Contemporary Issues in Marketing

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*Martin Evans
and
Luiz Moutinho*

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Foreword

As a young reporter on *Marketing Week*, I was once contacted by Anita Roddick, chief executive of the Body Shop. She was about to deliver a speech to the *Marketing Society*, but confessed to a small problem. No one she had asked was able to provide a succinct definition of the term 'marketing'. Could I help?

A facetious question, of course, from someone who was indisputably one of Britain's leading marketing practitioners. But it amply illustrates a point. Marketing is not just a set of pat definitions and abstract principles distilled into a business science. To succeed, the marketer needs much more: above all – like Roddick herself – abundant energy, vision and purpose.

It is this realisation which has led to the publication of a new and very different kind of guide for would-be marketers: *Contemporary Issues in Marketing* by Martin Evans and Luiz Moutinho.

Quite properly, the book approaches marketing through a scholarly, logical schema. But it draws additional inspiration from the more haphazard reality of daily business life, as seen through the prism of our weekly news magazine.

That should give it, like any good new product development launch, a few advantages over the competition. First, it will be a more lively, approachable read, not least because it blends the everyday language of journalism with that of academe. Second, the juxtaposition of core text with news and features articles enhances the book's practical relevance for the many students who themselves aspire to be marketers.

Finally, I hope that this book will, in a modest way, convince new entrants to the world of marketing that our magazine is indispensable reading.

STUART SMITH
Editor, Marketing Week

Preface

Many courses in marketing are based on one of the major textbooks. No surprise there – that’s why those books have been written! What we have produced in this volume is a collection of themed readings from the marketing press, which supplement and complement the core text.

Our own experiences of teaching marketing plus our – and Macmillan’s – research among other marketing teachers have revealed the need for a vehicle to put some of the textbook content into a highly recognisable and practical contemporary context. That is the idea behind this book, and we have been lucky to join forces with *Marketing Week*, one of the supplementary readers most recommended by marketing teachers. This book contains over 70 key articles (‘clippings’) from *Marketing Week*, covering some of the more significant developments and issues affecting contemporary marketing. Some of these issues are not always explored fully in the ‘core textbook’ format, so our intention is to fill this gap.

The book is divided into three parts covering three marketing themes: issues in market analysis and customer behaviour, issues in marketing programmes

and issues in strategic marketing planning. Within each is a collection of highly topical issues upon which to base seminar discussions, assignments and course work. In addition, the readings act as the context in which to apply concepts, theories other course materials.

For each issue we have provided some additional notes that delve further into the topic and in some cases reflect more recent research in that area. Most of the issues are covered by more than one clipping from *Marketing Week* to demonstrate either the multifaceted nature of the issue, or how its impact and implications ‘moved on’ in the period between the publication dates of the articles in question.

We hope you enjoy this book and that it helps to enrich your marketing course. We are also keen to receive your suggestions for improvement and hear what you like about the book. You can contact us via the publisher. Enjoy the clippings!

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