

MARKETING



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To Kate and Bobby Murphy
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Preface

Marketing is everywhere; we cannot escape it. There are many ways to think about marketing. This book represents our thinking developed over a number of years of teaching students in their first course on the subject. We try to convey the excitement we feel about this special and dynamic topic. Even if this is the only marketing book you ever read, you will see that the marketing function is an integral part of the activities of almost all organizations—even the college or university you attend. We also strongly believe that the information contained in these pages will be useful to you as you “market” yourself to employers or graduate schools.

We organize our book around the managerial and strategic approaches to studying marketing. The managerial approach, the most commonly accepted method of examining marketing, views marketing decisions from the perspective of a manager. The strategic approach, the more recent, emphasizes the importance of marketing planning and developing overall marketing strategies for the organization. We introduce marketing strategy and marketing planning early. We then turn to the external forces (environments) affecting marketing decision making. The bulk of the text (eleven chapters) is devoted to the management of marketing variables. We conclude with the implementation and control of marketing activities, an examination of the global impact of marketing, and a look into the future.

Several key features distinguish our book from other textbooks. The following are the most important:

KEY FEATURES

This book uses the “key” as its theme and overall framework. Our diagram for studying marketing, in the shape of a key, is introduced in Chapter 2 and used extensively throughout. In each chapter, key questions and key terms identify important topics and concepts to remember.

This text asks you to consider many questions. Key questions, posed at the beginning of each chapter, point out important things to look for as you read the chapter. The answers to these questions appear at the end of the chapter in place of a summary. We ask that you not look immediately at the answers, but rather try to answer the questions as you are reading the chapter. You should find these key questions helpful in studying for exams. Questions are also asked throughout each chapter to stimulate your thinking. Finally, discussion questions at the end of each chapter gauge your understanding and application of the material.

We have tried to make this text unique in visual appeal. Books that confront the reader with unbroken page after page of text can be boring. So each chapter begins with one or more photographs that illustrate what the chapter is about. Many additional photographs directly relate to the concepts being discussed. Other materials, like quotations, graphs, advertisements, tables, and so on, appear throughout each chapter and within cases to reinforce, clarify, and elaborate on the text and to add interest to the topics being considered.

A section called “Marketing Careers” appears at the end of each of the nine parts of the book. Instead of just listing possible careers in marketing, we asked people working in various marketing positions several questions about

their careers. We think you will always find their answers interesting and, sometimes, enlightening. In fact, if you want to find out more about our careers, turn to the end of Part 9.

SUPPLEMENTS TO MARKETING

Three supplements for instructors and one for students complete the *Marketing* package.

Instructor's Manual: chapter overviews, lecture outlines, answers to discussion questions, teaching suggestions, cases not in *Marketing*, student worksheets, answers to case questions in *Marketing*, and 50 transparency masters.

Test Bank: more than 2200 objective questions, approximately 90 per chapter, with page references to the text. Available both in booklet format and on floppy disk.

Transparencies: a package of 100 four-color acetates including materials not included in *Marketing*.

Study Guide: chapter summaries, quizzes, and mini-cases; for each chapter section, learning objectives and applications; answer keys.

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Patrick E. Murphy
Ben M. Enis

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