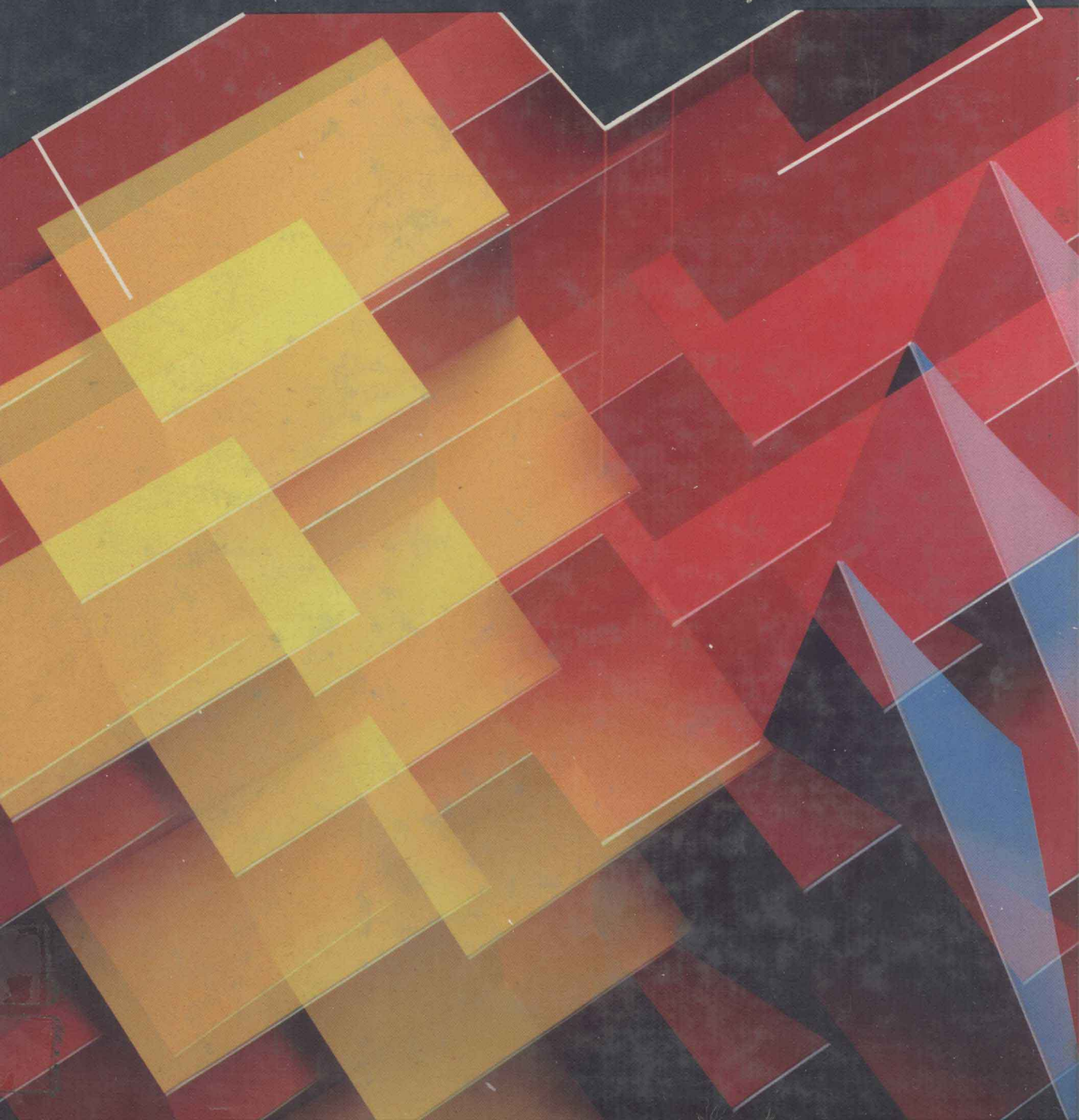


Marketing

Russ/Kirkpatrick



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MARKETING

Little, Brown and Company
Boston Toronto



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Library of Congress Catalog Card No. 81-82648

ISBN 0-316-762725

9 8 7 6 5 4 3 2 1

HAL

Published simultaneously in Canada by Little, Brown & Company (Canada) Limited

Printed in the United States of America

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Preface

In the 1980s marketers face many challenges, including fast-changing technology, increased foreign competition, shortage of certain resources, and economic conditions marked by inflation and unemployment. Yet the basic concepts of marketing that the professional marketer must know and understand to make the necessary marketing decisions remain the same.

The purpose of this text is to help the marketing student understand the fundamentals of marketing and marketing decision making. With this in mind, we have tried to make the text as readable and concise as possible, focusing on what marketing managers do and why. Because marketing is an “applied science,” the text provides many cases and hundreds of examples of marketing in action. In this way the student learns the principles of marketing as they apply to real world situations.

A quick look at the table of contents will show you that this book is comprehensive. Although the elements of the marketing mix dominate, we give prominent coverage to other important subjects such as multinational marketing, industrial marketing, and the marketing of intangibles.

The text begins with an overview of marketing, moves on to specific aspects of marketing strategy, and then comes full circle, placing marketing once again in a broader context. After a discussion in Chapter 1 of what is involved in marketing and how the marketing concept evolved, Part I explains marketing’s role in various environments; strategic planning and marketing research are shown to be important tools for coping with these environments. Part II focuses on market segmentation and buyer behavior, both consumer and industrial. Parts III, IV, and V address the important elements of the marketing mix. Pricing and product are treated in the same part because they are inseparable in the real world. Descriptive and strategic aspects of distribution are discussed. In the promotion section a separate chapter is devoted to sales promotion in recognition of its growing importance. Part VI covers two special topics: multinational marketing and the marketing of intangibles. In Part VII we come full circle, returning to another major management task — control — and to marketing’s role in society.

Each of the seven parts in the text begins with a short case study that focuses on Levi Strauss and Company. Levi Strauss — or at least its major product, blue jeans — is well known to everyone. More importantly, its successful marketing activities provide helpful illustrations of the basic marketing concepts addressed in this text. Each Levi Strauss case at the beginning of a part provides a glimpse of the topics to be covered, linking them to an identifiable product and company. At the end of each part are three cases to help students tie everything together and apply what they have learned.

Each chapter begins with a short vignette that places the student in the role of a marketing manager. The vignette sets the stage for the chapter discussion, posing questions about what marketing decisions should be made. At the end of the chapter the issues in the vignette are addressed again and solutions are offered — usually the same solutions that the real company arrived at in solving its marketing problems. Each chapter also contains learning objectives, summaries, key terms, review questions, and discussion questions to make the text an effective teaching/learning tool.

In summary, this text will provide the student with excellent and comprehensive coverage of the basics of marketing. Through the extensive use of case material and real world examples, the student can gain an understanding of how decisions are made by the marketing manager.

In addition to the text, there is an accompanying study guide to aid the student in grasping the text information. This guide consists of a review of text material, key terms, review questions, and cases for analysis.

For the instructor, an excellent instructor's manual has been prepared that discusses our philosophy for writing this text and describes what we think are special features and suggestions for teaching the basic course. Additional teaching material is also available for each chapter to aid the instructor in developing class lectures and discussions. For those individuals who adopt the text, a 2000-item test bank is available in printed and computerized form.

Many individuals have worked on this project and we are grateful for their support, patience, and suggestions. Little, Brown has provided excellent editorial support throughout development of the manuscript. We especially appreciate the strong editorial assistance of Al Hockwalt, Madelyn Leopold, Dana Norton, Julia Winston, and Kate Campbell.

A special thanks must go to Geoffrey Colvin of *Fortune* for his assistance on this book.

Over the past few years, many excellent marketing scholars have read and reviewed this manuscript. Their criticisms and suggestions for improvement have been invaluable in rewriting, revising, and shaping this manuscript into its final form. We would like to extend our thanks to the following reviewers: Terry Shimp (University of South Carolina), Gerald Albaum (University of Oregon), R. A. Klages (State University of New York), Jack Denson (Fullerton College), J. Barry Mason (University of Alabama), Richard M. Hill (University of Illinois),

Edwin A. Giermark (College of DuPage), Paul C. Thistlewaite (West Illinois University), Gary Ford (University of Maryland, College Park), Steve DeVere (Louisiana State), Michael D'Amico (University of Akron), Frank Roberts (California State University, Fullerton), Andreas Falkenberg (University of Oregon), Don Knight (Lansing Community College), Steve Brown (Arizona State University), John Redington (Pennsylvania State University), Bill Locander (University of Houston), Joan Mizis (Florisant Valley Community College), Donald H. Granbois (Indiana University), Michael Mokwa (Arizona State), and John Gwin (Indiana University).

Finally, our colleagues and graduate students here at the university have been a source of ideas and encouragement. Gary Armstrong in particular has worked closely with us on developing certain sections of this text and we owe him a special thank you for his help.

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