

# Contents

---

<i>Preface</i>	<i>v</i>
1. Introduction	1
2. Social Responsibility in Marketing	28
3. Promotion: Integrated Marketing Communication	57
4. Marketing Research and Marketing Information System	92
5. The Marketing Mix and Management Process	120
6. Developing and Managing Products	143
7. Understanding the Quality and Customer Service	176
8. Retailing and Wholesaling	199
9. Markets Around the World	255
<i>Bibliography</i>	277
<i>Index</i>	279