## Part 1: Initiating the Marketing Process

### 1. CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING

At Chobani, Marketing Is “Nothing But Good”!
- Understanding Consumers’ Food Values
- Reaching Customers
- Chobani Today
- Chobani, Marketing, and You

What Is Marketing?
- Marketing and Your Career
- Marketing: Delivering Value to Customers
- The Diverse Elements Influencing Marketing Actions
- What Is Needed for Marketing to Occur

How Marketing Discovers and Satisfies Consumer Needs
- Discovering Consumer Needs
- The Challenge: Meeting Consumer Needs with New Products
- Satisfying Consumer Needs

The Marketing Program: How Customer Relationships Are Built
- Relationship Marketing: Easy to Understand, Hard to Do
- The Marketing Program and Market Segments
- 3M's Strategy and Marketing Program to Help Students Study

How Marketing Became So Important
- Evolution of the Market Orientation
- Focusing on Customer Relationship Management
- Ethics and Social Responsibility in Marketing: Balancing the Interests of Different Groups
- The Breadth and Depth of Marketing

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**Learning Objectives Review**

**Learning Review Answers**

**Focusing on Key Terms**

**Applying Marketing Knowledge**

**Building Your Marketing Plan**

**Video Case 1: Chobani**: Making Greek Yogurt a Household Name

Chapter Notes

### 2. DEVELOPING SUCCESSFUL ORGANIZATIONAL AND MARKETING STRATEGIES

Making the World a Better Place, One Scoop at a Time!
Today’s Organizations  28
  Kinds of Organizations  28
  What Is Strategy?  28
  The Structure of Today’s Organizations  28

Making Responsible Decisions: Social Entrepreneurs Are Creating New Types of Organizations to Pursue Social Goals  29

Strategy in Visionary Organizations  30
  Organizational Foundation: Why Does It Exist?  30
  Organizational Direction: What Will It Do?  32
  Organizational Strategies: How Will It Do It?  33
  Tracking Strategic Performance with Marketing Analytics  33


Setting Strategic Directions  35
  A Look Around: Where Are We Now?  35
  Growth Strategies: Where Do We Want to Go?  36


The Strategic Marketing Process  40
  The Planning Phase of the Strategic Marketing Process  40
  The Implementation Phase of the Strategic Marketing Process  43
  The Evaluation Phase of the Strategic Marketing Process  45

Learning Objectives Review  47
Learning Review Answers  48
Focusing on Key Terms  49
Applying Marketing Knowledge  49
Building Your Marketing Plan  49

Video Case 2: IBM: Using Strategy to Build a “Smarter Planet”  49

Chapter Notes  51
Appendix A Building an Effective Marketing Plan  54

3 SCANNING THE MARKETING ENVIRONMENT  70

Is “Connecting the World” an Ambitious Vision? Not If You Are Facebook!  70
  Facebook in the Future  70

Environmental Scanning  72
  Tracking Environmental Trends  72
  An Environmental Scan of Today’s Marketplace  73

Social Forces  74
  Demographics  74
Understanding Buyers and Markets

5 UNDERSTANDING CONSUMER BEHAVIOR 122

Enlightened Carmakers Know What Custom(h)ers and Influenc(h)ers Value 122

Consumer Purchase Decision Process and Experience 124
  Problem Recognition: Perceiving a Need 124
  Information Search: Seeking Value 124
  Alternative Evaluation: Assessing Value 124
  Purchase Decision: Buying Value 125
  Postpurchase Behavior: Realizing Value 126

Marketing Matters: How Much Is a Satisfied Customer Worth? 127

Consumer Involvement Affects Problem Solving 129
Situational Influences That Affect Purchase Decisions 129

Psychological Influences on Consumer Behavior 130
Consumer Motivation and Personality 130
Making Responsible Decisions: Sustainable Procurement for Sustainable Growth at Starbucks 161

The Organizational Buying Function and Process and the Buying Center 161

The Buying Function in Organizations 161
Stages in the Organizational Buying Process 161
The Buying Center: A Cross-Functional Group 162

Online Buying in Business-to-Business Marketing 164
Prominence of Online Buying in Organizational Markets 164
E-Marketplaces: Virtual Organizational Markets 165

Marketing Matters: eBay Means Business for Entrepreneurs 165

Online Auctions in Organizational Markets 166

Learning Objectives Review 167
Learning Review Answers 168
Focusing on Key Terms 168
Applying Marketing Knowledge 168
Building Your Marketing Plan 169

Video Case 6: Trek: Building Better Bikes through Organizational Buying 169

Chapter Notes 172

7 UNDERSTANDING AND REACHING GLOBAL CONSUMERS AND MARKETS 174

Building a Two Billion Dollar Business in India the Dell Inc. Way 174

Dynamics of World Trade 176
Global Perspective on World Trade 176
U.S. Perspective on World Trade 177
Marketing in a Borderless Economic World 177
Decline of Economic Protectionism 178

Making Responsible Decisions: Global Ethics and Global Economics—The Case of Protectionism 178

Rise of Economic Integration 179
A New Reality: Global Competition among Global Companies for Global Consumers 181

Marketing Matters: The Global Teenager—A Market of 2 Billion Voracious Consumers 183

Emergence of a Networked Global Marketspace 184
Growing Prevalence of Economic Espionage 185

A Global Environmental Scan 185
Cultural Diversity 185
Economic Considerations 188
Targeting Marketing Opportunities

8 MARKETING RESEARCH: FROM CUSTOMER INSIGHTS TO ACTIONS 204

Marketing Research Goes to the Movies 204
A Film Industry Secret 204
The Role of Marketing Research 206
What Is Marketing Research? 206
The Challenges in Doing Good Marketing Research 206
Five-Step Marketing Research Approach 207
Step 1: Define the Problem 207
Set the Research Objectives 207
Identify Possible Marketing Actions 208
Step 2: Develop the Research Plan 208
Specify Constraints 208
Identify Data Needed for Marketing Actions 209
Determine How to Collect Data 209
Step 3: Collect Relevant Information 210
Secondary Data: Internal 210
Secondary Data: External 211
Advantages and Disadvantages of Secondary Data 211
Marketing Matters: Online Databases and Internet Resources Useful to Marketers 212
Part 4

Satisfying Marketing Opportunities

10 DEVELOPING NEW PRODUCTS AND SERVICES 264

Apple: The World-Class New-Product Machine 264
   Apple’s New-Product Development Successes . . . 264
   . . . And New-Product Development Stumbles 264
   The Next Chapter in Apple’s Story: Apple Watch 265

What Are Products and Services? 266
   A Look at Goods, Services, and Ideas 266
Classifying Products 266
Classifying Services 267
Product Classes, Forms, Items, Lines, and Mixes 268

New Products and Why They Succeed or Fail 268
   What Is a New Product? 268

Marketing Matters: Feature Bloat: Geek Squad to the Rescue! 269

Why Products and Services Succeed or Fail 271
How Applying Marketing Metrics Can Improve New-Product Performance 273

Applying Marketing Metrics: Which States Are Underperforming? 273

The New-Product Development Process 274
   Stage 1: New-Product Strategy Development 274
   Stage 2: Idea Generation 275
Stage 3: Screening and Evaluation 277
Marketing Matters: Was the Google Glass Half Full or Half Empty? 278
Stage 4: Business Analysis 279
Stage 5: Development 279
Stage 6: Market Testing 280
Stage 7: Commercialization 281
Learning Objectives Review 282
Learning Review Answers 283
Focusing on Key Terms 284
Applying Marketing Knowledge 284
Building Your Marketing Plan 285
Video Case 10: X-1: Breaking the Barriers of Sound with New-Product Development 285
Chapter Notes 288

11 MANAGING SUCCESSFUL PRODUCTS, SERVICES, AND BRANDS 290

Gatorade: Bringing Science to Sweat for 50 Years 290
Creating the Gatorade Brand 290
Building the Gatorade Brand 290
Charting the Product Life Cycle 292
Introduction Stage 292
Growth Stage 294
Maturity Stage 295
Decline Stage 295
Marketing Matters: Will E-mail Spell Extinction for Fax Machines? 296
Three Aspects of the Product Life Cycle 296
Managing the Product Life Cycle 300
Role of a Product Manager 300
Modifying the Product 300
Modifying the Market 300
Applying Marketing Metrics: Knowing Your CDI and BDI 301
Repositioning the Product 303
Making Responsible Decisions: Consumer Economics of Downsizing—Get Less, Pay More 303
Branding and Brand Management 303
Marketing Insights About Me: Do You Want to Start a Business Using Your Own Name? Better Check First! 304
Brand Personality and Brand Equity 305
Picking a Good Brand Name 306
Branding Strategies 307
Packaging and Labeling Products  310
Creating Customer Value and Competitive Advantage through Packaging and Labeling  311

Marketing Matters: Creating Customer Value through Packaging—Pez Heads Dispense More Than Candy  311

Packaging and Labeling Challenges and Responses  312

Product Warranty  312

Learning Objectives Review  313
Learning Review Answers  314

Focusing on Key Terms  314

Applying Marketing Knowledge  314
Building Your Marketing Plan  315

Video Case 11: P&G’s Secret Deodorant: Finding Inspiration in Perspiration  315

Chapter Notes  318

12 SERVICES MARKETING  320

Airbnb Redefines Services—and the Economy!  320

The Uniqueness of Services  322
The Four I’s of Services  323
The Service Continuum  325
Classifying Services  326

Marketing Matters: Social Marketing Is a Must for Nonprofits  328

How Consumers Purchase Services  329
The Purchase Process  329
Assessing Service Quality  329
Customer Contact and Relationship Marketing  330

Marketing Matters: Managing Service Failures: The Importance of Monitoring and Guarantees  331

Managing the Marketing of Services  333
Product (Service)  333
Price  333
Place (Distribution)  334
Promotion  335
People  335
Physical Environment  336
Process  336

Applying Marketing Metrics: Are JetBlue’s Flights Profitably Loaded?  337

Services in the Future  338

Learning Objectives Review  339
Learning Review Answers  339
13 BUILDING THE PRICE FOUNDATION 348

VIZIO, Inc.—Delivering Beautifully Simple Products at a Great Value 348

Nature and Importance of Price 350
What Is a Price? 350
Price as an Indicator of Value 351

Marketing Matters: Does Spirit Airlines Engage in Value Pricing? For Some Yes, for Others No 352

Price in the Marketing Mix 352
Step 1: Identify Pricing Objectives and Constraints 353
Identifying Pricing Objectives 353
Identifying Pricing Constraints 355
Step 2: Estimate Demand and Revenue 358
Estimating Demand 358
Price Elasticity of Demand 360

Marketing Matters: Using Big Data to Curb Smoking: Uncovering the Price Elasticity of Demand for Cigarettes 361

Fundamentals of Estimating Revenue 361
Step 3: Determine Cost, Volume, and Profit Relationships 362
The Importance of Controlling Costs 362
Break-Even Analysis 362

Learning Objectives Review 364
Learning Review Answers 365
Focusing on Key Terms 365
Applying Marketing Knowledge 366
Building Your Marketing Plan 366

Chapter Notes 368

14 ARRIVING AT THE FINAL PRICE 370

E-books and E-conomics: A Twisted Tale of Pricing for Profit 370
Setting the Stage with E-readers: Amazon’s Kindle 370
Printed Book Pricing Practices 370
Enter E-books 370
Pricing E-books ... Profitably 371
Step 4: Select an Approximate Price Level 372
Demand-Oriented Pricing Approaches 372
Marketing Matters: Energizer’s Lesson in Price Perception—Value Lies in the Eye of the Beholder 374
Cost-Oriented Pricing Approaches 375
Profit-Oriented Pricing Approaches 377
Competition-Oriented Pricing Approaches 379
Applying Marketing Metrics: Are Red Bull Prices Above, At, or Below the Market? 380
Step 5: Set the List or Quoted Price 381
Choose a Price Policy 381
Consider Company, Customer, and Competitive Effects on Pricing 382
Making Responsible Decisions: The Ethics and Economics of Surge Pricing 383
Balance Incremental Costs and Revenues 384
Step 6: Make Special Adjustments to the List or Quoted Price 385
Discounts 385
Allowances 387
Geographical Adjustments 388
Marketing Matters: Everyday Low Prices at the Supermarket = Everyday Low Profits—Creating Customer Value at a Cost 388
Legal and Regulatory Aspects of Pricing 389
Learning Objectives Review 391
Learning Review Answers 392
Focusing on Key Terms 393
Applying Marketing Knowledge 393
Building Your Marketing Plan 393
Video Case 14: Carmex (B): Setting the Price of the Number One Lip Balm 394
Chapter Notes 396
Appendix B Financial Aspects of Marketing 397
15 MANAGING MARKETING CHANNELS AND SUPPLY CHAINS 406
Callaway Golf: Designing and Delivering the Goods for Great Golf 406
Nature and Importance of Marketing Channels 408
What Is a Marketing Channel of Distribution? 408
How Customer Value Is Created by Intermediaries 408
Marketing Channel Structure and Organization 410
Marketing Channels for Consumer Products and Services 410
Making Responsible Decisions: How Green Is Your Retailer? 439

Level of Service 440
Type of Merchandise Line 441
Nonstore Retailing 443
  Automatic Vending 443
  Direct Mail and Catalogs 444
  Television Home Shopping 445
  Online Retailing 445
  Telemarketing 446
  Direct Selling 447
Retailing Strategy 447
  Positioning a Retail Store 447
  Retailing Mix 449

Applying Marketing Metrics: Why Apple Stores May Be the Best in the United States! 452

The Changing Nature of Retailing 453
  The Wheel of Retailing 453
  The Retail Life Cycle 454
Future Changes in Retailing 455
  Multichannel Retailing 455

Marketing Matters: The Multichannel Marketing Multiplier 456
  Data Analytics 456
Wholesaling 457
  Merchant Wholesalers 457
  Agents and Brokers 458
  Manufacturer’s Branches and Offices 458

Learning Objectives Review 459
Learning Review Answers 459
Focusing on Key Terms 460
Applying Marketing Knowledge 460
Building Your Marketing Plan 461

Video Case 16: Mall of America®: America’s Biggest Mall Knows the Secret to Successful Retailing! 461
Chapter Notes 463

17 INTEGRATED MARKETING COMMUNICATIONS AND DIRECT MARKETING 468

Taco Bell Loves Twitter! 468
The Communication Process 470
  Encoding and Decoding 471
  Feedback 471
  Noise 472
A Look at Four Important Social Media 543
Comparing Four Social Media 543
Facebook 544
Twitter 546
LinkedIn 547
YouTube 548
Marketing Matters: Mobile Marketing Discovers Video Bloggers! 549

Integrating Social Media into Today's Marketing Strategies 550
Social Media and the Strategic Marketing Process 550
Selecting Social Media 551
How Social Media Produce Sales 551
Measuring the Results of Social Media Programs 552
Carmex Goes Viral with Luck and a LeBron James Bear Hug 554
The Future: Social Media + Smartphones + Exotic Apps 556
The Convergence of Real and Digital Worlds 556
Mobile Marketing: Tightening Links to Marketing Actions 557

Learning Objectives Review 559
Learning Review Answers 560
Focusing on Key Terms 561
Applying Marketing Knowledge 561
Building Your Marketing Plan 561

Video Case 19: StuffDOT\textsuperscript{TM}, Inc.: Rewarding Users for Actively Shopping and Sharing! 561
Chapter Notes 564

20 PERSONAL SELLING AND SALES MANAGEMENT 566

Meet Today's Sales Professional 566
Scope and Significance of Personal Selling and Sales Management 568

Nature of Personal Selling and Sales Management 568
Selling Happens Almost Everywhere 568
Personal Selling in Marketing and Entrepreneurship 569
Creating Customer Solutions and Value through Salespeople: Relationship and Partnership Selling 569


The Many Forms of Personal Selling 571
Order-Taking Salespeople 571
Order-Getting Salespeople 572
Customer Sales Support Personnel 572

Marketing Matters: Creating and Sustaining Customer Value through Cross-Functional Team Selling 574
The Personal Selling Process: Building Relationships 574
Prospecting: Identifying and Qualifying Prospective Customers 575
Preapproach: Preparing for the Sales Call 576
Approach: Making the First Impression 577
Presentation: Tailoring a Solution for a Customer’s Needs 577
Marketing Matters: Imagine This . . . Putting the Customer into Customer Solutions! 579
Close: Asking for the Customer’s Order or Business 580
Follow-up: Solidifying the Relationship 580
The Sales Management Process 580
Making Responsible Decisions: The Ethics of Asking Customers about Competitors 581
Sales Plan Formulation: Setting Direction 581
Sales Plan Implementation: Putting the Plan into Action 585
Salesforce Evaluation: Measuring Results 587
Applying Marketing Metrics: Tracking Salesperson Performance at Moore Chemical & Sanitation Supply, Inc. 588
Salesforce Automation and Customer Relationship Management 589

Learning Objectives Review 590
Learning Review Answers 591
Focusing on Key Terms 591
Applying Marketing Knowledge 592
Building Your Marketing Plan 592

Video Case 20: Xerox: Building Customer Relationships through Personal Selling 593
Chapter Notes 594

Part 5
Managing the Marketing Process

Chapter 21 IMPLEMENTING INTERACTIVE AND MULTICHANNEL MARKETING 596
Seven Cycles Delivers Just One Bike. Yours. 596
Creating Customer Value, Relationships, and Experiences in Marketspace 598
Marketing in Two Environments 598
Creating Customer Value in Marketspace 598
Interactivity, Individuality, and Customer Relationships in Marketspace 599
Creating an Online Customer Experience 601
D-15 Shiseido: Channeling Cosmetics in China
D-16 Trader Joe’s: Upscale Value
D-17 Banyan Tree Holdings: Creating a Brand with IMC
D-18 Target Corporation: Award-Winning Advertising
D-19 AOL Marketing: Using Facebook to Launch Bitter Girls
D-20 Morgantown Furniture: Making Promotion Trade Offs

Part 5
D-21 Crate and Barrel: Multichannel Marketing
D-22 Naked® Juice: Strategy for Growth

Glossary 673
Name Index 683
Company/Product Index 691
Subject Index 698