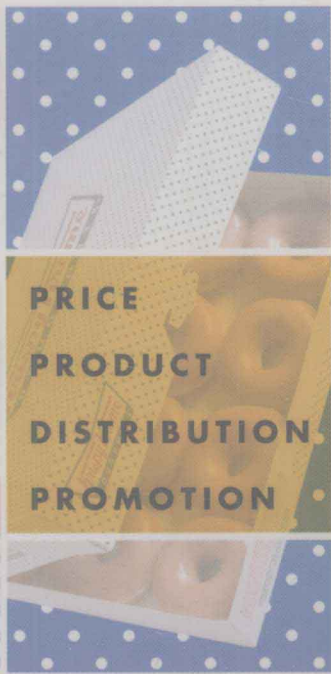
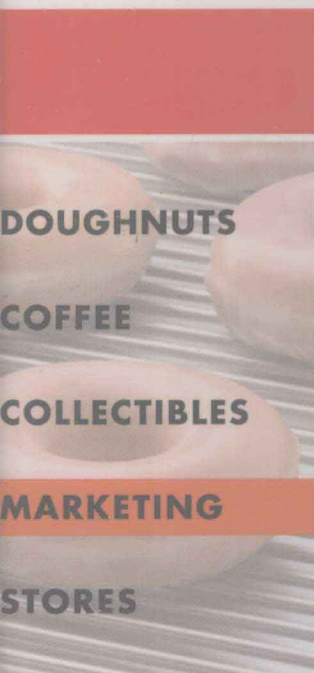
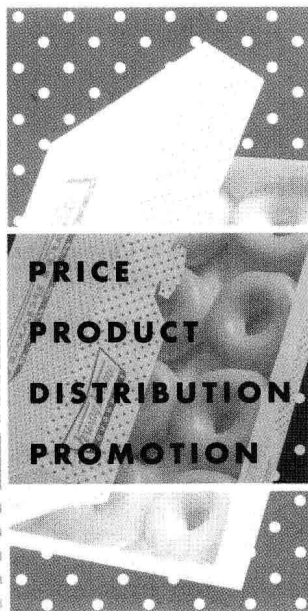
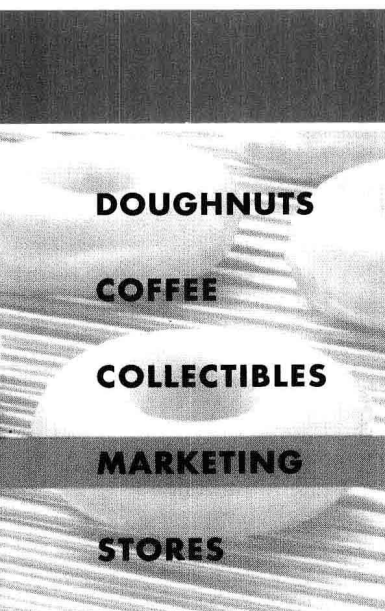


# Contemporary Marketing 2005



# Contemporary Marketing 2005



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Louis E. Boone and David L. Kurtz

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*To the 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.*





# Boone & Kurtz

Dear Fellow Principles of Marketing Instructor:

As the new ads at fast-food giant McDonald's say, "I'm lovin' it." You are likely to echo this marketing tag line because you finally have a chance to offer your students an up-to-the-minute textbook so complete, so well written, and accompanied by teaching/learning materials that serve as industry benchmarks for quality and completeness. Even better is the fact that students can purchase a new copy of the text for about the same price as a used copy of last year's hardcover version.

*Contemporary Marketing 2005* contains every chapter and every page of the hardcover edition and is updated to include important business and marketing developments occurring since publication of the original version. In fact, with the additional integrated case and video on the clothing and entertainment company FUBU, there's even more here than in the hardcover version.

You'll love the size of our test bank—at more than 4,000 test questions categorized by chapter objectives, it's easily the largest and best in the market. You'll also be pleased with our customer service; a special *Instructor's Manual* supplement on the Web site (<http://boone.swlearning.com>) identifies every change in every chapter and shows how to integrate them into your class notes. Your students will rave about the free audio reviews that accompany the text. The four CDs allow students to review classroom reading assignments anywhere, anytime. Students can listen to them while exercising, in their car, or even while walking across campus on their way to class.

To give *Contemporary Marketing 2005* a fresh new feel, we added extensive coverage of

- How the 99-cent-per-downloaded-song services supplied by firms like Apple Computer, Blockbuster, and Wal-Mart are assisting the troubled music industry by resolving the conflict between music lovers fed up with high CD prices and the recording industry so determined to stop illegal downloading that they have resorted to filing lawsuits against 12-year-olds
- The impact of the recent FTC "Do Not Call" rule on telemarketing and the drive to put a lid on spam
- The 2005 increase in the number of EU members from 15 to 25
- How food marketers are responding to growing concerns about obesity—the new version of tobacco worries
- Why Canada is the country of choice for buying prescription drugs
- How Lowe's is growing by focusing on a new target market: women
- Why Dell has expanded beyond servers and personal computers into computer games, plasma TVs, and music downloads in response to the trend toward digital convergence
- The soaring popularity of hybrid cars

You and your students will be able to use our highly acclaimed Web site (<http://boone.swlearning.com>) to perform many assignments and conduct research. It's easy to use and contains invaluable features.

We're delighted to bring you the industry's best marketing text. We're sure that you—and your students—will agree.

Sincerely,



Louis E. Boone



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. And instructors who have used earlier editions of this text in their classes already know that when students ask questions like

- "Why is the recording industry in such trouble that it is filing lawsuits against 12-year-olds?"
- "Why did the telemarketers stop calling me? And can whomever was responsible help me rid my life of spam?"
- "Will all of these news stories about the growing problem of obesity—especially among kids—mean major problems for the fast-food industry?"
- "My other business text says there are 15 members of the European Union. But Boone & Kurtz say the number is actually 25. Who is correct?"

The questions will be discussed—and answered correctly—in *Contemporary Marketing 2005*. After all,

the book's position as the benchmark in measuring overall quality has been

Lead, follow, or get out of the way.

Anonymous

recognized by fellow authors who voted it the first marketing text to receive the prestigious McGuffey Award for Textbook Excellence.

But *CM 2005* goes far beyond 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 students ask

- "Why is it impossible for a principles of marketing text to cover the subject in less than 600 pages?" and
- "Are there any textbooks out there that include high-quality coverage of the importance of business ethics?"

You can simply point to the class text. 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.

## Contemporary Marketing Firsts

Previous users will recognize the significant improvements and up-to-the-minute currency of *Contemporary Marketing 2005* as the latest installment of a trend we established back in the first edition—to lead the principles of marketing market with new “firsts.” We know that keeping several steps ahead of the competition is the way we became the best-selling basic marketing text. We plan to keep it that way.

Consider our record of providing instructors and students with “firsts”:

- The FIRST marketing text written specifically for the student—rather than the professor—featuring a clear, concise style that students readily understand and enjoy.
- The FIRST marketing text based on marketing research, written the way instructors actually teach the course.
- The FIRST marketing text to integrate computer applications—and later, Internet assignments—into each chapter.
- The FIRST marketing text to employ extensive pedagogy—such as opening vignettes and boxed features—to breathe life into the exciting concepts and issues of marketing.
- The FIRST marketing text to offer end-of-chapter cases written by the authors and then filmed by professional producers who include text concepts in each chapter video.
- The FIRST marketing text to offer early services, international, and marketing planning chapters and to thoroughly integrate these topics throughout with literally hundreds of examples.
- The FIRST marketing text to utilize multimedia technology to integrate all components of the principles of marketing ancillary program, videos, overhead transparencies, and PowerPoint® CD-ROMs for both instructors and students—enabling instructors to custom create lively lecture presentations.
- The FIRST marketing text to include an entire, separate chapter on relationship marketing and customer relationship management (CRM).
- The FIRST marketing text to include coverage of category management—the fast-growing industry trend in product management—in Chapter 12 and to include it as part of the chapter title.

## Key Features of Contemporary Marketing 2005

*Contemporary Marketing 2005* is packed full of innovations. Here are some new and exciting features of the 2005 edition.

### Major Expansion of Marketing Ethics

In the wake of the recent crisis 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.

*Contemporary Marketing 2005* 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 mar-

keting. 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 5 analyzes the ethical issues surrounding online marketing and the Internet. Topics examined here include copyright issues and 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 6. A separate section in Chapter 18 examines advertising ethics and ethical issues in sales promotion and public relations. Ethical issues in personal selling are examined in a separate section in Chapter 19.

Every chapter includes a special experiential feature called **Solving an Ethical Controversy**. This feature is designed to facilitate class debates on 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 this feature in *CM 2005* include:

- “The National Do Not Call List: Friend or Foe?” (Ch. 19)
- “Wi-Fi and the Invasion of Privacy” (Ch. 1)
- “Is the Fox Guarding the Henhouse? The Alcohol Industry’s ‘Drink Responsibly’ Promotions” (Ch. 3)
- “Is the Web Spying on You?” (Ch. 5)
- “Minority Marketing Campaigns Miss Their Target” (Ch. 8)
- “What to Do about Pop-Up Ads?” (Ch. 18)
- “Secret Costs of Shelf Space” (Ch. 15)
- “Should Marketing Promotions Target Children?” (Ch. 17)

### Wrong

## Solving an Ethical Controversy

### Wi-Fi and the Invasion of Privacy

Wi-Fi—wireless Internet access—is one of the hottest new products. Some say this technology will transform everyday life in the 21<sup>st</sup> century. Individual consumers and businesspeople can now connect to the Internet via wireless technology at breakneck speeds, which is prompting companies like Dell, HP, Intel, Sony, and Toshiba to equip their laptops, PDAs, and other devices for it. So-called *hotspots*—now numbering 29,000 in the U.S. alone—are being added to attract customers in outlets ranging from Starbucks and Borders bookstores to McDonald’s and Omni Hotels. But as always, when a new technology arrives, people question its side effects, in this case the security of wireless networks and the issue of privacy.

**Does Wi-Fi contribute to the invasion of individual and business privacy?**

**PRO**

- The high speed of connection allows a greater number of users to interact simultaneously—and a greater potential for theft of information such as credit card

2. Most average users do not yet know how to secure their wireless connections to prevent hackers from gaining access.

**CON**

- A Wi-Fi connection is no less secure than a traditional Internet connection or a phone call in which a consumer verbally supplies a credit card number to a sales representative.
- Security systems are constantly being developed and will only improve as Wi-Fi technology is used more frequently by the general public.

**Summary**

Wi-Fi technology still has its glitches, including “dead” spots where service is not available and the potential for security vulnerabilities. Consumers and businesses who adopt Wi-Fi will have to become educated in its strengths and weaknesses, as well as in ways to protect themselves from vulnerability, until security measures catch up with the technology.

SOURCES: Nick Wingfield, “Wi-Fi Mischief,” *The Wall Street Journal*, July 31, 2003, pp. B1, B2; Sky Dayton and David Wernli, “Wireless Wealth,” *Entrepreneur*, July 2003, p. 92; Mark Anderson, “When It Comes to Wi-Fi, You Ain’t Surfing Nothing Yet,” *Fortune*, June 23, 2003, p. 134; Matthew Biele, “The Wi-Fi Revolution,” *Fortune*, May 12, 2004, pp. 86-91.

## Current Events and Their Impact on Marketing

The impact of largely uncontrollable environmental factors—the beginning of an economic recovery following months of lingering recession, the continuing costs—monetary and human—of the Iraqi war, the recent SARS epidemic, and continuing terrorist attacks around the globe—are a part of almost every chapter. The Chapter 13 opening vignette, “Airlines Fight for Their Lives,” describes the problems encountered by airline marketers in their efforts to stimulate sales during a period in which both vacationers and business travelers decided to minimize air travel in favor of driving vacations and videoconferencing.

The threat of terrorism continues to impact marketing in various ways, and its shadow can be found in most chapters. New laws passed to reduce consumer security concerns and lessen the threat to marketers are introduced in the legal environment section of Chapter 3. Several new **Marketing Hits** are included in this new edition, such as:

- “The U.S. Military Turns to Private-Sector Logistics” (Ch. 15)

Although the SARS epidemic began in Southeast Asia, it quickly claimed more than 800 lives and impacted commerce globally. This global impact is described in detail in the following features:

- “SARS Threatens Economic Growth in China” (Ch. 4)
- “How Wal-Mart Battled SARS Overseas” (Ch. 10)

# Miss

## Marketing Miss

### SARS Threatens Economic Growth in China

**Background.** No one outside China really saw it coming. By the time the outbreak of the respiratory illness known as SARS—severe acute respiratory syndrome—became world news, it had already spread from southern China to Hong Kong and on to



## A New, More Strategic Focus

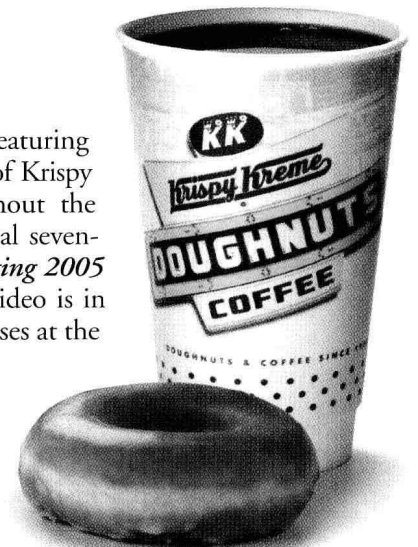
“More strategic, less descriptive.” In response to numerous instructors who made complaints about the overly descriptive nature of the typical principles of marketing text, the new 2005 edition of *Contemporary Marketing* has made significant changes. First, the marketing planning chapter has been relocated so that it can be assigned much earlier in the term, helping to equip students with a solid foundation of strategic thinking. In addition, a new section on strategic implications of marketing concepts discussed in each chapter has been included in every chapter in the new edition. Two new appendices, **Developing a Marketing Plan** and **Financial and New-Product Analysis**, provide additional strategic tools for the reader.

## 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 2005 edition includes two case assignments for every chapter. For example, Case 1.1, “Dracula Park Wants YOU,” is accompanied by Video Case 1.2, “How Burton Snowboards Built a Sport—and a Customer Base.” The second case in each chapter is accompanied by a professionally created video to augment the written case materials.

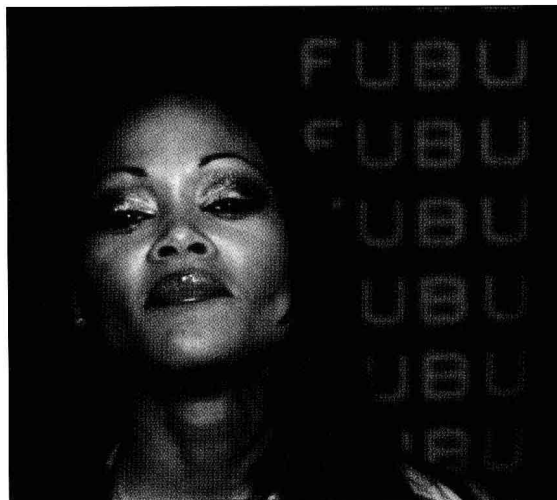
### Krispy Kreme Doughnuts: An Exciting New Continuing Video Case

Each Part of the new *CM 2005* is linked with a continuing case featuring one of the major recent marketing successes: the rapid expansion of Krispy Kreme beyond its southeastern origins to new markets throughout the United States and Canada, and beyond North America. A special seven-segment video was created specifically for *Contemporary Marketing 2005* to add to the written cases for 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.



### FUBU: For Us, By Us: A New Integrated Case and Video Alternative

*Contemporary Marketing 2005* provides added flexibility for instructors who want to make use of more than one comprehensive case by providing an alternative to the Krispy Kreme continuing case and video. FUBU is an all-new, custom-produced case that gives the instructor a

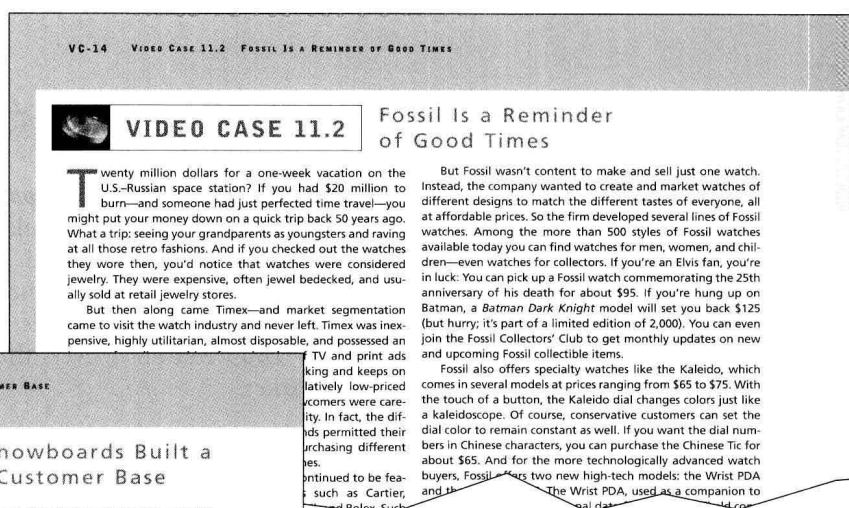
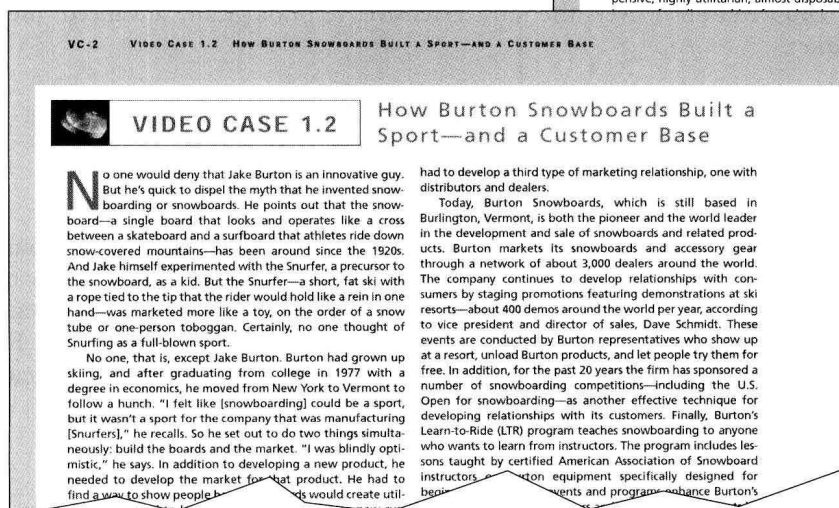


choice of using different cases for different sections of the class or from one class term to the next. The case and accompanying video detail the story of FUBU, the brainchild of several young African American entrepreneurs whose modest beginnings include making clothing in their homes before skyrocketing to the top of the niche fashion trade. The video demonstrates that entrepreneurship is one career path in which age doesn't matter—and the sky's the limit if you find the right niche, product, and marketing strategy. Included with the instructor support materials on the Web site (<http://boone.swlearning.com>) is a summary of the video, as well as answers to the case questions.

## Every Chapter Has a Video Case!

Professionally written and produced, the new video case package provides intriguing, relevant, and current real-world insights 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** How Burton Snowboards Built a Sport—and a Customer Base
- **Video Case 2.2** Caribou Coffee Brews Up a Fine Cup of Strategy
- **Video Case 3.2** Equal Exchange: Fair Pay Is Fair Play
- **Video Case 4.2** Fallon Worldwide: Going Global, Targeting Local
- **Video Case 5.2** Tower Records Uses Bricks—and Clicks—to Survive Troubled Times
- **Video Case 6.2** Dunkin' Donuts and Hill, Holliday: A Recipe for Good Relationships
- **Video Case 7.2** Fisher-Price: Marketing Research Is More than Child's Play
- **Video Case 8.2** Annie's Homegrown: A Natural Success
- **Video Case 9.2** WBRU Sounds Good to Listeners
- **Video Case 10.2** UPS Delivers for Its Business Customers
- **Video Case 11.2** Fossil Is a Reminder of Good Times
- **Video Case 12.2** Stride Rite Keeps Its Brands in Step
- **Video Case 13.2** Cybex International Whips Pricing into Shape
- **Video Case 14.2** Bombardier Lets Prices Soar
- **Video Case 15.2** Ipswich Shellfish Delivers Fresh Lobster
- **Video Case 16.2** Neiman Marcus Takes Care of Its Customers
- **Video Case 17.2** Cherry Capital Airport Keeps People Flying
- **Video Case 18.2** Oxygen Media and Mullen Advertising Team Up for Women's Programming
- **Video Case 19.2** Concept2 Rows to Success



## Additional Features of the New 2005 Edition

*Contemporary Marketing 2005* is packed full of innovations. Here are some of the exciting new features:



**NEW!** The rapid growth of the African-American and Hispanic-American market segments is discussed in detail in the market segmentation chapter and in the Marketing Hits feature, “Procter & Gamble Taps the Hispanic Market,” in Chapter 9.

**REVISED!** The relationship marketing chapter has been completely revised to include coverage of customer relationship management (CRM).



**NEW!** Category management, a major organizational development among firms with extensive product lines, is discussed in detail in Chapter 12. Its importance is communicated in the new chapter title, “Category and Brand Management, Product Identification, and New-Product Planning.”

**EARLY COVERAGE!** “Planning a Career in Marketing” has been completely rewritten and moved to the front of the textbook. In an environment characterized by limited jobs for entry-level business graduates, it offers practical insights to help students prepare for a successful business career.

**REVISED!** The materials at the end of each chapter have been completely revised. A new Summary of Chapter Objectives replaces the Achievement Check Summary to provide improved summary materials. New Projects and Teamwork Exercises have been included, and all of the *netWork* assignments are new.



**NEW!** All opening vignettes, Marketing Hits, and Marketing Misses are new to this edition.



**NEW!** Two important promotional innovations—guerilla marketing and product placement—are included in Chapter 17. The Marketing Hits feature in this chapter focuses on Code Red, a recent Pepsi success story of guerilla marketing in action.

## Unparalleled Resource Package

Like the eleven editions before it, *Contemporary Marketing 2005* is filled with innovations. The result: the most powerful marketing package available.

Boone & Kurtz lead the market with precedent-setting learning materials and we continue to improve on our 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 2005 edition delivers the most extensive, technologically advanced, user-friendly package on the market.

### For the Professor

#### 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 application, comprehension, and knowledge-based multiple choice, true/false, and essay) and text page reference. 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

Completely revised! Each chapter of the IM now begins with an introduction to the chapter and a concise guide to changes in the new 2005 edition (2005 edition changes can be found on the Instructor's Resource section of the Web site). Following this easy transition guide, instructors will find a complete set of teaching tools. Each chapter contains the following teaching tools:

- 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 that includes suggestions for use of other appropriate support materials for each lecture. These support materials include additional examples, articles, activities, discussion suggestions, transparencies, and PowerPoint presentation slides.

In addition, the Instructor's Manual includes complete solutions to all the end-of-chapter questions, teamwork projects, 'netWork assignments, cases, and video cases.

## Media Instructor's Manual

This Media Instructor's Manual includes everything you'll need to help you use all of the media products that accompany *Contemporary Marketing 2005* to the fullest. Each chapter includes a comprehensive guide for incorporating each of the media elements available for this text:

- The 19 video cases
- The seven Krispy Kreme continuing case segments, each related to a different Part in the text
- Web site resources
- E-lectures
- The PowerPoint presentation

## Transparency Acetates with Teaching Notes

More than 200 full-color transparency acetates are available to support *Contemporary Marketing 2005*. The transparencies consist of important figures and ads from the text as well as special content acetates outlined specifically for *Contemporary Marketing 2005*. 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

After reviewing competitive offerings, the authors are convinced that the *Contemporary Marketing 2005* PowerPoint Presentation is clearly one of the best you'll find. It provides a complete teaching experience for instructors and a memorable learning experience for students. Each chapter of the presentation contains chapter objectives, the main concepts of the chapter outlined and explained after each chapter objective, many figures from the text to enhance student learning, and embedded 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 this edition of the text is an Instructor's Resource CD-ROM that contains all of the key instructor supplements: Instructor's Manual, Test Bank, ExamView Testing Software, PowerPoint Presentation, and Media Instructor's Manual.

## WebTutor® Advantage on Blackboard® and/or WebCT™

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

Included in our WebTutor Advantage offerings for *Contemporary Marketing 2005* are:

- Chapter Objectives
- A Chapter Outline
- Chapter Flashcards
- Electronic Lectures (E-Lectures)
- Applying Marketing Concepts—Critical Thinking Exercises
- Chapter Quizzing
- Quizbowl, a Jeopardy-style Learning Game
- Video Cases with Questions
- Threaded Discussion Questions for Online Discussions
- Links to the Text Web Site: <http://boone.swlearning.com>

webTUTOR® Advantage

## Video Cases

Would this be *Contemporary Marketing 2005* without a custom video package containing a new 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 and is tied directly to the key concepts in each chapter. Each video case is new and highlights marketers as tiny as lobster marketer Ipswich Shellfish and as large as toy maker Fisher-Price. 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.

Guides to the video cases can be found in the Media Instructor's Manual. Answers to the discussion and applications questions can be found in both the Instructor's Manual and the Media Instructor's Manual.

## FUBU Integrated Case

This brand new integrated case follows the firm's target market and each of the marketing mix elements and can be assigned as a single project or after each element of the marketing mix is taught. FUBU, the ultra-hip clothing and entertainment company, is the subject, but this video case should get your student's creative juices going!



## Krispy Kreme 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 related to each Part in *Contemporary Marketing*. The cases appear all together at the end of the text. The continuing case relates the Parts of the text to the story of this dynamic and creative North Carolina company and its use of marketing concepts to enhance its phenomenal recent success in expanding beyond its southeastern roots to new markets throughout the U.S., Canada, Australia, Great Britain, and beyond.

The written case segments created by the authors include learning concepts and discussion questions. Answers to these questions can be found in the Instructor's Manual and in the Media Instructor's Manual.

## For the Student

### Study Guide

Completely updated for the new edition, the Study Guide contains the following features for each chapter in the text:

- A Chapter Overview that briefly discusses the chapter objectives
- A complete Chapter Outline
- A Self Quiz
- A 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 new copy of *Contemporary Marketing 2005* now comes with an audio review! These audio chapter reviews are provided on CD-ROM for student use. Listen to them while you're exercising, listen to them while you're walking around campus. Heck! 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 good summary of the chapter objectives and the major concepts in the chapter. Step to the head of the class, because they'll get you prepared in a completely new way!

### Xtra!

Provided free with each new copy of the text, Xtra! gives you just a little bit more than you imagined! This online product provides you with access to additional learning tools including: the Krispy Kreme Continuing Video Case, the PowerPoint Presentation, a Marketing Plan with related exercises, and Xtra! quizzing that you won't get anywhere else!

xtra!

## 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 to enhance their courses using the Instructor's Resource section, where they will find all of the major text supplements in electronic format for viewing or downloading.

Students will find a Web site designed specifically for *Contemporary Marketing 2005* that includes Student Resources, NewsRoom, and Personal Development sections, and an Interactive Study Center.

- The **Student Resource** section consists of downloadable files for the PowerPoint Presentation as well as information about study aids that can help you ace your course.
- The **Personal Development Center** includes extensive information on career development and business ethics, as well as a special feature on time management. This feature includes advice and guidelines on effectively managing your work and leisure time as a student.
- The **Interactive Study Center**, a dynamic online learning center, consists of Chapter Objectives, Crossword Puzzles, Interactive Quizzes, Marketing Topics, and more, including:
  - **InfoTrac® Exercises.** The InfoTrac database gives students direct access to the real world of marketing through academic journals, business and popular magazines, newspapers, and a vast assortment of government publications. InfoTrac Exercises created for use with our text provide learning exercises related to specific articles or industries, as well as giving guidance on how to conduct original research based on materials found in InfoTrac.
  - **Internet Applications.** These online marketing applications allow you to apply chapter concepts to real-world exercises.

## Cadotte: Experiencing Marketing at the Marketplace

This simulation will challenge students to make tough marketing decisions in a competitive, fast-paced market where the customers are demanding and the competition is working hard to increase market share. Theory comes alive as students learn to manage a new business venture, improve customer satisfaction, increase profits, and capture dominant market share.



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