

Marketing

Library Edition

Pride • Ferrell

Ninth Edition

Marketing

ETING

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MARK

Concepts and Strategies

NINTH EDITION

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

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arketing: *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.

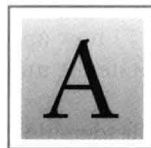
- Chapter 2 has been reorganized significantly. Because of its importance, the section on competitive forces has been moved closer to the beginning of the chapter. Sociocultural forces have been expanded to include demographic characteristics, cultural values, cultural diversity, and consumer issues.
- 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



s 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

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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

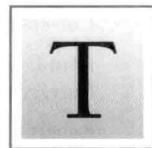
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arketing: *Concepts and Strategies*, Ninth Edition, includes an exceptionally comprehensive package of teaching materials.

- **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.

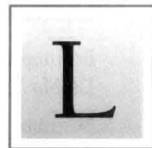
- **ON-LINE TESTING.** This electronic version of the *Test Bank* allows instructors to administer tests via a network system, modem, or personal computer, and includes a grading system.
- **CALL-IN TEST SERVICE.** The service lets instructors select items from the *Test Bank* and call our toll-free 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



hrough 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



ike 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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