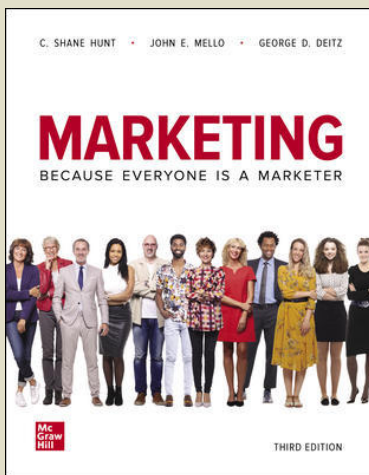


List of Changes



Marketing 3rd Edition

Shane Hunt, John Mello, George Deitz

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available in



connect®

Hunt, Mello, Deitz: *Marketing, 3rd edition*, was designed to emphasize the universal importance of marketing—because everyone is a marketer. The product was created with an emphasis on **student engagement and relevance**, as well as focus on these core tenants:

- A career focus, to help students understand how marketing will support whatever career path they choose and how to develop their own personal brand.
- Integration of key topics that are part of the daily fabric of marketing— globalization, social media, ethics, and marketing analytics.
- Seamlessly integrated results-driven technology.
- The right content for a semester-long course.

Based on the data available to us through our adaptive technology as well as feedback from the market, the following important changes have been made: Moving "Personal Selling" and "Branding" earlier in the text, increased depth and rigor in key content areas, and fresh coverage of emerging areas of importance to marketing theory and practice. Chapter-by-Chapter highlights can be found below.

Because all McGraw-Hill Connect® exercises are author-written and tested, both Connect and SmartBook® 2.0 have been significantly updated to ensure close alignment with the text. Digital, assignable, assessable content has been added to take students higher up Blooms and drive a deeper level of content understanding.

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.

New In Connect:

SmartBook® 2.0 – Our adaptive reading experience has been made more personal, accessible, productive, and mobile.

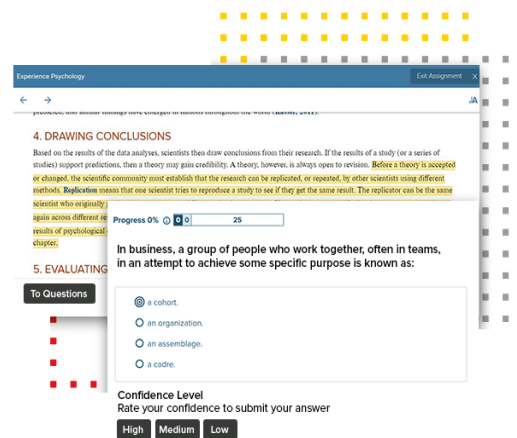
iSeeit! Videos – Short, contemporary videos provide engaging, animated introductions to key course concepts. Available and assignable at the topic level, these videos are perfect for launching lectures or to check for understanding.

Writing Assignment – This assignment type delivers a learning experience that helps students improve their written communication skills and conceptual understanding. As an instructor, you can assign, monitor, grade, and provide feedback on writing more efficiently.

Application-Based Activities – These highly interactive, automatically graded exercises provide students a safe space to practice using problem-solving skills to apply their knowledge to realistic scenarios. Each scenario addresses key concepts and skills that students must use to work through and solve course specific problems, resulting in improved critical thinking and relevant workplace skills.

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.



Learning that Fits

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Application-Based Activities

Additional Value When You Upgrade

- **NEW!** Free mobile access to SmartBook 2.0 assignments and the digital textbook with the ReadAnywhere app.
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Chapter by Chapter Changes:

Overall :

- Sequence of Chapter 9 “Personal Selling” to place immediately after Chapter 8 “Promotional Strategies.”
- New Marketing Insights Podcast Links in every chapter featuring the textbook authors and several of the executives profiled.
- New examples highlighting the role of marketing in a rapidly changing world.
- Four NEW video cases featuring dynamic organizations: National Park Service, Hershey, State Farm, and Dell.

Chapter 1: Why Marketing Matters to You

- New examples and discussion on the impact of social media on modern marketing.
- Replaced Figure 1.1, showing percentage of U.S. adults who use each social networking site and percentage of U.S. adults who get news from each social networking site.
- Updated product examples, including Kay Jewelers’ marketing efforts supporting St. Jude Children’s Research Hospital.
- Updated global business/trade statistics.
- New Executive Perspective profile.
- New Today’s Professional profile.

Chapter 2: Strategic Planning

- New Executive Perspective profile.
- New ethical challenge focused on legalized sports gambling.
- Expanded/updated McDonald’s example in internal and external considerations of the SWOT analysis.
- Updated data throughout the chapter including new presentation of auto manufacturers’ market share (Figure 2.6).
- New examples, including Disney’s diversification strategy.
- New Today’s Professional profile.

Chapter 3: The Global Environment

- Updated Figure 3.2 showing changes in average U.S. household income over time.
- New discussion on the marketing impact of Brexit.
- Updated Figure 3.5 showing U.S. unemployment rate by education level.
- New discussion on marketing to Gen Zers.
- New Today’s Professional profile.
- New examples, including Amazon’s lobbying efforts and pharmaceutical lobbying.

Chapter 4: Consumer Behavior

- New discussion of how marketers are using Instagram, Pinterest, and other social media platforms to empower consumer information search.
- Revised section on individual influences on consumer decision making, including introduction of the O-C-E-A-N personality model.
- New examples throughout the chapter, including Ford's use of social media influencers in building awareness for its new subcompact Fiesta line and Toyota's "Start Your Impossible" campaign which highlighted real-life mobility stories of Olympic and Paralympic athletes.
- New Today's Professional profile.

Chapter 5: Marketing Research

- Bulleted Improved international marketing research section, including new content on challenges that are specific to international marketing research.
- Updated section on automated facial coding in Neuromarketing section.
- New discussion on the Marketing Research Association's (MRA) updated Code of Marketing Research Standards.

Chapter 6: Product Development

- Brand-new section on "design thinking" to the idea generation stage of NPD.
- New discussion on "crowdsourcing" in the idea screening stage of NPD.
- New examples and discussion of services, differentiating them from products, and why this is important to the subject of NPD.
- New Today's Professional profile.

Chapter 7: Segmentation, Targeting, and Positioning

- Updated Table 7.1, 10 largest U.S. metropolitan areas.
- New Executive Perspective profile.
- Expanded discussion of target market analytics.
- New examples, including how Elmer's Glue is marketing to the growing number of consumers who enjoy making slime.

Chapter 8: Promotional Strategies

- New Executive Perspective profile.
- Expanded coverage of changes in advertising.
- Updated Figure 8.2 showing the percentage share of global advertising expenditure by medium.
- New Today's Professional profile.
- New examples throughout, including the impact of Instagram on organizations' promotional strategies.

Chapter 9: Personal Selling

- Updated content on sales technology and social selling, including a new feature on the use of artificial intelligence (AI) in sales.
- Introduced Sales and Marketing Executives International (SMEI) code of ethical sales conducts.
- Added a new section on sales force strategy, design, and evaluation
- New Today's Professional Profile

Chapter 10: Supply Chain and Logistics Management

- New discussion of the role of information technology in enabling supply chain processes.
- New examples and expanded content on the concept of “omnichannels” in the discussion of channels of distribution options for companies.
- Increased emphasis on the learning objectives of this chapter being tied into meeting customer needs.
- New Today’s Professional profile.

Chapter 11: Pricing

- New Today’s Professional profile.
- New discussion of shrinkflation which is the process of items shrinking in size or quantity while their prices remain the same or increase.
- Expanded discussion on the marketing impact of recent tariffs.
- New examples, including a discussion of Coke’s introduction and pricing of 8.5- ounce bottles.

Chapter 12: Retailing

- New and improved section on twenty-first-century retailing, with new content and examples of retail technology, including retail applications of technology such as artificial intelligence (AI), voice-activated search, geofencing, and VR/AR.
- Expanded section introducing students to career opportunities in retail management.
- A more streamlined discussion of physical-store retailer types with key examples.
- Extensive new discussion of Amazon’s strategy in the online retail section.

Chapter 13: Digital and Social Media Marketing

- Digital and social media marketing practices are fast-paced and constantly changing. We’ve updated content and examples throughout the chapter.
- New and improved social media marketing section, with special features on how managers at Lego and Blenders Eyewear are utilizing social media marketing as a key element to their marketing strategies.
- A brand-new section on ethical issues and best practices for digital/social media marketing.
- New Executive Perspective profile

Chapter 14: Branding

- Was Chapter 15 in second edition.
- New Executive Perspective profile featuring a brand manager.
- Expanded discussion of the role of social media in branding.
- Added discussion on UTM Parameters and Hootsuite Impact as social media monitoring tools
- New Today’s Professional profile.

Chapter 15: Customer Relationship Management

- Brand-new section on the GAP Model and its use in addressing customer needs.
- New discussion on the concept of Net Promoter Score as a method of gauging how effectively a company is in providing customer satisfaction.
- New Today's Professional profile.

Chapter 16: Social Responsibility and Sustainability

- New discussion on ethical and marketing challenges surrounding the Volkswagen emissions scandal.
- New Today's Professional profile.
- Expanded discussion of sustainable tourism.
- New examples, including Royal Caribbean Cruise Lines which requires that all the operators of its shore excursions be certified to meet sustainability targets.

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