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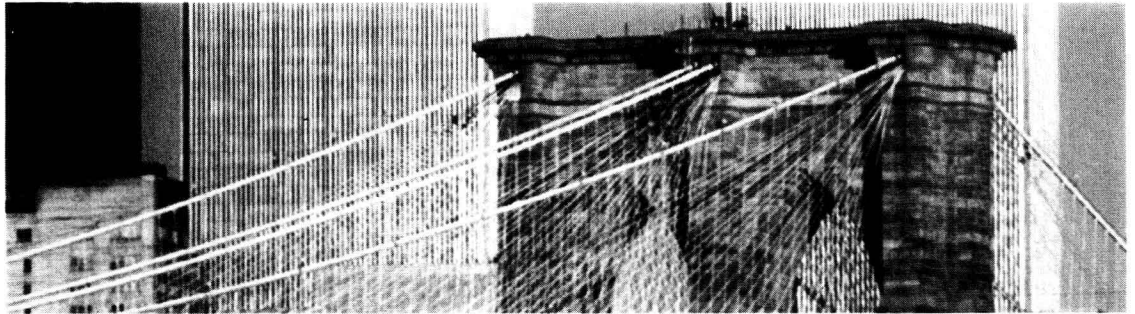


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MARKETING

Twenty-First Edition

99/00



EDITOR

John E. Richardson
Pepperdine University

Dr. John E. Richardson is professor of marketing in The George L. Graziadio School of Business and Management at Pepperdine University. He is president of his own consulting firm and has consulted with organizations such as Bell and Howell, Dayton-Hudson, Epson, and the U.S. Navy as well as with various service, nonprofit, and franchise organizations. Dr. Richardson is a member of the American Marketing Association, the American Management Association, the Society for Business Ethics, and Beta Gamma Sigma honorary business fraternity.

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Members of the Advisory Board are instrumental in the final selection of articles for each edition of ANNUAL EDITIONS. Their review of articles for content, level, currentness, and appropriateness provides critical direction to the editor and staff. We think that you will find their careful consideration well reflected in this volume.

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In publishing ANNUAL EDITIONS we recognize the enormous role played by the magazines, newspapers, and journals of the public press in providing current, first-rate educational information in a broad spectrum of interest areas. Many of these articles are appropriate for students, researchers, and professionals seeking accurate, current material to help bridge the gap between principles and theories and the real world. These articles, however, become more useful for study when those of lasting value are carefully collected, organized, indexed, and reproduced in a low-cost format, which provides easy and permanent access when the material is needed. That is the role played by ANNUAL EDITIONS.

New to ANNUAL EDITIONS is the inclusion of related World Wide Web sites. These sites have been selected by our editorial staff to represent some of the best resources found on the World Wide Web today. Through our carefully developed topic guide, we have linked these Web resources to the articles covered in this ANNUAL EDITIONS reader. We think that you will find this volume useful, and we hope that you will take a moment to visit us on the Web at <http://www.dushkin.com/> to tell us what you think.

The 1990s are proving to be an exciting and challenging time for the American business community. Recent dramatic social, economic, and technological changes have become an important part of the present marketplace. These changes—accompanied by increasing domestic and foreign competition—are leading a wide array of companies and industries toward the realization that better marketing must become a top priority now to ensure their future success.

How does the marketing manager respond to this growing challenge? How does the marketing student apply marketing theory to real-world practice? Many reach for *The Wall Street Journal*, *Business Week*, *Fortune*, and other well-known sources of business information. There, specific industry and company strategies are discussed and analyzed, marketing principles are often reaffirmed by real occurrences, and textbook theories are supported or challenged by current events.

The articles reprinted in this edition of *Annual Editions: Marketing 99/00* have been carefully chosen from numerous different public press sources to provide current information on marketing in the world today. Within these pages you will find articles that address marketing theory and application in a wide range of industries. In addition, the selections reveal how several firms interpret and utilize marketing principles in their daily operations and corporate planning.

The volume contains a number of features that are designed to make it useful for marketing students, researchers, and professionals. These include the *Industry/Company Guide*, which is particularly helpful when seeking information

about specific corporations; a *topic guide* to locate articles on specific marketing subjects; *World Wide Web* pages that relate to the listings in the *topic guide*; the *table of contents abstracts*, which summarize each article and highlight key concepts; a *glossary* of key marketing terms; and a comprehensive *index*.

The articles are organized into four units. Selections that focus on similar issues are concentrated into subsections within the broader units. Each unit is preceded by a list of unit selections, a list of key points to consider, which focus on major themes running throughout the selections, Web links that provide extra support for the unit's data, and an overview that provides background for informed reading of the articles and emphasizes critical issues.

This is the twenty-first edition of *Annual Editions: Marketing*. Since the first edition in the mid-1970s, the efforts of many individuals have contributed toward its success. We think this is by far the most useful collection of material available for the marketing student. We are anxious to know what you think. What are your opinions? What are your recommendations? Please take a moment to complete and return the *article rating form* on the last page of this volume. Any book can be improved, and this one will continue to be, annually.



John E. Richardson
Editor

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A. CHANGING PERSPECTIVES

1. **The Future of Marketing: What Every Marketer Should Know about Being Online**, Bob Wehling, *Vital Speeches of the Day*, January 1, 1996. 10
In a speech to the World Federation of Advertisers, Bob Wehling tells how current **media research** shows ways by which the **Internet** can be positioned as a significant strategic influence in the future of marketing.
2. **Everything New Is Old Again**, Barton G. Tretheway, *Marketing Management*, Spring 1998. 15
Barton Tretheway explains that while **new products** and **services** have been the traditional focus of **innovation**, leading organizations are **differentiating** themselves not only in their product introductions but also in the processes that they use to nurture and expand an innovative culture.
3. **The Secret's Out**, Jerry Fisher, *Entrepreneur*, May 1998. 23
Jerry Fisher provides some thoughtful insights and pragmatic suggestions on the importance of practicing **relationship marketing** for the new millennium.
4. **Envisioning Greenfield Markets**, Allan J. Magrath, *Across the Board*, May 1998. 28
Although envisioning "greenfield markets" (arenas in which a company's core capabilities can thrive anew) is not easy, Allan Magrath examines how these markets have the potential of providing future areas for growth, **new products**, new applications of existing offerings, and incremental profits.
5. **The Emerging Culture**, Paul H. Ray, *American Demographics*, February 1997. 32
In this article, based on a decade-long study, Paul Ray delineates how nearly one in four American adults lives by a new set of values. These affluent and well-educated "cultural creatives" believe in environmentalism, feminism, and **global** issues. This emerging group is interested in new kinds of **products and services**, and they often respond to **advertising** and marketing in unexpected ways.
6. **Marketing Mix Customization and Customizability**, Marc Logman, *Business Horizons*, November/December 1997. 39
Marc Logman offers a framework for marketing practitioners to evaluate different customization options for their **marketing mix** instruments.



Marketing in the 1990s and Beyond

Sixteen selections examine the current and future status of marketing, the marketing concept, service marketing, and marketing ethics.

B. THE MARKETING CONCEPT

7. **Marketing Myopia (with Retrospective Commentary)**, Theodore Levitt, *Harvard Business Review*, September/October 1975. **45**
According to Theodore Levitt, shortsightedness can make managers unable to recognize that there is no such thing as a growth industry—as the histories of the railroad, movie, and oil industries show. To survive, he says, a company must learn to apply the **marketing concept**: to think of itself not as producing goods or services but as buying customers.
8. **Customer Loyalty: Going, Going. . .**, Steve Schriver, *American Demographics*, September 1997. **55**
Steve Schriver believes that **customer loyalty** is an increasingly elusive but worthwhile creature.
9. **Customized Customer Loyalty**, Robert S. Duboff and Lori Underhill Sherer, *Marketing Management*, Summer 1997. **58**
Many companies today strive to develop and keep loyal customers. But, according to the authors' research, this overly simplistic **strategy** can lead to disaster in some cases. The article gives four "principles of loyalty" to guide managers to form an optimal **relationship** with customers.
10. **Customer Intimacy**, Ron Zemke, *Executive Excellence*, April 1998. **64**
Ron Zemke believes that **service** quality is recognized as the marketing edge that can **differentiate** one commodity from another by earning customers' love and loyalty.
11. **Wrap Your Organization around Each Customer**, Oren Harari, *Management Review*, December 1997. **66**
Winners in the knowledge-based **economy**, according to Oren Harari, go beyond paying lip service to **consumers**. They use their abilities to address the needs of individual customers.

C. SERVICES AND SOCIAL MARKETING

12. **Innovative Service**, Chip R. Bell, *Executive Excellence*, April 1998. **70**
Chip Bell discusses why **innovative customer service** is so important in today's business environment in this essay.
13. **How You Can Help Them**, Alan M. Webber and Heath Row, *Fast Company*, October/November 1997. **71**
In this article, marketing expert Don Peppers asks four important questions—and four cutting-edge organizations answer them with tools for delivering great **customer service**.
14. **Service Is Everybody's Business**, Ronald Henkoff, *Fortune*, June 27, 1994. **76**
On the front line of the new **economy**, states Ronald Henkoff, **service**—fast, imaginative, customized—is the ultimate strategic imperative.

D. MARKETING ETHICS AND SOCIAL RESPONSIBILITY

15. **Whatever It Takes**, Michele Marchetti, *Sales & Marketing Management*, December 1997. 80
Sadly, as Michele Marchetti points out, in the battle to win **sales** in today's ferocious marketplace, **ethical behavior** is often the first casualty.
16. **The New Hucksterism**, *Business Week*, July 1, 1996. 88
Advertising, which was once clearly labeled, is now being subtly woven into the culture, as this report shows. Stealth pitches are frequently embedded in movies and television shows, or are made into their own tiny entertainments, complete with fictional histories.

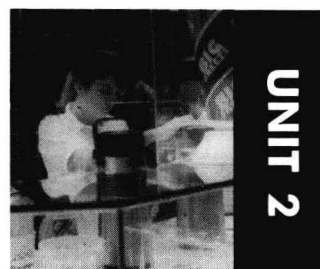
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A. MARKET RESEARCH

17. **Metaphor Marketing**, Daniel H. Pink, *Fast Company*, April/May 1998. 96
Daniel Pink examines how Harvard Business School professor Jerry Zaltman uses pictures that reveal **consumers' deepest feelings about favorite brands**.
18. **Finding Unspoken Reasons for Consumers' Choices**, Jerry W. Thomas, *Marketing News*, June 8, 1998. 102
Jerry Thomas explores how **motivational marketing research** attempts to explain why **consumers behave** as they do by discovering and exploring what consumers do not fully understand about themselves.
19. **The New Market Research**, Joshua Macht, *Inc.*, July 1998. 104
Joshua Macht describes how some new **market research** techniques, unlike market surveys or **focus groups**, are quick and can be adapted by any company.

B. MARKETS AND DEMOGRAPHICS

20. **A Beginner's Guide to Demographics**, Berna Miller, *Marketing Tools*, October 1995. 110
Who are your **customers**? Where do they live? How many are there? Berna Miller discusses these and similar questions to sharpen your **marketing strategy**.
21. **Tapping the Three Kids' Markets**, James U. McNeal, *American Demographics*, April 1998. 118
According to James McNeal, children constitute three distinct **consumer markets**: primary, influence, and future. Savvy companies know the difference, and the most skilled use that knowledge to sell to kids simultaneously in more than one market.
22. **Culture Shock**, Shelly Reese, *Marketing Tools*, May 1998. 122
If your goal is to reach **consumers** whose culture differs from your own, Shelly Reese reveals the importance of thoroughly acquainting yourself with their language, customs, prejudices, and tastes. Failure to do so can cost dearly in productive **advertising**, forfeited **sales**, and—perhaps most significantly—lost goodwill.



Research, Markets, and Consumer Behavior

Eight selections provide an analysis of consumer demographics and lifestyles, the growth and maturation of markets, and the need for market research and planning.



Developing and Implementing Marketing Strategies

Fourteen selections analyze factors that affect the development and implementation of marketing strategies.

C. CONSUMER BEHAVIOR

- 23. What Your Customers Can't Say,** David B. Wolfe, **126**
American Demographics, February 1998.
 David Wolfe explains ways in which the new insights about the human brain and mind are setting the stage for major changes in how **consumer research** is conducted.
- 24. The Joy of Shopping,** Mimi Avins, *Los Angeles Times*, **129**
 July 30, 1998.
 Mimi Avins suggests some possible **consumer types** of women shoppers.

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- 25. The Very Model of a Modern Marketing Plan,** **134**
 Shelly Reese, *Marketing Tools*, January/February 1996.
 Shelly Reese tells how companies are rewriting their **strategies** to reflect customer input and internal coordination.

A. PRODUCT

- 26. Discovering New Points of Differentiation,** Ian C. **143**
 MacMillan and Rita Gunther McGrath, *Harvard Business Review*, July/August 1997.
 The authors advocate that if companies open up their creative thinking to their customers' entire experience with a **product or service**, they can uncover opportunities to position company offerings in ways that they and their **competitors** would not have thought possible.
- 27. What's in a Brand?** Diane Crispell and Kathleen Brandenburg, *American Demographics*, May 1993. **150**
 To businesses, **brands** mean **market share**. The importance of a company's nurturing the significant link between consumers and brands is discussed here.
- 28. Making Old Brands New,** Brian Wansink, *American Demographics*, December 1997. **155**
 Brian Wansink relates that revitalizing old **brands** is like reopening old mines. Some will be barren, while others may hide gold.
- 29. Built to Last,** Constance Gustke, *Sales & Marketing Management*, August 1997. **161**
 Constance Gustke describes the low success rate of **new products** and suggests some ideas for a successful product launch.

B. PRICING

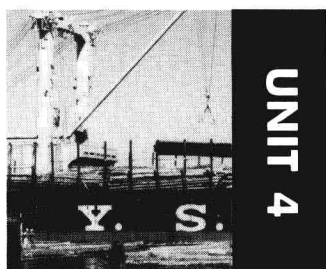
30. **Taking Guesswork Out of Pricing**, Roberta Maynard, *Nation's Business*, December 1997. 165
Roberta Maynard explains that the most common mistake made by small companies is their failure to consider the many interrelated factors that should affect **pricing** decisions.
31. **Kamikaze Pricing**, Reed K. Holden and Thomas T. Nagle, *Marketing Management*, Summer 1998. 168
The authors of this article advocate that managers can prevent the fruitless slide into kamikaze pricing by implementing a **value-driving pricing strategy** for the most profitable customer segments.

C. DISTRIBUTION

32. **The Stores That Cross Class Lines**, Jennifer Steinhauer, *New York Times*, March 15, 1998. 176
Jennifer Steinhauer describes how the epitome of **retail** cross-shopping is Target, the discount chain that has grown in a decade to become the biggest unit of the Dayton Hudson Corporation.
33. **Value Retailers Go Dollar for Dollar**, Anne Faircloth, *Fortune*, July 6, 1998. 180
Don't think the five-and-dime has succumbed to the Wal-Marts of the world. According to Anne Faircloth, three **retailers** have hit gold with "extreme value" stores.
34. **Retailers with a Future**, Leonard L. Berry, *Marketing Management*, Spring 1996. 183
Retail failure rates are high, with no relief expected. Yet, according to Leonard Berry, despite **hypercompetition** in many markets, some **retailers** are performing well. What they have in common is compelling value for customers, created through a bundle of benefits that outweigh shopping burdens.

D. PROMOTION

35. **The Nostalgia Boom**, *Business Week*, March 23, 1998. 190
Old is new again, from Volkswagen Beetles to Burma Shave signs to ballparks in which one's grandfather would have felt comfortable. In these anxiety-ridden times, this *Business Week* cover story shows how a lot of people yearn for the good old days. And that's what marketers are giving them, offering **products** or **advertisements** that evoke golden days and youth that never fades.
36. **Good Service, Good Selling**, Kristin Anderson and Ron Zemke, *Marketing Forum*, December 1997. 195
Kristin Anderson and Ron Zemke disclose why **sales** and **service** are not separate functions but are really two sides of the same coin.



Global Marketing

Three selections discuss the increasing globalization of markets, trends in world trade, and increasing foreign competition.

- 37. Rebates' Secret Appeal to Manufacturers: Few Consumers Actually Redeem Them,** William M. Bulkely, *Wall Street Journal*, February 10, 1998.
According to William Bulkely, **rebates** are booming—mainly because of a little-discussed marketing secret: most people never cash them in.
- 38. Global Advertising and the World Wide Web,** W. Wossen Kassaye, *Business Horizons*, May/June 1997.
The author discusses how the potential to reach many diverse markets makes the **Web** attractive for **global advertising**.

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- 39. So You Think the World Is Your Oyster,** *Business Week*, June 9, 1997. 210
Although there is money to be made in **exporting**, this article points out that cracking the **global market** takes considerable work.
- 40. Are You Smart Enough to Sell Globally?** Lambeth Hochwald, *Sales & Marketing Management*, July 1998. 214
Lambeth Hochwald scrutinizes the necessity of **researching** an **international market** before doing business there.
- 41. Writing for a Global Audience on the Web,** Laura Morelli, *Marketing News*, August 17, 1998. 218
Building a site that's accessible to a **global** audience, according to Laura Morelli, means more than simply establishing a presence on the Web. It means revising your online **communications strategy**.

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This topic guide suggests how the selections and World Wide Web sites found in the next section of this book relate to topics of traditional concern to marketing students and professionals. It is useful for locating interrelated articles and Web sites for reading and research. The guide is arranged alphabetically according to topic.

The relevant Web sites, which are numbered and annotated on pages 4 and 5, are easily identified by the Web icon () under the topic articles. By linking the articles and the Web sites by topic, this ANNUAL EDITIONS reader becomes a powerful learning and research tool.

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
Advertising	1. Future of Marketing 3. Secret's Out 5. Emerging Culture 16. New Hucksterism 21. Tapping the Three Kids' Markets 22. Culture Shock 28. Making Old Brands New 32. Stores That Cross Class Lines 35. Nostalgia Boom 38. Global Advertising and the World Wide Web • 1, 5, 17, 19, 26	Distribution Planning and Strategies	4. Envisioning Greenfield Markets 24. Joy of Shopping 26. Discovering New Points of Differentiation 32. Stores That Cross Class Lines 33. Value Retailers Go Dollar for Dollar 34. Retailers with a Future • 13, 14, 15
Brands and Branding	3. Secret's Out 8. Customer Loyalty 17. Metaphor Marketing 21. Tapping the Three Kids' Markets 27. What's in a Brand? 28. Making Old Brands New 33. Value Retailers Go Dollar for Dollar 35. Nostalgia Boom 40. Are You Smart Enough to Sell Globally? • 5, 21, 23	Economic Environment	2. Everything New Is Old Again 5. Emerging Culture 11. Wrap Your Organization around Each Customer 14. Service Is Everybody's Business 33. Value Retailers Go Dollar for Dollar 38. Global Advertising and the World Wide Web • 7, 28, 29, 32, 33
Competition	3. Secret's Out 10. Customer Intimacy 11. Wrap Your Organization around Each Customer 15. Whatever It Takes 18. Finding Unspoken Reasons for Consumers' Choices 25. Very Model of a Modern Marketing Plan 26. Discovering New Points of Differentiation 29. Built to Last 30. Taking Guesswork Out of Pricing 34. Retailers with a Future • 2, 22, 23, 24, 25	Exporting	39. So You Think the World Is Your Oyster • 27, 28, 32
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		Product Life-Cycle	19. New Market Research 28. Making Old Brands New

TOPIC AREA	TREATED IN	TOPIC AREA	TREATED IN
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Retailing	3. Secret's Out 4. Envisioning Greenfield Markets 12. Innovative Service 15. Whatever It Takes		

● Annual Editions: Marketing

The following World Wide Web sites have been carefully researched and selected to support the articles found in this reader. If you are interested in learning more about specific topics found in this book, these Web sites are a good place to start. The sites are cross-referenced by number and appear in the topic guide on the previous two pages. Also, you can link to these Web sites through our DUSHKIN ONLINE support site at <http://www.dushkin.com/online/>.

The following sites were available at the time of publication. Visit our Web site—we update DUSHKIN ONLINE regularly to reflect any changes.

General Sources

1. Krislyn's Favorite Advertising & Marketing Sites

<http://www.krislyn.com/sites/adv.htm>

This is a most complete list of sites, including information on marketing research, marketing on the Internet, demographic sources, and organizations and associations.

2. Retail Learning Initiative

http://www.cate.ryerson.ca/~cscsca/rli_link.htm

This series of small business and retail marketing links from Canada connects to many more business links in the United States and to workshops and dialogue forums.

3. STAT-USA/Internet Site Economic, Trade, Business Information

<http://www.stat-usa.gov/>

This site from the U.S. Department of Commerce contains Daily Economic News, Frequently Requested Statistical Releases, Information on Export and International Trade, Domestic Economic News and Statistical Series, and Databases.

Marketing in the 1990s and Beyond

4. American Marketing Association Code of Ethics

<http://ama.org/about/ama/ethcode.htm>

At this site you will find the American Marketing Association's Code of Ethics for Marketing on the Internet, and also will be able to link to the Association itself.

5. Energize Your Brand

http://newmedia.com/newmedia/97/07/fea/Energize_Your_Brand.html

This article, from the June 2, 1997, issue of *New Media, The Magazine for Creators of the Digital Future*, is written by Peter Jerram, who says that the Web is breathing new life into product branding. He goes on to discuss how.

6. "Envisioning Tomorrow's Business World Today"

<http://www.cba.neu.edu/alumni/m-article29.html>

In this article, the author takes advantage of the work of The World Future Society to discuss what the future will hold for business in the next century.

7. "Marketing in the Service Sector Key to Success"

<http://www.cba.neu.edu/alumni/m-article17.html>

Here is a professor's discussion of the major role that the service sector plays in the U.S. economy and the importance of marketing to the success of small business, often the provider of such services.

8. Melnet/A World Class Business Network

<http://www.bradford.ac.uk/acad/mancen/melnet/index.html>

Melnet functions as a cooperative for those businesses that are looking to improve their business thinking through the exchange of know-how. One subject the network covers at

this site is the importance of branding. The site also includes the top 10 momentous questions for turn-of-the-century organizations to consider.

9. "New Century Will Bring with It New Challenges"

<http://www.cba.neu.edu/alumni/m-article20.html>

This discussion of the challenges that the new century will bring to business, especially small business, provides interesting reading about the importance of market research, among other factors, to success.

10. "Small Companies Face Off against Ethical Dilemmas"

<http://www.cba.neu.edu/alumni/m-article13.html>

The importance of business ethics in the absence of any simple, universally applicable formula for solving ethical problems is discussed in this article. Unethical choices can lead to a company's quick demise.

Research, Markets, and Consumer Behavior

11. CyberAtlas Demographics

<http://www.cyberatlas.com/market/demographics/index.html>

The Baruch College-Harris Poll commissioned by *Business Week* is used at this site to show interested businesses who is on the Net in the United States. Statistics for other countries can be found by clicking on Geographics.

12. General Social Survey

<http://www.icpsr.umich.edu/GSS/>

The GSS (see DPLS Archive: <http://DPLS.DACC.WISC.EDU/SAF/>) is an almost annual personal interview survey of U.S. households that began in 1972. More than 35,000 respondents have answered 2,500 questions. It covers a broad range, much of which relates to microeconomic issues.

13. "Identifying Your Appropriate Market Opportunity"

<http://www.cba.neu.edu/alumni/m-article21.html>

The importance of identifying a proper marketing opportunity or niche is the subject of this article, which also includes a few basic rules for small business entrepreneurs.

14. "Market Research Essential in Determining Firm's Viability"

<http://www.cba.neu.edu/alumni/m-article3.html>

This article outlines how to obtain market information from government, educational, financial, and other sources.

15. Marketing Tools Directory

<http://www.marketingtools.com/directory/>

Maritz Marketing Research Inc. (MMRI) specializes in custom-designed research studies that link the consumer to the marketer through information. At this spot on their Web site they offer a Marketing Tools Directory, a comprehensive guide to resources for finding, reaching, and keeping customers. Sections include Demographics, Direct Marketing, Ethnic Marketing, Market Research, and more.

16. U.S. Census Bureau Home Page

<http://www.census.gov/>

This is a major source of social, demographic, and economic information, such as income/employment data and latest indicators, income distribution, and poverty data.

17. USADATA

<http://www.usadata.com/usadata/index.htm>

This leading provider of marketing, company, advertising, and consumer behavior data offers national and local data covering the top 60 U.S. markets.

18. WWW Virtual Library: Demography & Population Studies

<http://coombs.anu.edu.au/ResFacilities/DemographyPage.html>

Over 150 links can be found at this major resource to keep track of information of value to researchers in the fields of demography and population studies.

Developing and Implementing Marketing Strategies

19. "Advertising Plays Critical Role in Firm's Success"

<http://www.cba.neu.edu/alumni/m-article32.html>

The importance of advertising to a company's success is explored in this short article, which details the importance of advertising but claims that it is not a panacea.

20. American Marketing Association Homepage

<http://www.ama.org/>

This site of the American Marketing Association is geared to managers, educators, researchers, students, and global electronic members. It contains a search mechanism, definitions of marketing and market research, and links.

21. Hunt Out the Corporate Inertias That Cause Brand Proliferation

http://www.bradford.ac.uk/acad/mancen/melnet/lj2_9/e2_9_2.html

This article is adapted from an article by Chris Macrae. It warns against overbranding and umbrella branding.

22. "Marketing Paramount to Company's Success"

<http://www.cba.neu.edu/alumni/m-article2.html>

A failure to market a company's goods or services effectively is the reason why more than 60 percent of all new businesses fail in their first 5 years of operation. The author explains the importance of marketing and how to get help with it with little or no out-of-pocket expense.

23. Product Branding, Packaging, and Pricing

<http://www.fooddude.com/branding.html>

Put forward by fooddude.com, the information at this site is presented in a lively manner. It discusses positioning, branding, pricing, and packaging in the specialty food market, but applies to many other retail products as well.

24. "Proper Pricing Plan Is Essential to Company's Success"

<http://www.cba.neu.edu/alumni/m-article19.html>

The most important element of an effective marketing plan is pricing. The author explores the issue in this article.

25. Welcome to CRUSH

<http://www.rtk.com/>

This site presents an overview of Real Time Knowledge Systems and its product, CRUSH, a multimedia application for gathering, structuring, analyzing, and presenting competitive

information that will help users create winning strategies. Marketing case studies are included.

Global Marketing

26. Asian Advertising & Marketing

<http://www.asianad.com/about/index.html>

This is the Internet presence of A & M, the leading source of professional information for Asian marketing and advertising.

27. Chamber of Commerce World Network

<http://www.worldchambers.net/>

International trade at work is viewable at this site. For example, click on Global Business eXchange (GBX) for a list of active business opportunities worldwide or to submit your new business opportunity for validation.

28. CIBERWeb

<http://ciber.centers.purdue.edu/>

The Centers for International Business Education and Research were created by the U.S. Omnibus Trade and Competitiveness Act of 1988. Together the 26 resulting CIBER sites in the United States are a powerful network focused on helping U.S. business succeed in global markets. Many marketing links can be found at this site.

29. Emerging Markets Resources

<http://www.cob.ohio-state.edu/ciberweb/International/Emergingmarkets/emerging.htm>

This excellent source provides resources about the emerging economies, sorted in two ways: general resources and country-by-country resources.

30. International Business Resources on the WWW

<http://ciber.bus.msu.edu/busres.htm>

This Web site includes a large index of international business resources. Through <http://ciber.bus.msu.edu/ginlist/> you can also access the Global Interact Network Mailing LIST (GINLIST), which brings together, electronically, business educators and practitioners with international business interests.

31. International Trade Administration

<http://www.ita.doc.gov/>

The U.S. Department of Commerce is dedicated to helping U.S. businesses compete in the global marketplace, and at this site it offers assistance through many Web links under such headings as Trade Statistics, Cross-Cutting Programs, Regions and Countries, and Import Administration.

32. Seven Steps to Exporting

http://www.city.kitchener.on.ca/Kitchener_import_export.html

From the city of Kitchener's Business Self-Help Office comes this page containing seven steps to exporting, an export marketing plan, and an export market analysis checklist.

33. World Trade Center Association On Line

<http://iserve.wtca.org/>

Data on world trade is available at this site that features information, services, a virtual trade fair, an exporter's encyclopedia, trade opportunities, and a resource center.

We highly recommend that you review our Web site for expanded information and our other product lines. We are continually updating and adding links to our Web site in order to offer you the most usable and useful information that will support and expand the value of your Annual Editions. You can reach us at: <http://www.dushkin.com/annualeditions/>.

This guide was prepared to provide an easy index to the many industries and companies discussed in detail in the selections included in *Annual Editions: Marketing 99/00*. It should prove useful when researching specific interests.

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