

B O O N E & K U R T Z



# Contemporary Marketing

SEVENTH EDITION

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# Preface

Students who open the pages of the seventh edition of *Contemporary Marketing* can be assured that they are reading a classroom-proven text. In fact, one million students since 1974 have used *Contemporary Marketing* to begin their study of one of the most fascinating disciplines in the field of business.

What accounts for *Contemporary Marketing*'s success? With each successive edition it has introduced a number of "firsts" to bring marketing alive for students. The following innovations have established a benchmark that we believe will have a lasting effect on how the introduction to marketing course is taught:

- *Contemporary Marketing* was the first marketing text to be based on marketing research; it is written the way instructors teach the course.
- *Contemporary Marketing* was the first marketing text written to the student rather than to the professor. Many students tell us that *Contemporary Marketing* is the best text they have ever used. Why? It is written in a clear, concise style at a level students can comprehend and enjoy.
- *Contemporary Marketing* was the first text to integrate computer applications into every chapter. This feature demonstrates a real-world purpose for all the computer instructions presented in other business classes.
- *Contemporary Marketing* was the first text to respond fully to instructors' requests for video materials to be integrated with marketing concepts in the text. Every chapter in *Contemporary Marketing* includes a case study supported by a video designed specifically for that case.

## Innovations in the Seventh Edition

As with any successful product, *Contemporary Marketing* is constantly evolving. Let's take a look at the highlights of the new edition.

### *Integration of Global Marketing: A First in Marketing Textbooks*

Study after study (as well as accrediting association reports) have suggested that international concepts should be integrated into text discussions. Many books have attempted to do this by placing a chapter on international issues at the end of the text, where it becomes a logical candidate for omission if time runs short at the end of the term. Other texts have gone a step further by adding boxed examples on international topics to most chapters. Unfortunately, this is not what is meant when instructors plead for an internationally integrated text.

In response to this plea, the new edition of *Contemporary Marketing* has taken a truly global perspective. Hundreds of international examples are sprin-



kled throughout the book's 20 chapters. The major international examples are identified by a globe in the page margin, similar to the one that appears on this page. The international examples are not merely stories of U.S. firms that have sold something successfully overseas. The examples also focus on foreign marketers who sell their goods and services here as well as in other foreign markets. In this new approach, marketing is viewed from a truly global perspective rather than a narrow, nationalistic one.

As part of our strategy for making *Contemporary Marketing* the first global text for basic marketing classes, we have also moved the traditional "international" chapter up to Chapter 3. It is now treated as part of the general environment for marketing. Future marketers will have to think globally—beyond the "us versus them" orientation that is so prevalent in marketing education today.

### *More Emphasis on the Marketing of Services*

The previous edition of *Contemporary Marketing* introduced a new chapter on services. The authors have rewritten this chapter to reflect the most current research in this field, much of which has been conducted in the past five years.

This chapter is also repositioned as part of the product section, which was suggested by many of our users. Furthermore, service examples have been increased significantly throughout the text. When combined with the global orientation mentioned above, it is clear that *Contemporary Marketing* continues to live up to its title. It is *the* contemporary marketing text for the 1990s.

### *Enhanced Integrated Video Cases*

The Emmy Award-winning *Contemporary Marketing* videocase package has been enhanced for the seventh edition. Five of the videos are new, three are significantly revised, and another five include three- to five-minute updates at the end of the video. The written cases at the end of each chapter are either totally new or have been revised and updated.

A complete list by chapter of the *Contemporary Marketing* videos is given below. The new video cases are highlighted with an asterisk.

Chapter 1	McDonald's in Moscow*
Chapter 2	Mitsubishi Motor Sales of America
Chapter 3	Carl's Jr. and the Mikoshi Japanese Noodle House*
Chapter 4	Lakeway Resort*
Chapter 5	The Disney Channel
Chapter 6	Kawasaki Motors Corp.
Chapter 7	Skyfox Corp.
Chapter 8	Irvine Co.
Chapter 9	Carushka
Chapter 10	Robert Mondavi
Chapter 11	Azure Seas
Chapter 12	Famous Amos
Chapter 13	Northern Produce Co./Mushrooms, Inc.
Chapter 14	South Coast Plaza*
Chapter 15	Arrowhead Drinking Water Co.
Chapter 16	Apple Computer, Inc.
Chapter 17	Santa Anita Park*
Chapter 18	Lipton & Lawry's
Chapter 19	Yamaha Motorcycles
Chapter 20	Looking Good Calendar Co.

Each video has been reduced in length to between 15 and 20 minutes, the length preferred by most instructors. Video experts throughout the publishing industry acknowledge that nothing compares to *Contemporary Marketing's* video cases. The current enhancement of this package sets a new standard for classroom videos.

### *An Oversized Format and Striking New Use of Color*

The seventh edition of *Contemporary Marketing* has a strikingly different appearance from that of its predecessors. The new large text size and extensive use of color represent the commitment of The Dryden Press to continuous renewal and improvement in each edition. For additional clarity, some pedagogical elements are printed in a special fifth color. This feature is designed to improve student learning and comprehension in comparison to standard text treatments.

## **Instructional Resource Package**

*Contemporary Marketing* is more than a text. The book you are reading is supported by the most comprehensive and usable instructional resource package in the field of marketing.

### *Instructor's Resource Manual*

The two volumes of instructional materials contain the following sections for each chapter:

- ☐ Changes from the Previous Edition
- ☐ Annotated Learning Goals
- ☐ Key Terms
- ☐ Lecture Outline
- ☐ Lecture Illustration File
- ☐ Answers to Review Questions
- ☐ Answers to Discussion Questions
- ☐ Box Focus
- ☐ Answers to Video Case Questions
- ☐ Solutions to Computer Applications
- ☐ Guest Speaker Suggestions

A total of 100 suggested term paper topics are also included in the *Instructor's Resource Manual*. In addition, the volumes contain suggested class schedules, instructions on using the marketing videos, additional information on guest speakers, and instructions for the *Boone & Kurtz Marketing Disk*.

### *Test Bank*

The completely revised 3,000-question *Test Bank* is available in a printed format and a computerized format for IBM PC, Macintosh, and Apple II microcomputers. The *Test Bank* has been designed to aid the classroom learning experience with a wide range of testing alternatives. Each chapter includes application and

knowledge-based multiple choice, true/false, and essay questions, as well as two minicases. The minicases, which are followed by multiple-choice questions, present a problem situation that requires a more thorough analysis and synthesis of information than typical multiple-choice questions. Students will also be tested on their knowledge of the Competitive Edge and Ethics box material. Each question is keyed to specific text page numbers and level of difficulty. No *Study Guide* questions appear in the test bank. The *Test Bank* was prepared by Professors Jonas Falik and Benjamin Wieder of Queensborough Community College. RequesTest™ is also available to instructors. This service allows instructors to order test masters by question and criteria via a toll-free telephone line. Contact your local Dryden sales representative for more information.

### *Study Guide*

The *Study Guide* is a learning supplement designed to enhance students' understanding and to provide them with additional practice in applying concepts presented in the text. Each chapter includes a brief outline of the chapter, experiential exercises, a self-quiz, cases, short-answer questions, and computer problems. Also included are crossword puzzles at the end of each chapter, a marketing plan exercise, and three term projects. *Study Guide* solutions now appear at the end of the *Study Guide*, not in the *Instructor's Resource Manual*. The *Study Guide* was prepared by Professor Thomas S. O'Connor of the University of New Orleans.

### *Marketing Simulation Game*

*Microsim*, a marketing simulation game written by Professor Steven Schnaars of Baruch College, is available for marketing instructors. The game asks students to assume the role of a marketing manager for a microwave oven company and manipulate fundamental marketing variables to maximize profits. It is designed for use with the IBM PC.

### *The Boone & Kurtz Marketing Disk*

The *Boone & Kurtz Marketing Disk* contains complete programs for the computer applications problems in the text and *Study Guide*. It is available free to adopters for use with IBM PC microcomputers.

### *Contemporary Marketing Videos and Video Instructor's Manual*

The 20 *Contemporary Marketing* videos are available at no cost to professors who use the text in their classes. The videos are available only in half-inch VHS format. In addition, a separate *Video Instructor's Manual* is provided with the videos.

### *Full-Color Overhead Transparencies*

This innovative component includes a set of 150 original full-color transparency acetates, which are also available as 35mm slides. Without duplicating the presentation of material in the text, each transparency is a striking graphic illus-

tration of a concept discussed in the text. One-half of the transparencies are advertisements illustrating marketing concepts. The set includes teaching notes for each transparency.

### *Transparency Masters*

A set of approximately 100 transparency masters is available, consisting of key tables and figures from the text. The transparency masters have been chosen to illustrate important concepts and reinforce text material.

## Acknowledgments

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