



Marketing: The Core, 8th edition

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Chapter-by-Chapter Changes

Chapter 1:

- Update of Chobani's Success Story, New Showstopper Analysis, and New Material on Ritz-Carlton and Patagonia. Chobani's continued success at creating customer value is discussed and updated. The company's guiding mission, "Better food for more people," new products such as Drink Chobani, Chobani Flip, Smooth Yogurt, and Chobani Savor, and advertising campaigns such as "Love This Life" are presented.
- Discussion of Elon Musk and his success with entrepreneurial endeavors such as Zip2, PayPal, SpaceX, and Tesla has been added to the Marketing and Your Career section.
- New-product examples such as smart glasses and the YoYo car subscription service have been added to the discussion of potential "showstoppers" for new-product launches.
- Discussion of the Ritz-Carlton's use of relationship marketing concepts and Patagonia's Common Threads Initiative have also been added.

Chapter 2:

- New IBM Video Case, Updated Chapter Opening Example, Addition of a New Example of Social Entrepreneurship, and New Discussion of Uber's Changing Business Definition.
- The Chapter 2 opening example discusses Ben & Jerry's mission to make fantastic, sustainable, world-changing ice cream. Free Cone Day has been added to the discussion of creative marketing strategies used by the company to help accomplish its mission.
- The social entrepreneur venture NexGenVest has been added to the 30 Under 30 Forbes Social Entrepreneurs discussion in the Making Responsible Decisions box. In addition, the discussion of business definitions and business models now describes how Uber has changed its definition from a cab service, to a ride-sharing service, to a delivery service.
- The application of the Boston Consulting Group business portfolio model to Apple's product line has been updated to include changes related to the Apple Watch, the iPhone, and the iPad/iPad mini tablet devices. The end-of-chapter video case is completely new, and features the recent IBM campaign and strategy: "Let's Put Smart To Work."

Chapter 3:

- New Toyota Video Case, Update of New Trends in Marketing, New Discussion on Generation Z, and New Discussion of Gender-Neutral Marketing Actions.
- The discussion of new trends, such as the growing popularity of brand advocates, the increasing application of virtual reality and augmented reality, and the surging scrutiny regarding the collection and use of consumer data, has been updated. Generation Z, the post-millennial generation, has been added to the discussion of generational cohorts.
- The Making Responsible Decisions box includes new examples such as P&G's recyclable shampoo bottles, Unilever's "brands with purpose," and Apple's "greenest building on the planet." New gender-neutral marketing actions have been added to the Culture section.
- A discussion of new trends in technology, such as the growth of automation (e.g., autonomous cars, drones, and robots), digital assistants (e.g., Amazon's Alexa), and wearable technology, has also been added. In addition, the chapter ends with a completely new video case about Toyota, its transition to a "mobility" company, and its marketing activities related to the hydrogen fuel-cell vehicle, the Mirai.

Chapter 4:

- New Section on Consumer Touchpoints and Consumer Journey Maps, and New Figure to Illustrate a Consumer Journey Map. A new section describes consumer touchpoint, the product, service, or brand points of contact with a consumer, and consumer journey maps, the visual representation of all touchpoints where a consumer comes into contact with a company's products, services, or brands.

- The new Figure 4–4 illustrates consumer touchpoints and a consumer journey map for electronic devices sold by Apple in stores. The Marketing Matters box has been updated to reflect the latest procedures for BzzAgents.

Chapter 5:

- New Examples Including Lockheed Martin and BMW, and Updated Marketing Matters Box Regarding eBay Business Supply.
- The description of government markets has been updated to include the Orion Multi-Purpose Crew Vehicle being developed by Lockheed Martin. In addition, the Buyer–Seller Relation- ship section now includes GT Advanced Technology’s
- \$578 million contract with Apple to produce iPhone camera lenses and screens as an example of a long- term agreement. BMW’s purchase of a Cloud-based data management system from IBM has been added as an example of a new buy. In addition, the Marketing Matters box has been updated to reflect eBay’s trading platform, eBay Business Supply, which generates \$4 billion in sales annually.

Chapter 6:

- Updated Chapter Opening Example Regarding Amazon in India, and Addition of UK Withdrawal from the EU. The chapter opening example is completely updated to describe the opportunities and challenges Amazon faces as it invests billions of dollars in India.
- The Economic Integration Among Countries section has been revised to reflect increasing economic protectionism, including the withdrawal of the United Kingdom from the European Union, and discussions regarding possible changes in the North American Free Trade Agreement. In addition, Listerine has been added as a new example of product adaptation in the Product and Promotion Strategies section.

Chapter 7:

- Updated Chapter Opening Example, New Primary and Secondary Data Coverage, and New Discussion of Artificial Intelligence.
- The chapter opening example has been updated to reflect the use of marketing research in movies such as Atomic Blonde, Edge of Tomorrow, and War Dogs. An update of the Secondary Data section reflects the upcoming 2020 Census.
- The Primary Data section has been updated to include new Nielsen program ranking data, an example of Gillette’s use of observational data, a discussion of the growing use of neuromarketing technologies, and a description of McDonald’s use of test markets in developing its delivery service. In addition, artificial intelligence is discussed as part of the Intelligent Marketing Enterprise Platform presented in Figure 7–5.

Chapter 8:

- Update of Zappos’s Use of Behavioral Segmentation, New Segmentation Examples, and New Patronage Example Data. The chapter opening example has been updated to

describe how Zappos uses behavioral segmentation to deliver “happiness” to its customers.

- The Multiple Products and Multiple Market Segments section includes a new discussion of Ford's shift in strategy to reduce its product line and provide higher quality at lower prices. In addition, in the Patronage of Fast-Food Restaurants section, the patronage and user/nonuser data have been updated; also, the Future Strategies for Your Wendy's Restaurant section has been updated.

Chapter 9:

- New Discussion of the Apple-Enabled iCar and New Marketing Matters Box Coverage of Feature Fatigue. The chapter opening example has been updated to include a discussion of Apple's next innovation—the Apple-enabled iCar.
- The concept of feature bloat and fatigue is now introduced and illustrated in the Marketing Matters box. Keurig Kold and the HP Tablet are introduced as examples in the Marketing Reasons for New-Product Failures section. An example of the success of Aaron Krause's Scrub Daddy, originally pitched on Shark Tank, has been added to the section on inventors as a source of innovation.

Chapter 10:

- New Justin's Video Case, New Material on Gatorade's “Smart Cap,” New Co-Branding and Brand Dilution Coverage, and New Examples.
- The Chapter 10 discussion of Gatorade in the chapter opener now includes material on the microchip-fitted “smart cap” and the digital sweat patch for athletes and fitness buffs. In addition, new discussions of co-branding and brand dilution have been added to the Multiproduct Branding Strategy section.
- New examples include Olay Skin Care Advisor, the NFL and NBA, and P&G's acquisition of Gillette. The chapter ends with a new video case about the successful management of Justin's natural and organic nut butter products.
- The chapter ends with a new video case titled Justin's: Managing a Successful Product with Passion, which describes the inspiring story of entrepreneur Justin Gold, and the application of product management concepts to the Justin's brand of organic nut butters.

Chapter 11:

- Updated Chapter Opening Example about VIZIO, and Discussion of Apple iPhone X, 8, and 8-Plus Pricing. The updated chapter opening example describes VIZIO's approach to pricing the 50 million HDTVs it has sold since its founding. Microsoft's approach to pricing its Xbox One X videogame console is now included in the Skimming Pricing section.
- In addition, examples of penetration pricing, odd-even pricing, standard markup pricing, and cost-plus pricing have been updated to reflect the current marketplace.

Chapter 12:

- New Chapter Opening Example about Multichannel Marketing at Eddie Bauer, Updated Marketing Matters Box about IBM’s Watson, and Updated Making Responsible Decisions Box.
- A new chapter opening example describes Eddie Bauer’s “brick, click, and flip” multichannel marketing strategy. The Marketing Matters box has been updated to reflect IBM’s use of artificial intelligence to manage its supply chain. In addition, the discussion of recycling e-waste in the Making Responsible Decisions box has been updated.

Chapter 13:

- Updated Chapter Opening Example about Smart Stores, Updated Making Responsible Decisions Box, and New Discussion about YouTube Programming, Robocalls, and EDLP 2.0. Chapter 13 opens with a description of the potential impact of smart stores on the customer journey.
- The Internet of Things, biometric scanners, virtual reality, 3D modeling tools, and wearable technology are discussed. The Making Responsible Decisions box now includes information about California’s “zero-waste” laws.
- New information, such as banks’ attempts to change ATMs into smart self-service devices, has been added to the Self- Service section. In addition, YouTube’s live programming, the FTC’s discussion regarding robocalls, and Walmart’s development of EDLP 2.0 are discussed.

Chapter 14:

- Expanded Discussion about Personalization; New Section Titled “How Consumers Shop and Buy Online,” including Coverage of Social Commerce; Broadened Implementing Multichannel Marketing Section; and New Figure Illustrating a Multichannel Consumer Journey Map.
- The Interactivity, Individuality, and Customer Relationships in MarketSpace section has an expanded discussion about the differences between collaborative filtering and personalization and includes Sunglass Hut as an example of a company using personalization techniques.
- The use of chatbots has been added to the Communication section. A new section titled How Consumers Shop and Buy Online has been added and covers social commerce—the use of social networks for browsing and buying. In addition, the Implementing Multichannel Marketing section has been rewritten with new coverage of cross-channel consumer behavior, mutually reinforcing channels, and monitoring and measuring channel performance.
- New Figure 14–5 illustrates a multichannel marketing consumer journey map. This chapter was previously located later in the sequence of chapters and has been moved to follow coverage of marketing channels and supply chains (now Chapter 12) and retailing and wholesaling (now chapter 13).

Chapter 15:

- Updated Chapter Opening Example, New Advertisements, New Example of an IMC Program for a Movie, and New Discussion of the Media Agency of the Year. The chapter opening example has been completely updated to reflect Taco Bell's recent IMC activities. The company's Love & Tacos Contest; new restaurant in Las Vegas; Happily Ever After sweepstakes; super bowl ads; collaborations with Sony, the NBA, and Airbnb; and social media tactics such as Taco Tales and Clip Show posts are all discussed.
- New advertisements include examples from The North Face, Sony, and Humira. The IMC program used to promote the movie Star Wars: The Last Jedi has been added to the Scheduling the Promotion section. In addition, the work of Advertising Age's Media Agency of the Year, PHD Media, is discussed.

Chapter 16:

- Updated Chapter Opening Example about Virtual Reality and Augmented Reality in Advertising, New Advertisements and Sales Promotion Examples, and New Discussion of the Advertising Agency of the Year.
- The growing impact of virtual reality (VR) and augmented reality (AR) on advertising is discussed in the chapter opening example. New examples of VR and AR campaigns include McDonald's Happy Goggles and Lowe's Holoroom.
- Coverage includes new advertising examples from Mercedes-Benz, Progressive, Duracell, Milk Life, Amazon, AG, and Sonos and new sales promotion examples from Nabisco and Ben & Jerry's. The Identifying the Target Audience section now includes Mountain Dew and Lululemon campaigns as examples, and the Message Content section includes a discussion of the increasing use of gender neutral advertising. The chapter also includes new discussion of Advertising Age's Agency of the Year—Anomaly. In addition, the results of a recent Association of National Advertisers survey about the most common forms of compensation for ad agencies are discussed.

Chapter 17:

- New Body Glove Video Case, New Discussion on Internet-Connected Cars, New Section on Influencer Marketing, New Material on Live Streaming at Facebook, and Updated Marketing Matters Box on Vloggers. Chapter 17 opens with a discussion of the new level of mobile marketing enabled by Internet-connected cars.
- The discussion addresses three channels that can reach cars—social media, e-mail, and messaging apps. In addition, a new section titled Emergence of Influencer Marketing addresses the growth of social media influencers such as Kendall Jenner who has close to 100 million Instagram followers.
- New discussions about Facebook's privacy protection, its new dating feature, and Facebook Live have been added to the section on Mobile Marketing at Facebook. The overview of Twitter now includes an example of teenager Carter Wilkerson obtaining enough retweets to win free chicken nuggets for a year. The Marketing Matters box has been updated to describe how vloggers are becoming the online version of traditional celebrities and the Pepsi MAX "Friend Finder" YouTube video is included as an example of Pepsi's use of social media.

- The revised section titled Social Media Marketing Programs and Customer engagement introduces new key terms and definitions for social media marketing programs and customer engagement. The chapter ends with a new video case about Body Glove and the role social media play in the company's marketing plan.

Chapter 18:

- New Material on Upselling and Cross- Selling, Updated Marketing Matters Box, and New Discussion of Customer Relationship Marketing Systems and Technology, including Sales Force Automation, Marketing Automation, and Customer Service and Support Automation.
- The Consultative Selling section now includes discussion of upselling and cross-selling. The Marketing Matters box has been updated to include the most recent emotional intelligence test and the current link. In addition, the discussion of CRM systems and technology includes new material on the consolidation of customer and sales information, how marketing automation emphasizes sophisticated analytical techniques to track the behavior of anyone showing an interest in a product or service, and how customer service and support automation provides services such as "live chat."