INDUSTRIAL MARKETING

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To our wives, Jo and Margaret

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Preface

The range of products covered by the phrase 'industrial marketing' is enormous – from turbo-generators to shop fittings, from electronic computers to carbon paper, from oil rigs to nuts and bolts. It is the purpose of this book to convey, as concisely as possible, some understanding of the problems of marketing this vast array.

Any analysis in this field needs to recognise at least three things: that industrial marketing is 'different'; second, that while products are numerous they can be grouped by common characteristics; and third, as with all marketing, prime importance must be laid on the nature of demand for them, and methods of gauging this demand, otherwise no coherent marketing and selling can take place.

Accordingly this book emphasises the special features of industrial marketing in Chapter 1. In Chapter 2 an analysis of the peculiarities of demand for these products, allied with a study of the main features of product groups, is provided in order to give a broad backcloth to the more detailed study of market factors which follows.

Chapter 3 specifically deals with the motives and behaviour of industrial buyers – the ultimate foundation of successful supplier marketing. Chapter 4 deals with marketing planning and discusses how new products can be planned to cater for market needs. Chapters 5 to 7 are concerned with market research and forecasting. The modern industrial marketer has a double problem – he needs not only an appreciation of the contribution of conventional market research, but also some acquaintance with the problems and methods of forecasting. These chapters meet these needs not only by discussing relevant techniques in the two areas, but also by showing the varied needs of different sizes and types of companies and how these can be met in different ways. Drawing on practical experience, it is shown that market research and forecasting are moving towards consolidation as a common discipline.

The remaining chapters deal respectively with channel management, pricing and sales promotion. The theme is therefore pursued that it is this detailed base of market knowledge – in connection

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both with the present and future – which can alone provide the foundation of effective marketing and selling. At the same time emphasis is placed on the fact that in marketing not all can be neatly quantified. In such areas as personal selling and advertising, dealt with in detail in the book, much room still remains for creativity.

Throughout the book modern practical examples are given which will have an obvious appeal to both managers and students.

R. McT.

A. M.

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