

Part 1

Marketing Strategy and Customer Relationships

- 1 An Overview of Strategic Marketing 2
- 2 Planning, Implementing, and Controlling Marketing Strategies 27

Part 2

Environmental Forces, Social Responsibility, and Ethics

- 3 The Marketing Environment 56
- 4 Social Responsibility and Ethics in Marketing 85

Part 3

Markets and Customer Behavior

- 5 Consumer Buying Behavior 120
- 6 Business Markets and Buying Behavior 149
- 7 Reaching Global Markets 173

Part 4

Using Technology, Information, and Target Market Analysis

- 8 E-Marketing and Customer Relationship Management 212
- 9 Marketing Research and Information Systems 239
- 10 Target Markets: Segmentation, Evaluation, and Positioning 267

Part 5

Product Decisions

- 11 Product Concepts 302
- 12 Developing and Managing Products 325
- 13 Branding and Packaging 349
- 14 Service Marketing 375

Part 6

Distribution Decisions

- 15 Marketing Channels and Supply Chain Management 404
- 16 Wholesaling and Physical Distribution 431
- 17 Retailing and Direct Marketing 461

Part 7

Promotion Decisions

- 18 Integrated Marketing Communications 492
- 19 Advertising and Public Relations 519
- 20 Personal Selling and Sales Promotion 545

Part 8

Pricing Decisions

- 21 Pricing Concepts 576
- 22 Setting Prices 603

- Appendix A Careers in Marketing A-1
- Appendix B Financial Analysis in Marketing A-17
- Appendix C Sample Marketing Plan A-27