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MASTERING MARKETING

DOUGLAS FOSTER

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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 B.C.)

CONTENTS

<i>Preface</i>			x
<i>Acknowledgements</i>			x
1 Introduction to marketing	1.1	The marketing concept	1
	1.2	The meaning and aims of marketing	3
	1.3	Some common misconceptions	4
	1.4	Why marketing can fail	5
	1.5	Definitions and practical implications	7
	1.6	Basic marketing techniques	10
	1.7	The marketing mix	10
	1.8	Marketing and the smaller company	19
	1.9	Marketing industrial products	21
	1.10	Some case illustrations	29
2 The firm and its markets	2.1	Business and society	35
	2.2	Business and competition	40
	2.3	Theory of business strategy and policy	41
	2.4	Public control	43
	2.5	Objectives of the firm	44
	2.6	Inflation	46
	2.7	Unemployment	47
	2.8	Demand	48
	2.9	The economic environment and marketing	50
3 Marketing's role in management	3.1	Marketing and corporate planning	57
	3.2	Marketing and the board of directors	66
	3.3	Marketing and manufacturing	68
	3.4	Marketing and financial department	70
	3.5	Marketing and the personnel department	72
	3.6	Communications	73
4 Marketing information	4.1	Marketing intelligence systems	78

CONTENTS

	4.2	Types of marketing information and intelligence	79
	4.3	Types of data	81
	4.4	Types of studies	86
	4.5	Planning the research	93
	4.6	Sampling	102
	4.7	Questionnaire design	104
	4.8	Bias	107
	4.9	Forecasting	109
	4.10	Marketing information systems	114
	4.11	A cautionary tale or two	115
5	5.1	Managing products and pricing Product-market strategies	118
	5.2	What is a product?	119
	5.3	Product management	123
	5.4	Summary of work involved	129
	5.5	Profit planning	139
	5.6	Pricing	141
	5.7	Market price regulation	148
	5.8	More cautionary tales	149
6	6.1	Market management and planning Emergence of mass markets	152
	6.2	Market demand	155
	6.3	Market strategies, objectives and mix	156
	6.4	Market segmentation	160
	6.5	Market planning	169
	6.6	Managing markets	173
	6.7	Market costs	175
	6.8	Competition	176
	6.9	Case illustrations	177
7	7.1	The communications mix Mass production, mass markets and mass media	182
	7.2	Advertising	183
	7.3	Components of an advertisement	195
	7.4	Sales promotions	208
	7.5	Packaging	214
	7.6	Public relations	215
	7.7	The promotional mix	216
	7.8	Personal selling	219
	7.9	Sales planning and control	233
	7.10	Case illustrations	245

8	Physical distribution	8.1	Role and functions	248
		8.2	Costs and benefits	257
		8.3	Developments in PD	262
		8.4	Distribution in the EEC	263
9	Some other aspects of marketing	9.1	Other components of the marketing mix	272
		9.2	Marketing planning and marketing plans	275
		9.3	Marketing and society	280
		9.4	Marketing of services	286
		9.5	International marketing: considerations	292
		9.6	International marketing: methods	299
		9.7	Further thoughts on developing countries	301
		9.8	In conclusion	301

Appendices

<i>A.1 Glossary of the more usual marketing terms</i>	303
<i>A.2 Product screen (qualitative)</i>	312
<i>A.3 Market screen</i>	312
<i>A.4 Product-market screen</i>	313
<i>A.5 Selected bibliography</i>	314
<i>Index</i>	315

PREFACE

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

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