers face is the objective of *Ethical Challenges* boxes.
- *Global Perspective* boxes examine global issues, organizations, or products.
- *Inside Marketing* boxes, focusing on recognizable firms and products, extend the discussion of marketing topics and decisions.
- Numerous *figures, tables, and photographs* increase comprehension and stimulate interest.
- Complete *chapter summaries* review the major topics discussed.
- Lists of *important terms* provide a study aid, helping students expand their marketing vocabulary.
- *Discussion and review questions* encourage further study and exploration of chapter content.
- A series of *application questions* are provided at the end of each chapter to enhance student comprehension of important concepts.
- Two stimulating *cases* at the end of each chapter help students to understand the application of chapter concepts. More than half of all the cases in this edition are new. Also new to this edition, one of the cases at the end of each chapter is accompanied by a video.
- A *diagram of the text's organization* at the beginning of each part shows students how material in the upcoming part relates to the rest of the book.
- A *strategic case* at the end of each part helps students integrate concepts from that part.
- An *ethics and social responsibility case* at the end of each part raises students' awareness of ethical and social responsibility issues and can lead to lively class discussions. Most of these cases are accompanied by video support.
- A *glossary* at the end of the text defines more than 625 important marketing terms.
- Three *appendices* discuss marketing career opportunities, provide additional insights into financial analysis in marketing, and present an example of a marketing plan.
- A *name index* and a *subject index* enable students to find topics of interest quickly.

Text Organization



We have organized the seven parts of *Marketing: Concepts and Strategies*, Ninth Edition to give students a theoretical and practical understanding of marketing decision making. Part 1 presents an overview of marketing and examines marketing environment forces, ethics and social responsibility, and international marketing. Part 2 considers information systems and marketing research, consumer and industrial buying behavior, and target market analysis. Part 3 focuses on the conceptualization, development, management, and branding and packaging of goods and services. Part 4 deals with marketing channels, institutions, and physical distribution. Part 5 covers promotion decisions and methods including advertising, personal selling, sales promotion, and publicity. Part 6 is devoted to pricing decisions. Part 7 discusses strategic market planning, organization, implementation, and control.

A Complete Package of Learning Supplements



he complete package available with *Marketing: Concepts and Strategies* includes numerous support materials that facilitate student learning.

- The *Study Pack* contains the printed Study Guide; worksheets for critical thinking, careers, and a marketing plan; and a computer disk containing a marketing plan designer and matching and multiple-choice review exercises.
- *Exploring Marketing Strategy* is a computer program that helps students understand the marketing mix and marketing strategy through questions and a graphic presentation.
- An additional program, *Marketer: A Simulation*, gives student teams working on personal computers valuable decision making experience.

A Comprehensive Instructional Resource Package



Marketing: Concepts and Strategies, Ninth Edition, includes an exceptionally comprehensive package of teaching materials.

- **INSTRUCTOR'S RESOURCE MANUAL.** This ancillary component is a comprehensive set of teaching tools. Each chapter includes (1) teaching resources quick reference guide, (2) purpose and perspective, (3) guide for using color transparencies, (4) comprehensive lecture outline, (5) answers to discussion and review questions, and (6) comments on the cases. In addition, the *Instructor's Resource Manual* includes a video guide, comments on part-ending strategic cases and ethics and social responsibility cases, and answers to text Appendix B: Financial Analysis in Marketing.
- **TEST BANK.** The *Test Bank* provides a total of more than 3,000 test items including true/false, multiple-choice, and essay questions for each chapter. Each objective test item comes with the correct answer, a main text page reference, and a key to whether the question tests knowledge, comprehension, or application. The *Test Bank* also provides difficulty and discrimination ratings derived from actual class testing for most of the multiple-choice questions. Lists of author-selected questions have been developed to facilitate quick construction of tests or quizzes. These author-selected lists of multiple-choice questions are representative of chapter content.
- **COMPUTERIZED TEST BANK.** This program is designed for use on IBM and IBM-compatible computers. Using the computerized test bank, the instructor can select questions from the *Test Bank* and produce a test master for easy duplication. The program gives instructors the option of selecting their own questions or having the program select them. It also allows instructors to create new questions and edit existing ones.

- **ON-LINE TESTING.** This electronic version of the *Test Bank* allows instructors to administer tests via a network system, modem, or personal computer, and includes a grading system.
- **CALL-IN TEST SERVICE.** The service lets instructors select items from the *Test Bank* and call our toll-free number to order printed tests.
- **COLOR TRANSPARENCIES.** A set of 300 color transparencies offers the instructor visual teaching assistance. About a third of these are illustrations from the text; the rest are class exercises, debate issues, chapter quizzes, and teaching aids.
- **MARKETING VIDEOTAPES.** This series contains the videos for use with the end-of-chapter video cases. Also included are video segments supporting the end-of-part ethics and social responsibility cases. Specific information about each video is given in the Video Guide found in the *Instructor's Resource Manual*.
- **LASERDISC.** The laserdisc contains conceptual teaching modules. Each module consists of a definition of a concept, a video clip to illustrate the concept, and discussion questions. Figures and illustrations on the disc help complete each module. The accompanying *Laserdisc Guide* offers additional instructor support.
- **LECTURE BANK.** This computer disk contains the comprehensive lecture outlines from the *Instructor's Resource Manual* in ASCII format so instructors can customize them.

Comments and Suggestions Are Valued

Through the years, professors and students have sent us many helpful suggestions for improving the text and ancillary components. We invite your comments, questions, and criticisms. We want to do our best to provide materials that enhance the teaching and learning of marketing concepts and strategies. Your suggestions will be sincerely appreciated. Please write us or call 409-845-5857 (Pride) or 901-678-4548 (Ferrell)

Acknowledgments

Like most textbooks, this one reflects the ideas of a multitude of academicians and practitioners who have contributed to the development of the marketing discipline. We appreciate the opportunity to present their ideas in this book.

A number of individuals have made many helpful comments and recommendations in their reviews of this or earlier editions. We appreciate the generous help of these reviewers.

Zafar U. Ahmed
Minot State University
 Joe F. Alexander
University of Northern Colorado
 Mark I. Alpert
University of Texas at Austin

Linda K. Anglin
Mankato State University
 George Avellano
Central State University
 Emin Babakus
University of Memphis

Julie Baker <i>University of Texas—Arlington</i>	Gul T. Butaney <i>Bentley College</i>
Siva Balasabramanian <i>Southern Illinois University</i>	Pat J. Calabro <i>University of Texas—Arlington</i>
Joseph Ballinger <i>Stephen F. Austin State University</i>	Linda Calderone <i>State University of New York College of Technology at Farmingdale</i>
Guy Banville <i>Creighton University</i>	Joseph Cangelosi <i>University of Central Arkansas</i>
Joseph Barr <i>Framingham State College</i>	James C. Carroll <i>University of Central Arkansas</i>
Thomas E. Barry <i>Southern Methodist University</i>	Terry M. Chambers <i>Westminster College</i>
Charles A. Bearchell <i>California State University—Northridge</i>	Lawrence Chase <i>Tompkins Cortland Community College</i>
Richard C. Becherer <i>Wayne State University</i>	Larry Chonko <i>Baylor University</i>
Russell Belk <i>University of Utah</i>	Barbara Coe <i>North Texas State University</i>
W. R. Berdine <i>California State Polytechnic Institute</i>	Ernest F. Cooke <i>Loyola College—Baltimore</i>
Stewart W. Bither <i>Pennsylvania State University</i>	Robert Copley <i>University of Louisville</i>
Roger Blackwell <i>Ohio State University</i>	John I. Coppett <i>University of Houston—Clear Lake</i>
Peter Bloch <i>University of Massachusetts—Amherst</i>	Robert Corey <i>West Virginia University</i>
Wanda Blockhus <i>San Jose State University</i>	Deborah L. Cowles <i>Virginia Commonwealth University</i>
Paul N. Bloom <i>University of North Carolina</i>	Melvin R. Crask <i>University of Georgia</i>
James P. Boespflug <i>Arapahoe Community College</i>	William L. Cron <i>Southern Methodist University</i>
Joseph G. Bonnice <i>Manhattan College</i>	Bernice N. Dandridge <i>Diablo Valley College</i>
John Boos <i>Ohio Wesleyan University</i>	Norman E. Daniel <i>Arizona State University</i>
James Brock <i>Montana State University</i>	Lloyd M. DeBoer <i>George Mason University</i>
John R. Brooks, Jr. <i>Houston Baptist University</i>	Sally Dibb <i>University of Warwick</i>
Jackie Brown <i>University of San Diego</i>	Ralph DiPietro <i>Montclair State University</i>
William G. Browne <i>Oregon State University</i>	Paul Dishman <i>Idaho State University</i>
John Buckley <i>Orange County Community College</i>	Casey L. Donoho <i>Northern Arizona University</i>
Karen Burger <i>Pace University</i>	

- | | |
|---|--|
| Peter T. Doukas
<i>Westchester Community College</i> | Mary C. Harrison
<i>Amber University</i> |
| Lee R. Duffus
<i>University of South Florida</i> | Michael Hartline
<i>Louisiana State University</i> |
| Robert F. Dwyer
<i>University of Cincinnati</i> | Timothy Hartman
<i>Ohio University</i> |
| Roland Eyears
<i>Central Ohio Technical College</i> | Salah S. Hassan
<i>George Washington University</i> |
| Thomas Falcone
<i>Indiana University of Pennsylvania</i> | Del I. Hawkins
<i>University of Oregon</i> |
| Gwen Fontenot
<i>University of Northern Colorado</i> | Dean Headley
<i>Wichita State University</i> |
| Charles W. Ford
<i>Arkansas State University</i> | Esther Headley
<i>Wichita State University</i> |
| John Fraedrich
<i>Southern Illinois University, Carbondale</i> | Debbora Heflin-Bullock
<i>California State Polytechnic University—
Pomona</i> |
| David J. Fritzsche
<i>University of Washington</i> | Merlin Henry
<i>Rancho Santiago College</i> |
| Donald A. Fuller
<i>University of Central Florida</i> | Neil Herndon
<i>City Polytechnic of Hong Kong</i> |
| Cathy Goodwin
<i>University of Manitoba</i> | Charles L. Hilton
<i>Eastern Kentucky University</i> |
| Geoffrey L. Gordon
<i>University of Kentucky</i> | Elizabeth C. Hirschman
<i>Rutgers, State University of New Jersey</i> |
| Robert Grafton-Small
<i>University of Strathclyde</i> | Robert D. Hisrich
<i>University of Tulsa</i> |
| Harrison Grathwohl
<i>California State University—Chico</i> | George C. Hozier
<i>University of New Mexico</i> |
| Alan A. Greco
<i>Winthrop College</i> | John R. Huser
<i>Illinois Central College</i> |
| Blaine S. Greenfield
<i>Bucks County Community College</i> | Ken Jensen
<i>University of Tampa</i> |
| Thomas V. Greer
<i>University of Maryland</i> | Ron Johnson
<i>Colorado Mountain College</i> |
| Sharon F. Gregg
<i>Middle Tennessee University</i> | Theodore F. Julia
<i>Stonehill College</i> |
| Jim L. Grimm
<i>Illinois State University</i> | Peter F. Kaminski
<i>Northern Illinois University</i> |
| Charles Gross
<i>University of New Hampshire</i> | Yvonne Karsten
<i>Mankato State University</i> |
| Roy R. Grundy
<i>College of DuPage</i> | Jerome Katrichis
<i>Temple University</i> |
| Joseph Guiltinan
<i>University of Notre Dame</i> | Alvin Kelly
<i>Florida A&M University</i> |
| Joseph Hair
<i>Louisiana State University</i> | Philip Kemp
<i>DePaul University</i> |
| Robert R. Harmon
<i>Portland State University</i> | |

Sylvia Keyes <i>Bridgewater State College</i>	Gerald L. Manning <i>Des Moines Area Community College</i>
William M. Kincaid, Jr. <i>Oklahoma State University</i>	Allen S. Marber <i>University of Bridgeport</i>
Roy Klages <i>State University of New York at Albany</i>	Gayle J. Marco <i>Robert Morris College</i>
Douglas Kornemann <i>Milwaukee Area Technical College</i>	James McAlexander <i>Oregon State University</i>
Priscilla LaBarbara <i>New York University</i>	Jack McNiff <i>State University of New York College of Technology at Farmingdale</i>
Patricia Laidler <i>Massasoit Community College</i>	Lee Meadow <i>Northern Illinois University</i>
Bernard LaLonde <i>Ohio State University</i>	Jeffrey A. Meier <i>Fox Valley Technical College</i>
Richard A. Lancioni <i>Temple University</i>	James Meszaros <i>County College of Morris</i>
David M. Landrum <i>University of Central Oklahoma</i>	Brian Meyer <i>Mankato State University</i>
Irene Lange <i>California State University—Fullerton</i>	Martin Meyers <i>University of Wisconsin/Stevens Point</i>
Geoffrey P. Lantos <i>Stonehill College</i>	Stephen J. Miller <i>Oklahoma State University</i>
Charles L. Lapp <i>University of Texas—Dallas</i>	Norm Millikin <i>Montana State University</i>
Virginia Larson <i>San Jose State University</i>	William Moller <i>University of Michigan</i>
John Lavin <i>Waukesha County Technical Institute</i>	Kent B. Monroe <i>University of Illinois</i>
Hugh E. Law <i>East Tennessee University</i>	Carlos W. Moore <i>Baylor University</i>
Ron Lennon <i>Barry University</i>	Carol Morris-Calder <i>Loyola Marymount University</i>
Richard C. Leventhal <i>Metropolitan State College</i>	Keith Murray <i>Northeastern University</i>
Jay D. Lindquist <i>Western Michigan University</i>	Sue Ellen Neeley <i>University of Houston—Clear Lake</i>
Mary Logan <i>Southwestern Assemblies of God College</i>	Terrence V. O'Brien <i>Northern Illinois University</i>
Paul Londrigan <i>Mott Community College</i>	Mike O'Neill <i>California State University—Chico</i>
Anthony Lucas <i>Community College of Allegheny County</i>	Allan Palmer <i>University of North Carolina at Charlotte</i>
William Lundstrom <i>Old Dominion University</i>	Teresa Pavia <i>University of Utah</i>
Stan Madden <i>Baylor University</i>	John Perrachione <i>Northeast Missouri State University</i>
Patricia M. Manninen <i>North Shore Community College</i>	

J. Paul Peter
University of Wisconsin—Madison

Michael Peters
Boston College

Lana Podolak
Community College of Beaver County

Thomas Ponzurick
West Virginia University

William Prescutti
Duquesne University

Kathy Pullins
Columbus State Community College

Victor Quinones
University of Puerto Rico

Daniel Rajaratnam
Baylor University

James D. Reed
Louisiana State University—Shreveport

William Rhey
University of Tampa

Glen Riecken
East Tennessee State University

Winston Ring
University of Wisconsin—Milwaukee

Ed Riordan
Wayne State University

Robert A. Robicheaux
University of Alabama

Robert H. Ross
Wichita State University

Michael L. Rothschild
University of Wisconsin—Madison

Bert Rosenbloom
Drexel University

Kenneth L. Rowe
Arizona State University

Elise Sautter
New Mexico State University

Ronald Schill
Brigham Young University

Bodo Schlegelmilch
American Graduate School of International Management

Donald Sciglimpaglia
San Diego State University

Stanley Scott
University of Alaska—Anchorage

Harold S. Sekiguchi
University of Nevada—Reno

Richard J. Semenik
University of Utah

Beheruz N. Sethna
Lamar University

Steven J. Shaw
University of South Carolina

Terence A. Shimp
University of South Carolina

Carolyn F. Siegel
Eastern Kentucky University

Dean C. Siewers
Rochester Institute of Technology

Lyndon Simkin
University of Warwick

Paul J. Solomon
University of South Florida

Robert Solomon
Stephen F. Austin State University

Sheldon Somerstein
City University of New York

Rosann L. Spiro
Indiana University

William Staples
University of Houston—Clear Lake

Bruce Stern
Portland State University

Claire F. Sullivan
Metropolitan State University

Hal Teer
James Madison University

Ira Teich
Long Island University—C. W. Post

Debbie Thorne
University of Tampa

Dillard Tinsley
Stephen F. Austin State University

Sharynn Tomlin
Angelo State University

Hale Tongren
George Mason University

James Underwood
University of Southwest Louisiana

Barbara Unger
Western Washington University

Tinus Van Drunen
Universiteit Twente (Netherlands)

Poondi Varadarajan
Texas A&M University
Dale Varble
Indiana State University
Charles Vitaska
Metropolitan State College
Kirk Wakefield
University of Mississippi
James F. Wenthe
Georgia College

Sumner M. White
Massachusetts Bay Community College
Alan R. Wiman
Rider College
Ken Wright
West Australia College of Advanced Education—Churchland Campus
George Wynn
James Madison University

We deeply appreciate the assistance of Barbara Gilmer and Pam Swartz for providing editorial suggestions, technical assistance, and support. For assistance in completing numerous tasks associated with the text and ancillary components, we express appreciation to Diane Dowdell, Terry Gabel, Terry Loe, Phylis Mansfield, and Jose Mireles.

Our special thanks go to Debbie Thorne, University of Tampa, and Michael Hartline, Louisiana State University, for their assistance in developing the revision of several chapters. For creating *Marketer: A Simulation*, Second Edition, we wish to thank Jerald R. Smith, University of Louisville. We also wish to thank Kirk Wakefield, University of Mississippi, for developing the class exercises included in the *Instructor's Resource Manual*. We especially thank Jim L. Grimm, Illinois State University, for drafting the financial analysis appendix.

We express appreciation for the support and encouragement given us by our colleagues at Texas A & M University and The University of Memphis.

WILLIAM M. PRIDE

O. C. FERRELL

Marketing

TOSHIBA

ビデオ・テレビ

エアコン

カードは...
P プロミス

3833-1061 3F

P
プロミス
3833-1061

Enjoy
Coca-Cola
Coke

京成
スカイ
ライト



舟けの窓

おもちゃ
ヤマシロ

Brief Contents

PART	1	Marketing and Its Environment	1
		1. An Overview of Strategic Marketing	2
		2. The Marketing Environment	26
		3. Marketing Ethics and Social Responsibility	58
		4. Global Markets and International Marketing	90
PART	2	Buyer Behavior and Target Market Selection	127
		5. Information Systems and Marketing Research	128
		6. Consumer Buying Behavior	166
		7. Organizational Markets and Buying Behavior	196
		8. Target Markets: Segmentation and Evaluation	224
PART	3	Product Decisions	263
		9. Product Concepts	264
		10. Developing and Managing Products	292
		11. Branding and Packaging	320
		12. Services	350
PART	4	Distribution Decisions	387
		13. Marketing Channels	388
		14. Wholesaling	418
		15. Retailing	442
		16. Physical Distribution	476
PART	5	Promotion Decisions	507
		17. Promotion: An Overview	508
		18. Advertising and Publicity	534
		19. Personal Selling and Sales Promotion	566
PART	6	Pricing Decisions	603
		20. Pricing Concepts	604
		21. Setting Prices	632
PART	7	Marketing Management	669
		22. Strategic Market Planning	670
		23. Marketing Implementation and Control	708
		Appendix A Careers in Marketing	A1
		Appendix B Financial Analysis in Marketing	B1
		Appendix C Sample Marketing Plan	C1