

CONTENTS

LIST OF FIGURES AND TABLES	X	The Offer and the Marketing Mix.....	14
		Industry 4.0 and the Era of Marketing Convergence	17
		Chapter Summary.....	33
		Review Questions.....	34
		Key Terms	34
<hr/>			
ABOUT THE AUTHOR.....	XVI	<hr/>	
FOREWORD	XVII	<hr/>	
ACKNOWLEDGEMENTS.....	XXI	<hr/>	
ABBREVIATIONS	XXIII	<hr/>	
ENDORSEMENTS.....	XXVI	<hr/>	
<hr/>			
<div>1</div>			
<hr/>			
UNDERSTANDING MARKETING			
<hr/>			
Introduction.....	4	<div>2</div>	
Everything Matters: The Evolution of Marketing.....	7	<hr/>	
Marketing: Definitions and Core Concepts.....	10	UNDERSTANDING BUYERS	
		<hr/>	
		Introduction.....	42
		The Relevance of Buyer Behavior.....	44
		The Consumer Decision-Making Process	47
		The Digital Customer Journey	56
		B2B Buyer Behavior	63
		Chapter Summary.....	70
		Review Questions	70
		Key Terms	71
		<hr/>	
		<div>3</div>	
		<hr/>	
		SEGMENTATION, TARGETING, AND POSITIONING	
		<hr/>	
		Introduction	80
		Segmentation and Its Marketing Value.....	82

The Bases for Segmentation	85
The Segmentation Procedure.....	91
Targeting.....	95
Positioning	100
Chapter Summary.....	112
Review Questions.....	112
Key Terms	113



MARKETING RESEARCH AND ANALYSIS

Introduction.....	118
The Role of Market Research in Marketing Decision-Making.....	120
Marketing Information Systems.....	121
The Marketing Research Process	126
Evaluating Research Quality	145
Chapter Summary.....	150
Review Questions.....	150
Key Terms	150



MARKETING STRATEGY

Introduction.....	156
Marketing Strategy.....	157
The Strategic Planning Process	161
The Marketing Plan	171
Chapter Summary.....	177
Review Questions.....	177
Key Terms	178



CREATING VALUE: PRODUCTS AND SERVICES

Introduction.....	184
Products, Product Levels, and Value	186
Product Portfolio Management.....	192
Innovations and New Product Development.....	193
Product Life Cycle Management	199
The Innovation Adoption Curve	201
Chapter Summary.....	209
Review Questions.....	209
Key Terms	210



OFFERING VALUE: PRICE

Introduction.....	216
The Role of Price in the Marketing Mix.....	217
Price-Management Structure and Price Setting.....	218
Firm Capability and Pricing Effectiveness	226
Psychological Influences and Customer Value-Based Pricing.....	227

Digital Solutions for Optimal Pricing Strategies	230
Chapter Summary	237
Review Questions	237
Key Terms	238

8

DISTRIBUTING VALUE: PLACE

Introduction	244
The Role of Channels in the Marketing Mix	247
Partners in the Supply Chain	249
Channel Strategy	250
Digital Implications for Channels of Distribution	254
Chapter Summary	265
Review Questions	265
Key Terms	266

9

COMMUNICATING VALUE: PROMOTION

Introduction	270
The Role of Promotion in the Marketing Mix	271
Media and Modes in the Promotional Mix	272
The Communications Process	284
Designing Effective IMC Campaigns	286
Chapter Summary	306
Review Questions	307
Key Terms	307

PART 4: The Marketing Long Game

10

EXTENDING VALUE: PEOPLE, PROCESS, AND PRESENCE IN THE CUSTOMER EXPERIENCE

Introduction	316
Services and Marketing's Path to Value Creation	318
People, Process, and Presence in the Marketing Mix	323
Service and Customer Experience Design	325
Chapter Summary	334
Review Questions	334
Key Terms	335

11

MAINTAINING VALUE: BRANDING AND BRAND MANAGEMENT

Introduction	340
The Role of Brands	344
A Framework for Customer-Based Brand Equity	346
Building Brand Portfolios	365
Chapter Summary	370
Review Questions	370
Key Terms	370

12

MANAGING VALUE: ANALYTICS AND MARKETING VALUE MANAGEMENT SYSTEMS

Introduction	378
Making Analytics a Top Priority for Marketers	381
Managing Value with Marketing Analytics.....	383
A Framework for Managing Value with an MVMS	389
Industry 4.0 Contributions to Marketing Analytics and MVMS.....	393
Chapter Summary	403
Review Questions	403
Key Terms	404
<hr/>	
REFERENCES	406
<hr/>	
INDEX	450