# Contents

Preface	17
riciace	

9.50		55	250			-32	4.0		STEEL ST									3.2				3.5		5000	500	933	100		ana.	
B -	Æ.,	ю.		- 200	-	6.4	Ξ	8.W	200	199	- Table 1	W 1	PAGE.	pr gar	ga ng	549	eges.	90a 4	2 9600	232	\$94.YE	E no.	8-4	was.	Sec.	i gora	gan	Na or	2022	BE AN
8	23	8 2	. 48	388	939	3 L.	f. conti	2 / 2	1 600	3583	2.30	731	21.	6.4	Can b	244	t i a	MAX.	400	2.88	-	20	5 6A 3	624	1.24	150	10	1.24		200
																4 2 3	20.00	and a	A -	3.0			A *** 3		V	2.0	436	20		and the



**CHAPTER 1:** Welcome to the World of Marketing: Create and Deliver Value......28

Real **People**, Real **Choices**: Here's my problem... 29

#### WELCOME TO BRAND YOU 30 THE WHO AND WHERE OF MARKETING 31

Marketing's Role in the Firm: Cross-Functional Relationships 32

Where Do You Fit In? Careers in Marketing 32

#### **MARKETING CREATES VALUE 32**

Marketing Meets Needs 32 Marketing Creates Utility 35

Marketing and Exchange 36

#### WHEN DID MARKETING BEGIN? THE EVOLUTION OF A CONCEPT 37

The Production Era 37 The Sales Era 37 The Relationship Era 39

The Triple Bottom Line Orientation 39

#### WHAT CAN WE MARKET? 42

Lasers to Lady Gaga 42 Consumer Goods and Services 43 Business-to-Business Goods and Services 43 Not-for-Profit Marketing 44 Idea, Place, and People Marketing 44

RIPPED FROM THE HEADLINES: Ethical/Sustainable

Decisions in the Real World 44

#### THE VALUE OF MARKETING AND THE MARKETING OF VALUE 45

Value from the Customer's Perspective 46 Value from the Seller's Perspective 46 Provide Value Through Competitive Advantage 47 Add Value Through the Value Chain 48 How Do We Know What's Valuable? 49 Consumer-Generated Value: From Audience to Community 49 Value from Society's Perspective 51 Is Marketing Evil? 52 The Dark Side of Marketing 52

#### **MARKETING AS A PROCESS 54**

Marketing Planning 54

Marketing's Tools: The Marketing Mix 55

Study Map 57 **Objective Summary 57** Key Terms 57 Chapter Questions and Activities 59 Marketing in Action Case: Real Choices at Colgate-Palmolive 61



**CHAPTER 2:** Strategic Market Planning: Take the Big Picture ......62

Real **People**, Real **Choices**: Here's my problem... 63

#### **BUSINESS PLANNING: COMPOSE THE BIG PICTURE 64**

Ethics Is Up Front in Marketing Planning 65

RIPPED FROM THE HEADLINES: Ethical/Sustainable

Decisions in the Real World 66

#### STRATEGIC PLANNING: FRAME THE PICTURE 70

Step 1: Define the Mission 70

Step 2: Evaluate the Internal and External Environment 71

Step 3: Set Organizational or SBU Objectives 72

Step 4: Establish the Business Portfolio 73

Step 5: Develop Growth Strategies 75

#### MARKETING PLANNING: SELECT THE CAMERA SETTING 77

Step 1: Perform a Situation Analysis 77

Step 2: Set Marketing Objectives 78

Step 3: Develop Marketing Strategies 78

Step 4: Implement and Control the Marketing Plan 79

Action Plans 82

Make Your Life Easier! Use the Marketing Planning

Template 84

Operational Planning: Day-to-Day Execution of Marketing

Real **People**, Real **Choices:** Here's my choice... 85

Study Map 86

**Objective Summary 86** 

**Key Terms 86** 

**Chapter Questions and Activities 87** 

Marketing in Action Case: Real Choices for the Apple iPhone 88



**CHAPTER 3:** Thrive in the Marketing Environment: The World Is Flat......90

Real **People**, Real **Choices**: Here's my problem... 91

**DECISIONS, DECISIONS 92** 

Real **People**, Real **Choices**: Here's my choice... 57

TAKE A BOW: MARKETING ON THE GLOBAL STAGE 92  World Trade 93  Should We Go Global? 94  UNDERSTAND INTERNATIONAL, REGIONAL, AND COUNTRY REGULATIONS 95	Key Terms 148 Chapter Questions and Activities 149 Marketing in Action Case: Real Choices at IMMI 151							
Initiatives in International Cooperation and Regulation 96 Economic Communities 96	CHAPTER 5: Consumer Behavior: How and Why We Buy152							
ANALYZE THE MARKETING ENVIRONMENT 97 The Economic Environment 98	Real <b>People,</b> Real <b>Choices:</b> Here's my problem 153							
The Competitive Environment 101	DECISIONS, DECISIONS 154							
The Technological Environment 103	THE CONSUMER DECISION-MAKING PROCESS 154							
The Political and Legal Environment 103	Not All Decisions Are the Same 155							
The Sociocultural Environment 107	Step 1: Problem Recognition 157							
IS THE WORLD FLAT OR NOT? HOW "GLOBAL" SHOULD A GLOBAL MARKETING STRATEGY BE? 111	Step 2: Information Search 158							
Company-Level Decisions: The Market Entry Strategy 111	Step 3: Evaluation of Alternatives 159							
RIPPED FROM THE HEADLINES: Ethical/Sustainable	Step 4: Product Choice 160							
Decisions in the Real World 111	RIPPED FROM THE HEADLINES: Ethical/Sustainable							
Product-Level Decisions: The Marketing Mix Strategy 114	Decisions in the Real World 160							
Real <b>People,</b> Real <b>Choices:</b> Here's my choice 117	Step 5: Postpurchase Evaluation 161							
Study Map 117	INTERNAL INFLUENCES ON CONSUMERS' DECISIONS 162							
Objective Summary 117	Perception 162							
Key Terms 117	Motivation 164							
Chapter Questions and Activities 120	Learning 164							
Marketing in Action Case: Real Choices at Mattel 121	Attitudes 166 Personality and the Self: Are You What You Buy? 167							
PART TWO Understand Consumers' Value Needs 122	Age 167 Lifestyle 168 SITUATIONAL AND SOCIAL INFLUENCES ON CONSUMERS' DECISIONS 169							
CHAPTER 4: Marketing Research: Gather, Analyze, and Use Information124	Situational Influences 169 Social Influences on Consumers' Decisions 170							
Real <b>People</b> , Real <b>Choices</b> : Here's my	Real <b>People</b> , Real <b>Choices</b> : Here's my choice 174							
problem 125	Study Map 175							
KNOWLEDGE IS POWER 126	Objective Summary 175							
The Marketing Information System 126	Key Terms 175							
RIPPED FROM THE HEADLINES: Ethical/Sustainable	Chapter Questions and Activities 176							
Decisions in the Real World 127	Marketing in Action Case: Real Choices							
The Marketing Decision Support System 130	at Lexus 179							
SEARCHING FOR GOLD: DATA MINING 131 STEPS IN THE MARKETING RESEARCH PROCESS 132								
Step 1: Define the Research Problem 132								
Step 2: Determine the Research Design 133	CHAPTER 6: Business-to-Business							
Step 3: Choose the Method to Collect Primary Data 137	Markets: How and Why Organizations Buy180							
Step 4: Design the Sample 143	Real <b>People</b> , Real <b>Choices:</b> Here's my							
Step 5: Collect the Data 144	problem 181							
Step 6: Analyze and Interpret the Data 145	BUSINESS MARKETS: BUYING AND SELLING WHEN							
Step 7: Prepare the Research Report 146	THE CUSTOMER IS ANOTHER FIRM 182							
Real <b>People</b> , Real <b>Choices:</b> Here's my choice 147	Factors That Make a Difference in Business Markets 183 Size of Purchases 185							
Study Map 148	B2B Demand 185							
Objective Summary 148	Types of Pusinger to Passinger Contains at 107							

B2B and Social Media 190

BUSINESS BUYING SITUATIONS AND THE BUSINESS BUYING DECISION PROCESS 192

The Buyclass Framework 192

Professional Buyers and Buying Centers 194

The Business Buying Decision Process 195

RIPPED FROM THE HEADLINES: Ethical/Sustainable

Decisions in the Real World 198

Real **People**, Real **Choices:** Here's my choice. . . 201

Study Map 202

**Objective Summary 202** 

Key Terms 202

**Chapter Questions and Activities 203** 

**Marketing in Action Case: Real Choices** 

at The Filter 204



CHAPTER 7: Sharpen the Focus: Target
Marketing Strategies and Customer Relationship
Management......206

Real **People**, Real **Choices:** Here's my problem... 207

TARGET MARKETING STRATEGY: SELECT AND ENTER A MARKET 208

STEP 1: SEGMENTATION 209

Segment Consumer Markets 209

Segment by Psychographics 218

Segment by Behavior 220

Segment Business-to-Business Markets 221

STEP 2: TARGETING 222

Targeting in Three Steps 222

STEP 3: POSITIONING 225

RIPPED FROM THE HEADLINES: Ethical/Sustainable

Decisions in the Real World 225

Steps in Positioning 226

Bring a Product to Life: The Brand Personality 227

CUSTOMER RELATIONSHIP MANAGEMENT (CRM): TOWARD A SEGMENT OF ONE 228

CRM: A New Perspective on an Old Problem 229

Characteristics of CRM 230

Real **People**, Real **Choices**: Here's my choice. . . 233

Study Map 234

**Objective Summary 234** 

Key Terms 234

**Chapter Questions and Activities 235** 

Choices: What Do You Think? 236

Marketing in Action Case: Real Choices at Mercedes 237

### PART THREE Create the Value Proposition



CHAPTER 8: Create the Product .....240

Real **People**, Real **Choices**: Here's my

problem... 241

BUILD A BETTER MOUSETRAP—AND ADD VALUE 242

Layers of the Product Concept 243

#### **HOW MARKETERS CLASSIFY PRODUCTS 245**

How Long Do Products Last? 245

How Do Consumers Buy Products? 246

How Do Businesses Buy Products? 248

## "NEW AND IMPROVED!" THE PROCESS OF INNOVATION 249

Types of Innovations 249

Continuous Innovations 250

Dynamically Continuous Innovations 250

Discontinuous Innovations 251

How Do We Measure Innovation? 251

#### **NEW PRODUCT DEVELOPMENT 252**

Phase 1: Idea Generation 252

Phase 2: Product Concept Development

and Screening 252

Phase 3: Marketing Strategy Development 253

Phase 4: Business Analysis 253

Phase 5: Technical Development 254

Phase 6: Test Marketing 255

Phase 7: Commercialization 256

#### ADOPTION AND DIFFUSION OF NEW PRODUCTS 257

RIPPED FROM THE HEADLINES: Ethical/Sustainable

Decisions in the Real World 257

Stages in Consumers' Adoption of a New Product 258

Innovator Categories 260

Product Factors That Affect the Rate of Adoption 262

Real **People**, Real **Choices:** Here's my choice. . . 263

Study Map 264

**Objective Summary 264** 

**Key Terms 264** 

**Chapter Questions and Activities 266** 

Marketing in Action Case: Real Choices at Kodak 267

C R pr

CHAPTER 9: Manage the Product .........268

Real People, Real Choices: Here's my

problem... 269

PRODUCT PLANNING: USE PRODUCT
OBJECTIVES TO DECIDE ON A PRODUCT STRATEGY 270

Objectives and Strategies for Individual Products 271
Objectives and Strategies for Multiple Products 272

Product Mix Strategies 273

Quality as a Product Objective: The Science of TQM 274	Physical Elements of the Service Encounter: Servicescapes							
Quality Guidelines 274	and Other Tangibles 304							
MARKETING THROUGHOUT THE PRODUCT LIFE CYCLE 276	RIPPED FROM THE HEADLINES: Ethical/Sustainable							
The Introduction Stage 276	Decisions in the Real World 304							
The Growth Stage 278	HOW WE PROVIDE QUALITY SERVICE 305							
The Maturity Stage 278	Service Quality Attributes 306							
The Decline Stage 278	How We Measure Service Quality 307							
CREATE PRODUCT IDENTITY: BRANDING	Strategic Issues When We Deliver Service							
DECISIONS 279	Quality 309							
What's in a Name (or a Symbol)? 279	MARKETING PEOPLE, PLACES, AND IDEAS 310							
Why Brands Matter 281	Marketing People 310							
Branding Strategies 283	Marketing Places 312							
Individual Brands versus Family Brands 284	Marketing Ideas 313							
National and Store Brands 284	The Future of Services 313							
Generic Brands 285	Real <b>People</b> , Real <b>Choices</b> : Here's my							
Licensing 285	choice 315							
Cobranding 285	Study Map 316							
Brand Metrics 286	Objective Summary 316							
CREATE PRODUCT IDENTITY: THE PACKAGE	Key Terms 316							
AND LABEL 286	-							
What Packages Do 287	Chapter Questions and Activities 317							
Design Effective Packaging 288	Marketing in Action Case: Real Choices							
Labeling Regulations 289	at Clear & SIMPLE™ 319							
RIPPED FROM THE HEADLINES: Ethical/Sustainable								
Decisions in the Real World 289	CHAPTER 11: Price the Product320							
ORGANIZE FOR EFFECTIVE PRODUCT	Real <b>People,</b> Real <b>Choices:</b> Here's my							
MANAGEMENT 290	problem 321							
Manage Existing Products 290	"YES, BUT WHAT DOES IT COST?" 322							
Brand Managers 290	What Is Price? 322							
Product Category Managers 290								
Market Managers 291	Step 1: Develop Pricing Objectives 324							
Organize for New-Product Development 291	COSTS, DEMAND, REVENUE, AND THE PRICING ENVIRONMENT 326							
Real <b>People,</b> Real <b>Choices:</b> Here's my choice 291	Step 2: Estimate Demand 326							
Study Map 292	Step 3: Determine Costs 331							
Objective Summary 292	Step 4: Evaluate the Pricing Environment 336							
Key Terms 292	PRICING THE PRODUCT: ESTABLISHING STRATEGIES							
Chapter Questions and Activities 293	AND TACTICS 340							
Marketing in Action Case: Real Choices	Step 5: Choose a Pricing Strategy 340							
at Sony 295	Step 6: Develop Pricing Tactics 344							
-	PRICING AND ELECTRONIC COMMERCE 347							
CHAPTER 10: Services and Other	Dynamic Pricing Strategies 347							
Intangibles: Marketing the Product That Isn't	Online Auctions 347							
There296	Freenomics: What If We Just Give It Away? 347 Pricing Advantages for Online Shoppers 348							
Real <b>People</b> , Real <b>Choices:</b> Here's my problem 297	PSYCHOLOGICAL, LEGAL, AND ETHICAL ASPECTS OF PRICING 349							
MARKETING WHAT ISN'T THERE 298	Psychological Issues in Setting Prices 349							
What Is a Service? 298	Psychological Pricing Strategies 350							
Characteristics of Services 298	Legal and Ethical Considerations in B2C Pricing 351							
The Service Encounter 301	Legal Issues in B2B Pricing 352							
How We Classify Services? 302	RIPPED FROM THE HEADLINES: Ethical/Sustainable							
Core and Augmented Services 303	Decisions in the Real World 353							
<del></del>								

Real <b>People,</b> Real <b>Choices:</b> Here's my choice 354	CHAPTED 121 One to Manus Advertising						
Study Map 355	<b>CHAPTER 13:</b> One-to-Many: Advertising, Public Relations, and Consumer Sales						
Objective Summary 355	Promotion402						
Key Terms 355	Real <b>People</b> , Real <b>Choices</b> : Here's my						
Chapter Questions and Activities 357	problem 403						
Marketing in Action Case: Real Choices at	ADVERTISING: THE IMAGE OF MARKETING 404						
Amazon 359	Types of Advertising 405						
Marketing Math360	Who Creates Advertising? 406						
INCOME STATEMENT AND BALANCE SHEET 360	User-Generated Advertising Content: Do-it-Yourself						
IMPORTANT FINANCIAL PERFORMANCE RATIOS 363	Advertising, and Crowdsourcing 407						
Operating Ratios 364	Ethical Issues in Advertising 408						
INVENTORY TURNOVER RATE 364	RIPPED FROM THE HEADLINES: Ethical/Sustainable						
RETURN ON INVESTMENT 365	Decisions in the Real World 409						
PRICE ELASTICITY 366	DEVELOP THE ADVERTISING CAMPAIGN 410						
COST-PLUS PRICING 367	Step 1: Understand the Target Audience 410						
Markup on Cost 367	Step 2: Establish Message and Budget Objectives 411						
Markup on Selling Price 367	Step 3: Create the Ads 411						
	Step 4: Pretest What the Ads Will Say 415						
PART FOUR Communicate the Value	Step 5: Choose the Media Type(s) and Media Schedule 416						
Proposition 370	Step 6: Evaluate the Advertising 425						
	PUBLIC RELATIONS 426						
CHAPTER 12: One-to-One to Many-to-	Plan a Public Relations Campaign 427						
Many: Traditional and New Media372	Public Relations Objectives 428						
Real <b>People</b> , Real <b>Choices</b> : Here's my	Public Relations Tactics 430						
problem 373	SALES PROMOTION 432						
THE TRADITIONAL COMMUNICATION MODEL:	Sales Promotion Directed toward Consumers 432						
ONE-TO-MANY 374	Real <b>People,</b> Real <b>Choices:</b> Here's my choice 436						
The Communication Model 376	Study Map 436						
The Traditional Promotion Mix 379	Objective Summary 436						
THE UPDATED COMMUNICATION MODEL: MANY-TO-MANY 382	Key Terms 436						
Buzz Building 383	Chapter Questions and Activities 438						
RIPPED FROM THE HEADLINES: Ethical/Sustainable	Marketing in Action Case: Real Choices						
Decisions in the Real World 384	at JetBlue 441						
New Social Media 386							
PROMOTIONAL PLANNING IN A WEB 2.0 WORLD 390	CHAPTER 14: One-to-One: Trade						
Step 1. Identify the Target Audience(s) 390	Promotion, Direct Marketing, and Personal						
Step 2. Establish the Communication Objectives 391	Selling442						
Step 3: Determine and Allocate the Marketing	Real <b>People</b> , Real <b>Choices:</b> Here's my						
Communication Budget 392	problem 443						
Step 4: Design the Promotion Mix 395	TRADE SALES PROMOTION: TARGETING THE B2B						
Step 5: Evaluate the Effectiveness of the Communication	CUSTOMER 444						
Program 396	Discount Promotions 445						
Multichannel Promotional Strategies 396	Sales Promotion Designed to Increase Industry						
Real <b>People</b> , Real <b>Choices</b> : Here's my choice 397	Visibility 446						
Study Map 398	DIRECT MARKETING 447						
Objective Summary 398	Mail Order 447						
Key Terms 398	Direct Mail 448						
Chapter Questions and Activities 399	Telemarketing 449						
Marketing in Action Case: Real Choices	Direct-Response Advertising 449						
American Express 401	M-Commerce 450						

Decisions in the Real World 450 PERSONAL SELLING: ADDING THE PERSONAL TOUCH TO PERSONAL SELLING: ADDING THE PERSONAL SELLING: ADDING THE PERSONAL SELLING: ADDING THE PERSONAL SELLING MAY 451 The Role of Personal Selling in the Marketing Mix 451 The Role of Personal Selling 459 THE LANDSCAPE OF MODERN PERSONAL SELLING 455 Two Approaches to Personal Selling 456 THE CREATIVE SELLING PROCESS 457 Step 1: Prospect and Quality 457 Step 1: Prospect and Quality 457 Step 1: Prospect and Quality 457 Step 2: Prospect and Quality 457 Step 2: Prospect and Quality 457 Step 3: Prospect and Quality 457 Step 4: Seles Proce Selective Distribution 248 Step 4: Develop Distribution Tactics 489 RIPDED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 490 LOGISTICS: WIMPLEMENT THE SUPPLY CHAIN 491 The Lovedown on Logistics 492 Inventory Centrol. IJT, RTID, and Pat Pashton 495 Step 5: Hollow-up 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choloces: Here's my choice 463 Step 4: Develop Distribution Chain 459 Step 4: Develop Distribution Chain 459 Step 5: Hollow-The HEADLINES: Ethical/Sustainable Decisions in the Real World 490 Locisions in the Supris Chain Metrics 499 Inventory Centrol. IJT, RTID, and Pat Pashton 495 Step 5: Choloces: Here's my choice 463 Step 4: Develop Distribution Chain 495 Step 4: Develop Distribution Chain 495 Step 4: Develop Distribution Chain 496 Step 4: Develop Distribution Chain 496 Step 5: And Morris Metrics 490 Intersited 491 Intersited 490 Intersited 491 Intersited 491 I	RIPPED FROM THE HEADLINES: Ethical/Sustainable	PLAN A CHANNEL STRATEGY 485
PERSONAL SELLING: ADDING THE PERSONAL TOUCH TO THE PROMOTION MIX 431 The Role of Personal Selling in the Marketing Mix 431 The Role of Personal Selling in the Marketing Mix 431 The LANDSCAPE of MODERN PERSONAL SELLING 455 Types of Sales Jobs 455 Types of Sales Jobs 455 Types of Sales Jobs 455 Type so Sales Jobs 455 Types of Sales Jobs 455 Type so Sales Jobs 456 THE CREATIVE SELLING PROCESS 457 Step 1: Prospect and Qualify 457 Step 2: Preapproach 458 Step 3: Approach 459 Step 3: Approach 459 Step 5: Cheek Presentation 459 Step 6: Cheek Sale 459 Step 7: Follow-up 460 SALES MANAGEMENT 460 Create a Sales Force Objectives 460 Create a Sales Force Objectives 460 Create a Sales Force Objectives 460 Evaluate the Sales Force 462 Rear People, Real Choices: Here's my choice 463 Bludy Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468 Marketing in Action Case: Real Choices: Here's my problem 471 PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473 DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channel 476 WHOLESALING MITTARREDABLES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Types Of Distribution Channels 478 Merchandise Agents or Brokers 480 Merchandi		
The Role of Personal Selling in the Marketing Mix 451 Technology and Personal Selling 456 THE CANDSCAPE OF MODERN PERSONAL SELLING 455 Types of Sales Jobs 455 THE CREATIVE SELLING PROCESS 457 Step 1: Prospect and Qualify 457 Step 2: Preapproach 458 Step 3: Approach 459 Step 4: Sales Presentation 459 Step 5: Randic Objections 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Real People, Real Choices: Here's my choice 463 SALES MANAGEMENT 460 Create a Sales Force Objectives 460 Create a Sales Force Objective 460 Create a Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 484 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics 471 Real People, Real Choices: Here's my problem 471  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473 DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Intermet in the Distribution Channels 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Types Of Distribution Channels 478 Merchandise Agents or Brokers 480 Types Of Pistribution Channels 478 Merchandise Agents or Brokers 480 Dual and Hybrid Distribution Systems 484 Dual and Hybrid Distribution Systems 484 Dustribution Channels 478 Dustribution Channels 478 Distribution Channels 478 Distribution Channels 478 Distribution Channels 489 The Ceal People, Real Choices: Here's my choice 463 Study Map 529 Distribution Channels 478 CHAPTER 522 Strote Interaction Tactics 489 Interactive, Exclusive, or Selective Distribution Tactics 489 Interactive Suchial 490 Logistics in the Real World 511 Classify Retailers by Level of Service 512 Classify Retailers by Level of Service 512 Classify Retailers by Level of Se	PERSONAL SELLING: ADDING THE PERSONAL TOUCH TO	Step 2: Evaluate Internal and External Environmental
Tree LANDSCAPE OF MODERN PERSONAL SELLING 455 Types of Sales jobs 455 Types of Sales jobs 457 Two Approaches to Personal Selling 456 Two Approaches to Personal Selling 456 Two Approaches to Personal Selling 456 Step 3: Preapproach 459 Step 1: Prospect and Qualify 457 Step 2: Preapproach 459 Step 3: Approach 459 Step 3: Approach 459 Step 4: Sales Presentation 459 Step 5: Sales Foreentation 459 Step 5: Braide Objections 459 Step 5: Follow-up 460 SALES MANAGEMENT 480 Set Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 483 Study Map 484 Objective Summary 464 Key Terms 496 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Ell Lilly 446  PART FIVE Deliver the Value Proposition 468  Are Real People, Real Choices: Here's my problem 471 Real People, Real Choices: Here's my problem	The Role of Personal Selling in the Marketing Mix 451	
THE LANDSCAPE OF MODERN PERSONAL SELLING 455 Types of Sales Jobs 455 Types of Sales Jobs 455 Types of Sales Jobs 455 THE CREATIVE SELLING PROCESS 457 Step 1: Prosper and Qualify 457 Step 2: Preapproach 459 Step 3: Approach 459 Step 4: Sales Presentation 459 Step 3: Approach 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 6: Sales Presentation 459 Step 6: Sales Fore Objectives 460 Create a Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Revaluate the Sales Force 462 Real People, Real Choices: Here's my choice 483 Study Map 484 Objective Summary 484 Key Terms 484 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Ell Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Objective Summary 497 Diam Management, Channels of Distribution, and Logistics — 470 Real People, Real Choices: Here's my problem 471 Real People, Real Choices: Here's my problem 472 Supply Chain Management 473 DISTRIBUTION CHANNELS 485 Merchandise Segration of Roberts 480 Manufacturer-Owned Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480 Types Of Distribution Channels 481 Data land Hybrid Distribution Systems 484 Dust and Hybrid Distribution Systems 484 Distribution Channels 475 The Lowdown on Logistics 492 Inventory Control Intermediatics 478 Real		
Types of Sales Jobs 455 THE CREATIVE SELLING PROCESS 457 Step 1: Prospect and Qualify 457 Step 2: Prospect and Qualify 457 Step 2: Prospect and Qualify 457 Step 2: Prospect and Qualify 458 Step 3: Approach 459 Step 3: Approach 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 6: Close the Sale 459 Step 6: Close the Sale 459 Step 6: Close the Sale 460 Create a Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 484 Objective Summary 464 Key Terms 464 Key Terms 466 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  FART FIVE Deliver the Value Proposition 468  Chapter Questions and Activities 465 Marketing in Action Case: Real Choices: Here's my problem 471 Real People, Real Choices: Here's my problem 471 Real People, Real Choices: Here's my problem 471 Supply Chain Management 473 Supply Chain Management 475 The Intermetian of Brokers 480 Manufacturer-Owned Intermediaries 478 Merchandias Agents or Brokers 480 Manufacturer-Owned Intermediaries 480 Types OF DISTRIBUTION CHANNELS 481 Ease Channels 481 Ease Channels 481 Ease Channels 484 Dual and Hybrid Distribution Systems 484 Dustribution Channels 478 Dual and Hybrid Distribution Systems 484 Dustribution Channels 478 Dustribution Channels 478 Chapter 4 Apple 529  Distribution Channels 478 Chapter 5 Apple 6 Apple 529  Distribution Channels 478 Chapter 6 Apple 7 Appl	<i>e,</i>	
Two Approaches to Personal Sciling 455  THE CREATIVE SELLING PROCESS 457 Step 1: Prospect and Quality 457 Step 2: Preapproach 458 Step 3: Approach 459 Step 4: Sales Presentation 459 Step 4: Sales Presentation 459 Step 6: Step 8: Approach 459 Step 6: Step 8: Approach 459 Step 6: Close the Sale 459 Step 7: Follow-up 460 SALES MANAGEMENT 460 Create a Sales Force Objectives 460 Create a Sales Force Objective 460 Create a Sales Force Strategy 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 464 Objective Summary 484 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  The Evolution of Retailing: A Mixed (Shopping) Bag 504 The Evolution Continues: What's "in Store" for the Future? 508 Ethical Problems in Retailing: 510 The Volution of Retailing: 511 Classify Retailers by What They Sell 511 Ripped From The Head World 511 Classify Retailers by What They Sell 511 PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473 Independent Intermediaries 478 Merchandise Agents or Shokers 480 Manufacturer-Owned Intermediaries 480 TYPES OF DISTRIBUTION CHANNELS 481 Dual and Hybrid Distribution Systems 484 Dual and Hybrid Distribution Systems 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484		•
THE CREATIVE SELLING PROCESS 457  Step 1: Prospect and Qualify 457  Step 2: Preapproach 458  Step 3: Approach 459  Step 4: Sales Presentation 459  Step 5: Handle Objections 459  Step 7: Handle Objections 459  Step 7: Endow-up 460  SALES MANAGEMENT 460  Sales Force Objectives 460  Create a Sales Force Objectives 461  Recruit, Train, and Reward the Sales Force 461  Revaluate the Sales Force 462  Real People, Real Choices: Here's my choice 463  Study Map 464  Objective Summary 464  Key Terms 464  Chapter Questions and Activities 465  Marketing in Action Case: Real Choices at Bil Lilly 446  PART FIVE Deliver the Value Proposition 468  The Evaluation of Retailing 505  The Evolution of Retailin	• •	
Step 1: Prospect and Qualify Siep 2: Preapproach 438 Step 2: Approach 439 Step 4: Sales Presentation 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 6: Close the Sale 459 Step 7: Follow-up 460 SALES MANAGEMENT 460 Set Sales Force Objective 460 Create a Sales Force Strategy 461 Recruit, Frain, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices: Here's my problem 471  PART FIVE Deliver the Value Proposition 468  FARTILING: SPECIAL DELIVERY 504 CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, 470 Real People, Real Choices: Here's my problem 471  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473 Supply Chain Management 473 Independent Intermediaries 478 Merchandise Agents or Bookers 480 Manufacturer-Owned Intermediaries 480 TYPES OF DISTRIBUTION CHANNELS 481 B28 Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  The Lowdown on Logistics 492 Inventory Control: ITI, RED, and Fast Fashion 495 Supply Chain Merics 496 Real People, Real Choices: Here's my choice 497  Study Map 498  Chapter Questions and Activities 499 Marketing in Action Case: Real Choices: Here's my problem 602  Real People, Real Choices: Here's my choice		
Step 2: Prepapproach 458 Step 3: Approach 459 Step 4: Sales Presentation 459 Step 5: Handle Objections 459 Step 5: Handle Objections 459 Step 5: Flollow-up 460 SALES MANAGEMENT 460 SALES MANAGEMENT 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 462 Real People, Real Choices: Here's my choice. 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Ell Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels 465 Marketing in Action Case: Real Choices at Ell Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics 465 Marketing in Action Case: Real Choices: Here's my problem. 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channel 475 WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480 TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 Daul and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Inventory Control: JTI, RFID, and Fast Fashion 495 Supply Chain Metrics 496 Real People, Real Choices: Here's my choice. 497 Study Map 498 Objective Summary 498 Key Terms 498  CHAPTER 16: Retalling: Bricks and Clicks — 502 Real People, Real Choices: Here's my problem. 502 Real People, Real Choices: Her		
Step 3: Approach 459 Step 4: Sales Presentation 459 Step 5: Handle Objections 459 Step 5: Close the Sale 459 Step 6: Close the Sale 459 Step 5: Follow-up 460 SALES MANAGEMENT 460 Set Sales Force Objectives 460 Create a Sales Force Objectives 460 Create a Sales Force Objectives 460 Real People, Real Choices: Here's my choice. 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, 470 Real People, Real Choices: Here's my problem. 475  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473 DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channel 475 WHOLESALING INTERMEDIANES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480 TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B28 Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels 481 B28 Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Supply Chain Metrics 496 Real People, Real Choices: Here's my choice. 497 Study Map 498  Chapter Questions and Activities 499 Marketing in Action Case: Real Choices at Walmart 501  CHAPTER 16: Retailing: Bricks and Clicks. 502 Real People, Real Choices: Here's my problem. 503  RETAILING: SPECIAL DELIVERY 504 Realing: A Mixed (Shopping) Bag 504 The Evolution of Retailing 505 The Evolution of Retailing 510  FROM MOM-AND-POP TO SUPER WALMART: HOW MARKETERS CLASSIFY PETAIL STORES 511 Classify Retailers by Level of Service 512 Classify Retailers by Merchandise Selection 512 Monstrone RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY	•	•
Step 6: Sales Presentation 459 Step 5: Handle Objections 459 Step 6: Close the Sale 459 Step 6: Close the Sale 459 Step 7: Follow-up 460  SALES MANAGEMENT 460 Set Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 484 Objective Summary 484 Key Terms 484 Chapter Questions and Activities 485 Marketing in Action Case: Real Choices: Here's my problem 502 Real People, Real Choices: Here's my problem 503 RETAILING: SPECIAL DELIVERY 504 Retailing: A Mixed (Shopping) Bag 504 The Evolution Continues: What's "In Store" for the Future? 508 Ethical Problems in Retailing 510 FROM MOM-AND-POP TO SUPER WALMART: HOW MARKETERS CLASSIFY RETAIL STORES 511 Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by Level of Service 512 Clas	• • • •	•
Step 5: Handle Objections 459 Step 6: Close the Sale 459 Step 7: Floliuw-up 460  SALES MANAGEMENT 480 Set Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 484 Objective Summary 464 Key Terms 498 Chapter Questions and Activities 499 Marketing in Action Case: Real Choices at Walmart 501  CHAPTER 16: Retailing: Bricks and Clicks	• • •	
Step 6: Close the Sale 459  Step 7: Follow-up 460  Set Sales Force Objectives 460 Create a Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 484 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices: Here's my problem 603 Marketing in Action Case: Real Choices: Here's my problem	•	Real <b>People</b> , Real <b>Choices:</b> Here's my choice 497
Step 7: Follow-up 460  SALES MANAGEMENT 460  Set Sales Force Objectives 460 Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 462 Real People, Real Choices: Here's my choice 463  Study Map 464 Objective Summary 464 Key Terms 486 Chapter Questions and Activities 499 Marketing in Action Case: Real Choices at Walmart 501  CHAPTER 16: Retailing: Bricks and Clicks	- ,	Study Map 498
SALES MANAGEMENT 460 Set Sales Force Objectives 460 Create a Sales Force Objectives 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices: Here's my problem 503 RETAILING: SPECIAL DELIVERY 504 Retailing: A Mixed (Shopping) Bag 504 The Evolution of Retailing 510 The Evolution of Retailing 5	•	Objective Summary 498
Chapter Questions and Activities 499 Marketing in Action Case: Real Choices at Walmart 501 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  FART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	• •	Key Terms 498
Create a Sales Force Strategy 461 Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 454 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics		Chapter Questions and Activities 499
Recruit, Train, and Reward the Sales Force 461 Evaluate the Sales Force 462 Real People, Real Choices: Here's my choice 463 Study Map 464 Objective Summary 464 Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	•	-
Real People, Real Choices: Here's my choice	<b>~</b> .	
Real People, Real Choices: Here's my choice	Evaluate the Sales Force 462	
Objective Summary 464  Key Terms 464  Chapter Questions and Activities 465  Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics		
Objective Summary 464  Key Terms 464 Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PARTI FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	Study Map 464	Real <b>People.</b> Real <b>Choices:</b> Here's my
Retailing: A Mixed (Shopping) Bag 504  The Evolution of Retailing 505  The Evolution of Retailing 505  The Evolution of Retailing 510  The Evolution of Retailing 510  CHAPTER 15: Deliver Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	Objective Summary 464	
Chapter Questions and Activities 465 Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics 471  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Internet in the Distribution Channels 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Retailing: A Mixed (Shopping) Bag 504 The Evolution of Retailing 505 The Evolution Continues: What's "In Store" for the Future? 508 Ethical Problems in Retailing 510 FROM MOM-AND-POP TO SUPER WALMART: HOW MARKETERS CLASSIFY RETAIL STORES 511 Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by Level of Service 512 Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513 NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519 DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526 Real People, Real Choices: Here's my choice 528 Study Map 529 Objective Summary 529	· · · · · · · · · · · · · · · · · · ·	
Marketing in Action Case: Real Choices at Eli Lilly 446  PART FIVE Deliver the Value Proposition 468  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	-	
The Evolution Continues: What's "In Store" for the Future? 508 Ethical Problems in Retailing 510  CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	•	
CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	marketing in Action Case. Real Choices at Eli Lilly 140	•
CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics	PART FIVE Deliver the Value Proposition 468	
CHAPTER 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics		
Chain Management, Channels of Distribution, and Logistics	OUADTED 45	
Aro Classify Retailers by What They Sell 511  Real People, Real Choices: Here's my problem 471  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by What They Sell 511 RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513 NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519 DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526 Real People, Real Choices: Here's my choice 528 Study Map 529 Distribution Channels and the Marketing Mix 484		
Real People, Real Choices: Here's my problem 471  PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Pobjective Summary 529  RIPPED FROM THE HEADLINES: Ethical/Sustainable Decisions in the Real World 511 Classify Retailers by Level of Service 512 Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529 Objective Summary 529		Classify Retailers by What They Sell 511
PLACE: THE FINAL FRONTIER 472 Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Decisions in the Real World 511 Classify Retailers by Level of Service 512 Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Distribution Channels and the Marketing Mix 484  Objective Summary 529		
Classify Retailers by Level of Service 512 Classify Retailers by Level of Service 512 Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		Decisions in the Real World 511
Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474 Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Classify Retailers by Merchandise Selection 512 Major Types of Retailers 513  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529	·	Classify Retailers by Level of Service 512
Supply Chain Management 473  DISTRIBUTION CHANNELS: GET IT THERE 474  Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Major Types of Retailers 513  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529	PLACE: THE FINAL FRONTIER 472	
Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  NONSTORE RETAILING 517 Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		
Functions of Distribution Channels 475 The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels 475  Direct Selling 517 Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		, , , , , , , , , , , , , , , , , , ,
The Internet in the Distribution Channel 476  WHOLESALING INTERMEDIARIES 477 Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Automatic Vending 518 B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529 Objective Summary 529		
Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  B2C E-Commerce 519  DEVELOP A STORE POSITIONING STRATEGY: RETAILING AS THEATER 522 Store Image 523 Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		•
Independent Intermediaries 478 Merchandise Agents or Brokers 480 Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481 Consumer Channels 481 B2B Channels 484 Dual and Hybrid Distribution Systems 484 Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484		9
Merchandise Agents or Brokers 480  Manufacturer-Owned Intermediaries 480  TYPES OF DISTRIBUTION CHANNELS 481  Consumer Channels 481  B2B Channels 484  Dual and Hybrid Distribution Systems 484  Distribution Channels and the Marketing Mix 484  AS THEATER 522  Store Image 523  Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529	_	
TYPES OF DISTRIBUTION CHANNELS 481  Consumer Channels 481  B2B Channels 484  Dual and Hybrid Distribution Systems 484  Distribution Channels and the Marketing Mix 484  Distribution Channels and the Marketing Mix 484  Store Inlage 525  Build the Theater: Store Location 526  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		
Consumer Channels 481  B2B Channels 484  Dual and Hybrid Distribution Systems 484  Distribution Channels and the Marketing Mix 484  Distribution Channels 481  Real People, Real Choices: Here's my choice 528  Study Map 529  Objective Summary 529		Store Image 523
B2B Channels 484  Dual and Hybrid Distribution Systems 484  Distribution Channels and the Marketing Mix 484  Heal <b>People</b> , Real <b>Choices:</b> Here's my choice 528 <b>Study Map 529 Objective Summary 529</b>		Build the Theater: Store Location 526
Distribution Channels and the Marketing Mix 484 Objective Summary 529		Real <b>People</b> , Real <b>Choices:</b> Here's my choice 528
Distribution Channels and the Marketing Mix 484 Objective Summary 529	Dual and Hybrid Distribution Systems 484	Study Map 529
the state of the s	•	Objective Summary 529
	<u> </u>	· · · · · · · · · · · · · · · · · · ·

INDEX 580