Contents team and implementing the content of the c Evaluate and control operations 200 Per sences

The second secon	The brand plan 97 roll of the brand plan 97	
	The marketing information system 211 102 noitaming organization	
	Marketing control 104 noisement 112 noisement losses 115	
	Preface xiii market demand 233 011 zeuzzi ent gnizzubzi d	
	Forecasting future demand 237 21 2192002 entrangled 237	
	References I iivx arothe big cheese of mousetraps Trap-Ease, the big cheese of mousetraps	
	Ecu conversion table xx KittKat: have a break Sylvie Lororet	
PART ONE	Marketing and the Marketing Process	
THY CASE &	Marketing in a changing world: satisfying human needs 3	
	Chapter objectives 3	
	Chapter preview Marketing touches our daily life 3	
	Chapter preview Unitever: Power! 129 and 4 noitoubortnl	
	What is marketing? 6	
	Marketing management 12	
	Marketing management philosophies 14	
	The goals of the marketing system 20	
	Marketing challenges in the 1990s 22	
	Summary 27 Secting consumer behaviour 10th steepens on anivoral Applications and anivoral Applic	
	Discussing the issues 28	
	Applying the concepts 29	
	References 29	
CASE I	Amphitrion: your ultimate host in Greece Alkis S. Magdalinos 30	3
2	Marketing and society: social responsibility and marketing et	hics 33
	Chapter objectives 33	
	Chapter preview Brown & Williamson Tobacco: 'Keeping smokers addicted'	33
	Introduction 35	1
	Social criticisms of marketing 36	
	Citizen and public actions to regulate marketing 49	

pusiness actions towards socially responsible diametic shift and subject

Principles for public policy towards markeding assures ynsesson gnirspollA

CASE 2 Nestlé: singled out again and again 65 vrammu2

3 Strategic marketing planning 68 202 strategic marketing planning

The strategic plan 73

Chapter preview Levi's strategic marketing and planning a seldgrap & restoord

Charles 10 manage paintains adT

Chapter objectives

Introduction 70

Strategic planning

Business actions towards socially responsible marketing 52 Principles for public policy towards marketing 60 Summary 62 Discussing the issues 63 Applying the concepts 64 References Nestlé: singled out again and again 65 CASE 2 Strategic marketing planning 68 Chapter objectives 68 Chapter preview Levi's strategic marketing and planning 68 Introduction 70 Strategic planning 70 73 The strategic plan The marketing process 91 The brand plan Marketing organization 102 Marketing control 104 108 Summary Discussing the issues uires more than a well-waitten book Leday's classroom Applying the concepts 110 References 110 Trap-Ease: the big cheese of mousetraps CASE 3 coldistantistreviano unasparencies and KitKat: have a break ... Sylvie Laforet 115 **OVERVIEW CASE I** dotes to help in class prepara-The Marketing Setting 127 The marketing environment 129 Chapter objectives 129 Chapter preview Unilever: Power? Introduction The company's microenvironment Marketing management The company's macroenvironment 140 mem anity ham is available to Responding to the marketing environment 159 Summary 160 -ord - are willow spanied and allenges in the Discussing the issues 160 e problem-solving activities automorphical exercises, Applying the concepts 161 pace in car supplied on spice and an actual environ-References 161 Angelou's restaurant (and snack bar?) Alkis S. Magdalinos 163 CASE 4 The global marketplace 165 Chapter objectives Danone taps the Japanese yoghurt market 165 Chapter preview The importance of internationalization Risks in international marketing Analysis of international market opportunity 173 Deciding which markets to enter 186

Establishing market entry mode 187

vii

	Chapter preview Selling business jets: the 191 maternammon mrift a gnilla?	
	Allocating necessary resources 191	
	Identifying technical issues 192 218 moiveded regular agentand	
	Developing a strategic marketing plan 192	
	Organizing an operational team and implementing a marketing strategy 199	
	Evaluate and control operations 200 EEE seusal end gnissuosiO	
	Summary 200 Editive advantage contract tages no sense and an all and a sense a	
	Discussing the issues 201	
	Applying the concepts and Lluis 202 and aluis and aluis gniglad	
	References 202	
CASE 5	Procter & Gamble: going global in cosmetics 203	
	Gaining a competitive as antage 466	
6	Market information and marketing research 208	
2	Chapter objectives 208	
	Chapter preview Qantas: taking off in tomorrow's market 208	
	Introduction 210 496	
	The marketing information system 211	
	Developing information 211	
	Defining the market 231	
	Measuring current market demand 233	
	Forecasting future demand 237	
	Distributing information 243	
Se save	Summary 247	
	Discussing the issues 248	
	Applying the concepts 248	
	References 248	
CASE 6	Ballygowan springs into new age Kisqua Brenda Cullen 250	
IEW CASE 2	Mitsui & Company Colin Egan and Peter McKiernan, 261	
ILW CASE 2	Chapter preview Castrol: liquid engineering 398 012 noitouborant	
	Innovation and new-product development 511 00F yearstrategy	
ART THREE	Buyer Behaviour 265	
	Product life-evels strategies 531 POA Spaigoitizon tedacer ai tedW	
7	Consumer markets 267	
	Chapter objectives 267 267	
1	Chapter objectives 207 Chapter preview Porsche: a special car for the special few 267	
	Models of consumer behaviour 269	
	Types of buying decision benaviour 207	
	The buyer decision process in 291 bob and bruons pode au Oami T synudbad	
	The buyer decision process for new products 297	
CCP 931V	Summary 300 Charles de la contraction de la cont	
	Discussing the issues 301	
	Applying the concepts 301	
	References 302	
CASE 7	Bic versus Gillette: the disposable wars 304	
	Product mix decisions 579A moitoelaitea bas quiev agrantaun aginquiles	
8	Business markets and business buyer behaviour 307	
	Chapter objectives 307 356 gnits/rem village later gnits/semeleme	
	Chapter objectives 507	

	Business markets 309 wards marketing and the second process years and an analysis of the second process of the	
	Business buyer behaviour 315 291 saussi Isaimbas gnivitinabl	
	Institutional and government markets 329	
	Organizing an operational team and implementing a marketin 866 eregyrammu2	
	Evaluate and control operations 200 200 seussi and gnissupsid	
	Applying the concepts 334 65 000 yasmmu2	
	References 334	
CASE 8	Troll-AEG Javier Sarda, Franscesc Parés and Lluís G. Renart 335	
	References 200	
OVERVIEW CASE 3	Jacobs Kaffee Wien: spreading a golden light 345	CASES
PART FOUR	Core Strategy 349	
	Chapter objectives 208	
9	Market segmentation and targeting 351 weights	
	OIC noitsubostal	
3	Chapter objectives 351	
	Chapter preview Procter & Gamble: how many is too many? 351	
	Markets 353	
	Market segmentation 354	
	Market targeting 380	
	Summary 387	
	Discussing the issues 388	
	Applying the concepts 388	
	References 388	
CASE 9	Coffee-Mate 389	
PART TWLO	Ballygowan springs into new age Kisqua Brenda Cullen 898 398 an igninoitisoq	CASE 6
3	Chapter objectives 398	
	Chapter preview Castrol: liquid engineering 398	
	Core strategy 400 Differentiation 401	BE THREE
	Positioning strategies 414 Chaosing and implementing a positional strategy 421	
	Choosing and implementing a positional strategy 421	
	Applying the concepts 428 885 zeasong moizipab namuzno 7 References 428 985 nuoivadad noizipab anivud to zagyT	
CACE 10	Cadbury's TimeOut: choc around the clock Damien McLoughlin and Benoit Heilb	runn 429
CASE 10	Cadoury's TimeOut. Choc around the clock Duffler McLoughlin und benoit Field	ruiiii 727
11	Building customer satisfaction through quality, value and ser	vice 435
		vice 433
	Chapter objectives 435	
	Chapter preview Rubbermaid: Want to buy an expensive rubber dustpan?	435
	Satisfying customer needs 438	
	Defining customer value and satisfaction 439	CASE
	Delivering customer value and satisfaction 445	
	Retaining customers 449	
	Implementing total quality marketing 456	

Chapter preview Selling business jets: the ultimate executive toy 307

i

THE PROPERTY OF THE PARTY OF TH	Summary 457 683 . 182 seuszi echt gnizzuszi G	
	Applying the concepts 581 . 182 saussi and gnizzuosiC	
18	Applying the concepts 461	685
	Colgate: one squeeze too many? 583 (sance: one squeeze too many? 583	CASE 14
CASE II	Feinschmecker Sauce: pricey n' spicy Verena M. Priemer 462	
12	Creating competitive advantage: competitor analysis and co	mpetitiv
	marketing strategies 465	
	Chapter objectives 465-36 and 165-36 and 165	
	Chapter objectives 465 Chapter preview Federal Express: losing a packet in Europe 465	
	Gaining a competitive advantage 468	Eriksson
	Competitor analysis 468 analysis 468 analysis 468	
	Competitive strategies 477 and all an additional and an additional and an additional and an additional and additional additional and additional additional and additional addi	
	Balancing customer and competitor orientations 494	
	Tibigarden: is there life after EuroDisney? 607 , 2007 yrammu2	
	Discussing the issues 496	
	Applying the concepts 497 Managed Applyi	
CASE 12	BMW: putting the 'brrrrum' back in Brum 499	
CASE 12	Sales promotion 738	
THERWICKE A	A cola challenge: cola with breakfast 505	
THERVIEW CASE 4	A cola challenge: cola with breakfast 505	
	Chapter objectives 619	
PART FIVE	Chapter preview The Times: for a change 619 220	
13	Designing products: new-product development and product	life-cycle
	strategies 509	ine-cycle
	General pricing approaches 635	
	Chapter objectives 509	
	Chapter preview Aerostructures Hamble 509	
	Applying the concepts 647 016 via noitoubortnl	
	Innovation and new-product development 511 The Table 250 no 1919 A	
	New-product development process 514 and anily a new land 1911 noton	
	Product life-cycle strategies 531	
	Pricing products: pricing strategiesquesses anios865 and 538 acting pricing strategiesquesses and 538 acting products and strategiesquesses and strategiesquesses and 538 acting products and strategiesquesses an	
	Discussing the issues 540	
	Applying the concepts 540	
	References 540	
CASE 13	The Swatchmobile: any colour combination, including black 541	
14	Designing products: products, brands, packaging and service	s 544
	Chapter objectives 544 299ns/b 90in9	
5	Chapter preview Revlon 544	
	Introduction 545 and solution 545	
	What is a product? 545	
	Product classifications 547	
	Stena Sealink versus Le Shuotle, Eurostar arl 25 e reanoisipab touborq laubivibnl	
	Product line decisions 574	
	Product mix decisions 578	W CASE 6
	International product decisions 579	
	Summary 580	

58 Isiness jets the ultimate executive 32 Discussing the issues Discussing the issues 460 Applying the concepts 581 Applying the concepts 461 582 References Colgate: one squeeze too many? CASE 14 CASE II Feinschmecker Sauce: pricey n' spicy Verena M. Priemer 452E yrsmmu2 Creating competitive advantage: c687 Marketing services marketing strategies Chapter objectives 586 Chapter preview Lufthansa: listening to customers 586 evide do readen Chapter preview | Federal Express: losing a packet 887 Services marketing Gaining a competitive advantage 468 605 Summary Discussing the issues 606 Competitor analysis Competitive strategies Applying the concepts 606 Balancing customer and competitor orientations References Tibigarden: is there life after EuroDisney? 607 Hapenga M. Kabeta Mapanza Breweries 611 **OVERVIEW CASE 5** BMVV: putting the 'brrrrum' back in Brum Price 617 PART SIX Pricing products: pricing considerations and approaches 16 Chapter objectives 619 The Times: for a change 619 Chapter preview Naming the price 621 Designing products: new-p Factors to consider when setting prices strategies 509 General pricing approaches 635 Chapter objectives 645 Summary Chapter preview Aerostructures Hamble Discussing the issues 646 Applying the concepts 647 Innovation and new-product development References 647 Proton MPi: Malaysian styling, Japanese engineering, and European pricing Richard Lynch 648 CASE 16 Pricing products: pricing strategies 17 654 Chapter objectives 654 Mobile phones: even more mobile customers Chapter preview Pricing strategies 655 New-product pricing strategies 656 658 Product-mix pricing strategies Price-adjustment strategies 660 Price changes 668 673 Summary Discussing the issues 674 Applying the concepts 675

OVERVIEW CASE 6 Amaizer: It tastes awful, but we're working on it 681

Stena Sealink versus Le Shuttle, Eurostar and the rest

676

675

References

CASE 17

Contents xi

	Promoting products: communication and promotion strategy	685
	Chapter objectives 685 Chapter preview British Home Stores 685 Steps in developing effective communication 687 Summary 709 Discussing the issues 710 Applying the concepts 710 References 710	
CASE 18	Absolut Vodka: absolutely successful Pontus Alenroth, Robert Björnström, Joakim E and Thomas Helgesson 711	riksson
19	Promoting products: advertising, sales promotion and public rel	lations 714
8	Chapter objectives 714 Chapter provious Promotions modloyl 714	CASE 21
	Chapter preview Promotions medley! 714 Advertising 715 Important decisions in advertising 716 Sales promotion 738 Public relations 750 Summary 754 Discussing the issues 755 Applying the concepts 755	
CASE 19	References 756 Diesel Jeans & Workwear: 'We're all different, but aren't we all different in the san Malin Nilsson, Anki Sjöström, Anneli Zell and Thomas Helgesson 757	ne way?'
20	Promoting products: personal selling and sales management	760
9	Promoting products: personal selling and sales management Chapter objectives 760 Chapter preview Airbus 760 Setting salesforce objectives 763 Designing salesforce strategy 764 Recruiting and selecting salespeople 767 Training salespeople 768	760 CASE 22
	Chapter objectives 760 Chapter preview Airbus 760 Setting salesforce objectives 763 Designing salesforce strategy 764 Recruiting and selecting salespeople 767	
	Chapter objectives 760 Chapter preview Airbus 760 Setting salesforce objectives 763 Designing salesforce strategy 764 Recruiting and selecting salespeople 767 Training salespeople 768 Supervising salespeople 769 Evaluating salespeople 774 Principles of personal selling 777 Summary 785 Discussing the issues 785 Applying the concepts 787	

to and global companies and small and large businesses.

PART SEVEN Promotions

683

PART EIGHT

Place

Name index

Copyright acknowledgements

803

Placing products: distribution channels and logistics management 805 21 Chapter objectives 805 Chapter objectives 10 British Home Stores 208 Chapter preview Economos Chapter preview Steps in developing effective communication Introduction 807 The nature of distribution channels 808 Summary Discussing the issues Channel behaviour and organization 812 710 Channel design decisions 821 Channel management decisions 829 References Physical distribution and logistics management CASE 18 Absolut Vodka: absolutely 88: and Thomas Helgesson Summary 842 Discussing the issues 844 Promoting products: advertising, sa Applying the concepts 844 844 References Freixenet Cava: bubbles down a new way Roberto Alvarez del Blanco and Jeff Rapaport 845 CASE 21 Placing products: retailing and wholesaling 853 22 Chapter objectives Sales promotion 853 Chapter preview IKEA 853 ions and aphilloachesnmus 19 Retailing 856 Store retailing 856 Nonstore retailing 877 Retailer marketing decisions 887 References 756 Diesel Jeans & Workwear: 'We're all different, but ar Retailing trends 893 Malin Nilsson, Anki Sjöström, Anneli Zell and Thomas Helge 895 Wholesaling Types of wholesalers 896 Promoting products: personal 009 Wholesaler marketing decisions Trends in wholesaling 901 Chapter objectives Summary 904 Chapter preview Airbus Discussing the issues 905 Applying the concepts 905 References 905 Pieta luxury chocolates 907 CASE 22 Supervising salespeop GTE: competition comes calling **OVERVIEW CASE 8** Principles of personal selling 915 Glossary Summary Discussing the issues Subject index 940 Summary Britteraft Jetprop: Whose sale is is anyhow? Company/brand index 946 Bang & Olufsen: different by design Anton Flortmann-Olesen

949

956