KEY MARKETING CONCEPTS

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and
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Foreword

This book was produced to meet a clear need expressed by many people for a series of concise summaries or overviews of marketing principles, concepts, tools and techniques. It is not a textbook or reader which needs to be studied cover to cover, but a work of reference for those wishing to familiarise or refamiliarise themselves with the essence of a particular aspect of marketing.

Each piece is a stand-alone coverage of an important concept in marketing which presents the essential features of that concept in a straightforward manner. It assumes some previous exposure to marketing, either from practical experience of working in an organisation or from some past or present study. It does not, however, assume any expertise on the part of the reader.

The book is, therefore, a quick and efficient reference for busy practising managers who do not have the time to go through a whole book to find the concept they need. It can also be used as a revision text for those studying marketing in some form or another. It is an excellent accompaniment to short courses on marketing.

To review a particular area in marketing, the reader simply refers to that group and selects the concept or concepts in which they are most interested. As an example, anyone wishing to get to the heart of **Pricing strategies** will be able to find it either by looking at the alphabetical checklist of concepts (pp. xi–xii) or by referring to Group E, on Understanding Positioning.

The book has been made easier to write as a result of the help and advice given by our colleagues at Cranfield. In particular, we should like to pay tribute to Professor Martin Christopher, who provided the inspiration for a number of the ideas included in the book. Without his support, this book would not have been possible.

Our students at Cranfield School of Management and other practising managers have found this approach to understanding marketing invaluable and we are pleased to be able to share it with a much wider audience.

Cranfield School of Management, 1995

MIKE MELDRUM
MALCOLM McDONALD

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