

Contents

List of figures and tables	vi
Series editor's preface	viii
1 Introduction	1
2 Understanding environments and markets	16
3 Understanding customers and consumers	31
4 Marketing information	46
5 Segmentation and positioning	62
6 The marketing mix and targeting	80
7 Product policy	90
8 New product development	110
9 Pricing	127
10 Advertising and promotion	144
11 Personal selling	166
12 Distribution	176
13 Marketing of services	188
14 Industrial marketing	197
15 International marketing	205
16 Putting it all together – strategy and planning	221
Bibliography	237
Index	240

Figures and tables

FIGURES

1.1 Marketing's changing role in strategy	6
1.2 Development of a functionally organized firm	10
1.3 Typical brand management structure	12
2.1 Multidimensional approach to market structure	20
2.2 Porter's model of competitive forces	23
2.3 Product life cycle	24
2.4 Scalloped PLC	26
3.1 Sheth's model of industrial buyer behaviour	34
3.2 The PC/DR model	37
3.3 Howard and Sheth's model of consumer behaviour	43
4.1 Information and decision-making	47
5.1 The aerosol household cleaner market	65
5.2 Map of the beverage market	73
6.1 Sales response curve	85
6.2 Allocating funds in the marketing mix	86
6.3 Competitive response	87
7.1 Boston Consulting Group product-market matrix	93
7.2 Shell directional policy matrix	94
8.1 The innovation audit	115
8.2 QFD: the house of quality	125
10.1 Example of data base marketing: Viking	161
13.1 Understanding the nature of the service act	189
16.1 The wheel of strategy	222

16.2 Porter's matrix	223
16.3 Ansoff's matrix	224

TABLES

2.1 The view from the top-down versus bottom-up	21
2.2 The product life cycle	25
3.1 Classification and examples of variables influencing organizational buying decisions	33
3.2 The Buygrid framework for industrial situations	36
5.1 Market segmentation measures	66