

List of Changes



M: Marketing 7th Edition

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M: Marketing, 7th edition, continues to emphasize that marketing adds value-and essential theme woven throughout the print and digital elements.

2020 is an exciting time to study marketing! Marketing continues to change and evolve, featuring new innovative products and services, as well as employing new methods and channels by which we understand and reach customers. **M: Marketing** reflects this evolution with substantive revisions, new sections, and new models throughout.

Every fact and exhibit have been checked and updated where appropriate. **90 percent** of the chapter openers are new and **60 percent** of the informational boxes are new.

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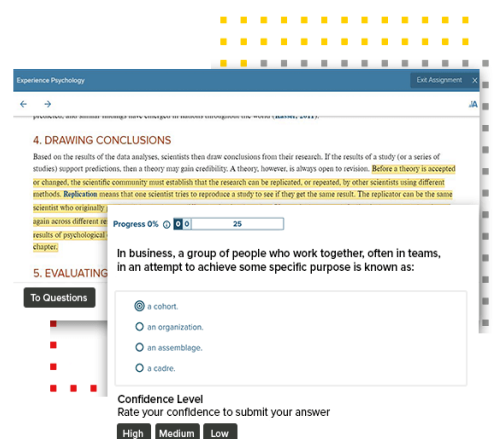
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Chapter by Chapter Changes

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, with an eye toward how these brands have evolved and how the marketing of them adds value. Examples using these bars are placed throughout the chapter. There are four new Adding Value boxes: the product line extension of Baby Dove, kids recycling and selling products on e-commerce platforms, Whole Foods' value- and purpose-based marketing, and Amazon's new cashless stores. Two new Ethical & Societal Dilemma boxes discuss gender inequality in the coffee market and criticism of Starbucks' single-use plastic cups. 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.

Chapter 2: Developing Marketing Strategies and a Marketing Plan includes several new features. There are three new Adding Value boxes highlighting Sally Beauty's updated loyalty program, how Apple has leveraged opportunities in the external environment with Apple Watch Series 4, and how Old Spice is repositioning itself to appeal to a wider audience. A Social & Mobile Marketing box highlights how Wayfair is leveraging high-tech tools to connect with consumers.

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 is a new Ethical & Societal Dilemma box detailing Facebook's emphasis on personal posts over public content. 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 is a new Adding Value box 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 is grappling with the privacy and safety of its young users on YouTube and YouTube Kids. A new Marketing Analytics box analyzes China's proposed Social Credit System to track citizens' behaviors, habits, connections, and comments.

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. A new Adding Value box highlights CVS' efforts to showcase realistic beauty in its stores and advertisements. 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.

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 Pich'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.

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. Finally, a new Social & Mobile Marketing box examines Snapchat's use of advertising.

Chapter 8: Global Marketing has a new opener highlighting how Airbnb views global marketing from a local lens to make travelers feel at home wherever they are. There is a new Social & Mobile Marketing box about how a social media campaign helped save Nigeria's national currency. A new example featuring Uber and Spotify is used to highlight strategic alliances. There is a new Adding Value box detailing Domino's digital and physical expansion.

Chapter 9: Segmentation, Targeting, and Positioning opens with how lululemon is targeting male customers. There is a new Adding Value box that highlights how JCPenney is reorganizing stores to promote exclusive fashion brands for older consumers and eliminate or scale back purchases of Millennial-centric brands. There is also a new Social & Mobile Marketing box about how teens love to share on social media. 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 Booking.com leveraged market research data to create its new “Book It List,” which includes accommodations like yurts, castles, and treehouses across the United States. 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. New examples include how Häagen-Dazs ice cream has increased its product depth and P&G’s use of sustainable packaging. There are two new Adding Value boxes: The first highlights Weight Watchers rebrand, and the second discusses the Pepsi Generation campaign that highlights past celebrity campaigns by printing them on the cans.

Chapter 12: Developing New Products begins with a discussion of GE’s FirstBuild independent innovation arm. 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. A new Social & Mobile Marketing box discusses the head-to-head battle between *Fortnite* and *Call of Duty*.

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 the mattress brand Casper created a new service it calls The Dreamery to expose potential consumers to its products; and the third outlines how virtual reality is enabling travelers to virtually test drive their next vacation. There is a new Marketing Analytics box highlighting how Aldi addresses customers’ needs by maintaining low prices, while expanding convenience with its home delivery and curbside pickup services. 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.

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. Two new Adding Value boxes examines the pricing strategy of Air France and the trade-off that Taco Bell customers apparently do not make regarding price and value. The chapter also includes new examples featuring UberXL and Apple.

Chapter 15: Supply Chain and Channel Management has undergone a major overhaul to streamline the content to make it more interesting to students who haven't had personal experience in this area. The chapter opens with a new vignette highlighting Nike's supply chain. There are three new Adding Value boxes: The first discusses how Fanatics adopted a rapid production model to get sports apparel to customers quickly; the second shows how grocers are developing their own dairy farms, forming a vertically integrated marketing channel; and the third explores where robots are succeeding and failing in warehouses. The importance of supply chain management is highlighted in a new example about Brown Betty Dessert Boutique.

Chapter 16: 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. A new Social & Mobile Marketing box highlights how brick and mortar locations continue to compete in the mobile retail world. Target's private-label expansion is examined in a new Adding Value box. A new Ethical & Societal Dilemma box discusses the rise in automated stores including Amazon Go, Bingo Box, and Hema.

Chapter 17: 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 are two new Social & Mobile Marketing boxes about how Snapchat is allowing firms to purchase targeted advertisements and how BuzzFeed's Tasty, the division responsible for producing the site's vastly popular and widely viewed videos, is revolutionizing marketing. There are two new Adding Value boxes highlighting how podcasts are becoming more interactive through in-home voice assistant delivery and how Eggo has leveraged its role in the TV show *Stranger Things*.

Chapter 18: Advertising, Public Relations, and Sales begins with a new opener about how advertising is using the Golden Arches in new and attention-grabbing ways. Exhibit 19.2 showcases new examples of emotional appeals in advertising. A new Adding Value box features Arby's record-breaking advertisement. There are two new Ethical & Societal Dilemma boxes that examine how Spotify used customer data to create highly-specific advertisements and how 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. A new example compares the advertising campaigns of the new Hyundai Kona and the Subaru Outback.

Chapter 19: Personal Selling and Sales Management opens with a new vignette about how social media influencers engage in highly personalized selling to gain followers and secure endorsement deals. A new Adding Value box highlights LinkedIn's campaign to become a tool that sellers can use to market themselves and their businesses. A new Social & Mobile Marketing box discusses how WhatsApp is altering sales practices in India.

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