# Principles Of Okarketing Fourth Edition

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# PRINCIPLES OF MARKETING

fourth edition

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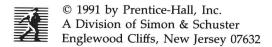


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# PRINCIPLES OF MARKETING

# **PREFACE**

The fourth edition of *Principles of Marketing* represents an extensive revision of the earlier editions. The intention of the text remains the same: to introduce students to the various marketing fundamentals and to provide the theoretical knowledge necessary for entry into the field.

The five-part format is carried over from the third edition and includes a new chapter, Direct Marketing, added to Part Four, The Marketing Mix: Getting the Product to the Market. Direct marketing and telemarketing have become the mainstays for many marketing companies in the sale of their products and services. This new chapter carefully examines this approach and explores the role it plays for both large and small companies in the distribution of their goods.

In addition to the vignettes about specific organizations or concepts that introduce each chapter, a new feature, a Marketing Profile, is found throughout the text. Stories about companies and products such as Mattel's Barbie doll, RJR Nabisco's Premier smokeless cigarette, Bristol-Myers, *Lear's* magazine, Nordstrom's department stores, and The Goodyear Tire & Rubber Company underscore specific marketing concepts and their relationships to marketing principles. Each profile is accompanied by artwork that has been supplied by the companies being examined.

Since the world of marketing is constantly changing, with many products failing and new ones being introduced in their places, a wealth of information on these successes and failures is explored. The return of the raisin to consumer popularity, Barbie doll's continued domination in the doll market, the Merkur's failure versus the Acura's success, and Pizza Hut's use of the computer to speed up home delivery are featured along with others. This edition also includes a significant amount of new illustrative materials as well as charts and graphs that have been brought up to date.

All the features of the third edition, including learning objectives at the

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beginning of each chapter, important points at each chapter's conclusion, review questions, and case problems are retained in this edition.

A study guide that serves as an aid for review purposes features a host of questions, case problems, and projects. An instructor's manual provides all the answers to the questions and case problems in both the text and study guide and sample examination questions for each chapter.

The authors wish to thank Jack Mandel for his contribution to the case problem for the chapter on direct marketing, Ellen Diamond for work with the illustrative materials, and Mary Cole for the typing of the manuscript.

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