

JOEL R. EVANS BARRY BERMAN

ESSENTIALS
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OF

MARKETING

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Essentials of Marketing

Macmillan Publishing Company

NEW YORK

Collier Macmillan Publishers

LONDON

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PRINTED IN THE UNITED STATES OF AMERICA

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Macmillan Publishing Company
866 Third Avenue, New York, New York 10022

Collier Macmillan Canada, Inc.

LIBRARY OF CONGRESS CATALOGING IN PUBLICATION DATA

Evans, Joel R.

The essentials of marketing.

Includes bibliographical references and index.

1. Marketing. I. Berman, Barry. II. Title.

HF5415.E859 1984 658.8 83-9866

ISBN 0-02-334590-X

Printing: 2 3 4 5 6 7 8 Year: 4 5 6 7 8 9 0 1 2

ISBN 0-02-334590-X

Preface

Our major goal in researching and writing *Essentials of Marketing* has been to develop a text that is appealing to both professors and students. When we started this project, a set of guidelines were established to attain this objective. We wanted *Essentials of Marketing* to be comprehensive, complete, well integrated, of moderate length, readable, real, contemporary, lively, and a mix of theory and applications. Both traditional and emerging areas of marketing would be examined in great detail.

We began formulating an outline for *Essentials of Marketing* after a thorough and free-flowing focus group interview with professors from a variety of colleges. This was followed by in-depth probing of our own students and a nationwide mail survey of marketing professors. On the basis of this research, we wrote the manuscript for the book. More than twenty professors throughout the country reviewed the manuscript and offered additional analysis. Appropriate revisions were made.

The completed *Essentials of Marketing* consists of nineteen chapters divided into eight parts. Part One is an introduction to marketing and contains an overview of marketing, the environment of marketing, and information for marketing decisions. Part Two examines consumers, both final and organizational, and the methods for developing a target market. Part Three provides an overview of product planning and a discussion of product planning from new products to deletion. Part Four

deals with distribution planning, physical distribution, wholesaling, and retailing. Part Five centers on promotion planning and the elements of promotion: advertising, publicity, personal selling, and sales promotion. Part Six presents an overview of price planning and how to develop a price strategy. Part Seven expands the scope of marketing by looking at international marketing, service and nonprofit marketing, and marketing and society. Part Eight concludes the text with a discussion of marketing management and future planning.

Since both professors and students stressed the value of pedagogy, *Essentials of Marketing* includes the following:

- *Part openers* that introduce the material covered in each section of the text.
- *Chapter previews* that outline the major topics to be covered in each chapter.
- *Chapter objectives* that note the three to five learning goals in each chapter.
- *Opening vignettes* that begin each chapter with a real-life situation.
- *Numerous examples*—in Chapter 1 alone, Safeway Stores, Parker Brothers, the Brooklyn Academy of Music, Whirlpool, Scripto, Lubrizoil, higher education, Pillsbury, General Foods, B. F. Goodrich, May Department Stores, and Chrysler are among the illustrations provided.
- *Bold face key terms* that highlight key terms and concepts.

- *Descriptive margin notes* that summarize information throughout each chapter.
- *Extensive artwork, figures, photos, and tables* that explain marketing concepts and provide up-to-date information.
- *Chapter summaries* that recap the material in each chapter.
- *Listings of key terms* at the end of each chapter that encourage self-examination.
- *Discussion questions* that vary in scope and depth from definitions to complex decisions.
- *Cases* that are based on organizations such as Mennen, Bausch & Lomb, General Foods, Minnetonka, Coca-Cola, Nike, Sensormatic, The Limited, Kellogg, Nissan, Kodak, Radio Shack, Dayton Hudson, General Motors, American Airlines, IBM,

Helene Curtis, Levi Strauss, Procter & Gamble, H&R Block, and Manville. In all, there are 36 cases.

- *Appendixes* that cover hints for solving cases, careers in marketing, marketing arithmetic, and a glossary.
- *Name and subject indexes.*

A strong and well-rounded package accompanies *Essentials of Marketing*. The student study guide incorporates chapter objectives, chapter overviews, key terms, short-answer questions, discussion questions, and exercises. Comprehensive teaching materials are available for professors.

J. R. E.
B. B.

Acknowledgments

A number of colleagues throughout the United States participated in focus-group interviews and provided detailed reviews for *Essentials of Marketing*. We would like to thank them for their vital contributions:

Al Berkowitz

Kingsborough Community College

James Brock

Montana State University

John Bunnell

Broome Community College

Benjamin J. Cutler

Bronx Community College

Peter T. Doukas

Westchester Community College

Stanley Garfunkel

Queensborough Community College

Donald Gordon

Illinois Central College

Blaine Greenfield

Bucks County Community College

Nathan Himmelstein

Essex County College

J. Steven Kelly

DePaul University

William Layden

Golden West College

Edward J. Moore

State University of New York College at
Plattsburgh

Donald Nagourney

New York Institute of Technology

Kenneth Papenfuss

Ricks College

Dennis Pappas

Columbus Technical Institute

Gregory M. Snere

Ellsworth Community College

Ed Timmerman

Abilene Christian University

Mildred Whitted

Saint Louis Community College at Forest
Park

Martin Wise

Harrisburg Area Community College

Joyce Wood

Northern Virginia Community College

Gene C. Wunder

Ball State University

Many other colleagues responded to a lengthy questionnaire; we would like to recognize their assistance:

Ray Attner, Brookhaven College; **James D. Barnes**, California State College, Bakersfield; **Kenneth W. Blair**, Northern Montana College; **Charlane Bomrad**, Onondaga Community College; **James L. Brock**, Montana State University; **Harvey S. Bronstein**, Oakland Community College-Orchard Ridge; **John R. Brooks**, West Texas State University; **Lawrence Chase**, Tompkins Cortland Community College; **Nancy J. Church**, State University of New York College at Plattsburgh; **C. Robert Clements**, University of

Massachusetts at Boston; **D. A. Cords**, California State University-Fresno; **Michael F. D'Amico**, University of Akron; **Arnold Di Silvestro**, Davis and Elkins College; **Jeffrey Doult**, Sonoma State University; **John Ernest**, Los Angeles City College; **Leslie Falk**, Jefferson College; **Harold Fell**, Community College of Rhode Island; **Herman Floyd**, Catonsville Community College; **George N. Freedman**, Dutchess Community College; **Peggy Gilbert**, Southwest Missouri State University; **Susan C. Green**, Ohio University; **James L. Grimm**, Illinois State University; **Timothy P. Hartman**, Ohio University; **Ellis L. Hoffman**, Saint Louis Community College at Meramec; **Donald L. James**, Fort Lewis College; **Kenneth L. Jensen**, Bradley University; **Donald L. Knight**, Lansing Community College; **Michael V. LaRocco**, College of St. Francis; **Ed Laube**, Macomb Community College; **David Litchford**, Utah Technical College at Provo; **James R. Maggert**, Grand View College; **F. Maidment**, University of South Carolina; **Hugh McCabe**, Westchester Community College; **James M. McHugh**, Saint Louis Community College at Forest Park; **Charles J. Meehan**, Hudson Valley Community College; **Harry J. Moak**, Macomb Community College; **Thomas E. Moritz**, Hardin-Simmons University; **J. Nagel**, Bronx Community College; **Leonard L. Palumbo**, Northern Virginia Community College; **Roy B. Payne**, Purdue University; **Barbara A. Pendleton**, University of South Carolina; **William S. Penn**, San Jose State University; **Barbara L. Piasta**, Somerset County College; **Donna Qureshi**, California State Polytechnic University-Pomona; **Glenn Roach**, South Plains College; **Karole Rocke**, Richland Community College; **James M. Rovelstad**, University of Wisconsin-Parkside; **Carol Rowey**, Community College of Rhode Island; **Daniel Sarel**, University of

Miami; **Elaine Schiff**, Jefferson Community College; **David Sewer**, Pierce College; **Leonard Sheffield**, Tri-State University; **David E. Shepard**, Virginia Western Community College; **Bob E. Smiley**, Indiana State University; **Verna Stoner**, Columbus Technical Institute; **Ely A. Tarplin**, Suffolk County Community College; **Harold N. Thompson**, El Paso Community College; **F. G. Titlow**, St. Petersburg Junior College; **Rich Van Ausdal**, Dixie College; **L. M. Vukelich**, Portland Community College; **Kent R. Waggoner**, Vincennes University; **A. J. Walter**, Suffolk County Community College; **James A. Wegge**, Grossmont College; **David R. Wheeler**, Suffolk University; **Sumner M. White**, Massachusetts Bay Community College; **Kitty Wilkinson**, Southwest Missouri State University; **Joyce Wood**, Northern Virginia Community College; **Morrie R. Yohai**, New York Institute of Technology; **Robert F. Witherspoon**, Triton College.

We also appreciate the continued support of the marketing students and faculty at Hofstra, as well as the encouragement of Dean Herman A. Berliner.

Several people at Macmillan have worked hard on this project and we thank them all, in particular Bill Oldsey, Bob Doran, Dave Horvath, Leo Malek, Ed Neve, Bob Pirrung, Chip Price, and Steve Vana-Paxhia.

Carol Bloom and Phyllis Knauf were invaluable typists, who worked hard and fast. Linda Berman prepared the name and subject indexes.

To our wives and children, words cannot express our gratitude—without you, our efforts would have little meaning.

JOEL R. EVANS
BARRY BERMAN
HOFSTRA UNIVERSITY

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Part One

An Introduction to Marketing

