

Kotler A FRAMEWORK FOR MARKETING MANAGEMENT

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ALWAYS LEARNING PEARSON

A Framework for Marketing Management

Framework for Marketing Management, A, Global Edition

Table of Contents

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Title Page

Copyright Page

Acknowledgments

Contents

Preface

Part 1 Introduction to Marketing Management

1 Scope of Marketing for New Realities

Marketing Management at Unilever

The Value of Marketing

The Scope of Marketing

Core Marketing Concepts

The New Marketing Realities

Company Orientation Toward the Marketplace

Updating The Four Ps

Marketing Management Tasks

Executive Summary

Notes

2 Marketing Strategies and Plans

Marketing Management at Hewlett-Packard

Marketing and Customer Value

Corporate and Division Strategic Planning

Business Unit Strategic Planning



The Marketing Plan

Marketing Implementation, Control, and Performance

Executive Summary

Notes

3 Marketing Research and Analysis

Marketing Management at Campbell Soup Company

The Marketing Information System and Marketing Intelligence

The Marketing Research System

Forecasting and Demand Measurement

Analyzing the Macroenvironment

Executive Summary

Notes

Part 2 Connecting with Customers

4 Building Long-Term Customer Relationships

Marketing Management at Pandora

Building Customer Value, Satisfaction, and Loyalty

Maximizing Customer Lifetime Value

Cultivating Customer Relationships

Executive Summary

Notes

5 Buying Dynamics of Consumers and Businesses

Marketing Management at Cisco

What Influences Consumer Behavior?

Key Psychological Processes

The Consumer Buying Decision Process

What is Organizational Buying?

Participants in the Business Buying Process

Stages in the Business Buying Process

Managing Business-to-Business Customer Relationships

Executive Summary



٨	lo	te	2
	w	ľ	7

Part 3 Strategic Brand Management

6 Target Marketing

Marketing Management at LinkedIn

Bases for Segmenting Consumer Markets

Bases for Segmenting Business Markets

Market Targeting

Executive Summary

Notes

7 Competitive and Effective Brand Positioning

Marketing Management at Burberry

Developing and Establishing a Brand Positioning

Competitive Strategies for Market Leaders

Other Competitive Strategies

Executive Summary

Notes

8 Branding and Core Business Growth

Marketing Management at Gatorade

How Does Branding Work?

Defining Brand Equity

Building Brand Equity

Measuring and Managing Brand Equity

Devising a Branding Strategy

Customer Equity

Driving Growth

Executive Summary

Notes

Part 4 Value Creation

9 Product Mix and New Offerings

Marketing Management at Lexus



Product Characteristics and Classifications

Differentiation

Product and Brand Relationships

Packaging, Labeling, Warranties, and Guarantees

Managing New Products

The Consumer-Adoption Process

Product Life-Cycle Marketing Strategies

Executive Summary

Notes

10 Analyzing and Marketing Services

Marketing Management at Emirates Airline

The Nature of Services

The New Services Realities

Managing Service Quality

Managing Product-Support Services

Executive Summary

Notes

11 Concepts and Tools for Strategic Pricing

Marketing Management at Ryanair

Understanding Pricing

Setting the Price

Adapting the Price

Initiating and Responding to Price Changes

Executive Summary

Notes

Part 5 Value Delivery

12 Developing and Managing Strategic and Integrated Marketing Channels

Marketing Management at IKEA

Marketing Channels and Value Networks



The Role of Marketing Channels

Channel-Design Decisions

Channel-Management Decisions

Channel Integration and Systems

E-Commerce and M-Commerce Marketing Practices

Channel Conflict, Cooperation, and Competition

Executive Summary

Notes

13 Managing Retailing, Wholesaling, and Logistics

Marketing Management at Warby Parker

Retailing

Private Labels

Wholesaling

Market Logistics

Executive Summary

Notes

Part 6 Value Communication

14 Designing and Managing Integrated Marketing Communications

Marketing Management at Volkswagen

The Role of Marketing Communications

Developing Effective Communications

Selecting the Marketing Communications Mix

Managing the Integrated Marketing Communications Process

Executive Summary

Notes

15 Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

Marketing Management at Procter & Gamble

Developing and Managing an Advertising Program

Sales Promotion



Events and Experiences

Public Relations

Executive Summary

Notes

16 Managing Digital Communications: Online, Social Media, and Mobile

Marketing Management at PepsiCo

Online Marketing

Social Media

Word of Mouth

Mobile Marketing

Executive Summary

Notes

17 Managing Personal Communications: Direct and Database Marketing and Personal Selling

Marketing Management at StarHub

Direct Marketing

Personal Selling and the Sales Force

Managing the Sales Force

Executive Summary

Notes

Part 7 Managing the Marketing Organization for Long-Term Success

18 Responsible Marketing in a Global Environment

Marketing Management at Patagonia

Competing On a Global Basis

Internal Marketing

Socially Responsible Marketing

Executive Summary

Notes



Glossary Α В С D Ε F G Н J Μ 0 Ρ Q R S Т U ٧ W Ζ Brand, Company, and Name Index Α В С



D

Ε

F

G

Н

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J

K

L

Μ

Ν

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P Q

Q

R

S

Т

U

٧

W

Y Z

Subject Index

Α

В

С

D

Ε

F

G

Н

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J

Κ

L

Μ

Ν

0

Р

Q

R

S

Т

U

٧

W Y

Z