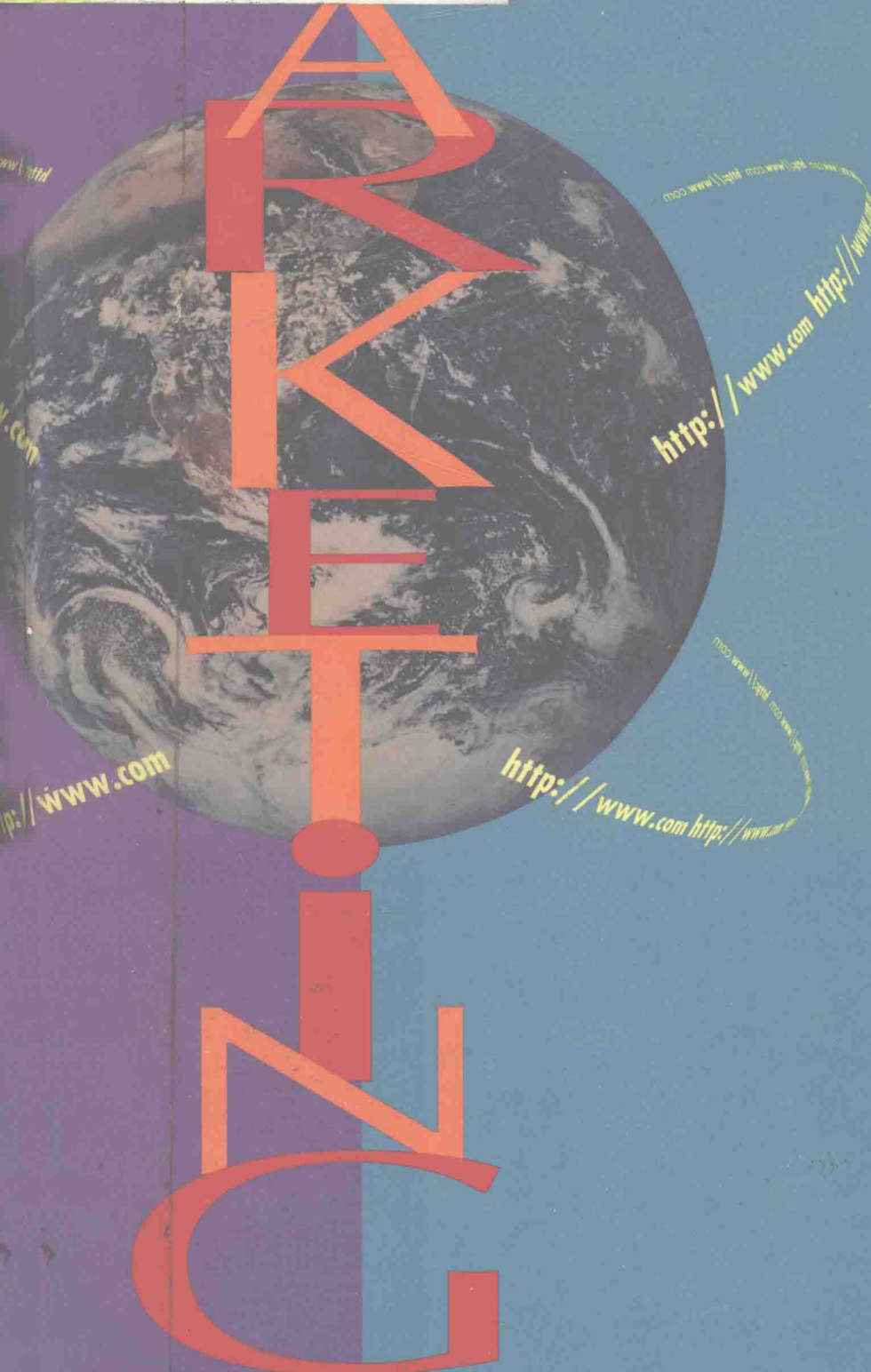


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Tenth

Edition

Marketing

Concepts and Strategies

Tenth Edition

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Preface

As educators anticipating a new millennium, we are particularly aware of the challenges facing marketers today. The economic and social environment is constantly evolving—and with lightning speed. Technology, the global marketplace, diversity, and communication will no doubt continue to influence marketing decisions and the essential task of recognizing and responding to market opportunities.

This edition of *Marketing: Concepts and Strategies* provides a comprehensive framework for understanding how contemporary realities affect marketing decisions. The text has been thoroughly revised to provide the most up-to-date information about changes occurring in our economic and social systems. At the same time, we have been careful to retain the strengths that have made this one of the most popular introductory marketing texts in the United States and throughout the world.

Like its predecessors, the Tenth Edition explores the depth and breadth of the field, combining comprehensive coverage of marketing concepts and strategies with detailed and highly interesting real-world examples. Our primary goal—as always—is to equip students with the decision-making skills they will need to be successful in today's changing business climate. 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.

New in the Tenth Edition

To keep pace with developments in the teaching and practice of marketing, several important changes have been made to this edition:

- *A new chapter, Chapter 24, entitled "Marketing and the Internet."* This is a new chapter located on the Internet in the Pride/Ferrell Marketing Learning Center (<http://www.hmco.com/college/PridFerr/home.html>). This unique chapter explores how marketers are using the Internet in their strategies, their relationships with customers, and their day-to-day work. The Pride/Ferrell Marketing Learning Center is a one-stop guide to the world of online marketing. This site serves as a forum for marketers and students of marketing to discuss how the Internet is changing marketing. In addition to Chapter 24, the Marketing Learning Center also contains: **Internet Exercises** for Chapters 1-23; a **Research Center**, with links to marketing organizations, publications and other information sources; and the **Idea Exchange**, inviting you to share your perspective on marketing and the Internet.
- *Greater emphasis on the concept of relationship marketing.* A crucial aspect of today's market-driven competitive environment is the importance of customer value and customer relationships. This edition provides more complete coverage of this concept.
- *Greater emphasis on the importance of technology.* Many of the changes throughout the text relate to the use of technology in marketing. Topics such as the Internet and online marketing are addressed throughout the text. We also focus on the use of new technologies in marketing research, including database research, electronic bulletin boards, single source data, online information services, and E-mail surveys.

- *Greater emphasis on supply chain management.* The distribution chapters have been revised based on the concept of supply chain management. There is an emphasis placed on long-term partnerships among channel members working together to reduce inefficiencies, costs, and redundancies in order to heighten customer satisfaction.
- *New coverage of brand loyalty and brand equity.* The coverage of brand loyalty has been expanded. The new section on brand equity examines the four major elements that underlie brand equity, including brand name awareness, brand loyalty, perceived brand quality, and brand associations.
- *Expanded coverage of public relations.* The publicity coverage in the previous edition has been broadened into a discussion of public relations. Publicity is treated as a part of public relations in this new edition.
- *New chapter-opening vignettes, boxed features, and cases.* Almost all chapter opening-vignettes and boxed features are new in this edition. About half of all end-of-chapter cases are new.
- A thoroughly revised, contemporary *design* provides greater visual appeal. The *new 8½ X 11 page size* takes full advantage of our loose-leaf format, allowing the text to be more easily placed within a binder along with student notes, syllabus, and handouts.

Features of the Book

As with previous editions, we are providing a comprehensive and practical introduction to marketing that is both easy to teach and to learn. The entire text is structured to excite students about the subject and to help them learn completely and efficiently.

- An *organizational model* at the beginning of each part provides a “roadmap” of the text and a visual tool for understanding the connection between concepts.
- *Learning objectives* at the start of each chapter give students concrete expectations about what they are to learn as they read the chapter.
- An *opening vignette* about a particular organization or current market trend introduces the topic for each chapter. Vignettes in the Tenth Edition include interesting anecdotes about the marketing issues surrounding a variety of products and organizations—products ranging from the BMW-Z3 to SnackWell’s to Procter & Gamble’s Uni Diapers, and organizations as vastly different as Boston Market, the Beverly Hills Hotel, Neiman Marcus, and the King Ranch. Interesting issues are also explored, such as McDonald’s hot coffee lawsuit. Through these vignettes, students are exposed to contemporary marketing realities and are better prepared to understand and apply the concepts they will explore in the text.
- *Key term definitions* appear in the margin to help students build their marketing vocabulary.
- Numerous *figures, tables, and photographs* increase comprehension and stimulate interest.
- Four types of *boxed inserts* reinforce students’ awareness of the particular issues affecting marketing and the types of choices and decisions marketers must make.

The *Technology in Marketing* boxes include discussions about the impact of technological advances on the entertainment and medical industries, as well as information on how technology is currently used in marketing activities such as advertising and warehousing.

The *Ethical Challenges* boxes raise students’ awareness of ethical issues and the type of ethical choices that marketers face every day. Of particular interest to students will be the boxes on R.E.M.’s dispute with Hershey and on Calvin Klein’s controversial ad campaigns. In addition, issues such as targeting underprivileged groups for certain products and preserving privacy on the Internet are examined.

The *Global Perspective* boxes examine global issues, such as the challenges of marketing to widely diverse cultures; global organizations, such as Gillette and PepsiCo; and global products, such as snack foods, personal care products, business machines—and even refrigerators!

The *Inside Marketing* boxes focus on recognizable firms and products and extend the text discussion of marketing issues and decisions. Topics of particular interest include the proliferation of the Nickelodeon brand and the use of movie tie-ins to products.

- A complete *chapter summary* reviews the major topics discussed, and the list of *important terms* provides another end-of-chapter study aid to expand students' marketing vocabulary.
- *Discussion and review questions* at the end of each chapter encourage further study and exploration of chapter content, and *application questions* enhance students' comprehension of important concepts.
- Two in-depth *cases* end each chapter to help students understand the application of chapter concepts. One of the end-of-chapter cases is related to a video segment and is identified by an icon. Approximately half of these cases are new to this edition. The new cases discuss marketing issues related to organizations and products such as Schwinn bicycles, Chili's restaurants, Walt Disney Company, and Windows '95.
- A *strategic case* at the end of each part helps students integrate the diverse concepts that have been discussed within the related chapters.
- A comprehensive *glossary* defines more than 625 important marketing terms.
- *Appendixes* discuss marketing career opportunities, explore financial analysis in marketing, and present a comprehensive 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* 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, wholesaling, retailing, and physical distribution. Part 5 covers promotion decisions and methods including advertising, personal selling, sales promotion, and public relations. Part 6 is devoted to pricing decisions. Part 7 discusses strategic market planning, organization, implementation, and control.

A Comprehensive Instructional Resource Package

For instructors, this edition of *Marketing: Concepts and Strategies* includes an exceptionally comprehensive package of teaching materials.

- The *Instructor's Resource Manual* includes a complete set of teaching tools. For each chapter of the text, there is (1) a teaching resources quick reference guide, (2) a purpose and perspective statement, (3) a guide for using the color transparencies, (4) a comprehensive lecture outline, (5) special class exercises, (6) a debate issue, (7) a chapter quiz, (8) answers to discussion and review questions, and (9) comments on the end-of-chapter cases. In addition, the Instructor's Resource Manual includes a

video guide, comments on the end-of-part strategic cases, and answers to the questions posed at the end of Appendix B, “Financial Analysis in Marketing.”

- *The Power Connection* is a unique classroom presentation program consisting of over 400 PowerPoint® slides relating to the learning objectives for each chapter in the text. The slides, created by Milton Pressley of The University of New Orleans, are completely original representations of the concepts in the book, providing additional insights and examples to reinforce learning. In addition, embedded within the program are lecture notes relating to each of the slides, which instructors can use or adapt as they wish.
- *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 some of the multiple-choice questions. Lists of author-selected questions have been developed that facilitate quick construction of tests or quizzes. These author-selected lists of multiple-choice questions are representative of chapter content.
- *Computerized Test Generator*. This program is designed for use on IBM and IBM-compatible computers. With this program, 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.
- *Call-in Test Service*. This service lets instructors select items from the *Test Bank* and call our toll-free number to order printed tests.
- *Color Transparencies*. A set of 250 color transparencies offers the instructor visual teaching assistance. About half of these are illustrations from the text; the rest are figures, tables, and diagrams that can be used as additional instructional aids.
- *Marketing Videotapes*. This series contains the videos for use with the end-of-chapter video cases. Specific information about each video is given in the Video Guide found in the Instructor's Resource Manual.

A Complete Package of Student Supplements

One of the most exciting developments related to this revision is the creation of an entire World Wide Web site for students and instructors. The site includes:

- *Chapter 24, entitled “Marketing and the Internet.”* This chapter explores the world of online marketing and will be updated at least once every semester to incorporate the latest developments that impact marketing on the Internet.
- *Internet Exercises for Chapters 1-23.* These exercises reinforce chapter concepts by guiding students through specific Web sites and asking them to assess the success of the site and its information from a marketing perspective. Students will be invited to go online with the American Marketing Association, read recent articles in *Business Ethics* magazine, visit Restrac and the “Monster Board,” explore American Airlines’ NetsAAver fares—even order flowers—all while expanding their knowledge of marketing.
- *Research Center.* This comprehensive list provides links to a variety of marketing information resources and will be continually updated.
- *The Idea Exchange.* The Idea Exchange is a forum where students can share their perspectives about online marketing and the Internet.

In addition, the support package for this text continues to include these excellent learning resources:

- The *Study Guide*, which helps students to review and integrate content.

- *PC Study*, a self-instructional program for personal computers, which reinforces the learning of key marketing concepts.
- A new edition of *Marketer: A Simulation*, which gives student teams working on personal computers valuable decision-making experience.
- If instructors choose, *The Power Connection* slides may be custom published as a print supplement for students. In this custom-published version, printed representations of the slides are provided in a workbook format, with plenty of space next to each slide for note taking. The workbook can then be used by students as a study aid.

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 E-mail us at w_pride@TAMU.EDU (Pride) or OC Ferrell@AOL.COM (Ferrell), or call 409-845-5857 (Pride) or 813-258-7532 (Ferrell).

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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.

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WILLIAM M. PRIDE
 O. C. FERRELL

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