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Principles of MARKETING

THIRD EDITION



THOMAS C. KINNEAR
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Principles of
MARKETING

THIRD EDITION

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To **Connie, Maggie, and Jamie**
Kathy and Karen

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Preface

Marketing is constantly affected by the economic, social, technological, and political environments in which we live. In the 1990s organizations confront a marketplace that will continue breaking down into an increasing array of consumer groups, each with its own special needs and interests. But these organizations also face a greatly expanded marketplace, one encompassing most of the nations of the world. Because change in the marketing environment seems to be accelerating, today's marketers and organizational decision makers increasingly view the **marketing concept** as the key to success.

In the third edition, we continue to organize *Principles of Marketing* around the theme of the marketing concept, emphasizing that the basic function of marketing is to identify and satisfy consumer needs. The book introduces future decision makers to the fundamentals of marketing. Using contemporary applications, it helps students gain sound insights into a dynamic world involving product, distribution (place), promotion, and price decisions for organizational and consumer products, physical products, intangible services, and profit and not-for-profit organizations. Significant issues of marketing are illustrated with current data. Topics are covered step-by-step to lead the reader through these challenging areas and yet extensively enough to allow depth of understanding.

What's New in the Third Edition

This edition has been informed not only by changes in the marketing environment, but also by the latest thinking of marketing professionals and by marketing practice appropriate to the 1990s. For example, we have added discussion of topics as broad as the **quality movement** in industry and the role marketing plays in it; but we have also added discussion of topics as particular but important as the recently developed practice of **slotting allowances** in retail distribution. A new chapter, "Public Policy, Regulation, and Ethical Marketing," draws together related subjects of great importance to marketers today. We now have separate chapters on "Wholesalers" and "Retailers." The changing nature of **global competition** is emphasized throughout the text and especially in the perspective brought to the chapter "International Marketing: A Global Approach."

Every chapter has current, new applications and examples presented with supporting color photographs and illustrations. And to help students apply their knowledge in some new ways, we have added *PC Exercises* (a disk accompanies each book) for each chapter and *Review Your Marketing Knowledge* questions at strategic points within chapters.

Emphasis on Practical Applications

There is a link between marketing theory and marketing practice that students will find increasingly important as they understand more about the field. In presenting key concepts and approaches, we emphasize their practical applications. Each chapter opens with a *Marketing Profile* that introduces the chapter's issues by describing a real situation in which marketing decisions were made. There are at least two *Marketing in Action* features per chapter that provide concise illustrations of selected concepts. Two *Case Applications* close

each chapter; these open-ended problem-solving situations focus on specific marketing problems and solutions and can form the basis for active discussion in the classroom.

Features to Facilitate Learning

We have added two new features to this edition to facilitate learning:

1. Each chapter contains a *Personal Computer Exercise* to allow students to explore issues in the chapter in more depth. The exercise is explained in the chapter and implemented on a self-contained computer disk that is included with the text.
2. *Review Your Marketing Knowledge* questions appear at least twice in each chapter to challenge students to think about and review the material they have been reading.

Other features have been revised to conform to the changes in the third edition:

3. *Learning objectives* are stated for each chapter.
4. *Key points* presented at the end of each chapter reinforce learning.
5. Key terms are defined after each chapter in a *Glossary* and appear in boldface in the text where introduced.
6. *Issues for Discussion* at the close of every chapter help students think through the implications of the concepts introduced in the chapter.
7. *Figures* and *tables* are generously used to “graph out” important text explanations. Current *color photos* depict the world of marketing through advertisements and everyday marketing situations.
8. Appendix A, *Careers in Marketing*, provides guidance to students in their search for jobs. Appendix B, *Financial Concepts*, outlines information on costs, margin analysis, breakeven analysis, and profitability calculation.
9. *Name/Subject* and *Product/Company* indexes allow access to specific items.
10. *Full color* throughout brightens and opens up the material, making it more inviting for the student.

The Ancillary Package

Ancillary materials have become very important in the study of marketing. They provide options to instructors and students who wish to supplement and enhance sections of the text. We have provided ancillaries that should be useful in a wide range of courses and instructional settings:

Instructor's Manual

Study Guide

Test Bank

TextMaster operates on IBM PC and compatible microcomputers to provide the printed Test Bank's questions in a computerized format. In addition to allowing you to develop, maintain, and revise the Test Bank, TextMaster enables you to add your own questions or even create your own test bank. This test generator has been designed for easy use.

Marketing Casebook

150 Color Teaching Transparencies

PharmaSim: a Computerized Marketing Simulation enables students to use and refine their marketing knowledge and skills in either an individual or a team environment.

Videotapes

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Thomas C. Kinnear
Kenneth L. Bernhardt



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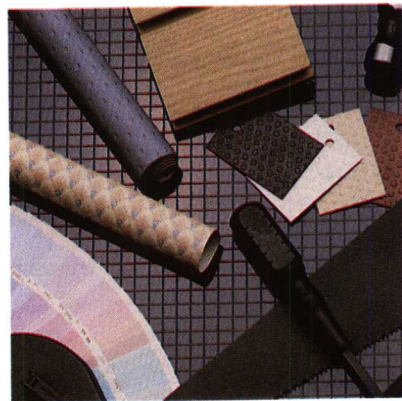
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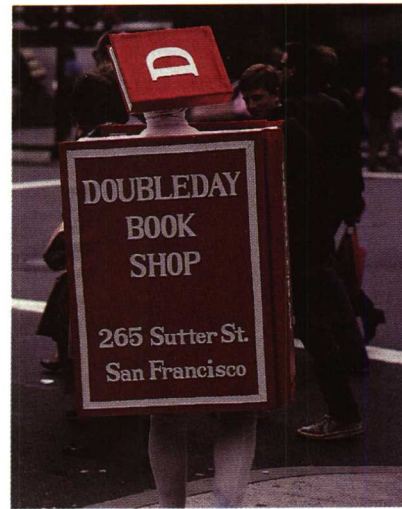
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