Contents

Preface		viii
List of Tables		x
List of Figi	ures	xi
Chapter 1	The Marketing Concept and its Implementation in an Industrial Environment	1
	Implementation in an Industrial Environment	1
	nce of Industrial Marketing omings of Industrial Marketing	3
at the St	rategic and Tactical Levels	7
A Framework for Customer Analyses		13
Concluding	Remarks	15
Chapter 2	An Anatomy of Industrial Purchases	16
Classifying	Industrial Goods from the	
	s' Viewpoint	17
	Industrial Goods from the	••
	ers' Viewpoint	20
	my of Purchase and Buying	22
Behaviour		23
Concluding	g Remarks	27
Chapter 3	Focal Points of Buying Activity	2 9
Characteristics of the Industrial-buying Process		30
Constituent Elements of Buying Activity		36
	ts in the Corporate-buying Process	42
	and Decision-making in an Industrial	
Context	-	43
The Concept of Decision States		46

•	
V1	CONTENTS
V i	CONTENTS

The Individual Decision-making Process		
Co-ordinates of Decision-making Activity		
Concluding Remarks	60	
Chapter 4 The Human Element in Industrial Buying	62	
Concept of the Buying Centre		
A Nuclear Approach to Studying the Buying		
Centre	66	
Components of Buyer Behaviour	69	
Environmental and Organisational Constraints		
on Human Interactions	71	
Group Behaviour in an Industrial Context	76	
Behavioural Characteristics of Individuals	00	
Involved in the Industrial-buying Process	80	
Individual Characteristic Profiles	8 6 88	
Concluding Remarks	00	
Chapter 5 The Art and Science of Source Management	90	
Purchasing's Involvement in the Buying Centre		
The Evolution of Materials Management		
Task Activities in Professional Buying		
Concluding Remarks	122	
Chapter 6 Aggregate Buying Behaviour	123	
Criteria for Aggregating Customers at the		
Macro Level	124	
Innovation in Industrial Marketing	126	
Factors Distorting Diffusion Patterns	134	
Concluding Remarks	136	
Chapter 7 Methods for Analysing and Measuring		
Buying Behaviour	138	
	139	
Models of Organisational Buying Behaviour Measuring the Components of Organisational		
Buying Behaviour	1.40	
Multivariate Techniques for Investigating	148	
Industrial-buying Behaviour	150	
Concluding Remarks	152	
• • • • • • • • • • • • • • • • • • •	158	

	CONTENTS	vii
Chapter 8	Communicating with Industrial Buyers	159
The Basis for Marketing Communications Concluding Remarks		161 172
Notes and References		174
Bibliography		186
Index		209