

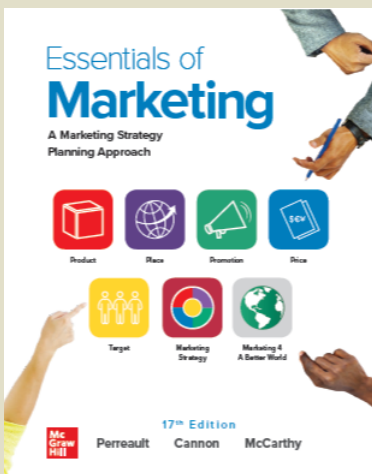
# List of Changes



## Essentials of Marketing 17th Edition

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available in



**connect**®

**Perreault's Essentials of Marketing 17e** looks at the best of marketing, where marketing practices meet target customer needs and make the world a better place. Dating back to Jerry McCarthy's ground-breaking categorization of the **4Ps of Marketing**, our practical, research-based product continues to **emphasize marketing strategy planning**. There are several big changes to this edition of Essentials of Marketing and hundreds of smaller ones. We recognize the many **dramatic** changes in the market environment and marketing strategy, and are careful to reflect those in the print, digital and supplemental product. Additionally, each revision of *Essentials of Marketing* has a few key themes that we incorporate based on the needs of the market and reviewer feedback. In *17e*, we have incorporated (1) NEW marketing for a better world (#M4BW), (2) marketing analytics, (3) active learning, and (4) currency. The following page provides a brief overview of these themes:

## It All Starts with You



McGraw-Hill Connect® is a course management and adaptive learning solution that enhances your unique voice and teaching style. As your partner, we're committed to helping you achieve your course goals and unlock student potential. That's why we've made meaningful updates to this edition.

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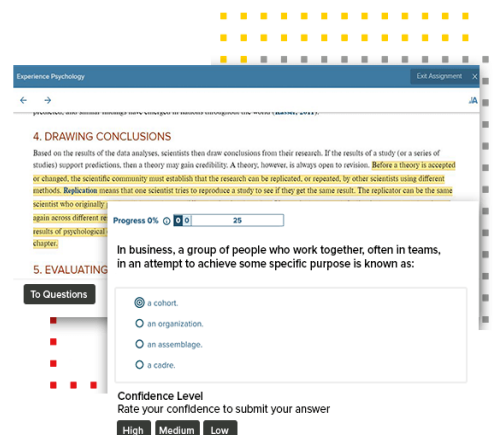
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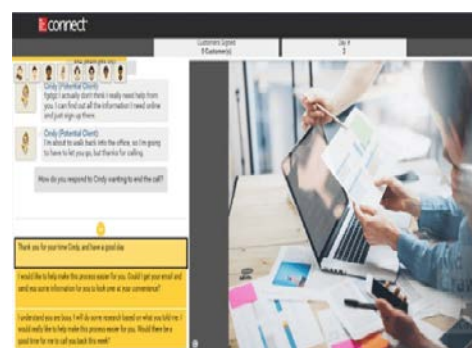
**Video Cases** — Live-action videos with accompanying multiple-choice questions challenge students to apply business concepts to everyday situations, real products, and companies.

**Marketing Analytics** — Because analytics play an increasingly important role across marketing and all other business professions, new auto-graded analytics exercises in Connect® help students learn to analyze and use data to make decisions.



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### Application-Based Activities

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**Marketing for a better world #M4BW.** Brand new to this edition—we look at the best of marketing, where marketing practices meet target customer needs and make the world a better place. When we look around, we saw so many businesses and nonprofit organizations finding ways to make a better world through their marketing efforts. We decided to highlight those efforts and you will see our “green boxes” and #M4BW across every chapter.

**Marketing analytics.** The last couple of editions of Essentials of Marketing have featured growing coverage of big data and marketing analytics. We offer flexible coverage-providing marketing analytics in every chapter along with assignable marketing analytics exercises in Connect.

**Currency.** We know that students want to read about current examples, companies and brands. In addition, with technology and customer behavior evolving so quickly, our product has made many changes in order to keep pace.

**Active learning.** Connect© and SmartBook 2.0 offer your students better opportunities to master and apply the concepts of marketing. In addition, we provide you, the instructor, a wealth of resources to use in the classroom including our unique Flip Your Marketing Class supplement and our proven In-Class activities.

## Chapter by Chapter Changes

**Chapter 1.** Refreshed with new and updated examples. New discussion and introduction of the idea of marketing for a better world and the associated #M4BW.

**Chapter 2.** An updated opener and refreshed and more current examples throughout the chapter. We added a new Ethical Dilemma. Revised and reorganized coverage of customer lifetime value and customer equity. Added examples of marketing for a better world.

**Chapter 3.** Updates for currency throughout the chapter. Minor revisions to section on objectives. Major changes throughout the technology section, including the addition of machine learning and removing the ethics coverage from this section. Many changes resulting in more streamlined coverage of the legal environment. Shortened and combined what were three major sections at the end of this chapter. Added examples of marketing for a better world.

**Chapter 4.** Updates for currency throughout this chapter with new examples. Simplified Exhibit 4–3 and coverage of segmentation. New Exhibit 4–11 provides a detailed explanation of the dynamic behavioral segmentation approach that is being used for online segmentation. Added examples of marketing for a better world.

**Chapter 5.** Updates for currency across the chapter and new examples. Added examples of marketing for a better world.

**Chapter 6.** Updates for currency and refreshed examples. New Ethical Dilemma, revisions to Exhibits 6–3, and 6–7. New exhibit added to give students more examples of different types of buying processes. Added examples of marketing for a better world.

**Chapter 7.** Many updates and new examples as marketing research continues to evolve—drawing on new sources of data and new types of marketing analytics. Major revisions to coverage of information systems and two new exhibits designed to reinforce important ideas. Deleted the section on international marketing research, with relevant content integrated elsewhere in the chapter—and dropped the related learning objective. Added examples of marketing for a better world.

**Chapter 8.** Updates throughout this chapter. New key term product line length. New exhibit to better show differences between services and goods. Significantly reduced coverage of warranties—previously had its own learning objective and major section—now briefly covered elsewhere in chapter. Added examples of marketing for a better world.

**Chapter 9.** Updated for currency. New key terms include continuous innovation, dynamically continuous innovation, and discontinuous innovation. New Ethical Dilemma. Updated coverage of managing service quality with attention to robots replacing service workers. Added examples of marketing for a better world.

**Chapter 10.** Updated for currency. Major revisions to coverage of selling direct versus indirect—reorganized and new content added. Added two new key terms: horizontal channel conflict and vertical channel conflict. Moved and updated coverage of multichannel shopping and omnichannel from Chapter 12 to this chapter as it felt like a better fit. Updated reverse channel coverage. Added examples of marketing for a better world.

**Chapter 11.** Updated for currency. Added new coverage of food delivery and service level. Major new section at the end of the chapter, “Disaster Relief—Logistics Saves Lives,” provides an example of marketing for a better world but also a nice integration and review of key concepts from this chapter. Added examples of marketing for a better world.

**Chapter 12.** We always have a lot of revisions in our coverage of retailing—and this edition is no different. To remain current, every edition requires significant rewriting, especially in our section on retailing and the Internet. Other changes include minor updates to Exhibits 12–3, 12–4, and 12–6 and moving coverage of multichannel shopping and omnichannel to Chapter 10. Added examples of marketing for a better world.

**Chapter 13.** This chapter always has a lot of new examples—students notice dated examples and we aim to eliminate them. Major revision to the section “How Typical Promotion Plans Are Blended and Integrated” that includes a better explanation of this process and new content. Added examples of marketing for a better world.

**Chapter 14.** Updated for currency. Major rewrite and coverage of customer service. Also major updates and edits to “Information Technology Provides Tools to Do the Job.” Added examples of marketing for a better world.

**Chapter 15.** Because it reflects evolutionary changes in advertising, this chapter always has major changes with each edition. Major updates include (1) updates to the chapter opening case on Domino’s; (2) new graphic that really demonstrates the changing advertising media landscape (see Exhibit 15–6); (3) deleted the separate section on advertising agencies, moving some necessary coverage elsewhere in the chapter, but really cutting back this content; (4) many revisions to the “Digital and Mobile Advertising” section; (5) new key term and coverage of influencers—including legal issues; (6) revision and updates to sales promotion; and (7) new coverage of legal issues for sales promotion. Added examples of marketing for a better world.



**Chapter 16.** This chapter is another that requires constant updating with all the changes going on with earned, owned, and social media. There were lots of small changes and updates throughout the chapter, including updates to Exhibits 16–6 and 16–7. Added examples of marketing for a better world.

**Chapter 17.** Updated for currency as well as major changes that include (1) two new key terms, benefit corporation and B-Corp Certification, (2) new Ethical Dilemma, (3) additional coverage on price level policies through the product life cycle, (4) major reorganization including new topics under “Pricing Policies for Price Reductions, Financing, and Transportation,” which included (5) streamlined coverage of geographic pricing where we eliminated key terms and coverage of FOB, zone pricing, uniform delivered pricing, and freight absorption pricing. Added examples of marketing for a better world.

**Chapter 18.** Updated for currency. New exhibit and better explanation of price sensitivity. Added examples of marketing for a better world.

**Chapter 19.** Modest updates for currency. Added examples of marketing for a better world.

**Bonus Chapter 1.** The previous edition included (1) adding a new learning objective and section “Marketing Metrics and Analytics Can Guide Marketing Strategy Planning” and (2) What’s Next? Making better decisions in a world of data analytics. This edition provides updates for currency and new examples of marketing for a better world.

**Bonus Chapter 2.** Updates for this edition include new examples for currency and examples of marketing for a better world.

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