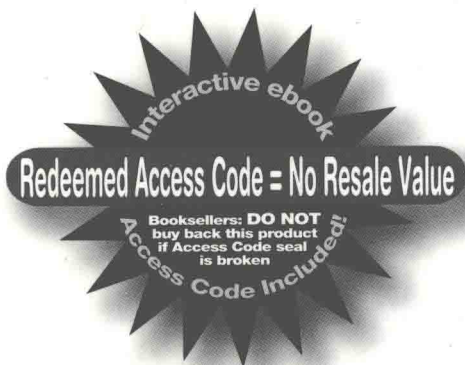


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VERSION 1.0

# Principles of Marketing

**PHILIP KOTLER**  
**GARY ARMSTRONG**



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# Principles of Marketing

**ACTIVEBOOK VERSION 1.0**

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**NORTHWESTERN UNIVERSITY**

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The activebook is a new kind of textbook that combines the best elements of print and electronic media. In addition to this print version, you'll have access to an online version of your book that is enhanced by a variety of multimedia elements. These include active exercises, interactive quizzes, and poll questions. These elements give you a chance to explore the text's issues in more depth.

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The screenshot shows the 'Activebook: User Guide' homepage. The browser window title is 'Activebook: User Guide'. The page has a dark header with the 'activebook' logo and navigation links: 'Add Book', 'View Favorites', 'Add Notes', 'View Notes', 'Profile', 'Password', 'Help', and 'Log Out'. Below the header, there's a 'Welcome Jen' message. On the left, there's a 'Smart Calendar' for September. In the center, there's a 'What's New' section for 'Business (activebook)' by Ricky W. Griffin and Ronald J. Ebert, with a 'Select a Chapter' dropdown set to 'Chapter 1' and a 'Go' button. On the right, there's a 'ContentSelect' section with a list of disciplines: Marketing & Management, Finance & Economics, Computer & Information Science, and a 'tips' section at the bottom right. Annotations with arrows point to specific features: 'The Toolbar' points to the browser's navigation bar; 'The Smart Calendar and Other Resources' points to the calendar and general resources on the left; 'Additional Resources' points to the 'ContentSelect' section on the right.

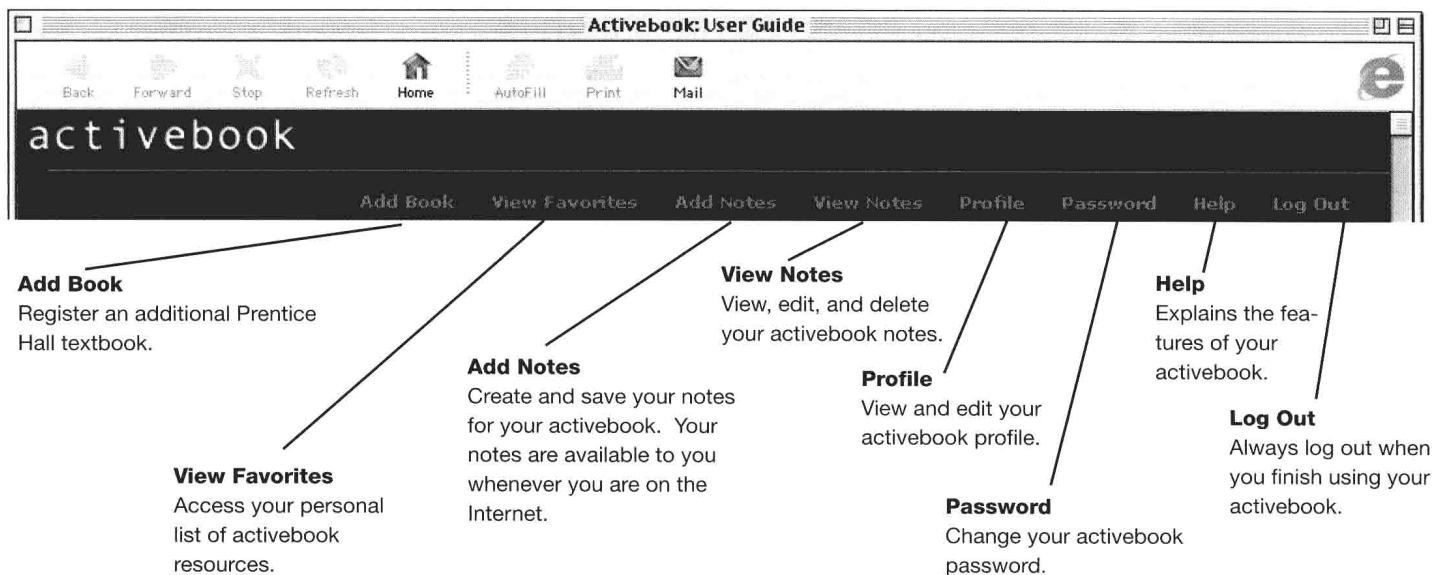
**The Toolbar**

**The Smart Calendar and Other Resources**

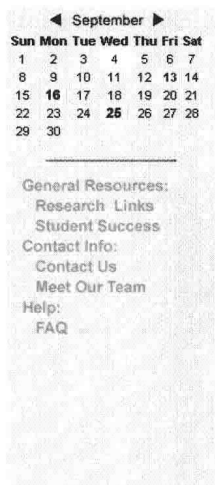
**Additional Resources**

## 1. The Toolbar

Let's begin with the commands in the tool bar near the top of the activebook homepage. This bar features eight commands: **add book**, **view favorites**, **add notes**, **view notes**, **profile**, **password**, **help**, and **log out**.



Now let's take a look at the features presented in the navigation bar on the left side of the screen.



## 2. The Smart Calendar and Other Resources

### The Smart Calendar

Instantly view all the activities for the month for your activebook by clicking on a date.

### Research Links

Provides a selection of annotated links to additional resources and search sites.

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Links to Prentice Hall's Student Success Web site. You will find numerous features designed to help you through your educational journey (for example, career paths, money matters, and employment opportunities).

### Contact Us

Contact Prentice Hall either via telephone or e-mail to share your ideas about your activebook or to ask questions.

### FAQ

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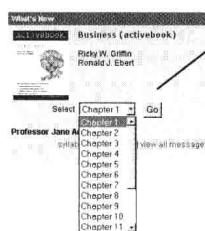
After redeeming your access code, you can make use of the following resources.

### What's New

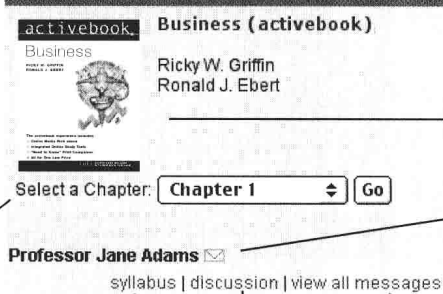
Shows the resources that have been recently added to your activebook.

### Chapter Pop Up Menu

Selects a chapter in your activebook.



### What's New



### Syllabus

Find out all you need to know about your class and assignments.

### Discussion

Express your opinions and view those of your classmates.

### View All Messages

See the messages posted by your professor.

### Book Homepage

Allows you to view the entire table of contents.

### E-mail Professor

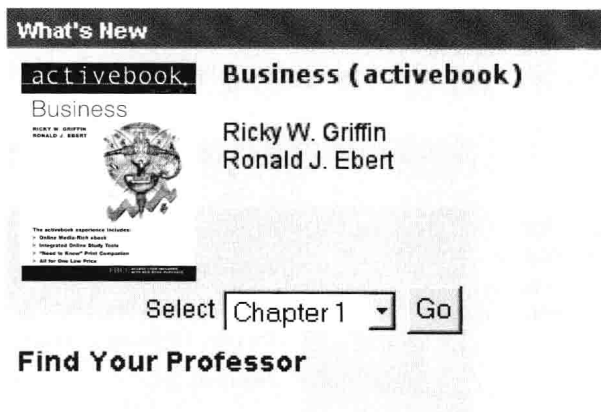
Send e-mail to your professor.

## > Finding Your Professor

If your professor has posted course material, you can create a link to him or her on your activebook homepage. Once connected to your professor, you can access the **syllabus**, **view messages** from him or her, and **e-mail** him or her.

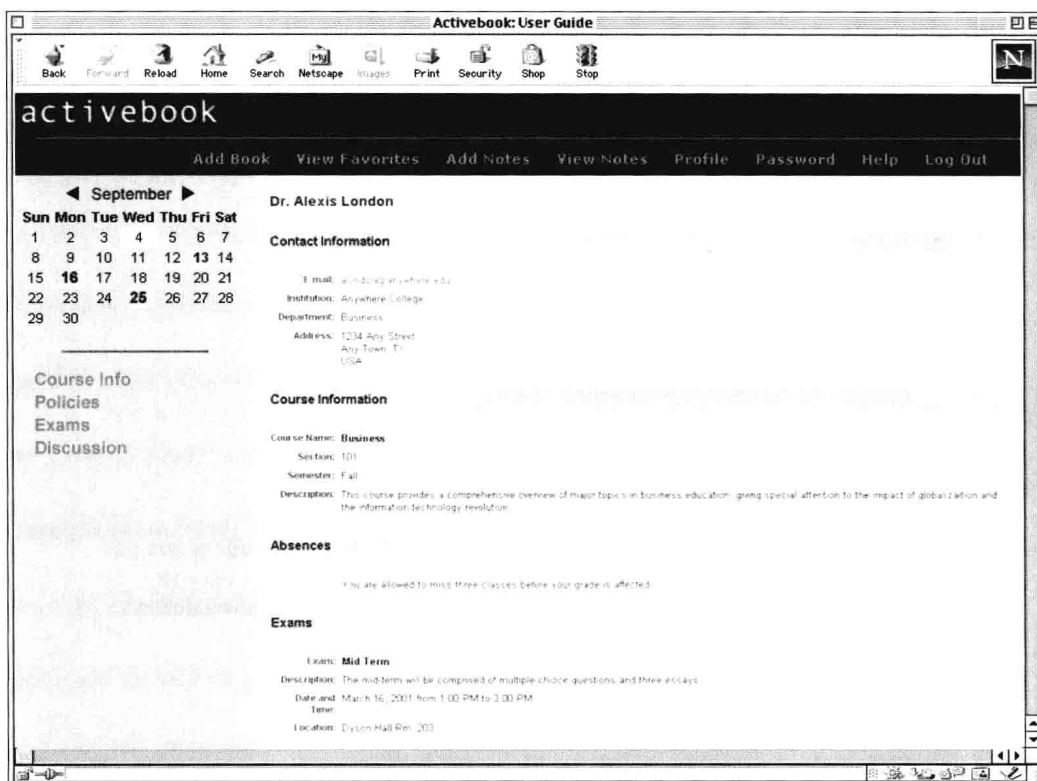
### To Find Your Professor

- Click on **find your professor**.
- Search for your professor's name (using his or her last name or your school's name). Then select it.
- Click **submit** and you will return to your activebook homepage.



## > Viewing Your Professor's Syllabus

If your professor is using the **syllabus** feature, click the **syllabus** link to check assignments and course announcements.



## > Exploring Your Activebook

When you're ready to begin, select a chapter. You will find active elements throughout the chapter. They are the key components that make an activebook *active*. In every chapter you will find: the **what's ahead** section, **objectives**, **active concept checks**, **key terms**, and a **chapter wrap-up**. Each chapter may also include a **gearing-up quiz**, **video examples or exercises**, **audio examples or exercises**, **active polls**, and **active figures**, maps, and graphs.

Let's take a look at these elements.

Every chapter begins with **what's ahead**. This section tells you what material the chapter will cover.

Clicking on any link in the chapter outline takes you to the core text.

The **Book Home** to the table of contents for the entire book, where the full chapter titles are provided.

In the **objectives** pop-up window you will find the key learning points for the chapter.



Another element that can appear in the **what's ahead** section is the **gearing up quiz**. This quiz is designed to get you thinking about important topics in the chapter.

**activebook**

Management (activebook)  
Gary Dessler

**What's Ahead**

Barbara Hyder learned, and fast, that being CEO of a new .com company was different from being a leader in a big, traditional company like Mary Kay Cosmetics. Hyder had been international regional president at Mary Kay before becoming CEO of gloss.com, an on-line beauty startup. How is a .com company different? For one thing, she's now making decisions with her management team on Internet time. For example, when they saw the airwaves clogged with .com ads in December 1999, they made a split-second decision to cancel their ads and instead launch a full \$70 million campaign in February 2000. Her new mantra is "You have to act quickly, speed is of the essence."<sup>b</sup>

Hyder's experience says a lot about what leadership is, and how it's different than it was a few years ago. Leaders have always had to say "Here's where we're going to go," and then motivate, inspire, and influence their people to move in that direction. One of the differences today, as we'll see, is that there's a bigger element of consensus building and teamwork in what leaders do.

Click here to explore now  
**objectives**

Before you begin, take a moment to familiarize yourself with the key objectives of this chapter.

Click here to explore now  
**gearing up**

Before you begin to explore this chapter take a short "warm-up" test to see what you know about this topic.

Click the **next** button at the end of every section to go on to the next page.

**gearing up**

View Favorites | Add Notes | View Notes

Gearing Up Quiz

- The best leaders are those who have mastered a particular leadership style.
  - True
  - False
- Consider the following statement: Effective leaders do not need the power of a formal position because they possess the ability to inspire and motivate people. Is this statement true or false?
  - True
  - False
- A lot of people think that there are many fundamental differences in the leadership behaviors of men and women. Do you believe that this notion is true or false?
  - True
  - False
- Consider this statement: Once an effective leader has made a decision, he informs his subordinates and makes sure they know that it's final. True or false?
  - True
  - False
- Do effective leaders typically let their subordinates define their tasks and those tasks as they think best?
  - Yes
  - No

How did I do?

Close

**gearing up**

View Favorites | Add Notes | View Notes

Gearing Up Quiz

- ✓ The best leaders are those who have mastered a particular leadership style.
  - a. True
  - b. False

Your Answer: b  
Correct Answer: b

The best leaders tend to be those who are flexible and can call on several leadership styles as necessary. Think back to the strategic-management process you studied in Chapter 6. You'll recall that during the final step in the process, the manager evaluates performance and corrects it as need be. As you might imagine, this step requires flexibility. A manager with several leadership styles would be well-suited to leading subordinates through the process of adjusting strategic plans.
- ✗ Consider the following statement: Effective leaders do not need the power of a formal position because they possess the ability to inspire and motivate people. Is this statement true or false?
  - a. True
  - b. False

Your Answer: a  
Correct Answer: b

Effective leaders can derive their power from a variety of sources, including their formal positions within their organizations. Further, in certain situations they may need such power to get their jobs done.
- ✗ A lot of people think that there are many fundamental differences in the leadership behaviors of men and women. Do you believe that this notion is true or false?
  - a. True
  - b. False

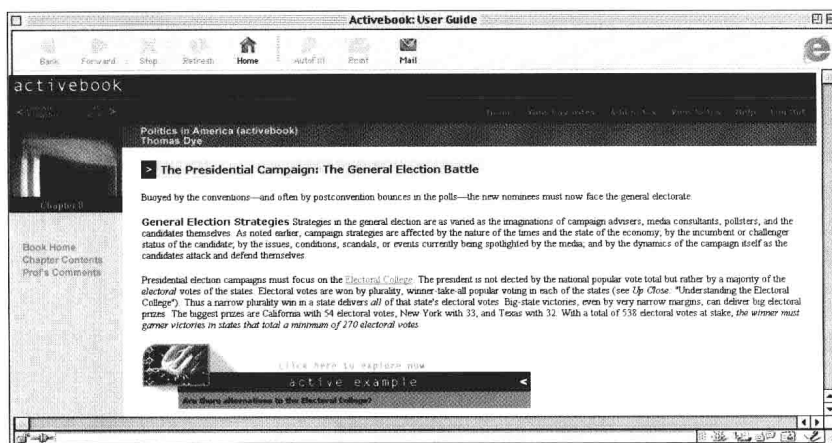
Your Answer: a  
Correct Answer: b

Research has demonstrated that there are few differences in the fundamental

Clicking the **How did I do?** button corrects your quiz and provides you with feedback.

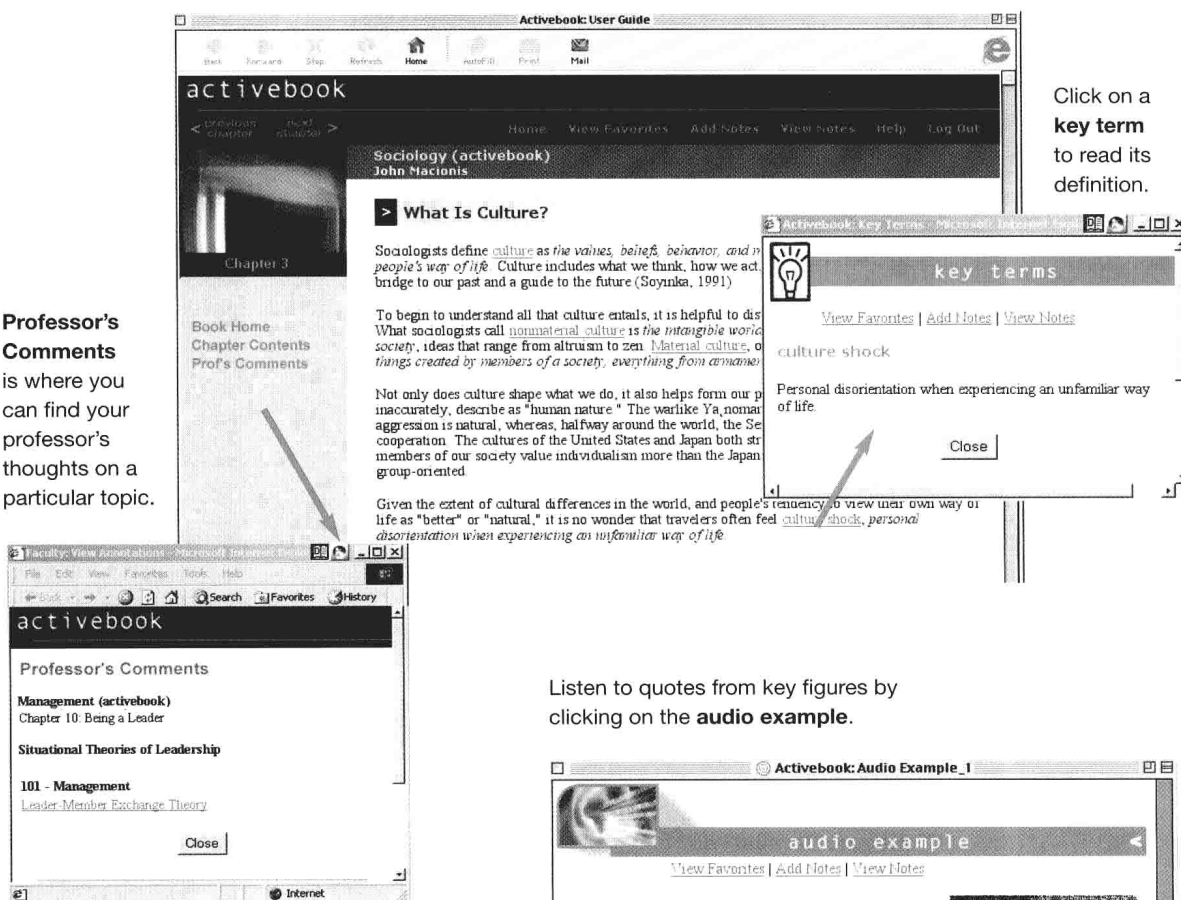


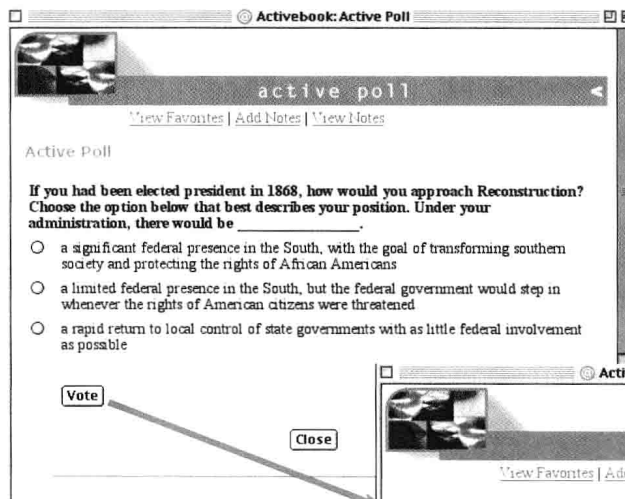
After gearing up, you're ready to start reading the chapter. Activebook chapters are divided into major sections.



As you read each section, you will encounter the active elements. Let's become acquainted with some of these active elements.

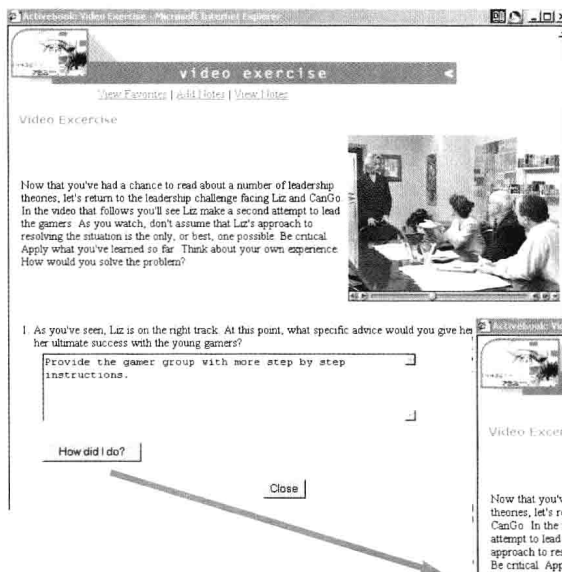
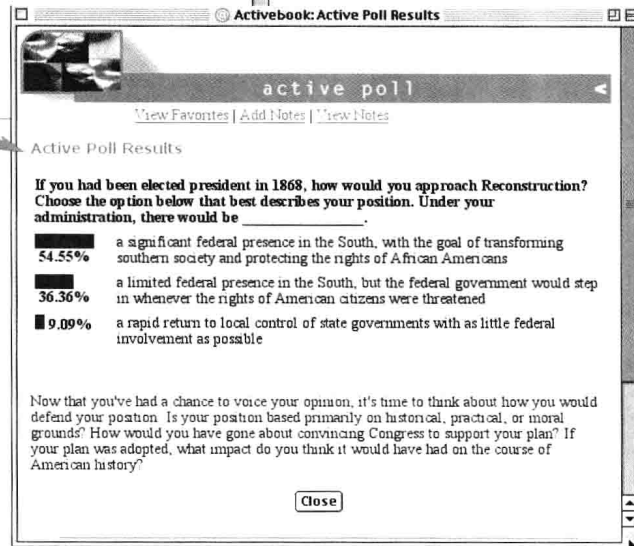
**Professor's Comments** is where you can find your professor's thoughts on a particular topic.





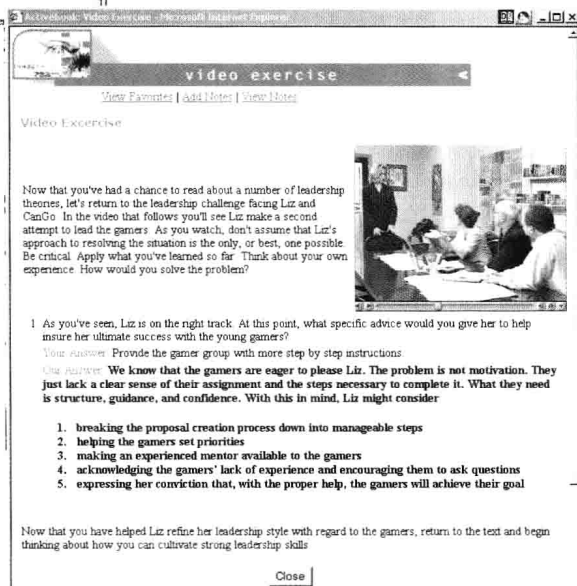
An **active poll** asks you to respond to an interesting question or to voice your opinion on an important issue.

After you vote in the poll, you are shown the results. These results reflect the votes of all the students who are using this activebook.

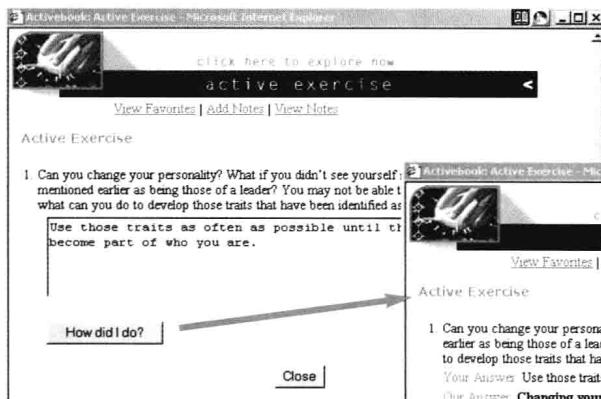


In a **video exercise**, you watch a video and then respond to questions.

Feedback is provided by clicking the **How did I do?** button.

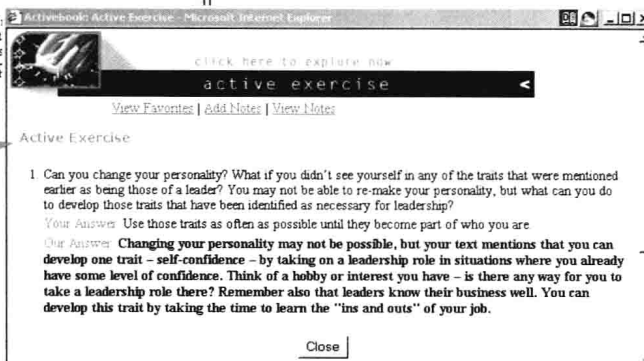


In addition to **video exercises** you might also find an **active exercise** or an **active example**.

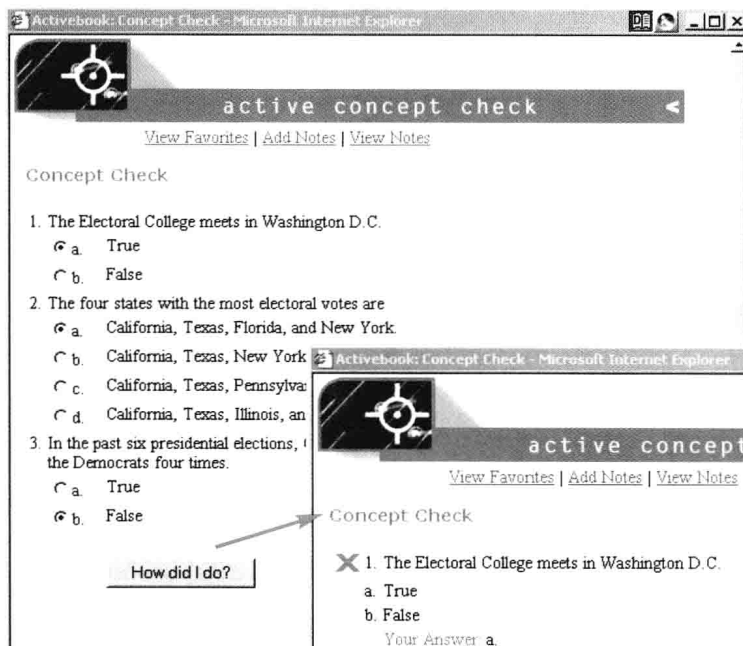


An **active exercise** allows you to explore a particular topic.

Click the **How did I do?** button for feedback.

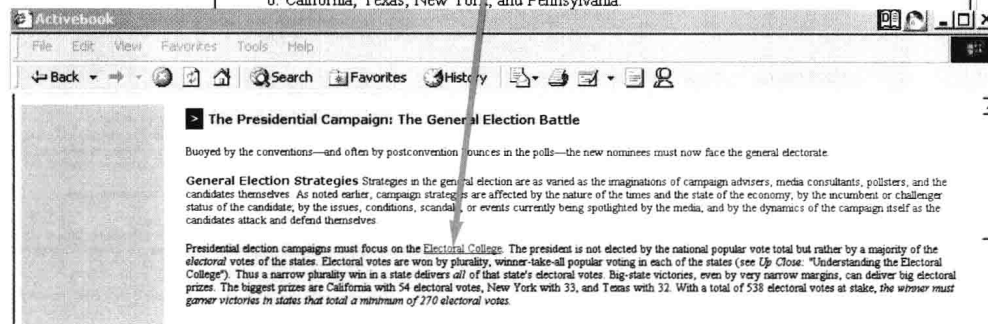
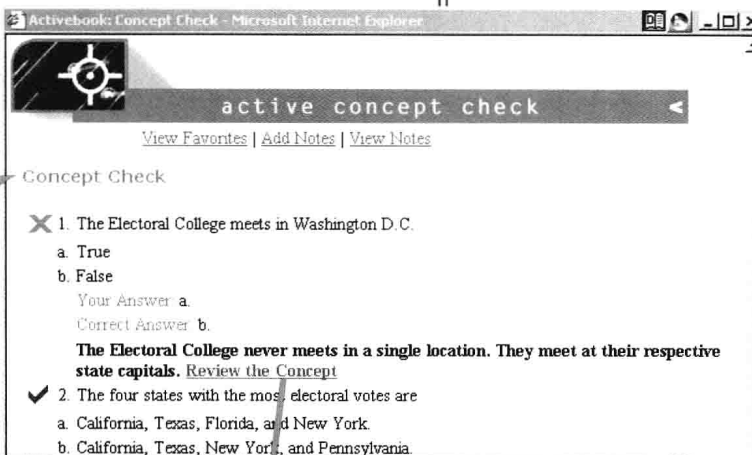


**Active concept checks** occur at the end of every major section in your activebook.



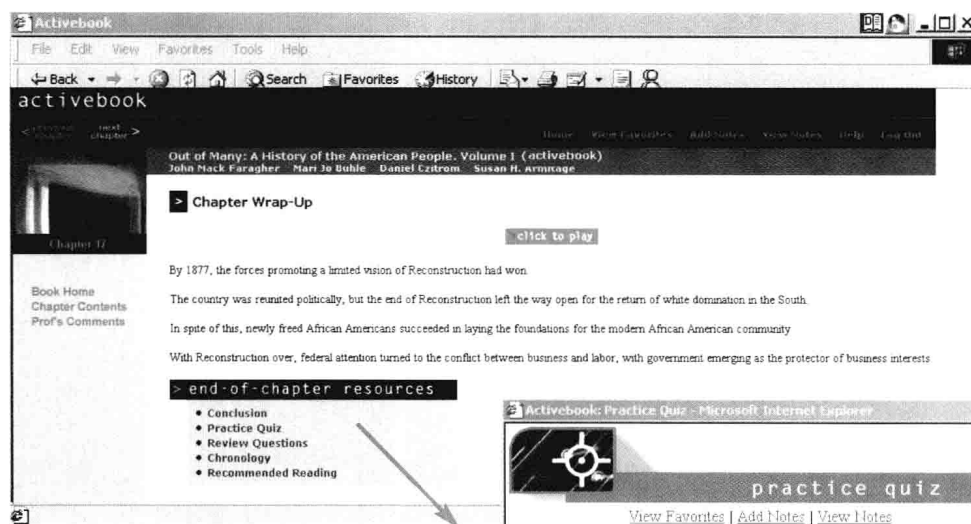
Use the **active concept check** to gauge your understanding of the important topics in a section.

Feedback is provided by clicking the **How did I do?** button.

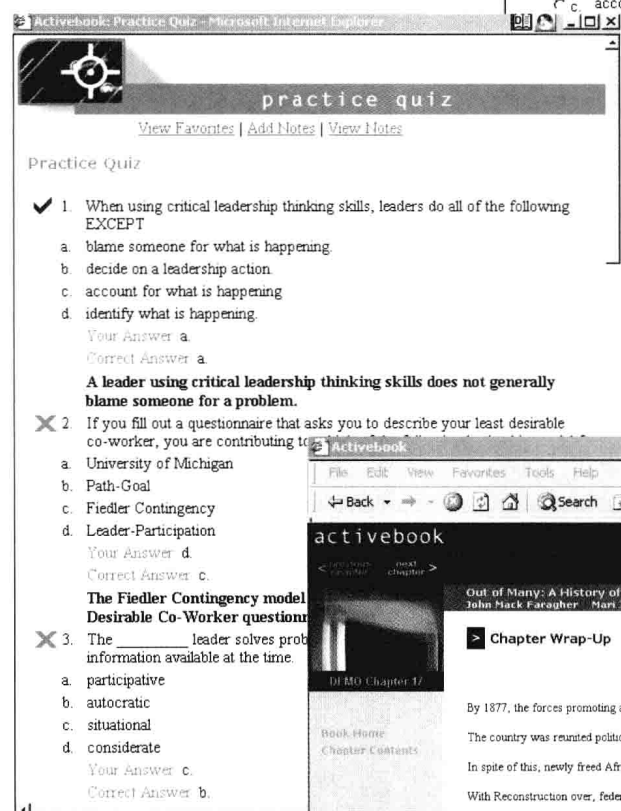
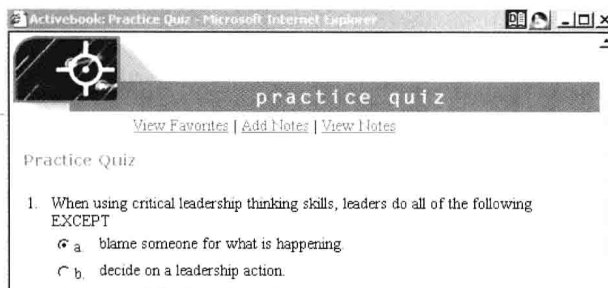


Click **review the concept** to jump to where the material was discussed in the chapter.

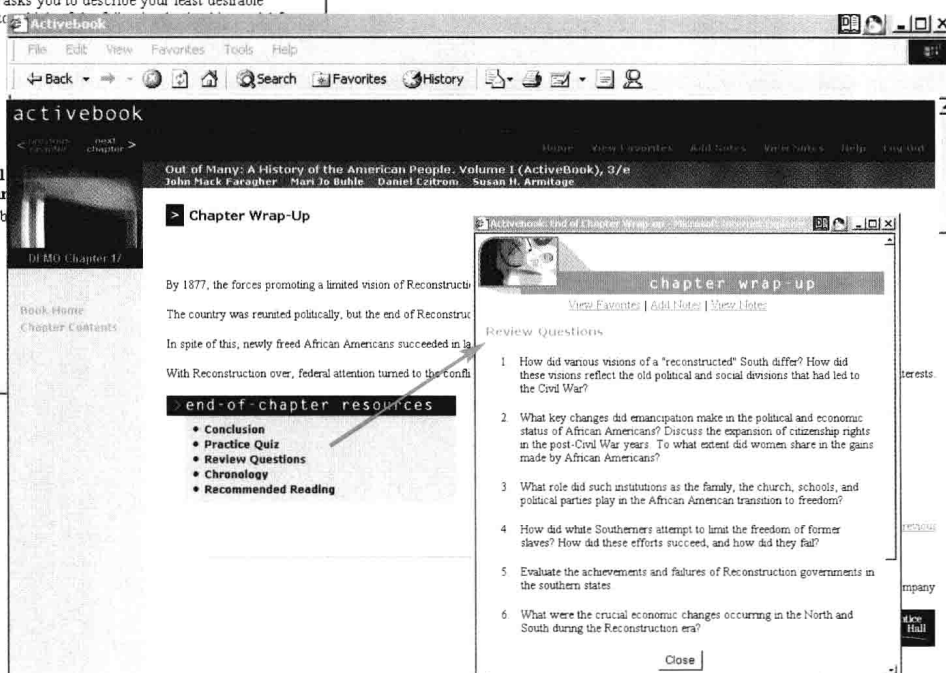
All of your end-of-chapter resources and a practice quiz can be found in the **chapter wrap-up** section.



The **chapter wrap-up** contains a **practice quiz**, which tests your knowledge of the information presented in the chapter. Again, you are provided with feedback.



Some resources you might find in the **chapter wrap-up** section are review questions and recommended readings.



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