



Grewal 7e: Marketing

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The seventh edition of Marketing sees significant changes. As always, every example, fact, and key term has been checked, updated, and/or replaced. In addition to the below, the 7th edition will feature 8 new end of chapter video cases that will be assignable within Connect as well as a brand-new Marketing Video Library, which will be updated monthly.

Chapter-by-Chapter Changes

Chapter 1: Overview of Marketing starts with a discussion of how different brands are marketing meal replacement bars, such as protein, whole food, and snack bars, to emphasize the text's cover—how marketing adds value to the meal replacement bar market. Examples using these bars are placed throughout the chapter. There are three new Adding Value boxes: the product line extension of Baby Dove, kids recycling and selling products on e-commerce platforms, and Amazon's new cashless stores. A new Ethical & Societal Dilemma box discusses gender inequality in the coffee market. At the end of the chapter is a new section that sets up the rationale for each of the special boxes included in the text. Finally, we conclude with a new case study highlighting KIND Bars' marketing strategy, a nice tie-back to the opener and the cover concept.

Chapter 2: Developing Marketing Strategies and a Marketing Plan begins with a discussion of PepsiCo's Frito-Lay snack brand, and this product line is used in examples throughout the chapter. We also introduce a new Adding Value box highlighting Sally Beauty's updated loyalty program.

Chapter 3: Digital Marketing: Online, Social, and Mobile has seen a line-by-line revision to reflect the rapid changes in digital marketing. We have added a new section that discusses the 7C framework for online marketing: core goals, context elements (design and navigation), content, community, communication, commerce, and connection. The chapter starts by highlighting the success that L'Oréal has experienced with its innovative digital marketing efforts. There are two new Ethical & Societal Dilemma boxes: Facebook's emphasis on personal posts over public content, and how Google and YouTube are helping advertisers avoid controversy. A new Adding Value box on Amazon's marketing universe appears. There is also a new Social & Mobile Marketing box that discusses P&G's responsibility in the "Tide Pod Challenge."

Chapter 4: Conscious Marketing, Corporate Social Responsibility, and Ethics begins by highlighting how sustainability is at the core of Unilever's development of its Love Beauty and Planet line. We showcase how firms must consider pertinent issues when implementing their marketing strategy using TOMS shoes. There are two new Adding Value boxes, one about a philanthropic partnership between Elbi and David Yurman, and another about Patagonia's challenge to keep conscious marketing a guiding principle in the face of growing its business. A new Ethical & Societal Dilemma box describes how Google has banned the advertising of financial products that may do more harm than good. We end the chapter with a new case study on Daily Table, a nonprofit, membership-based grocery store that serves lower-income areas.

Chapter 5: Analyzing the Marketing Environment has gone through a major revision. There is an entirely new section that describes how the physical environment of the store affects the immediate marketing environment. The Social Trends section includes new subsections about sustainability and the utilization and distribution of food. There is also a new section on technological advances and how they influence the marketing environment. The chapter begins with a discussion of how Tesla is responding to customer needs by introducing the Model 3, its first affordable electric car. A new example using Verizon and Sprint shows how competitors affect the marketing environment. There are two new Ethical & Societal Dilemma boxes: The first examines how the electric car is leading to shifts in the auto industry. The second discusses the backlash General Mills faced when it introduced its all-natural Trix cereal. A new Social & Mobile Marketing box describes Pokémon Go. We also include a new example highlighting how women might be the next big market for the gaming industry. A new example examines the response of many companies to the United States leaving the Paris Accord, and highlights how companies are responding to the environment. Finally, the chapter ends with a new case study on the rise of the electric car.

Chapter 6: Consumer Behavior has also undergone a significant revision. The Noncompensatory section now discusses choice architecture, nudges, defaults, and opt out and opt in. The Learning and Memory section now discusses the information encoding stage, information storage stage, and retrieval stage. The Situational Factors section now includes information on the sensory situation, which discusses how the five senses (visual, auditory, olfactory, tactile, and taste) affect marketing. The opener ties in the openers for Chapters 3 and 4 to discuss how consumer behavior influenced L'Oréal's new vegan hair dyes. There are two new Ethical & Societal Dilemma boxes: The first is on CVS' focus on customer health, while the second is about how "certified" may not mean safe. There are also three new Adding Value boxes: The first is about Pirch's functional showrooms. The second focuses on how La Croix has entered customers' evoked set using social media, and the third highlights how brands are meeting customer demands for healthy snacks with salty alternatives. Finally, the fourth is about Taco Bell's vile deep-fried taco that everyone seems to love. There is also a new Social & Mobile Marketing box about the partnership between Snapchat and Rent the Runway.

The chapter ends with a new case study on Amazon's, Google's, and Apple's connected home devices.

Chapter 7: Business-to-Business Marketing starts with an interesting discussion on LinkedIn and its new "native video" feature. A new Marketing Analytics box about the artificial intelligence chip being manufactured by Intel with Facebook's help is included. A new Ethical & Societal Dilemma box concerns whether Facebook should be able to block competing advertisers. There is also a new Adding Value box about how Intel is prompting problem recognition with a new advertising campaign featuring Lady Gaga. Finally, a new Social & Mobile Marketing box examines Snapchat's use of advertising.

Chapter 8: Global Marketing has a new opener highlighting Apple's global strategy. There is a new Social & Mobile Marketing box about how a social media campaign helped save Nigeria's national currency. There are two new Adding Value boxes: The first explains why Whirlpool is

raising prices in foreign markets, while the second describes Starbucks' foray into Italy. There are also two new Ethical & Societal Dilemma boxes. The first examines how fast-food chains are entering no-beef markets, while the second examines how advertising and privacy regulations are causing concern for Google in France. A new example featuring Uber and Spotify is used to highlight strategic alliances.

Chapter 9: Segmentation, Targeting, and Positioning opens with how lululemon is targeting male customers. There are two new Adding Value boxes: The first highlights how Nintendo is targeting a more mature market with its Nintendo Switch, while the second examines Under Armour's advertising campaign for extreme runners. There is a new Social & Mobile Marketing box about how teens love to share on social media. A new Ethical & Societal Dilemma box examines how Sanderson Farms targets a market that doesn't mind antibiotics in its poultry. A new example uses the NFL to highlight how brands can use differentiated targeting strategies. A P&G example is used to showcase micromarketing.

Chapter 10: Marketing Research begins with a discussion of how American Express uses analytics to better serve customers and businesses. There are two new Adding Value boxes: The first examines the use of data analytics in the restaurant industry, while the second is about how universities are using research to determine what students want to see in their fitness centers. There are also two new Marketing Analytics boxes: The first highlights Under Armour's "connected fitness" program, while the second discusses how big data are used to predict box office revenues. Finally, a new Ethical & Societal Dilemma box discusses the ethical concerns of Roomba's collecting personal data.

Chapter 11: Product, Branding, and Packaging Decisions begins with a new opener on Aston Martin's branding strategy. There is also a new Adding Value box about how B&G Foods is bringing back the Jolly Green Giant mascot. New examples include how Häagen-Dazs ice cream has increased its product depth and P&G's use of sustainable packaging.

Chapter 12: Developing New Products begins with a discussion of GE's FirstBuild independent innovation arm. A new Adding Value box discusses Mars' Goodness Knows brand's marketing campaign, which films people trying to do something new. There is also a new Ethical & Societal Dilemma box on privacy concerns surrounding smart toys. The shape of the product life cycle is highlighted with a new example featuring Microsoft's Xbox Kinect. The chapter ends with a new case study on how Mattel is reinventing itself.

Chapter 13: Services: The Intangible Product includes an opening vignette that describes how Lyft is innovating the ride-sharing industry by partnering with Taco Bell for its new "Taco Mode." Three new

Adding Value boxes appear: The first discusses how a start-up company, Cabin, is delivering a service innovation with its hotels on wheels, the second outlines how virtual reality is enabling travelers to virtually test drive their next vacation; and the third examines how luxury resorts are teaming up with auto manufacturers. A new Social & Mobile Marketing box looks at customer responses to Starbucks' mobile app—while efficient, some customers prefer the old days when baristas wrote misspelled names on the cups, followed by a smiley face. A new example showcases the tech company Motley Fool's peer-to-peer employee

recognition system. A new section is outlined in Exhibit 13.6 that discusses the various ways in which technology is augmenting the human effort. A new case study examining artificial intelligence in customer service closes the chapter.

Chapter 14: Pricing Concepts for Capturing Value describes new pricing strategies at Kroger in the opening vignette, including the pricing of its different private brands, digital pricing shelf tags, the use of dynamic pricing, and in-store mobile applications. An Adding Value box examines the trade-off that Taco Bell customers apparently do not make with regard to trading off price and value. How dynamic pricing is used to price tickets for Major League Baseball is examined in a new Marketing Analytics box.

Chapter 15: Strategic Pricing Methods and Tactics opens with an examination of Tiffany & Co.'s unsuccessful product line expansion. A new Adding Value box describes the price drop at Whole Foods following its acquisition by Amazon. The chapter also includes new examples featuring UberXL and Apple.

Chapter 16: Supply Chain and Channel Management opens with a new vignette highlighting Nike's supply chain. There is a new Adding Value box about how grocers are developing their own dairy farms, forming a vertically integrated marketing channel. There are two new Ethical & Societal Dilemma boxes: The first examines the pros and cons associated with driverless trucking, while the second discusses how technology advances adversely affect retail workers. The importance of supply chain management is highlighted in a new example about Brown Betty Dessert Boutique.

Chapter 17: Retailing and Omnichannel Marketing begins with a discussion of the implications of Amazon's acquisition of Whole Foods. The 4Ps of retailing have been expanded to the 6Ps with the addition of presentation and personnel. Target's private-label expansion is examined in a new Adding Value box. A Social & Mobile Marketing box examines Sephora's clever and risqué tactics. The chapter ends with a new case study about how Ashley Stewart, a once-struggling apparel brand catering to African American women, became the largest plus-size retailer in the United States.

Chapter 18: Integrated Marketing Communications opens with a description of how Toyota is creating ads to spice up the Camry's image and appeal to different demographic groups. There is a new Social & Mobile Marketing box on how BuzzFeed's Tasty, the division responsible for producing the site's vastly popular and widely viewed videos, is revolutionizing marketing. A new Adding Value box appears highlighting how Eggo has leveraged its role in the TV show Stranger Things.

Chapter 19: Advertising, Public Relations, and Sales Promotions starts with examinations of Volkswagen's nostalgic campaign. Exhibit 19.2 showcases new examples of emotional appeals in advertising. There are two new Ethical & Societal Dilemma boxes. The first examines some old advertising campaigns that would shock today's viewers, like the one that attempts to get mothers to give chewing gum to their toddlers. The second describes how Volkswagen is trying to put its

emissions standards scandal behind it with its new “Think New” advertising campaign. A new example compares the advertising campaigns of the new Hyundai Kona and the Subaru

Outback. The Mastercard end-of-chapter case study has been updated to include its most recent “Start Something Priceless” campaign.

Chapter 20: Personal Selling and Sales Management includes a new Marketing Analytics box on how technology and data are changing sales management. A new Adding Value box describes how Tupperware is empowering Indonesian women.