

Brief Contents

Part 1: Strategic Marketing and Its Environment 1

1. Customer-Driven Strategic Marketing 2
2. Planning, Implementing, and Evaluating Marketing Strategies 24
3. The Marketing Environment, Social Responsibility, and Ethics 47

Part 2: Marketing Research and Target Market Analysis 75

4. Marketing Research and Analytics 76
5. Target Markets: Segmentation and Evaluation 105

Part 3: Buying Behavior, Global Marketing, and Digital Marketing 129

6. Consumer Buying Behavior 131
7. Business Markets and Buying Behavior 157
8. Reaching Global Markets 180
9. Digital Marketing and Social Networking 206

Part 4: Product and Price Decisions 233

10. Product, Branding, and Packaging Concepts 234
11. Developing and Managing Goods and Services 264
12. Pricing Concepts and Management 293

Part 5: Distribution Decisions 323

13. Marketing Channels and Supply Chain Management 324
14. Retailing, Direct-to-Consumer Marketing, and Wholesaling 358

Part 6: Promotion Decisions 385

15. Integrated Marketing Communications 386
16. Advertising and Public Relations 410
17. Personal Selling and Sales Promotion 436

Glossary 464

Endnotes 476

Feature Notes 500

Name Index 502

Organization Index 508

Subject Index 512

Available only online:

Appendix A: Financial Analysis in Marketing

Appendix B: Sample Marketing Plan for Star Software Inc.

Appendix C: Careers in Marketing

Appendix D: Marketing Analytics