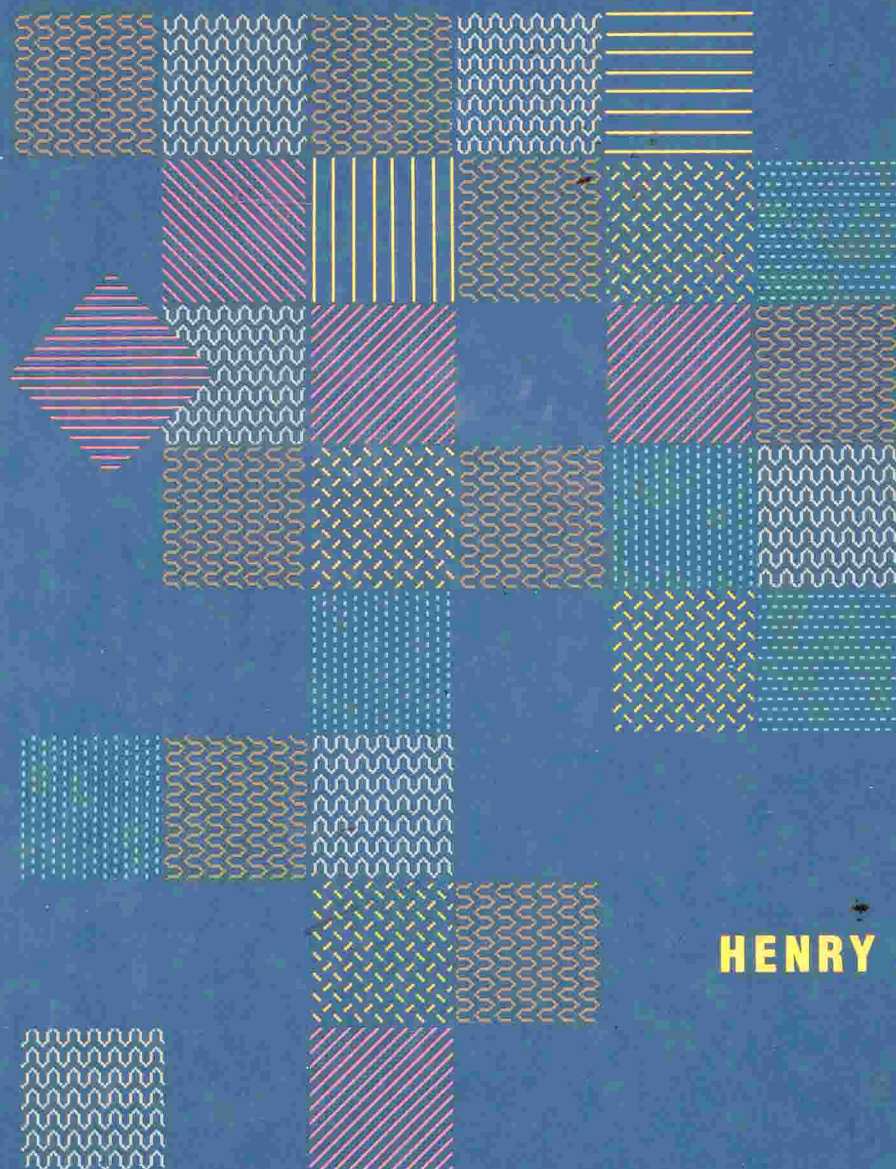


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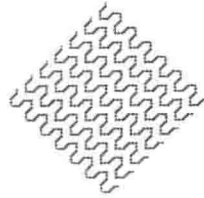
PRINCIPLES & STRATEGY



HENRY ASSAEL

MARKETING

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PREFACE

Two aspects of this book position it differently from competitive offerings. First and foremost is its integration of strategy development with traditional marketing concepts. This approach is based on the author's belief that students in a "Principles of Marketing" course should view the components of the marketing mix in the context of strategy development at both the product and the corporate levels. The stage for this focus is set in the early chapters. Part 1 of the book explores the role of marketing in the firm and the environment, as well as its relationship to other business functions. Part 2 then details how a firm identifies and exploits opportunities in the marketplace.

The second factor that differentiates this book is its *process* approach to explaining how marketing strategy decisions are made. In Parts 3 and 4, the process of marketing planning and the components of the marketing mix are described. Early in each of these chapters, the process of strategy development is outlined, and the chapter is then organized on that basis. Thus, Chapter 8 is organized according to the marketing planning process, Chapter 9 according to the selection of market-segmentation strategies, and so forth.

This process approach emphasizes to students the key requirements in developing strategies in each functional area of marketing. It provides the sequential basis for all major headings in each chapter. It is also the basis for organizing the major parts of the book based on the *process* required to develop marketing strategies, as follows:

- PART 2 Identifying Marketing Opportunity
- PART 3 Plan and Target the Marketing Effort
- PART 4 Implement the Marketing Effort
- PART 5 Evaluate and Control the Marketing Effort

An integrative framework for this approach is provided in the opening vignette to each chapter, which focuses on a specific company to illustrate key points. Often the example of that company is carried throughout the chapter. For instance, Campbell's regional marketing strategy is used as the kickoff to the chapter on market segmentation, and Merrill Lynch's strategic moves to become the supreme marketer of financial services provides the initial focus for the chapter on services marketing. This framework is reinforced by up-to-date examples of strategy development and applications throughout each chapter.

The process approach is closely tied to a description of the basic concepts of the marketing discipline. For example, Chapter 4 describes concepts of competitive advantage, Chapter 9 the economic concepts underlying market segmentation, Chapter 11 the concept of the product life cycle, Chapters 18 and 19 demand and cost concepts underlying price determination, and so forth.

OTHER IMPORTANT FEATURES OF THIS BOOK

To complement its process approach, *Marketing: Principles and Strategy* offers other important features:

- In-depth coverage of ethical issues, first considering management's social responsibilities and then focusing on ethics in the context of the marketing mix components. Separate sections deal with product safety, truthfulness in advertising, fair selling practices, pricing issues, and ethics in the international marketplace.
- A unique chapter on competitive advantage (Chapter 4) that shows the importance of competition in evaluating marketing opportunities.

- Integration of services marketing and international marketing into the marketing mix section of the book, reflecting today's greater focus on these areas.
- Integration of industrial marketing throughout the text.
- Emphasis on marketing productivity in the context of control of marketing operations, reflecting the increasing concern of American companies about productivity advantages of foreign competitors.
- Coverage of recent developments in marketing research, including single-source data and People Meters.
- Coverage of recent developments in distribution, including just-in-time distribution systems, scanners, hypermarkets, home shopping, and electronic retailing.
- Focus on the increasingly important strategy of brand leveraging as a means of extending the advantages of existing brands.

PELAGOGY

The text also includes a number of pedagogical aids, such as

- *Learning objectives* at the beginning of each chapter that also serve as a framework to summarize the chapter at the end.
- *Marketing biographies* in each chapter of successful marketing personalities, including John Sculley of Apple Computers and Sam Walton of Walmart.
- Up-to-date *end-of-chapter cases* on companies such as Hewlett-Packard, American Airlines, and Levi Strauss.
- *End-of-chapter questions* that combine descriptive questions on chapter content with more analytical case-oriented questions.
- *Glossary* of key terms in each chapter.
- *Appendixes* on marketing math and on careers in marketing.

THE PACKAGE

The instructor support material for this text has received special attention. Following is a list of the package materials available. For a more in-depth description of these items, please consult your Dryden representative or the *Package Preview* we have developed for the book, which includes samples as well as descriptions of each package item.

- *Study Guide*
- *Test Bank*
- *Computerized Test Banks* for both IBM and Apple PCs
- *Transparency Acetates* (acetates are also available in slide format)
- Video Support, a total of 23 videos, one for each chapter in the book
- *Media Instructor's Manual*. Includes support material for the videos as well as teaching notes for the transparency acetates and full instructional material for the computer simulation.

- *Computer Simulation*
- *Instructor's Manual*

Finally, a word should be said about the tone and content of the book. This is not a “glitzy” book, although the art is first-rate. There are no extraneous photographs and figures. All the art, diagrams, and tables are fully referenced in the text. This is meant to be a serious book — by no means dry, but serious in content. The book does not talk down to students; its style as well as content are meant to respect them.

ACKNOWLEDGMENTS

This book has been thoroughly researched and tested in an extensive developmental process that included three major focus groups and over twenty reviewers. It has been a team effort in every way. I am indebted to the following group of people whose comments and insights helped shape the manuscript and influenced greatly the many product decisions involved in a project of this nature.

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Henry Assael
January 1990

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Henry Assael is professor of marketing and chairman of the marketing department at New York University's Stern School of Business. Dr. Assael has led in the application of research and analytical techniques to marketing problems, particularly in the areas of market segmentation, product positioning, survey research methods, and evaluation of advertising. He has served as a consultant to such diverse companies as AT&T, American Can, CBS, Nestlé, the New York Stock Exchange, and GTE.

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He is listed in *Who's Who in America*.

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