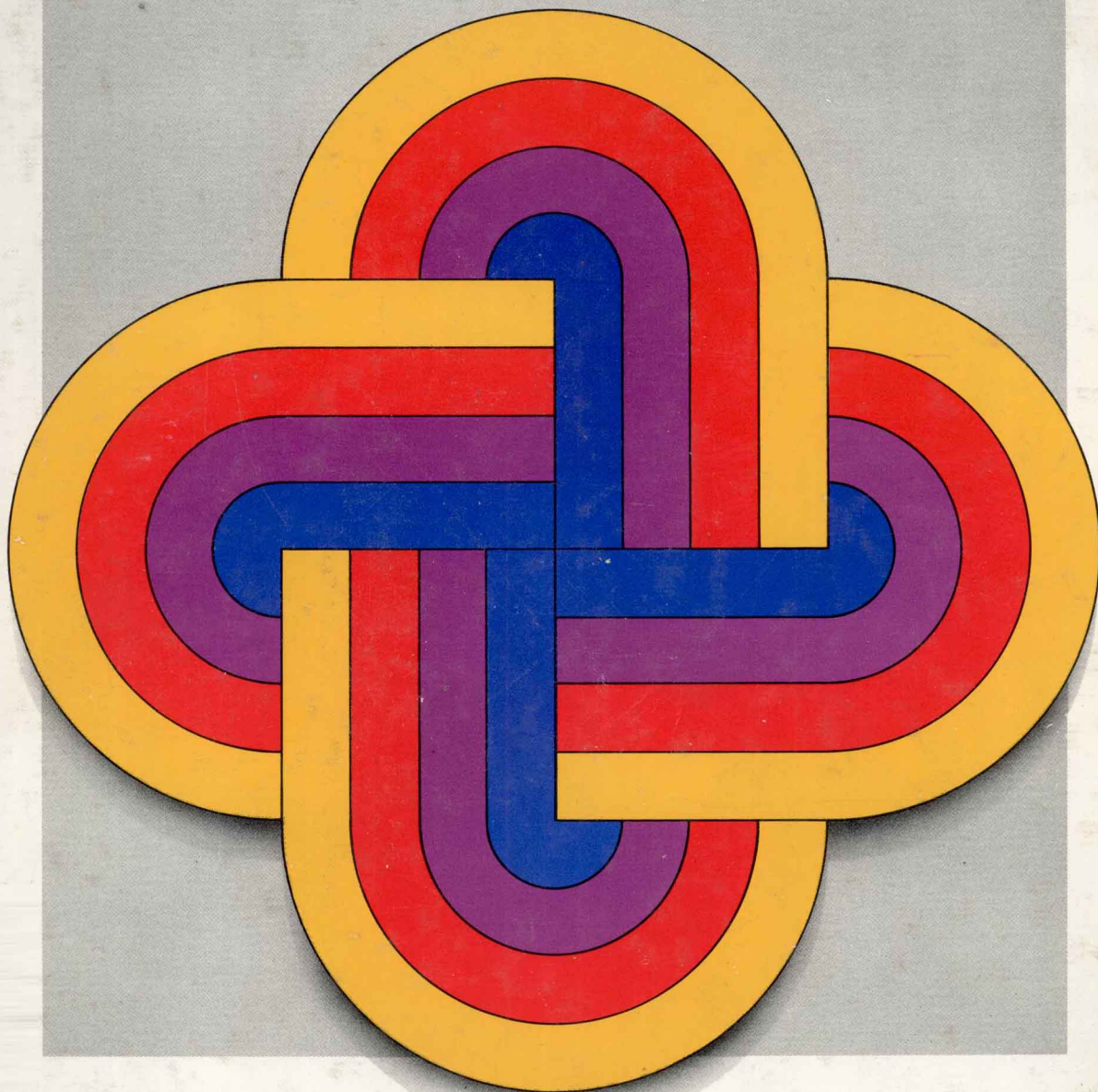


BOONE AND KURTZ  
**CONTEMPORARY MARKETING**  
THIRD EDITION



# **CONTEMPORARY MARKETING**

## **THIRD EDITION**

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University of Central Florida

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The Dryden Press  
Hinsdale, Illinois

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Library of Congress Catalog Card Number: 79-51058  
ISBN: 0-03-051391-X  
Printed in the United States of America  
1 032 987654

Text and cover design by Stephen Rapley

Copy editing and cartoon research by Jo-Anne Naples  
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Permissions by Mili Ve McNiece

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Production Manager: Peter Coveney

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# PREFACE

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The third edition of *Contemporary Marketing* retains the same conceptual framework of the first two editions. It is up-to-date, and it uses examples of recent origin. The book may be the most illustrative in the marketing field, with its hundreds of real-life examples, problem-solving questions, true case histories, and cartoons that emphasize key concepts. *Contemporary Marketing* relieves the student of the tedious, boring reading that traditionally has characterized the study of marketing.

Worldwide acceptance of the earlier editions demonstrates the correctness of its underlying philosophy: Both students and instructors want a learning/teaching package that makes the study of marketing interesting, realistic, and practical. Make no mistake—intellectual rigor has not been sacrificed. The text is conceptually sound, stressing all the major facets of marketing. But the authors believe that students who use *Contemporary Marketing* as their introductory text will regard it as one of the most interesting business administration textbooks they have ever encountered in a college classroom.

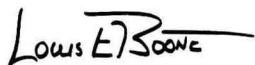
This revision has been based on numerous reviews by both users and nonusers of the earlier editions, as well as extensive marketing research by the publisher. The reviews showed that professors wanted additional coverage of international marketing and the marketing of services, as well as an integrating section that pulls together the various topics covered in the book. As a result of these inputs, the following changes have been made in this edition:

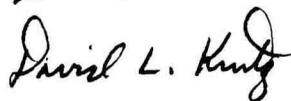
1. A separate chapter on international marketing has been included. This added coverage is indicative of the growing importance of world marketing and is a response to AACSB requirements.
2. Marketing of services is emphasized in Chapter 6. The added coverage points up the tremendous importance of this aspect of marketing.
3. Chapter 19 is the integrating mechanism for pulling together the marketing components into a strategy context. Instructors should find this chapter a major improvement over the previous edition.
4. The book is packed with new examples, illustrations, and cases. Included in the third edition are accounts of the marketing problems associated with Pop Rocks candy, Olde Frothingslosh beer, Perrier, Chelsea, and many more products. Among the new subjects covered are airline deregulation, the Foreign Corrupt Practices Act, telemarketing, and the shrinking U.S. household.

The third edition also retains many of the features that made the previous edition a unique book. Specifically:

1. Sexist language has been removed from the book. Women are portrayed in realistic contemporary circumstances rather than solely as the traditional homemaker/consumer goods shoppers characterized in most marketing textbooks. The authors are grateful to Barbara A. Pletcher of California State University, Sacramento, for her assistance in achieving this objective.
2. This volume is accompanied by the most comprehensive educational package ever produced for a marketing textbook. An entirely new supplement, *The Marketing Experience*, provides a hands-on, experiential approach to learning marketing concepts. Our comprehensive *Study Guide* for reinforcing text material has been carefully revised. The organizer includes a separate *Film Guide*, which offers a means of extending the learning situation. The instructor may also use the accompanying collection of cassette tapes featuring interviews with famous marketers. Additional instructional materials are available to the instructor and college or university.
3. The career appendix has been updated for the third edition. This material is designed to point out marketing career opportunities and to assist students in their search for challenging careers.
4. About 90 percent of the cases in the third edition are new or have been revised. They are all real cases featuring actual companies and the people who are involved and dealing with real situations. They are, we think, a marked improvement over the so-called armchair hypothetical cases.

Finally, we would like to extend our appreciation for the many suggestions from students and instructors that have been included in the third edition of the text. We shall be forever grateful to these people; they are the reason for our desire to develop a truly *teachable* textbook.

Louis E. Boone

David L. Kutz

Orlando, Florida  
Ypsilanti, Michigan  
January 1980

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# ACKNOWLEDGMENTS

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Most successful textbooks are the product of many people's work. *Contemporary Marketing* is no exception. This volume benefited from the efforts of numerous individuals.

First, we would like to acknowledge the many people whose works are cited here and/or whose works have pioneered development of the marketing discipline. Textbooks are, after all, merely a reflection of contemporary thought in a discipline. In this respect, marketing is blessed with a strong cadre of academicians and practitioners who are constantly seeking to improve and advance the discipline.

We are especially indebted to our reviewers, an able group of scholars and classroom teachers—professors who gave up their spare time to keep us on the right track in preparing this textbook. Our sincere appreciation is extended to the following people who have reviewed all or part of one or more of our editions:

**Dub Ashton**  
University of Denver  
**Richard C. Becherer**  
Wayne State University  
**Howard B. Cox**  
Youngstown State University  
**Benjamin Cutler**  
Bronx Community College  
**Gordon Di Paolo**  
College of Staten Island  
**Jeffery T. Doult**  
California State College, Sonoma

**John W. Ernest**  
Los Angeles City College  
**Gary T. Ford**  
University of Maryland,  
College Park  
**Jack E. Forrest**  
Middle Tennessee State University  
**James Gould**  
St. John's University  
**Donald Granbois**  
Indiana University

**Ralph M. Graedeke**  
California State University,  
Sacramento

**John H. Hallaq**  
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Middlesex County College

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**Harold Kellar**  
Baruch College, CUNY

**Donald L. Knight**  
Lansing Community College

**Paul James Londrigan**  
Charles Stewart Mott Community  
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**Patrick J. Robinson**  
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Miami-Dade College

**Carol Rowley**  
Rhode Island Junior College

**Bruce Seaton**  
Florida International University

**Jack Seltz**  
Oakton Community College

**Steven L. Shapiro**  
Queensborough Community  
College

**Dennis H. Tootellan**  
California State University,  
Sacramento

We are especially indebted to Jim Langlas, Sharon Sliter, and Dinoo T. Vanier of San Diego State College, who prepared original materials for this volume; to Jo-Anne Naples, who did the editing and cartoon research; and to Stephen K. Keiser of the University of Delaware, Robert E. Stevens of Oral Roberts University, and Lynn J. Loudonback of Iowa State University, who prepared the *Study Guide*. They each contributed significantly to making this textbook a *teachable* addition to the marketing literature.

Our present and former colleagues at The University of Tulsa and Eastern Michigan University also deserve a special word of thanks. All have been generous in their encouragement and support of this project. Several have reviewed all or part of the volume. Former colleagues—James C.

Johnson of St. Cloud State University, James D. Goodnow of Roosevelt University, and Howard A. Thompson of Eastern Kentucky University—provided valuable guidance in several sections of this book.

Finally, the authors would like to express their thanks to the editorial staff of The Dryden Press. Their contributions are sincerely appreciated.

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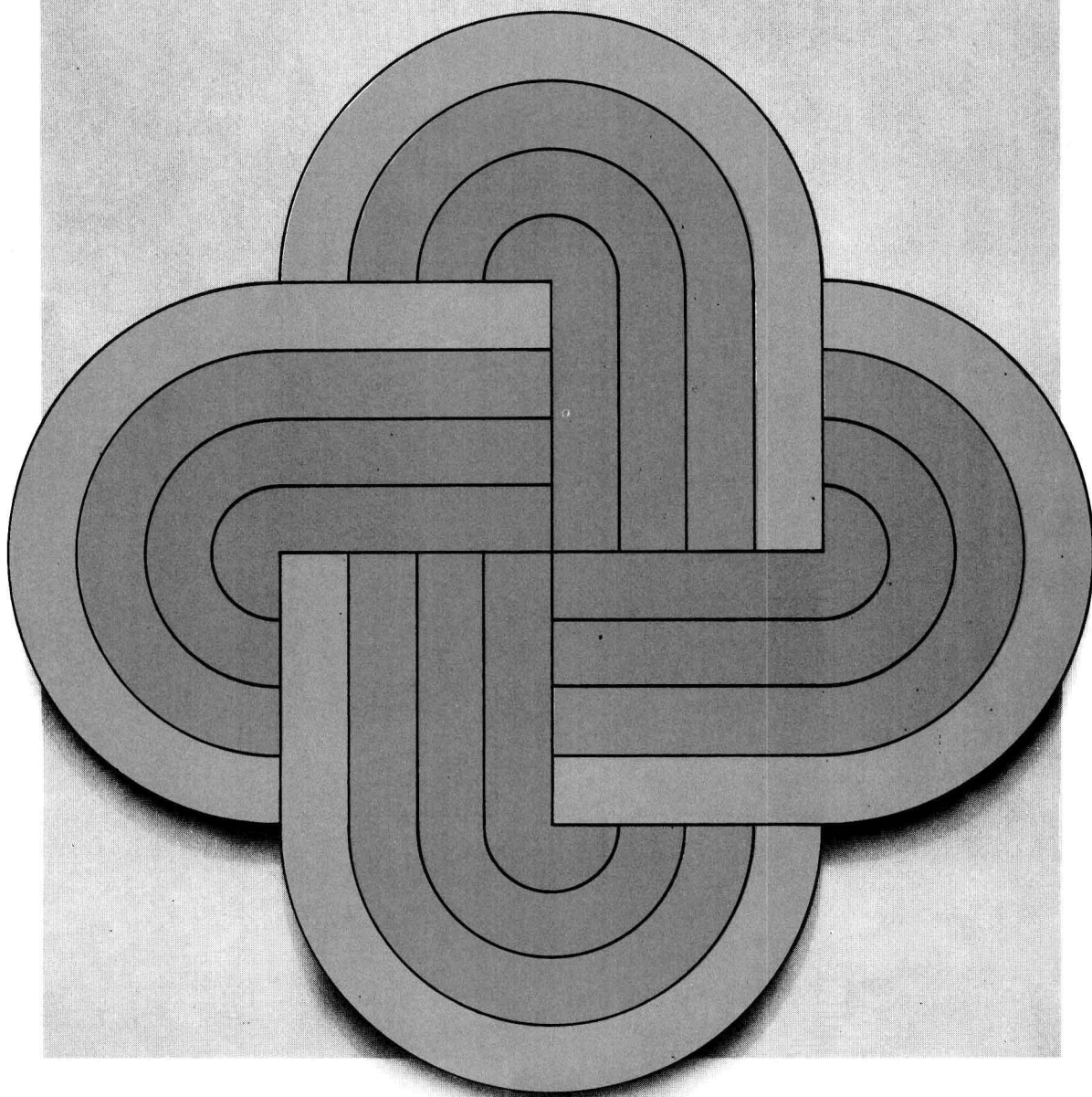
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**PART ONE**  
**THE CONTEMPORARY MARKETING**  
**ENVIRONMENT**



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- 1 The Marketing Process: An Overview
  - 2 The Environment for Marketing Decisions
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