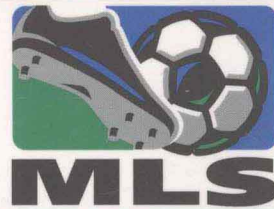


Boone &
Kurtz

contemporary **marketing** 2006





contemporary marketing 2006

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*To the more than two million students around the globe who began their
marketing studies using **Contemporary Marketing** in their classes*

and

*To the Text and Academic Authors Association, which awarded **Contemporary Marketing**
the William Holmes McGuffey Award for Excellence and Longevity,
the first basic marketing text to receive this prestigious award.*

Dear Principles of Marketing Students:

The story of Contemporary Marketing is a history of innovations in marketing education. We have always strived to keep our book the most current in its field; and this new edition is no exception. It contains all the latest aspects of marketing, from one-to-one marketing and RFID (radio frequency identification) to viral marketing and offshoring.

One of our most successful innovations has involved presenting a unique theme with each new edition. For the CM 2006 edition, we have selected event marketing as our theme—more specifically, sports marketing. Marketing conversations and written communications increasingly use sports metaphors to make business points:

- “Apple hit a home run with the iPod.”
- “That may have been the best product presentation I ever heard. Melissa was really in the zone.”

The continuing case for the new edition is Major League Soccer (MLS). As in past editions, both written and video cases are included. We continue to demonstrate the applicability of marketing concepts by focusing on different sports as chapter-opening features. They include such diverse topics as:

- “Washington Nationals Step Up to the Plate”
- “Disc Golf: Riding a New Wave of Popularity”
- “ESPN Extends the Brand”
- “Sports Marketing Goes Online”

In addition, we have a brand new feature at the end of each part, entitled “Marketer’s Minute.” Recognizing the similarities of marketing responsibilities of executives of both traditional consumer and business products and those of sports organizations, we decided to interview top marketing executives from major sports organizations, people such as:

- Eric Stisser, Director of Corporate Sales and Marketing for the St. Louis Rams;
- Michael McCullough, Executive Vice President and Chief Marketing Officer for the NBA’s Miami Heat; and
- Suzy Christopher, Senior Director of Marketing for MLS’s Columbus Crew.

After reviewing the final chapters of Contemporary Marketing 2006, we’re convinced that it’s a game-winning touchdown. We hope you agree.

Welcome to the clubhouse!

GENE BOONE
Louis E. Boone

Dave Kurtz
David L. Kurtz

preface

It's as current as today's headlines. A hallmark of any Boone & Kurtz text is its focus on how marketing concepts apply to today's business issues. After all, the book's position as the benchmark in measuring overall quality has been recognized by fellow U.S. and Canadian authors who voted it the first marketing text to receive the prestigious McGuffey Award for Excellence and Longevity.

But *Contemporary Marketing 2006* goes far beyond ensuring overall accuracy and quality. Instructors have come to expect additional qualities from a Boone & Kurtz text: complete, easy-to-understand coverage of all relevant topics in a lively, engaging writing style that makes students forget that they are reading a college-level textbook. And when fellow students ask:

- “Why is it impossible for a principles of marketing text to cover the subject in less than 660 pages and under 20 chapters?”
- and “Are there any marketing textbooks out there that include high-quality coverage of the importance of business ethics?”

you can simply point to the text in hand. After all, from the very first edition, *Contemporary Marketing* has been a book of firsts. No introductory marketing text in print has been used by as many students—either in the U.S. or abroad. And the best continues to get better.

 **Briefly
Speaking**

**First, we will be best, and
then we will be first.**

Grant Tinker (b. 1926)
American television executive

KEY FEATURES OF THE NEW 2006 EDITION

This new edition of *Contemporary Marketing* is packed full of innovations. Here are some of the exciting new features.

MAJOR EXPANSION OF TEXT COVERAGE OF MARKETING ETHICS

In the wake of the recent crises in business ethics, business programs in colleges and universities are examining their curricula and evaluating the extent and quality of their coverage of ethical issues. A number of universities, including Rutgers University and Ohio State University, are either adding new courses or expanding existing elective courses in ethics. Still others advocate the integration of ethics throughout the courses that comprise their business core curriculum. Many of the latter are currently engaged in extensive review of course contents to determine the adequacy of current coverage.

The new paperback edition of *Contemporary Marketing* provides instructors and students with a thorough treatment of ethical issues affecting marketing, both from a macro perspective and in relation to specific aspects of marketing. The value of marketing ethics is introduced in Chapter 1 and then followed with a detailed analysis in Chapter 3, which focuses specifically on ethical and social responsibility issues. Topics discussed in this chapter include ethical problems in marketing research, product decisions, pricing, distribution, and promotional strategy.

Chapter 4 analyzes the ethical issues surrounding online marketing and the Internet. Topics examined here include copyright issues, and there is a lengthy discussion of privacy issues and the potential misuse of customer information by e-commerce firms. The importance of acting in an ethical manner as a key to developing effective marketing relationships is discussed in Chapter 10. A separate section in Chapter 16 examines advertising ethics and ethical issues in public relations. Ethical issues in personal selling and sales promotion are examined in a separate section in Chapter 17.

Every chapter includes a special experiential feature called *Solving an Ethical Controversy*. This feature is designed to facilitate class debates of current ethical issues. Each begins with a brief background

and is followed by a series of pro and con points designed to elicit class discussion of the issues. Examples of these features in the 2006 edition include:

- “How Far Should Censorship in the Name of Decency Be Taken?”
- “Will Tivo and Its Competitors Mean the Death of TV Commercials?”
- “Corporate Blogging and Ethical Standards”
- “Should Americans Pay More for Drugs?”
- “The American Jobs Creation Act of 2004: Who Really Gets a Break?”
- “Are All Customers Equal?”
- “Self-Service and Customer Relationships”
- “Naming a Stadium—Who Has Clout?”

Contemporary Marketing's extensive coverage of business ethics is further enhanced by 19 end-of-chapter *Ethics Exercises*, short case scenarios that can be used as homework assignments or as a basis for classroom discussion.

A SHORTER TEXT

A common complaint among both instructors and students is that principles of marketing texts are much too long to be covered in a single term. At the same time, they quickly state that they do not want a watered-down version of a text in the form of an “essentials” edition.

During the past two editions, the authors have worked diligently to create a “right-sized” text of 19 chapters and 660 pages that offers the rigor and comprehensiveness instructors expect but still is short enough to cover. In the new edition, we have accomplished this objective. We think you—and your students—will agree.

REVISED—AND EXPANDED—MARKETING CAREER COVERAGE

The new edition has responded to the career interests of today's students by featuring a completely rewritten “Planning a Career in Marketing” and moving it to the beginning of the textbook. This special Prologue to the text offers practical insights to help students prepare for a successful business career. In response to students' interest in relating their own backgrounds and interests to successful marketers, we have included special interviews at the end of each part. The book's sports theme is also reinforced by career profiles. The importance of marketing in every organization is obvious in these profiles of top marketing executives in sports organization. We recently conducted these interviews to provide the reader with an “up close and personal” examination of these marketers' backgrounds, their job descriptions, and how they contribute to overall organizational success. Examples include Jennifer Gardner, director of sales for MLB's Cincinnati Reds; Suzy Christopher, senior director of marketing for Major League Soccer's Columbus Crew; and Michael McCullough, executive vice president and chief marketing officer for the NBA's Miami Heat.

TWO CASES FOR EVERY CHAPTER

Many reviewers of the previous edition requested alternative cases to provide more flexibility for different assignments from one academic term to the next. The new edition now includes two case assignments for every chapter, providing the instructor with flexibility to adjust to time constraints and multiple sections or to use different case assignments for different terms. One case in every chapter is accompanied by a professionally created video that brings to life the written case materials.

19 ALL NEW! VIDEOS

Professionally written and produced, the new video case package provides intriguing, relevant, and current real-world insight into the modern marketplace. Tied directly to chapter concepts, the videos

highlight how real-world organizations struggle with the challenges of the 21st century marketplace. Each video is supported by a written case with applications questions. They include:

- Video Case 1.2: Toyota's Hybrid Is Hip with Customers
- Video Case 2.2: Hewlett-Packard's Strategic Plans Shine in B2B Markets
- Video Case 3.2: Green Mountain Coffee Roasters
- Video Case 4.2: Job-Hunting in the Digital Age: Monster.com
- Video Case 5.2: Vida Wellness Spa Wishes You Well
- Video Case 6.2: Technomic Helps Businesses Serve Good Food
- Video Case 7.2: Doc Martens Makes Strides around the World
- Video Case 8.2: Teenage Research Unlimited Has the True Story on Teens
- Video Case 9.2: Orange Glo Cleans Up the Marketplace
- Video Case 10.2: International Flavors & Fragrances Makes Marketing Personal
- Video Case 11.2: Curves: A New Angle on Fitness
- Video Case 12.2: Everything Is Beautiful at L'Oréal
- Video Case 13.2: 1-800-Flowers.com: Great Gifts by Phone or Online
- Video Case 14.2: Westfield Group Creates a Shopper's Paradise
- Video Case 15.2: Jimmy John's Sandwich Shops Give Customers Something to Chew On
- Video Case 16.2: Ride the White Wave with Silk Soymilk
- Video Case 17.2: Chicago Show, Inc. Puts on a Show
- Video Case 18.2: Wrigley's Gives Everyone Something to Chew On
- Video Case 19.2: Jiffy Lube: The Well-Oiled Machine

MAJOR LEAGUE SOCCER: AN EXCITING NEW CONTINUING VIDEO CASE

Each part of the new edition is linked with a continuing case that focuses on event marketing and features one of the major recent marketing challenges in sports: how to transform the world's most popular sport into a marketing success in the U.S. Although soccer has gathered widespread acceptance by both parents and school-age boys and girls, this global sport with its rabid international following has never made it into the high-appeal, high-attendance, and highly watched rankings enjoyed in the U.S. by football, baseball, and basketball. The huge growth of youth soccer and the rapid expansion of Major League Soccer to cities across the U.S. have prompted sports marketing specialists to begin to apply 21st century marketing concepts and strategies in an effort to convert soccer into a major American sport.

This special seven-segment video was created and filmed to support the written cases that appear at the end of each part. This continuing case video is in addition to the 19 videos available with the newly written video cases at the end of each chapter.

ETIQUETTE TIPS FOR MARKETING PROFESSIONALS

Across the nation, business programs are finding ways to help their students succeed—both in business settings and in social encounters with customers, peers, and senior members of the organization. Some offer elective courses. Others sponsor special dinners for soon-to-be-graduated students in which the student engages in conversation with wine stewards (on wine selection and how to tell if a bottle of wine is acceptable); maitre d's (on the roles they play); waiters (on which fork and spoon are used for what); and other guests (who discuss business interactions and appropriate conversation topics). Still other schools, recognizing the popularity of golf among executives, offer golf matches attended by students, instructors, and businesspeople who offer advice.

Today's marketing students need to know how to handle themselves in a variety of business and social settings. In the new edition, every text chapter contributes to the student's etiquette database by covering topics such as:

- How to dress for the job interview
- How to shake hands like a pro
- How to lose—and win—gracefully
- Making your next business dinner a marketing success
- How to be a good listener
- Tattoos in the workplace—can they limit your career?
- Dos and don'ts of business invitations

As noted above, your authors have always strived to keep *Contemporary Marketing* truly “contemporary.” We want our student readers to have the most current marketing information available. So look at what else is new in the 2006 edition.

PEDAGOGICAL CHANGES

The authors conducted a thorough review of *Contemporary Marketing's* pedagogy. The new edition has numerous user-friendly features.

Greatly Expanded—and More Diverse—End-of-Chapter Materials

Probably our biggest pedagogical change is in the end-of-chapter materials. Here is the new organizational format for the chapter review, student assignments, and other class projects:

1. *Review of Chapter Objectives.* In addition to a review of each chapter learning objective, a series of review questions—which accounted for most of the chapter questions in previous editions—is now included as part of the chapter review rather than as homework assignments.
2. *Marketing Terms You Need to Know.* Page numbers are included.
3. *Other Important Marketing Terms.* Page numbers are included.
4. *Projects and Teamwork Exercises.* This section includes discussion questions.
5. *Applying Chapter Concepts.* Multiple assignments get students actively involved with the chapter's content.
6. *Ethics Exercise.* Offers an in-depth description of actual ethical issues facing a real company with two or more in-depth questions that can be used as a written class assignment or as focal points for in-class discussions.
7. *'netWork Exercises.* Three new content-related Internet exercises are included for each chapter.
8. *InfoTrac Citations and Exercises.* The InfoTrac database gives students direct access to the real world of marketing through academic journals, newspapers, and an assortment of government publications. A subscription to InfoTrac is provided with each new book purchase. The InfoTrac component of the end-of-chapter materials involves assignments linked to the database.
9. Two *cases* appear at the end of every chapter.
10. A *Marketer's Minute* career interview appears at the end of each part, along with a segment of the *Major League Soccer Continuing Video Case*

Marketing Concept Checks

Two or three review-type questions are inserted following every major head in each chapter. This feature lets students assess their progress as they complete each reading assignment.

CONTENT CHANGES

When publisher Merriam-Webster updated its *Collegiate Dictionary* recently, a major task of its editors was to decide which new terms had become prominent enough to merit a place in the new edition. Among the terms making the cut were *MP3*, *digital subscriber line (DSL)*, and *information technology* (also better known by its acronym *IT*).

Ensuring that students introduced to marketing by studying *Contemporary Marketing* are exposed to the most current marketing terms is one of the many responsibilities we assumed as we developed the new edition. And a number of new concepts were added, including the following:

viral marketing	sustainable competitive advantage	grass roots marketing
Wi-Fi	blog (or Weblog)	radio frequency identification (RFID)
one-to-one marketing	virtual relationship	bots (shopbots)
offshoring	virtual sales team	

In addition to new terminology, the new edition of *Contemporary Marketing* is filled with new concepts. It is clearly the most up-to-date book in the field. Consider just a few of the new materials introduced in this edition:

- Radio frequency identification (RFID) is an important technological innovation and is expected to replace bar codes and offer new marketing efficiencies. RFID uses tiny computer chips to track inventory and monitor the supply chain.
- Offshoring—the movement of domestic jobs outside the U.S.—has attracted significant attention as nations struggle to create additional higher-paying jobs for their domestic workforces.
- Chapter 2 on strategic planning now covers both first and second mover advantages. In addition, discussion of Porter's Five Forces model has been added to the chapter. A special appendix, "Creating an Effective Marketing Plan," now follows this chapter and features a detailed analysis of the elements of an actual marketing plan.
- One-to-one marketing—discussed in detail in Chapter 10, the relationship marketing chapter—carries segmentation to the ultimate: targeting individuals. Chapter 10 has also been strengthened with new sections on comarketing and cobranding, topics that formerly appeared in the product section.
- Chapter 4, the e-commerce chapter, now includes new concepts such as viral marketing, VOIP (voice over Internet protocol), and promotional applications of blogs and cell phones.
- The new edition also offers expanded coverage of data mining, interpretive research, business units, and business and competitive intelligence.
- A new section on major advertising appeals has been added to Chapter 16, the advertising and public relations chapter.

ADDITIONAL FEATURES OF THE NEW 12TH EDITION

Contemporary Marketing is packed full of innovations. Here are some other exciting new features:

- **NEW!** The rapid growth of the Hispanic-American market segment and its current ranking as the largest ethnic segment in the U.S. is discussed in detail in the market segmentation chapter. The other major ethnic segments—including the African-American and Asian-American segments—are also examined in this and other chapters.
- **EXPANDED!** Category management, a major organizational development among firms with extensive product lines, is discussed in detail in Chapter 12.
- **NEW!** All 19 chapter-opening marketing vignettes and *Solving an Ethical Controversy* boxes are new. Examples of each have been mentioned in the introductory letter to your marketing instructor or earlier in the Preface. In addition, every *Marketing Hit* and *Marketing Miss* feature in the new edition is new.

UNPARALLELED RESOURCE PACKAGE

Like the editions before it, *Contemporary Marketing 2006* is filled with innovations. The result: the most powerful marketing package available.

Boone & Kurtz lead the market with precedent-setting learning materials, as well as continuing to improve on signature package features—equipping students and instructors with the most comprehensive collection of learning tools, teaching materials, and innovative resources available. As expected, the new edition delivers the most extensive, technologically advanced, user-friendly package on the market.

FOR THE PROFESSOR

NEW! The One Thousand Best Things Ever Said about Sports, Management, and Marketing

Gene Boone, a well-known editor of books of quotations, teamed up with Dave Kurtz to develop one of the largest collections of marketing-related sports quotations ever. A copy of the book is provided free to instructors using *Contemporary Marketing* in their classes by requesting one from your Thomson sales representative.

To assist you in adding insightful, relevant, and humorous materials to your classes, the authors have prepared this supplement packed with insights on the relationships between management, marketing, and the tasks facing every marketer. From relationship marketing and buyer behavior to pricing decisions and product planning, the materials included in this book emphasize—in frequently humorous ways—that *marketing* is a universal function and its successful application is equally essential to any organization. Whether your “product” is consumer or business goods or services—or as diverse as *places* (tourism, attracting new industry or new residents to an area); *events* (sports, entertainment, cultural); *causes* (charitable undertakings); *people* (politicians, celebrities); *not-for-profit organizations* (The Susan G. Komen Breast Cancer Foundation, The ALS [Lou Gehrig’s Disease] Association)—successful application of marketing concepts is equally important in achieving success in the marketplace.

NEW! MarketingNOW

This brand-new online assessment-driven and student-centered tutorial provides students with a personalized learning plan. Based on a diagnostic Pre-Test, a customized learning path is generated for each student that targets his or her study needs and helps to visualize, organize, practice, and master the material in the text. Media resources enhance problem-solving skills and improve conceptual understanding. An access code to MarketingNow can be bundled with any new *Contemporary Marketing 2006* textbook.

Test Bank and Examview Testing Software

Providing over 4,000 total questions, the test bank fills every need you have in testing your students on the chapter contents. Each chapter of the test bank is organized following the chapter objectives, and every question is categorized by type of question (including Knowledge, Application, and Analysis), question format (multiple choice, true/false, and essay), difficulty level, and text page reference. Every chapter of the test bank also includes a matrix that lists all of the questions in the chapter by type so you can easily create a comprehensive test—or a test on one or two specific objectives. The Examview testing software is a Windows-based software program that is both easy to use and attractive. You won’t believe that testing software has come this far!

Instructor’s Manual and Media Guide

Each chapter of the IM begins with an introduction to the chapter and a concise guide to changes in the new edition. After this easy transition guide, instructors will find a complete set of teaching tools including the following:

- *Annotated chapter objectives.* A quick summary of each objective for the instructor that also shows how it relates to the rest of the chapter materials.

- *Detailed lecture outline.* Includes suggestions for use of other appropriate support materials for each lecture. These support materials include additional examples, articles, activities, and discussion suggestions.
- *Guide for using PowerPoint Presentation slides.* Included as part of the lecture outline, this guide describes in detail where to make the best use of the PowerPoint Presentation slides and where in your lecture they would fit most appropriately.

In addition, the IM includes complete solutions to all the end-of-chapter questions, teamwork projects, 'netWork assignments, cases, and video cases, as well as suggestions for where the instructor may be able to find good guest speakers for each chapter.

At the end of each chapter, there is a media portion of the IM that includes information for that chapter's media elements, including the 19 video cases and the seven Major League Soccer continuing video case segments. Each video case guide includes learning goals, chapter concepts spotlighted in the video, video case synopsis, and video case questions and suggested answers.

Transparency Acetates with Teaching Notes

Over 250 full-color transparency acetates are available to support each chapter and related PowerPoint Presentation in *Contemporary Marketing 2006*. The transparencies consist of important figures and ads from the text as well as special content acetates outlined specifically for *Contemporary Marketing*. Included with the transparency acetates is a complete set of teaching notes describing how best to use them in a classroom lecture or discussion.

PowerPoint Presentation Software

The *Contemporary Marketing* PowerPoint Presentation software is clearly one of the best you'll find. It provides a complete teaching experience for instructors and a memorable learning experience for students. For your convenience, there are two presentations for this text. The Basic presentation includes 25 to 40 slides per chapter, containing chapter objectives, the main concepts discussed as part of each chapter objective, numerous figures from the text that enhance student learning, and embedded Web links. There is also an Expanded presentation that contains 40 to 60 slides per chapter as well as more Web links and video links that give students a strong, complete visual presentation of the chapters' main concepts. Each chapter ends with a clearly presented summation of the chapter objectives and key concepts from the chapter.

Instructor's Resource CD-ROM

It's so easy to organize your support materials when they're all in one place! New with the 2006 edition of *Contemporary Marketing* is an Instructor's Resource CD-ROM that contains all of the key instructor supplements: instructor's manual and media guide, test bank, Examview testing software, and PowerPoint Presentation software with embedded videos.

WebTutor Advantage on Blackboard and/or WebCT

WebTutor Advantage puts you ahead of the game in providing online teaching and learning for your students. It contains all of the interactive study guide components that you could ever want and three valuable technology-oriented additions you never thought you'd get!

Included in our WebTutor Advantage offerings for *Contemporary Marketing* are the following:

- Chapter objectives
- Chapter flashcards
- Chapter quizzing
- E-lectures for each chapter
- Video cases digitized with exercises
- Threaded discussion questions for online discussions
- Links to the text Web site: <http://boone.swlearning.com>

Video Cases

Would this be *Contemporary Marketing* without a brand-new custom video package containing a video case for every chapter in the text? Of course not! And these videos will exceed your every expectation. Each of the 19 videos was professionally produced within a few months of the book's publication and is tied directly to the key concepts in each chapter. Each video is new and highlights marketers as small as marketing research specialist Teenage Research Unlimited and as large as online job search Web site Monster.com. Each gives students a glimpse into how marketers actually work, strategize, and meet challenges in the real world. The video-creation process begins with written cases prepared by the authors and contained in the text. Each is a significant improvement over corporate public relations-type cases used by competing texts.

Video synopses and guides as well as answers to the case questions can be found in the instructor's manual and media guide.

Major League Soccer (MLS) Continuing Video Case

This brand-new feature has been created for the new edition. The written and video case elements are divided into seven sections and appear at the end of each part in *Contemporary Marketing*. The continuing case relates the parts of the text to an exciting, fast-paced example of event marketing: the story of how Major League Soccer and each of its teams are applying marketing concepts to build the world's most popular sport into a prominent position among other professional sports in the U.S.

The written case segments include learning concepts and discussion questions. Video synopses and guides as well as answers to the case questions can be found in the instructor's manual and media guide.

FOR THE STUDENT

Study Guide

Completely updated for the new edition, the study guide contains the following features for each chapter in the text:

- Chapter overview that briefly discusses the chapter objectives
- Complete chapter outline
- Self quiz
- Set of critical thinking questions

Each chapter ends with a *Surfing the Net* section in which students are provided with online resources related to the chapter concepts.

Audio Chapter Reviews on CD-ROM

Every *Contemporary Marketing* chapter now comes with an audio review! These audio reviews are provided on CD-ROM for student use. Listen to them while you're exercising, or listen to them while you're walking around campus. Listen to them on the way to class as a preview of what you'll be learning that day! Just listen to them, because they'll supply you with a concise summary of the chapter objectives and the major concepts in a chapter. Step to the head of the class, because they'll get you prepared in a completely new way!

Xtra! Online

Xtra! Online brings marketing concepts to life! It includes digitized videos for the Major League Soccer continuing video case and end-of-chapter videos, student PowerPoint slides, a marketing plan with related exercises, and Xtra! quizzing to reinforce the text's concepts to help you prepare for exams. Xtra! access is available as an optional package with new textbooks. Ask your professor about this exciting study option.

TECHNOLOGY PRODUCTS FOR BOTH INSTRUCTORS AND STUDENTS

If you purchased a new book, you may already have **1pass**TM access to all of the resources listed below. See the enclosed **1pass** card for directions on how to access these media resources.

If you didn't purchase a new book or don't have 1pass, you still have the option to electronically purchase access to some of the items listed below by visiting <http://1pass.thomson.com>.

- MarketingNow
- Business & Company Resource Center
- Xtra!
- Infotrac College Edition

Boone & Kurtz Web Site

The Boone & Kurtz Web site contains a complete array of supplementary materials for both instructors and students. Instructors will find many ways of enhancing their courses using the Instructor's Resources section, where they will find the major text supplements in electronic format for viewing or downloading. Students will find a Web site designed specifically for *Contemporary Marketing* that includes both a Student Resources section and an Interactive Study Center. The Student Resources section consists of information about study aids that can help students ace their course. The Interactive Study Center, a dynamic online learning center, consists of interactive quizzes, career information, and more in-depth work including:

- *Internet resources.* These resources direct you to extensive support for marketing topics discussed in the text. Here you'll find articles, exercises, company data, and company profiles, as well as a special feature on *time management*. This feature includes advice and guidelines on effectively managing work and leisure time as a student.
- *Internet applications.* These online marketing exercises use some of the links from the 2006 edition and test students on chapter concepts.

ACKNOWLEDGMENTS

Through the earlier editions of *Contemporary Marketing*, your authors have benefited immensely from the comments and suggestions of more than 1,000 reviewers and colleagues. This input has come via focus groups, publisher reviews, contributions to supplementary text materials, e-mailed suggestions, conference networking, classroom visits, and coffee shop chats. Regardless of the format, all these ideas have helped shape *Contemporary Marketing* into a text that serves as the benchmark for other texts . . . one that has been used by over 2 million students.

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