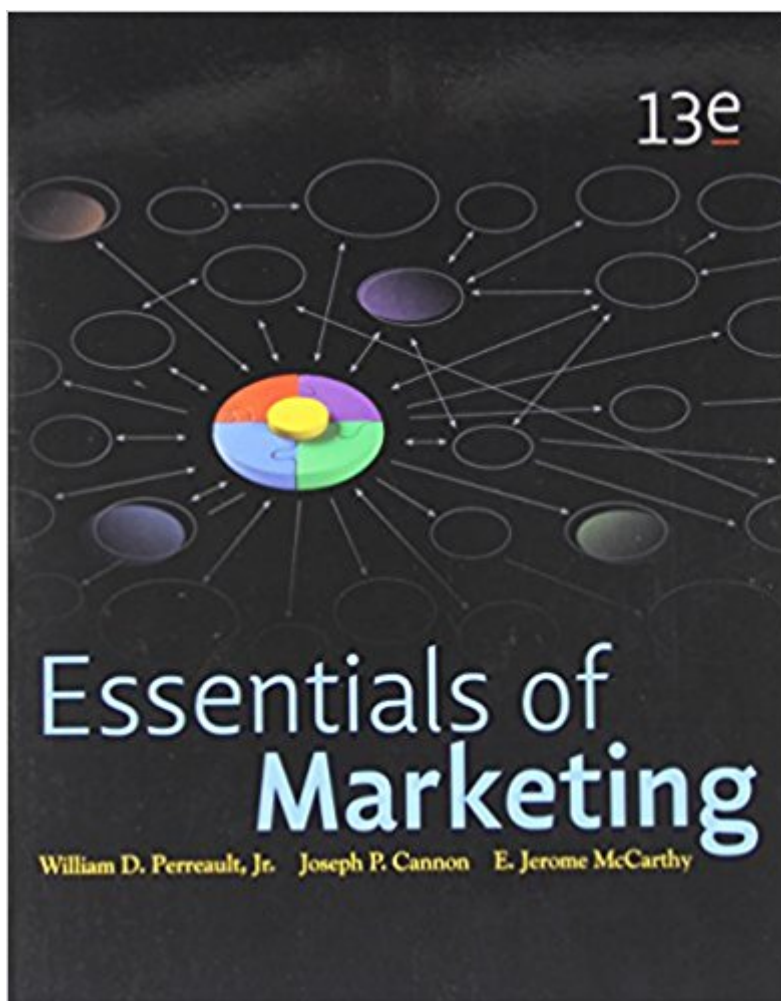


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Essentials Of Marketing, 13th Edition



Synopsis

This book is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Instructors and students can trust that this new edition of *Essentials of Marketing* and all of the other teaching and learning materials that accompany it will satisfy every instructor and student's needs. Building on *Pioneering Strengths* This author team pioneered an innovative structure using the "four Ps" with a managerial approach for the introductory marketing course. It quickly became one of the most widely used business textbooks ever published because it organized the best ideas about marketing so that readers could both understand and apply them. The unifying focus of these ideas is on how to make the marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of *Basic Marketing* and *Essentials of Marketing*, there have been constant changes in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing's best practices and ideas. What's different about *Essentials of Marketing*? The success of this franchise is not the result of a single strength or one long-lasting innovation. Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book. The text's four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. *Essentials of Marketing* teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and "how-to-do-it" techniques that relate to our overall framework for marketing strategy planning. Similarly, the *Marketing Plan Coach* on the text website helps students see how to create marketing plans. Taken together, these items speed the development of "marketing sense" and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. As opposed to many other marketing text books, the authors emphasize careful integration of special topics. Some textbooks treat "special" topics like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, marketing ethics, social issues, and business-to-business marketing in separate chapters. The

authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalization of ideas. The comprehensive package of materials gives instructors the flexibility to teach marketing their way- or for the student, the ability to learn marketing their way.

Book Information

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Customer Reviews

Teaches at the Universities of Oregon, Notre Dame, and Michigan State. Currently Kenan Professor at the University of North Carolina Kenan-Flagler Business School.

I bought this book as needed for marketing class and found it very helpful and full worth of the price. As a beginner to marketing with no business background, this book provides good knowledge of the concepts, different contents of marketing and some amazing real-life examples. Mainly with examples, this makes it a very interesting read as this relates to things that you see and apply in everyday life. The chapters are presented in a orderly manner with marketing firm success story to understand with and then 4P's of marketing in detail. I feel with this book, I understand the big picture now and see all detailed courses of marketing are just advanced details of a chapter presented in this book.

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concepts, different contents of marketing and some amazing real-life examples. Mainly with examples, this makes it a very interesting read as this relates to things that you see and apply in everyday life. The chapters are presented in an orderly manner with marketing firm success story to understand with and then 4P's of marketing in detail. I feel with this book, I understand the big picture now and see all detailed courses of marketing are just advanced details of a chapter presented in this book. The questions are pretty challenging and there are some good case studies at the end. Also, this book came with a CD which has some quiz and example marketing plan, so good to have this. I would surely consider this for anyone who does not have a marketing or business background and wants to see if this is a field of interest for them to pursue in their career. Even if that's not the case, this book is still a useful and easy read.

As a non-business major, I would like to point out that this book was very readable and easy to understand. The diagrams were very helpful, and the text clarified the concepts well. As a student, this is the kind of book I wish were available for every class. You can read the book, and from it understand the concepts easily for the tests and homework. Reviews don't seem terribly relevant for textbooks, since you have to buy it anyway if it's the one the teacher uses. However, I would also recommend this book to laypeople who just want to learn marketing. It's more understandable than many of the business major books out there. Also, I have an older copy, and there are no typos or issues that I could find. I'm not sure where comments about that are coming from - mine is the 12th edition and it's fine. After borrowing it from a friend, I've actually purchased my own copy of this book for my own shelf and reference. Recommended as a supplement for majors or reference for non-majors.

The marketer E. Jerome McCarthy proposed a four Ps classification in 1960, which has since been used by marketers throughout the world. The base of a good marketing mix has to do with: Product, Place, Promotion and Price. It is a very nice book with overviews, exhibits, color photos and diagrams. It is NOT only selling or advertising, it has to do with detect customer needs and satisfy them with products and services. Explores the value of marketing to consumers and firms, specially in our changing environments and promote to establish marketing planning for a successful future of any company. Allows to learn the importance of segmentation and positioning of products and services according to the consumer behavior, and also study the elements to success including New product development and all the details of the importance of the four Ps. Includes 36 Case Studies and the access to video cases through internet. A MUST either if marketing is NOT your field.

This textbook was required for my Intro to Marketing course in college. It is very condensed for an adult reader, especially if one is not use to reading long chapters, e.g. 20 pages per chapter. The chapters are replete with details and subheadings. It contains lots of colorful advertisement samples, example scenarios, power points, questionnaire at the end of each chapter, index, glossary and a website for videos of each chapter.

Great. Needed for school.

Required reading in my UCLA Empowered program. Ordered Kindle version but will be ordering the hardcover because it is one of those books you must have in your personal library.

This text book was filled with spelling errors, spacing errors, characters (numbers and letters) floating randomly on the pages, etc. For example:the book refers to E*trade.cornA section heading reads: THEMAR KETINGP ROGRAM SHOULD BUILD CUSTOMER EQUITYA sentence reads; "The needs of a target market often vit.tually determine the nature of an appropriate marketing mix."Other sentences: "Predict what types of bikes-handlebar styles and the types of wheeb, brakes, and materials..."Determine where in the world these bike riders a re and how to get the firms's bikes to them." "To keep growth gomg, Silverman expanded distribution to reach new markets in Europe."h's and b's are mixed upI read through the second chapter and I can say, without exaggeration, that 90% of the paragraphs have at least one - usually more than one - of these errors.I sent the text back - waiting for my refund.

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