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Mastering

Marketing

Third Edition

DOUGLAS FOSTER

Revised by
JOHN DAVIS

M
MACMILLAN

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To ELIZABETH

without whose love, encouragement and
support this book would not have been
written.

**‘Devote yourself patiently to the theory
and conscientiously to the practice...’**

Confucius (551–479 BC)

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Preface to the First Edition

Marketing is accepted as a major discipline of management. As such it features prominently in most courses on business education and management development. This book defines and explains the basic concepts while avoiding unnecessary jargon. It draws upon the author's experience and practice of marketing and management in Britain, Europe, North America and some developing countries. The book highlights the extent to which successful marketing management must consider other, non-marketing, aspects of management.

The book treats marketing as an activity that can be applied equally successfully to manufacturing industry, services and non-profit-making organisations, whether at home or abroad, for both large and small enterprises. While dealing with the obvious differences encountered in each sector and showing how basic techniques are adapted for them, it avoids the excessive differentiation that has been drawn in earlier books. The cases mentioned will help all readers to appreciate the practical implications of marketing.

The work is aimed primarily at students on BEC National and Higher courses (certificate and diploma) but will also be useful reading for other similar courses. It will be useful too to all executives, being a handy 'refresher course' or reference work on their bookshelves.

Woking, 1982

DOUGLAS FOSTER

Preface to the Second Edition

The contents of the original edition of this book have been thoroughly reviewed and brought up to date. New material has been added to take account of changes in marketing thought since the first manuscript was prepared. This edition brings the subject of marketing in line with present concepts, appropriate for the objectives originally set for this book.

Woking, 1983

DOUGLAS FOSTER

Preface to the Third Edition

Much of the Second Edition has stood the test of time, and is still valid today. However, Marketing is a dynamic area and changes have taken place since 1983 which made a new edition necessary.

In this new edition there is additional coverage of developing areas, and those areas where computers are opening up new developments in old areas. Some of the apparently new areas are simply developments of old ones. Telephone selling and computerised ordering are becoming increasingly common in all areas, but even here the principle is not new. At the consumer level telephone selling is the updated version of door-to-door selling of vacuum cleaners or washing machines of old; or of the representative of the local grocer calling on families for their weekly orders, to be delivered later by bicycle or pony and trap. Equally the perceptions of people change. In the UK we now have a population where no one under 40 has lived in a world without commercial television.

In this new edition a change has been made to the assignments at the end of each chapter. They are now framed so that the reader is led to select a market or an organisation of direct interest within which to apply the topics covered within each chapter. This should ensure more continuity in the practical application of marketing analysis and methods, both for those already in employment and for those free to select their own focus.

On a personal level I hope I have kept faith with the aims and objectives of Douglas Foster, but in ways which match the needs of today's students, managers and teachers.

Henley-on-Thames, 1994

JOHN DAVIS

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