

## **A Preface to Marketing Management, 15e**

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### **Detailed List of New Features**

Instructor and Student Sections of text website: [www.mhhe.com/peterdonnelly15e](http://www.mhhe.com/peterdonnelly15e)

Instructor section – includes 2 expanded supplements: a test bank of nearly 1300 multiple choice, true/false, and brief essay questions. PPT slides that highlight key text material.

Student section – additional aids to facilitate learning

### **Retained Features**

**4 Sections of the book:**

**Section One** – consists of 13 chapters that cover the essentials of marketing management, divided into 4 parts: strategic planning and marketing management; understanding target markets; the marketing mix; and marketing in special fields.

**Section Two** – provides an approach to solving marketing problems and cases: understand the situation, finding problems, and making recommendations.

**Section Three** – provides an overview of financial analysis for marketing – breakeven analysis, net present value analysis, and ratio analysis.

**Section Four** – provides a framework for developing marketing plans.

### **Chapter by Chapter Changes**

**Section I Essentials of Marketing Management**

**Chapter 1 Strategic Planning and the Marketing Management Process**

- Revised discussion of the marketing concept
- New comparison of market and production orientations

**Chapter 2 Marketing Research: Process and Systems for Decision Making**

- Expanded discussion of primary and secondary data
- New comparison of quantitative and qualitative data
- New discussion of some uses of the Internet for marketing

- Revised discussion of marketing information systems

### **Chapter 3 Consumer Behavior**

- New comparison of American cultural values
- New listing of online buying advantages and disadvantages from the consumer's point of view
- New discussion of tracking consumer behavior on social media

### **Chapter 4 Business, Government, and Institutional Buying**

- New discussion of online organizational buying
- New discussion of social media for organizational buyers and sellers

### **Chapter 5 Market Segmentation**

- Additional discussion of product positioning
- Additional discussion of segmentation bases, including a segmentation of online shoppers

### **Chapter 6 Product and Brand Strategy**

- Updated listing of the 20 best global brands
- Revised discussion of qualities of a good brand name

### **Chapter 7 New Product Planning and Development**

- New discussion of screening new product ideas
- Updated discussion of factors associated with new product success
- New discussion of new product failures and their causes

### **Chapter 8 Integrated Marketing Communication**

- New listing of the largest global and U.S. advertisers
- New discussion of online media for integrated marketing communication
- Updated discussion of advantages and disadvantages of major advertising media

### **Chapter 9 Personal Selling, Relationship Building, and Sales Management**

- New listing of factors influencing greater emphasis on personal selling
- Expanded discussion of traits of successful salespeople
- Expanded list of measures to evaluate salespeople

### **Chapter 10 Distribution Strategy**

- Additional discussion of direct sales
- New discussion of successful multichannel marketing strategies

### **Chapter 11 Pricing Strategy**

- Updated discussion of EDLP and high/low pricing strategies
- New discussion of deceptive pricing practices

### **Chapter 12 The Marketing of Services**

- New discussion of customer judgments of service quality dimensions
- New discussion of the Internet as a service

### **Chapter 13 Global Marketing**

- New listing of the top U.S. companies and their international sales
- New discussion of tips for entering emerging markets

## **Section II Analyzing Marketing Problems and Cases**

- Updated and expanded discussion of the objectives of case analysis
- Updated discussion of SWOT analysis

## **Section III Financial Analysis for Marketing Decisions**

- New listing of financial and strategic objectives

## **Section IV Developing Marketing Plans**

- Updated figures

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