

MARKETING
THEORY AND PRACTICE

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MANAGEMENT

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University of Strathclyde

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MARKETING THEORY AND PRACTICE

Second Edition

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Keith Crosier
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Anita Kennedy
Joanna Kinsey
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Preface to the first edition

The enigma of marketing is that it is one of man's oldest activities and yet it is widely regarded as the most recent of the business disciplines. In this book we examine some of the reasons which seem to us to account for this apparent contradiction as well as indicating why the theory and practice of marketing must be integrated if the profession of marketing is to achieve the status and credibility of professions such as the law or medicine.

In fact many interesting parallels may be drawn between the evolution and growth of these latter professions, especially medicine and marketing. Like medicine, marketing has been practised for thousands of years and has built up an enormous wealth of descriptive information concerning the 'art'. Familiarity with this descriptive base has now become an essential prerequisite, for it contains both the language or 'jargon' which is a feature of any specialised activity as well as the 'case-law' which enables past experience to be applied to present and future problems. However, as we note in Chapter 2, the foundation of the modern profession of medicine is generally agreed to have been laid with the transition from description to analysis which accompanied Harvey's discovery of the circulation of the blood. Since this discovery medicine has borrowed extensively from other sciences in developing its own theory and body of knowledge, but at the same time it has recognised that the practice demands the establishment of a relationship with the patient which mitigates direct translation of theory into practice.

It is our view that if marketing is to progress it must achieve a similar transition from art to applied science as has been attained by medicine and that to do this it must establish a sound theoretical foundation in its own right. Further, we would argue that, in time, knowledge of this theoretical basis should become an essential qualification for practice and that those without it will become the 'quacks' of their profession. Much of this book constitutes an elaboration of this view.

In Part I, 'The Foundations of Marketing', we trace the evolution of

the marketing concept from its origins in barter to its modern statement as a managerial philosophy of business. Based on this historical review we next consider the need for theory in marketing as a preliminary to a survey of possible sources for such a theory. In Part II, 'Evolution of Marketing Thought', we examine the theoretical foundations of four areas of central importance to the practice of marketing – consumer behaviour, communications, distribution and innovation. Of necessity such a review must be eclectic, but it is hoped that it will suffice to substantiate our claim as to the practical value of developing theory in marketing and will encourage the reader to extend his studies of the sources cited. Finally, in Part III, 'New Directions in Marketing', we summarise current thinking on the application of marketing concepts and techniques beyond consumer-goods markets, with which it is traditionally associated, before concluding with a brief look at some of the sources of criticism of marketing.

Given the scope which we are attempting within such a small volume it will readily be appreciated that our efforts must represent a compromise between the breadth of coverage necessary to sustain our basic purpose of establishing the nature and relevance of marketing and the inextricable relationship between theory and practice, and the depth essential to raise the discussion above the trivial. To help reconcile these conflicting aims five authors have co-operated in developing material and their contributions are as follows:

Chapters 1, 7, 8 and 9	Michael J. Baker
Chapters 2 and 3	Michael J. Baker and D. E. N. Dickson
Chapter 4	Jennifer L. Drayton
Chapter 5	Stephen T. Parkinson
Chapter 6	A. J. Brown

While each of these authors is responsible for his or her own contribution and any merit which the book possesses in whole or in part is to his or her personal credit, any deficiencies are the sole responsibility of the principal author.

Strathclyde University
August 1975

MICHAEL J. BAKER

Preface to the second edition

It is always gratifying to be invited to prepare a second edition of a book, for it is a clear indication that the first has enjoyed more than a modicum of success. However, it also presents a dilemma that is familiar to every marketer with a successful product: namely, what changes (if any) should be made to sustain this success?

From the feedback that we have received it would seem that the first edition met the need we had experienced ourselves for a review of the role of theory in marketing supported by a detailed analysis of a number of specific topics and rounded off with a look at emerging trends. Seven years later this need is still apparent and so we have decided not to change the original formula. That said, it is clear that the second edition is almost twice the length of its predecessor – which suggests some fairly radical changes. In the main these changes are largely represented by the inclusion of several new chapters and a radical rewrite of the core of the book concerned with the evolution of marketing thought.

Since the writing of the first edition there has been a rapid increase in the faculty of the Department of Marketing at Strathclyde University to the point where it is now believed to be the largest concentration of marketing teachers and researchers in Europe. Given such a wealth of expertise it was inevitable that subject specialists should be invited to contribute a chapter summarising the 'state of the art' with the result that each of several chapters could almost stand alone as a mini-textbook in its own right. Indeed, within the Department of Marketing these chapters are being used as core teaching materials and the book itself is to be used as one of three required texts for the open learning MBA to be launched in 1983.

Eight authors have contributed to this volume and their contributions are as follows:

Chapters 2, 3
Chapter 6

Michael J. Baker and Joanna Kinsey
Keith Crosier

Chapters 9, 10	A. J. Brown
Chapter 11	Douglas Brownlie
Chapter 6	Keith Crosier
Chapter 4	Jennifer L. Drayton
Chapter 5	Anita Kennedy
Chapter 7	Stephen T. Parkinson

Readers familiar with the first edition will find modest changes in the chapters that deal with the general issues (for which I am principally responsible) but the remainder is almost entirely new. We hope that the changes meet with your approval.

Strathclyde University
July 1983

MICHAEL J. BAKER

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