## **Contents**

	Preface	xiii
PAI	RT ONE / MODERN MARKETING	
1	The Field of Marketing	3
	Nature and Scope of Marketing	4
	Historical Development of Marketing	7
	Present-Day Importance of Marketing	8
	The Marketing Concept	11
	Marketing Management and Its Evolution	14
	Broadening the Marketing Concept	18
	Summary	20
2	Marketing Systems and the Marketing Environment	23
_	Systems Approach to Marketing	24
	External Environment of Marketing Systems	27
	Internal Variables in Marketing Systems	37
	Summary	41
3	Marketing Information Systems and Marketing Research	43
	Need for a Marketing Information System	44
	What Is a Marketing Information System?	45
	Benefits and Uses of an MkIS	47
	Relationship of Marketing Information Systems and	
	Marketing Research	47
	Scope of Marketing Research Activities	49
	Procedure in a Marketing Research Investigation	51
	Who Does Marketing Research?	63
	Status of Marketing Research	63
	Summary	65

2	ASES FOR PART ONE Lavoisier Pipeline Company—The vice president in charge of de-marketing Screen Actors Guild—Evaluating a marketing research project TWO / THE MARKET	69 69 71	Determinants of Industrial Market Demand Summary CASES FOR PART TWO 3 Kleen-A-Kar, Inc.—Identifying a market 4 Midget Motors Company—Analysis of a market 5 Park Manor Condominium—Analysis of social and	164 167 178 180 180 183
Wl Ma Po Co Ex	arkets and People and Money hat Is a Market?  arket Segmentation pulation—Its Distribution and Composition nsumer Income and Its Distribution penditure Patterns mmary	77 78 79 84 95 99	The Meaning of "Product" Importance of Product Innovation Development of New Products Organizing for Product Innovation	191 192 195 198 202
Imp Cul Infl Infl Fan Nev	Itural and Social-Group Influences on Buyer Behavior portance and Difficulty of Understanding Consumer Behavior Itural Influences Iuence of Social Class Iuence of Small Reference Groups nily Buying Behavior w-Product Adoption and Diffusion mmary	105 106 111 117 120 121 125 129	9 Product-Mix Policies and Strategies Product Mix and Product Line Major Product-Mix Strategies Concept of the Product Life Cycle Planned Obsolescence and Fashion	205 206 209 210 211 216 220 227
Clas Psy Dec Tov Clas	schological Influences on Buyer Behavior, and the ssification of Consumer Goods chological Determinants of Buyer Behavior cision-Making Process in Buying ward a Comprehensive Theory of Buyer Behavior ssification of Products nmary	133 134 142 146 149 154	Influences of Product Features on Business Functions Brands Packaging Labeling Other Image-Building Features Summary CASES FOR PART THREE	229 230 230 239 242 244 247 251
Nat	e Industrial Market ure and Importance of the Industrial Market ssification of Industrial Products	157 158 160	7 Graham's Pet Food—Introducing a new product against	251 253

8 Cold Dice—Extending the product life cycle	256	PART FIVE / DISTRIBUTION
PART FOUR / THE PRICE  11 Pricing Objectives and Price Determination Importance of Price Meaning of Price New Flexibility in Pricing Pricing Objectives Factors Influencing Price Determination Summary	261 262 264 265 267 270 276	The Retail Market and Retailing Institutions Middlemen and Channels of Distribution Nature of Retail Market Retailers Classified by Sales Volume Retailers Classified by Product Line Retailers Classified by Form of Ownership Retailers Classified by Method of Operation The Future in Retailing Summary
12 Basic Methods of Setting Prices Cost-Plus Pricing Break-Even Analysis Prices Based on a Balance between Supply and Der Prices Set in Relation to Market Alone Summary	279 280 287	<ul> <li>The Wholesale Market and Wholesaling Middlemen         Nature and Importance of Wholesaling         Full-Service Wholesalers         Agent Wholesaling Middlemen         Future of the Wholesaler         Summary</li> <li>Channels of Distribution: Conflict, Cooperation, and</li> </ul>
Discounts and Allowances Geographic Price Policies One-Price versus Variable-Price Policy Unit Pricing Price Lining Resale Price Maintenance Leader Pricing and Unfair-Practices Acts Psychological Pricing—Odd Pricing Pricing in Periods of Inflation Price versus Nonprice Competition Summary CASES FOR PART FOUR	303 304 310 312 312 313 314 315 315 317 317 320 323	Management Conflict and Cooperation in Distribution Channels Selecting Channels of Distribution Determining Intensity of Distribution Selecting and Working with Individual Middlemen Legal Considerations in Channel Management Summary  17 Management of Physical Distribution Importance of Physical Distribution Management Total-System Concept of Physical Distribution The Effective Use of Physical Distribution Major Tasks in Physical Distribution Management The Future in Physical Distribution Summary
<ul> <li>9 Life-Lite Safety Products, Inc.—Pricing a new p</li> <li>10 Wilson Electronics, Inc.—Price determination</li> <li>11 Adolph Coors Company—Pricing strategy for by-products</li> </ul>	323 326 329	CASES FOR PART FIVE  12 Del Mar Jewelry Manufacturing Company, Inc.—  Conflict in distribution channels at retail level

	13 Clarkson Cold Products Company—Selection of channels of distribution for a new product	442	PART SEVEN / MARKETING IN SPECIAL FIELDS
	channels of distribution for a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of distribution to a new policy of the Helphanels of the Helphan	444	21 Marketing of Services
	channels Physical distribution	144	Nature and Importance
	15 Shapely Sack Company, Inc.—Physical distribution	447	The Marketing Concept and Service Marketing
	policy	447	A Program for Marketing of Services
		1	Future Outlook in Service Marketing
PAI	RT SIX / PROMOTION		Summary
18	The Promotional Program	453	22 Marketing in Nonbusiness Organizations
10	Meaning and Importance of Promotion	454	Nature and Scope of Nonbusiness Marketing
	The Communication Process	458	The Exchange Concept and Nonbusiness Marketing
	Determination of Promotional Mix	460	Attitude toward Marketing
	Determination of Total Promotional Appropriation	467	Developing a Program for Nonbusiness Marketing
	The Campaign Concept	469	Implementation of Marketing
	Regulation of Promotional Activities	471	Summary
	Summary	473	
			23 International Marketing
		1	Importance of International Marketing
19	Management of Personal Selling	477	Alternative Orientations toward International Operations
	Nature and Importance of Personal Selling	478	Structures for Operating in Foreign Markets
	The Personal Selling Process	481	Developing an International Marketing Program
	Operation of a Sales Force	486	International Trade Balances
	Evaluation of Sales-Force Performance	492	Summary
	Summary	494	CASES FOR PART SEVEN
			19 Red Cloud Hair Stylists—Expanding the line of services marketed
20	Management of Advertising and Sales Promotion	497	20 Ideal Sheen Cleaners, Inc.—Revitalizing a services
	Nature of Advertising	498	marketer in maturity stage of life cycle
	Development of an Advertising Campaign	505	21 Colorado's Regional Transportation District (RTD)—
	Evaluation of Advertising Program	509	Promotional program for urban mass transportation
	Organizing for Advertising	511	system
	Sales Promotion	512	22 Pioneer Industries, Inc.—Strategy in foreign markets
	Summary	514	
	CASES FOR PART SIX	517	PART EIGHT / PLANNING AND EVALUATING THE MARKETING
	16 The Stork and Cradle Shop—Determining the		EFFORT
	promotional mix	517	
	17 Zendt Brewing Company—Planning a media program	519	24 Marketing Planning, Forecasting, and Evaluation
	18 Stolz Sauna Company—Evaluating and revising an		Managing the Marketing System
	advertising program	521	Manuaging one manuage

хi

	Planning in Theory and Practice	609
	Forecasting Market Demand	611
	Evaluating Marketing Performance	618
	Analysis of Sales Volume	622
	Marketing Cost Analysis	624
	Summary	631
25	Consumerism and Socially Oriented Marketing	635
	Consumerism	636
	The Social Orientation in Marketing	647
	Social Responsibilities of Marketing Management	648
	Summary	654
26	Marketing: Appraisal and Prospect	657
	Evaluation of Our Marketing System	658
	Government's Role in Marketing	663
	Marketing in the Next Decade	665
	Broadening the Marketing Concept	670
	Summary	672
	CASE FOR PART EIGHT	675
	23 Worthington Department Stores—Meeting competitors'	
	"bait and switch" promotional strategy	675
Арре	endix A: Marketing Arithmetic	679
	Operating Statement	680
Mark		684
	ytical Ratios	688
		000
	ndix B: Careers in Marketing	697
	sing a Career	698
	Are the Jobs?	700
	e Are the Jobs?	705
	to Get a Job	709
Concl	usion—A Personal Note	713
	t the Author	714
	Index	715
oubje	ct Index	710