



MARKETING MANAGEMENT

ELEVENTH EDITION

Philip Kotler

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ELEVENTH EDITION

MARKETING MANAGEMENT

Philip Kotler
Northwestern University

*"The marketer's watchwords
are quality, service, and value."*

— Philip Kotler

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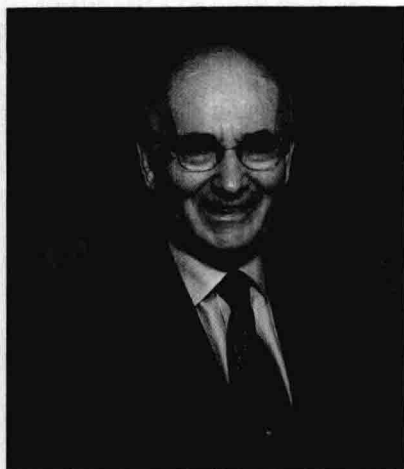


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Dedication

*This book is dedicated to my wife and
best friend, Nancy, with love.*

about the author



Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics. He did postdoctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago.

Dr. Kotler is the co-author of *Principles of Marketing and Marketing: An Introduction*. His *Strategic Marketing for Nonprofit Organizations*, now in its fifth edition, is the best seller in that specialized area. Dr. Kotler's other books include *Marketing Models*; *The New Competition*; *Marketing Professional Services*; *Strategic Marketing for Educational Institutions*; *Marketing for Health Care Organizations*; *Marketing Congregations*; *High Visibility*; *Social Marketing*;

Marketing Places; *The Marketing of Nations*; *Marketing for Hospitality and Tourism*; *Standing Room Only—Strategies for Marketing the Performing Arts*; *Museum Strategy and Marketing*; *Marketing Moves*; and *Kotler on Marketing*.

In addition, he has published more than one hundred articles in leading journals, including the *Harvard Business Review*, *Sloan Management Review*, *Business Horizons*, *California Management Review*, the *Journal of Marketing*, the *Journal of Marketing Research*, *Management Science*, the *Journal of Business Strategy*, and *Futurist*. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article published in the *Journal of Marketing*.

Professor Kotler was the first recipient of the American Marketing Association's (AMA) Distinguished Marketing Educator Award (1985). The European Association of Marketing Consultants and Sales Trainers awarded him their Prize for Marketing Excellence. He was chosen as the Leader in Marketing Thought by the Academic Members of the AMA in a 1975 survey. He also received the 1978 Paul Converse Award of the AMA, honoring his original contribution to marketing. In 1995, the Sales and Marketing Executives International (SMEI) named him Marketer of the Year. In 2002, Professor Kotler received the Distinguished Educator Award from The Academy of Marketing Science. He has received honorary doctoral degrees from Stockholm University, the University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, the Budapest School of Economic Science and Public Administration, and the University of Economics and Business Administration in Vienna.

Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

He has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC Group, a member of the Yankelovich Advisory Board, and a member of the Copernicus Advisory Board. He is a member of the Board of Governors of the School of the Art Institute of Chicago and a member of the Advisory Board of the Drucker Foundation. He has traveled extensively throughout Europe, Asia, and South America, advising and lecturing to many companies about global marketing opportunities.

Preface xxii

PART 1. Understanding Marketing Management 1

1. Defining Marketing for the Twenty-First Century 1
2. Adapting Marketing to the New Economy 33
3. Building Customer Satisfaction, Value, and Retention 59

PART 2. Analyzing Marketing Opportunities 89

4. Winning Markets Through Market-Oriented Strategic Planning 89
5. Gathering Information and Measuring Market Demand 122
6. Scanning the Marketing Environment 158
7. Analyzing Consumer Markets and Buyer Behavior 182
8. Analyzing Business Markets and Business Buying Behavior 215
9. Dealing with the Competition 241
10. Identifying Market Segments and Selecting Target Markets 278

PART 3. Developing Market Strategies 307

11. Positioning and Differentiating the Market Offering Through the Product Life Cycle 307
12. Developing New Market Offerings 348
13. Designing Global Market Offerings 383

PART 4. Shaping the Market Offering 406

14. Setting the Product and Branding Strategy 406
15. Designing and Managing Services 443
16. Developing Price Strategies and Programs 470

PART 5. Managing and Delivering Marketing Programs 503

17. Designing and Managing Value Networks and Marketing Channels 503
18. Managing Retailing, Wholesaling, and Market Logistics 534
19. Managing Integrated Marketing Communications 563
20. Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing 589
21. Managing the Sales Force 637
22. Managing the Total Marketing Effort 665

Image Credits C1

Name Index I1

Company/Brand Index I7

Subject Index I14

contents

MARKETING INSIGHT

The Ten Rules of Radical Marketing 4

MARKETING MEMO

Marketers' Frequently Asked Questions 8

MARKETING FOR THE NEW ECONOMY

A Snapshot of a Country on the Move 15

MARKETING MEMO

Reasons to Embrace the Marketing Concept 26

MARKETING FOR THE NEW ECONOMY

M-Commerce Opens Up New Opportunities
for Marketers 35

MARKETING MEMO

Succeeding with Electronic Commerce 40

MARKETING INSIGHT

Ride the Cluetrain Manifesto 42

PART 1. Understanding Marketing Management 1

Chapter 1 Defining Marketing for the Twenty-First Century 1

The New Economy 2

Marketing Tasks 4

The Scope of Marketing 5

The Decisions Marketers Make 8

Marketing Concepts and Tools 8

Defining Marketing 8

Core Marketing Concepts 9

Company Orientations Toward the Marketplace 17

The Production Concept 17

The Product Concept 18

The Selling Concept 18

The Marketing Concept 19

The Customer Concept 26

The Societal Marketing Concept 26

How Business and Marketing Are Changing 27

Company Responses and Adjustments 28

Marketer Responses and Adjustments 28

Summary 29

Applications 29

Notes 31

Chapter 2 Adapting Marketing to the New Economy 33

The Major Drivers of the New Economy 34

Digitalization and Connectivity 34

Disintermediation and Reintermediation 35

Customization and Customerization 36

Industry Convergence 37

How Business Practices Are Changing 38

How Marketing Practices Are Changing: E-Business 40

Internet Domains: B2C (Business to Consumer) 40

Internet Domains: B2B (Business to Business) 42

Internet Domains: C2C (Consumer to Consumer) 44

Internet Domains: C2B (Consumer to Business) 45

Pure-Click Versus Brick-and-Click Companies 45

How Marketing Practices Are Changing: Setting Up Web Sites 48

- Designing an Attractive Web Site 48
- Placing Ads and Promotion Online 50
- Building a Revenue and Profit Model 51

How Marketing Practices Are Changing:

Customer Relationship Marketing 52

- Customer Databases and Database Marketing 53
- Data Warehouses and Datamining 54

Summary 56

Applications 56

Notes 58

Chapter 3 Building Customer Satisfaction, Value, and Retention 59

Defining Customer Value and Satisfaction 60

- Customer Perceived Value 60
- Total Customer Satisfaction 61

The Nature Of High-Performance Businesses 66

- Stakeholders 66
- Processes 66
- Resources 67
- Organization and Organizational Culture 68

Delivering Customer Value and Satisfaction 70

- Value Chain 70
- The Value-Delivery Network 71

Attracting and Retaining Customers 72

- Attracting Customers 72
- Computing the Cost of Lost Customers 72
- The Need for Customer Retention 73
- Measuring Customer Lifetime Value 75
- Customer Relationship Management (CRM): The Key 76
- Forming Strong Customer Bonds: The Basics 78

Customer Profitability, Company Profitability, and Total Quality Management 81

- Increasing Company Profitability 82
- Implementing Total Quality Management 84

MARKETING INSIGHT

Customer Configured: How Dell Computer Corporation Clicks with Customers 65

MARKETING MEMO

Why Do You Exist and What Do You Stand For? 69

MARKETING MEMO

Asking Questions When Customers Leave 73

MARKETING FOR THE NEW ECONOMY

Customer Service Live and Online 74

MARKETING INSIGHT

Marketing's Goal: To Increase Shareholder Value 83

MARKETING MEMO

Checklist for Performing Strengths/Weaknesses Analysis 105

MARKETING FOR THE NEW ECONOMY

The Network Economy 108

MARKETING MEMO

Strategic Alliances 109

Summary 85

Applications 85

Notes 87

PART 2. Analyzing Marketing Opportunities 89

Chapter 4 Winning Markets Through Market-Oriented Strategic Planning 89

Strategic Planning: Three Key Areas and Four Organizational Levels 90

Corporate and Division Strategic Planning 90

Defining the Corporate Mission 91

Establishing Strategic Business Units 92

The Boston Consulting Group Approach 94

The General Electric Model 96

Critique of Portfolio Models 98

Planning New Businesses, Downsizing Older Businesses 99

Business Unit Strategic Planning 102

Business Mission 102

SWOT Analysis 102

Goal Formulation 105

Strategic Formulation 106

Program Formulation and Implementation 109

Feedback and Control 110

The Marketing Process 111

The Value-Delivery Sequence 111

Steps in the Planning Process 112

Product Planning: The Nature and Contents of a Marketing Plan 115

Contents of the Marketing Plan 115

Sample Marketing Plan: Sonic Personal Digital Assistant 116

Summary 118

Applications 119

Notes 120

Chapter 5 Gathering Information and Measuring Market Demand 122

The Components of a Modern Marketing Information System 123

Internal Records System 124

The Order-to-Payment Cycle 124

MARKETING FOR THE NEW ECONOMY

Companies Turn to Data Warehousing and Data Mining: Exercise Care 126

Sales Information Systems 124
 Databases, Data Warehouses, and Data-Mining 125

The Marketing Intelligence System 125

Marketing Research System 129
 Suppliers of Marketing Research 129
 The Marketing Research Process 129
 Overcoming Barriers to the Use of Marketing Research 139

Marketing Decision Support System 141

Forecasting and Demand Measurement 143
 The Measures of Market Demand 144
 Which Market to Measure? 144
 A Vocabulary for Demand Measurement 145
 Estimating Current Demand 147
 Estimating Future Demand 151
 Survey of Buyers' Intentions 152

Summary 154
Applications 154
Notes 156

Chapter 6 Scanning the Marketing Environment 158

Analyzing Needs and Trends in the Macroenvironment 159

Identifying and Responding to the Major Macroenvironment Forces 161
 Demographic Environment 163
 Economic Environment 168
 Natural Environment 169
 Technological Environment 170
 Political-Legal Environment 174
 Social-Cultural Environment 175

Summary 178
Applications 178
Notes 180

MARKETING MEMO
 Secondary Sources of Data Online 130

MARKETING INSIGHT
 Using Observational Research to Study Shopping Behavior 132

MARKETING MEMO
 Questionnaire Dos and Don'ts 136

MARKETING MEMO
 Faith Popcorn: Trends in the Economy 160

MARKETING INSIGHT
 Tracking Consumer Trends 161

MARKETING MEMO
 Tapping into the Internet Generation 165

MARKETING MEMO
 Biotech Is Unleashing Unlimited Opportunities 172

MARKETING FOR THE NEW ECONOMY
 Smart Cards and Electronic Devices Will Revolutionize Payment 173

MARKETING INSIGHT
 Cause-Related Marketing 176

MARKETING INSIGHT

Marketing to Latinos, African Americans, and Seniors 185

MARKETING MEMO

What Every Marketer Needs to Know: Internet Ethics for Targeting Kids 190

MARKETING FOR THE NEW ECONOMY

Are You a Mouse Potato or a Techno-Striver? 194

MARKETING MEMO

How a Product's Country of Origin Shapes Consumer Brand Beliefs 198

MARKETING MEMO

How to Derive Fresh Consumer Insights to Differentiate Products and Services 202

MARKETING FOR THE NEW ECONOMY

The Business-to-Business (B2B) Cyberbuying Bazaar 224

MARKETING INSIGHT

Just-In-Time II (JIT II): The Next Level of Customer-Supplier Partnerships 226

MARKETING MEMO

Methods of Assessing Customer Value 232

Chapter 7 Analyzing Consumer Markets and Buyer Behavior 182

Influencing Buyer Behavior 183

- Cultural Factors 183
- Social Factors 184
- Personal Factors 190
- Psychological Factors 195

The Buying Decision Process 200

- Buying Roles 200
- Buying Behavior 200

Stages of the Buying Decision Process 202

- Problem Recognition 204
- Information Search 204
- Evaluation of Alternatives 205
- Purchase Decision 207
- Postpurchase Behavior 208
- Other Models of the Buying Decision Process 209

Summary 211

Applications 211

Notes 213

Chapter 8 Analyzing Business Markets and Business Buying Behavior 215

What Is Organizational Buying? 216

- The Business Market Versus the Consumer Market 216
- Buying Situations 219
- Systems Buying and Selling 219

Participants in the Business Buying Process 220

Major Influences on Buying Decisions 221

- Environmental Factors 222
- Organizational Factors 222
- Interpersonal and Individual Factors 226
- Cultural Factors 227

The Purchasing/Procurement Process 227

- Types of Purchasing Processes 228
- Stages in the Buying Process 228

Institutional and Government Markets 234

Summary 238

Applications 238

Notes 240

Chapter 9 Dealing with the Competition 241

Competitive Forces 242

Identifying Competitors 243

Industry Concept of Competition 245

Market Concept of Competition 247

Analyzing Competitors 248

Strategies 248

Objectives 248

Strengths and Weaknesses 248

Reaction Patterns 250

Designing the Competitive Intelligence System 251

Four Main Steps 251

Selecting Competitors 253

Designing Competitive Strategies 254

Market-Leader Strategies 254

Two Case Studies: Procter & Gamble and Caterpillar 263

Market-Challenger Strategies 264

Market-Follower Strategies 269

Market-Nicher Strategies 270

Balancing Customer and Competitor Orientations 273

Summary 274

Applications 274

Notes 276

Chapter 10 Identifying Market Segments and Selecting Target Markets 278

Levels and Patterns of Market Segmentation 279

Levels of Market Segmentation 279

Patterns of Market Segmentation 283

Market-Segmentation Procedure 283

Effective Segmentation 286

Segmenting Consumer and Business Markets 287

Bases for Segmenting Consumer Markets 287

Bases for Segmenting Business Markets 296

MARKETING FOR THE NEW ECONOMY

Displaced but Not Discouraged: What Happens When E-Commerce Edges Out the Middleman 244

MARKETING MEMO

How Benchmarking Helps Improve Competitive Performance 251

MARKETING MEMO

Outsmarting the Competition with Guerrilla Marketing Research 252

MARKETING INSIGHT

Strategies for Entering Markets Held by Incumbent Firms 272

MARKETING INSIGHT

Hidden Champions: German Midsized Companies Grow Prosperous Through Nicheing 281

MARKETING FOR THE NEW ECONOMY

Segments of One: Mass-Customization Comes of Age 284

MARKETING MEMO

A Guide to Generation Y 291

MARKETING MEMO

Tapping into Core Values Around the Globe 292

MARKETING FOR THE NEW ECONOMY

Airlines Show They Aren't Commodities as They
Jockey for Position 316

MARKETING MEMO

Breaking Through the Mature-Product
Syndrome 337

Market Targeting 299

Evaluating and Selecting the Market Segments 299

Additional Considerations 300

Summary 303

Applications 303

Notes 305

PART 3. Developing Market Strategies 307

**Chapter 11 Positioning and Differentiating the Market
Offering Through the Product Life Cycle 307**

Developing and Communicating a Positioning Strategy 308

Positioning According to Ries and Trout 309

Positioning According to Treacy and Wiersema 309

Positioning: How Many Ideas to Promote? 310

Which Positioning to Promote? 312

Communicating the Company's Positioning 313

Adding Further Differentiation 315

Differentiation Tools 317

Product Differentiation 318

Services Differentiation 322

Personnel Differentiation 325

Channel Differentiation 325

Image Differentiation 326

Product Life-Cycle Marketing Strategies 328

Product Life Cycles 328

Marketing Strategies: Introduction Stage 330

Marketing Strategies: Growth Stage 332

Marketing Strategies: Maturity Stage 333

Marketing Strategies: Decline Stage 334

The Product Life-Cycle Concept: Critique 339

Market Evolution 339

Stages in Market Evolution 340

Dynamics of Attribute Competition 342

Summary 343

Applications 344

Notes 345

Chapter 12 Developing New Market Offerings 348

Challenges in New-Product Development 349

Organizational Arrangements 352
 Budgeting for New-Product Development 353
 Organizing New-Product Development 354

Managing the Development Process: Ideas 356
 Idea Screening 357

Managing the Development Process: Concept to Strategy 359
 Concept Development and Testing 359
 Marketing Strategy 363
 Business Analysis 363

Managing the Development Process: Development to Commercialization 365
 Product Development 365
 Market Testing 368
 Commercialization 371

The Consumer-Adoption Process 375
 Stages in the Adoption Process 376
 Factors Influencing the Adoption Process 376

Summary 378
Applications 379
Notes 380

Chapter 13 Designing Global Market Offerings 383

Competing on a Global Basis 384

Deciding Whether to Go Abroad 384

Deciding Which Markets to Enter 386
 How Many Markets to Enter 387
 Regional Free Trade Zones 387
 Evaluating Potential Markets 389

Deciding How to Enter the Market 390
 Indirect and Direct Export 390
 Licensing 391
 Joint Ventures 392
 Direct Investment 392
 The Internationalization Process 393

Deciding on the Marketing Program 393
 Product 395

MARKETING INSIGHT
 Mismarketing: The \$5 Billion Iridium Fiasco 350

MARKETING INSIGHT
 Mr. Failure's Lessons for Sweet Success: Robert McMath's New Product Showcase and Learning Center 351

MARKETING MEMO
 Why Developing Successful High-Tech Products Is Especially Difficult 352

MARKETING MEMO
 The Wisdom of Cross-Functional Teams 355

MARKETING MEMO
 Ten Ways to Great New-Product Ideas 357

MARKETING FOR THE NEW ECONOMY
 Production Cycles in the Internet Age 367

MARKETING INSIGHT
 Strategies for Launching Technological Innovations 374

MARKETING FOR THE NEW ECONOMY
www.TheWorldIsYourOyster.com: The Ins and Outs of Global E-Commerce 386

MARKETING MEMO
 Going After Poor Markets Around the Globe 390

MARKETING MEMO
 Making Your Web Site Worldwide and Worldly Wise 392

MARKETING INSIGHT
 Global Standardization or Adaptation? 394

MARKETING MEMO
 The Ten Commandments of Global Branding 395

- Promotion 397
- Price 399
- Place (Distribution Channels) 400

Deciding on the Marketing Organization 401

- Export Department 401
- International Division 401
- Global Organization 402

Summary 403

Applications 403

Notes 405

PART 4. Shaping the Market Offering 406

Chapter 14 Setting the Product and Branding Strategy 406

The Product and the Product Mix 407

- Product Levels 407
- Product Hierarchy 409
- Product Classifications 410
- Product Mix 412

Product-Line Decisions 413

- Product-Line Analysis 413
- Product-Line Length 415
- Line Modernization, Featuring, and Pruning 418

Brand Decisions 418

- What Is a Brand? 418
- Building Brand Identity 420
- Building Brands in the New Economy 421
- Brand Equity 422
- Branding Challenges 425
- Brand-Name Decision 429
- Brand-Building Tools 430
- Brand Strategy Decision 431
- Brand Asset Management 434
- Brand Auditing and Repositioning 435

Packaging and Labeling 436

- Packaging 436
- Labeling 437

Summary 438

Applications 439

Notes 440

MARKETING INSIGHT

Can You Build a Cult Brand, and Do You Want To? 424

MARKETING FOR THE NEW ECONOMY

The Elusive Goal of Branding on the World Wide Web 428

MARKETING INSIGHT

The Rise of Licensing and Corporate Branding 433

MARKETING MEMO

The Brand Report Card 436

Chapter 15 Designing and Managing Services 443

The Nature of Services 444

- Categories of Service Mix 445
- Characteristics of Services and Their Marketing Implications 446

Marketing Strategies for Service Firms 449

- Three Additional Ps 450
- Managing Differentiation 452
- Managing Service Quality 455
- Managing Productivity 461

Managing Product Support Services 462

- Postsale Service Strategy 465
- Major Trends in Product Support Service 465

Summary 466

Applications 466

Notes 468

Chapter 16 Developing Price Strategies and Programs 470

Setting the Price 472

- Step 1: Selecting the Pricing Objective 473
- Step 2: Determining Demand 475
- Step 3: Estimating Costs 478
- Step 4: Analyzing Competitors' Costs, Prices, and Offers 480
- Step 5: Selecting a Pricing Method 480
- Step 6: Selecting the Final Price 487

Adapting the Price 488

- Geographical Pricing (Cash, Countertrade, Barter) 489
- Price Discounts and Allowances 489
- Promotional Pricing 491
- Discriminatory Pricing 491
- Product-Mix Pricing 492

Initiating and Responding to Price Changes 495

- Initiating Price Cuts 495
- Initiating Price Increases 495
- Reactions to Price Changes 497
- Responding to Competitors' Price Changes 498

Summary 499

Applications 500

Notes 501

MARKETING MEMO

Selling Services for Profit 446

MARKETING MEMO

Exceeding Customers' Highest Hopes: A Service Marketing Checklist 454

MARKETING FOR THE NEW ECONOMY

The Technologies of Customer Empowerment 463

MARKETING INSIGHT

Offering Guarantees to Promote Sales 464

MARKETING INSIGHT

Power Pricers: How Smart Companies Use Price to Achieve Business Strategies 475

MARKETING MEMO

Commandments of Discounting 489

MARKETING FOR THE NEW ECONOMY

How the Internet Is Revolutionizing Pricing—for Sellers and Buyers 493

PART 5. Managing and Delivering Marketing Programs 503

Chapter 17 Designing and Managing Value Networks and Marketing Channels 503

What Is a Value Network and Marketing-Channel System? 504

What Work Is Performed By Marketing Channels? 506

Channel Functions and Flows 506

Channel Levels 508

Service Sector Channels 509

Information Highway Channels 510

Channel-Design Decisions 510

Analyze Customers' Desired Service Output Levels 511

Establish Objectives and Constraints 511

Identify Major Channel Alternatives 512

Evaluate the Major Alternatives 514

Channel-Management Decisions 516

Selecting Channel Members 517

Training Channel Members 517

Motivating Channel Members 518

Evaluating Channel Members 520

Modifying Channel Arrangements 520

Channel Dynamics 522

Vertical Marketing Systems 522

Horizontal Marketing Systems 524

Multichannel Marketing Systems 524

Conflict, Cooperation, and Competition 526

Legal and Ethical Issues in Channel Relations 530

Summary 530

Applications 531

Notes 532

Chapter 18 Managing Retailing, Wholesaling, and Market Logistics 534

Retailing 535

Types of Retailers 535

MARKETING MEMO

Retail Cooperation Strategies 518

MARKETING INSIGHT

Jeans by Any Other Name . . . Brand, or Label 520

MARKETING MEMO

Designing a Customer-Driven Distribution System 522

MARKETING FOR THE NEW ECONOMY

How Carmax Is Transforming the Auto Business 527

MARKETING MEMO

Managing Vertical Channel Conflict 526

MARKETING INSIGHT

Franchise Fever 539