

1. Record Nr.	UNINA9910154947803321
Autore	Armstrong Gary
Titolo	Marketing : an introduction // Gary Armstrong, Philip Kotler ; with Marc O. Opresnik
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2017] Â©2017
ISBN	1-292-14652-4
Edizione	[Thirteenth, Global edition.]
Descrizione fisica	1 online resource (672 pages) : color illustrations, photographs
Collana	Always Learning
Disciplina	658.8
Soggetti	Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Title Page -- Copyright Page -- Brief Contents -- Contents -- Preface -- Acknowledgments -- Part 1 Defining Marketing and the Marketing Process -- Chapter 1 Marketing: Creating Customer Value and Engagement -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Emirate's Customer-Value Driven Marketing -- What Is Marketing? -- Marketing Defined -- The Marketing Process -- Understanding the Marketplace and Customer Needs -- Customer Needs, Wants, and Demands -- Market Offerings- Products, Services, and Experiences -- Customer Value and Satisfaction -- Exchanges and Relationships -- Markets -- Designing a Customer Value-Driven Marketing Strategy -- Selecting Customers to Serve -- Choosing a Value Proposition -- Marketing Management Orientations -- Preparing an Integrated Marketing Plan and Program -- Engaging Customers and Managing Customer Relationships -- Customer Relationship Management -- Marketing at Work 1.1: Amazon: Delighting Customers and Delivering Satisfying Online Customer Experiences -- Engaging Customers -- Customer Engagement and Today's Digital and Social Media -- Consumer-Generated Marketing -- Partner Relationship Management -- Capturing Value from Customers -- Creating Customer Loyalty and Retention -- Growing Share of Customer -- Building Customer Equity -- The Changing Marketing Landscape -- The Digital Age: Online, Mobile, and Social Media Marketing -- Marketing at Work 1.2: Facebook: Real-Time Marketing

All the Time -- The Changing Economic Environment -- The Growth Of Not-for-Profit Marketing -- Rapid Globalization -- Sustainable Marketing-The Call for More Environmental and Social Responsibility -- So, What Is Marketing? Pulling It All Together -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions. Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Chapter 2 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Rolex -- Company-Wide Strategic Planning: Defining Marketing's Role -- Defining a Market-Oriented Mission -- Setting Company Objectives and Goals -- Designing the Business Portfolio -- Marketing at Work 2.1: Red Bull: The Global Market Leader in Energy Drinks Skillfully Manages Its Business Portfolio -- Planning Marketing: Partnering to Build Customer Relationships -- Partnering with Other Company Departments -- Partnering with Others in the Marketing System -- Marketing Strategy and the Marketing Mix -- Customer Value-Driven Marketing Strategy -- Developing an Integrated Marketing Mix -- Marketing at Work 2.2: DuckDuckGo: Google's Tiniest, Fiercest Competitor -- Managing the Marketing Effort -- Marketing Analysis -- Marketing Planning -- Marketing Implementation -- Marketing Department Organization -- Marketing Control -- Measuring And Managing Marketing Return On Investment -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Part 2 Understanding the Marketplace and Customer Value -- Chapter 3 Analyzing the Marketing Environment -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Philips -- The Microenvironment -- The Company -- Suppliers -- Marketing Intermediaries. Competitors -- Publics -- Customers -- The Macroenvironment -- The Demographic Environment -- The Economic Environment -- The Natural Environment -- The Technological Environment -- Marketing at Work 3.1: Chipotle's Environmental Sustainability Mission: Food With Integrity -- The Political and Social Environment -- The Cultural Environment -- Responding to the Marketing Environment -- Marketing at Work 3.2: In the Social Media Age: When the Dialogue Gets Nasty -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- online, Mobile, and social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Chapter 4 Managing Marketing Information to Gain Customer Insights -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Ferrero -- Marketing Information and Customer Insights -- Marketing Information And Today's "Big Data" -- Managing Marketing Information -- Assessing Marketing Information Needs -- Developing Marketing Information -- Internal Data -- Competitive Marketing Intelligence -- Marketing at Work 4.1: Social Media Command Centers: Listening to and Engaging Customers in Social Space -- Marketing Research -- Defining the Problem and Research Objectives -- Developing the Research Plan -- Gathering Secondary Data -- Primary Data Collection -- Implementing the Research Plan --

Interpreting and Reporting the Findings -- Analyzing and Using Marketing Information -- Customer Relationship Management (CRM) -- Big Data and Marketing Analytics -- Marketing at Work 4.2: Netflix Streams Success with Big Data and Marketing Analytics -- Distributing and Using Marketing Information -- Other Marketing Information Considerations.

Marketing Research in Small Businesses and Nonprofit Organizations -- International Marketing Research -- Public Policy and Ethics in Marketing Research -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Chapter 5 Understanding Consumer and Business Buyer Behavior -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Lenovo -- Consumer Markets and Consumer Buyer Behavior -- Model of Consumer Behavior -- Characteristics Affecting Consumer Behavior -- Marketing at Work 5.1: Word-of-Mouth Marketing: Sparking Brand Conversations and Helping Them Catch Fire -- Marketing at Work 5.2: Taco Bell: More than Just Tacos, a "Live Mas" Lifestyle -- The Buyer Decision Process -- Need Recognition -- Information Search -- Evaluation of Alternatives -- Purchase Decision -- Postpurchase Behavior -- The Buyer Decision Process for New Products -- Stages in the Adoption Process -- Individual Differences in Innovativeness -- Influence of Product Characteristics on Rate of Adoption -- Business Markets and Business Buyer Behavior -- Business Markets -- Business Buyer Behavior -- Engaging Business Buyers with Digital and Social Marketing -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions -- Critical Thinking Exercises -- And -- Online, Mobile, and Social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Part 3 Designing A Customer Value-Driven Strategy and Mix.

Chapter 6 Customer Value-Driven marketing strategy: Creating Value for Target Customers -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Henkel's Persil -- Market Segmentation -- Segmenting Consumer Markets -- Segmenting Business Markets -- Segmenting International Markets -- Requirements for Effective Segmentation -- Market Targeting -- Evaluating Market Segments -- Selecting Target Market Segments -- Marketing at Work 6.1: Hypertargeting: Walking a Fine Line between Serving Customers and Stalking Them -- Differentiation and Positioning -- Positioning Maps -- Choosing a Differentiation and Positioning Strategy -- Marketing at Work 6.2: LEGO: Successfully Reviving the Positioning Strategy and Value Proposition -- Communicating and Delivering the Chosen Position -- Reviewing and Extending the Concepts -- Chapter Review and Critical Thinking -- Objectives Review -- Key Terms -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing -- Marketing Ethics -- Marketing by the Numbers -- Video Case -- Company Cases -- Chapter 7 Products, Services, and Brands: Building Customer Value -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: IKEA -- What Is a Product? -- Products, Services, and Experiences -- Levels of Product and Services -- Product and Service Classifications -- Product and Service Decisions -- Individual Product and Service Decisions -- Product Line Decisions -- Product Mix Decisions -- Services Marketing

-- The Nature and Characteristics of a Service -- Marketing Strategies for Service Firms -- The Service Profit Chain -- Marketing at Work 7.1: HSBC: Taking Care of Those Who Take Care of the Customer -- Branding Strategy: Building Strong Brands -- Brand Equity and Brand Value -- Building Strong Brands. Managing Brands.

Sommario/riassunto

For undergraduate courses on the Principles of Marketing. An Introduction to the World of Marketing Using a Proven, Practical, and Engaging Approach Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package. The Thirteenth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. MyMarketingLab not included. Students, if MyMarketingLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyMarketingLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyMarketingLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.
