To Gail, Amanda, Zachary, Alex, Orly, Rose, Evey, and Arya—my favorite market segment

—M.S.

To Patti and Justin

—G.M.

To Sonny, Patrick, Allyson, and Gaby

—E.S.
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Preface

MARKETING: REAL PEOPLE, REAL CHOICES

Why did we write this book? We’ll answer this question with a simple, yet profound, statement: Companies don’t make decisions. People do.

This is our mantra. Too often students read about what a company did or didn’t do. We’ve worked with a lot of marketers and their great brands over the years, but we’ve never “met” a company. Have you? It’s not faceless companies, but rather real flesh-and-blood people—people like your students—who agonized over important marketing decisions.

These managers (hopefully) applied the marketing lessons they learned both while in school and in the trenches to make the best choices they could. Our focus on “Real People, Real Choices” adds people (yes, real ones) to the equation that many marketing textbooks neglect. The Real People, Real Choices focus is reinforced throughout the book and in MyLab Marketing by:

- The end-of-chapter cases that require students to evaluate real companies’ decisions and make their own recommendations
- The fabulous Mini Sims students can access in MyLab Marketing
- The decision-making opportunities in the Marketing Metrics activities in MyLab Marketing
- The decision-making opportunities in many of the end-of-chapter questions and activities

To improve student results, we recommend pairing the text content with MyLab Marketing, which is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and will help your students learn and retain key course concepts while developing skills that future employers are seeking in their candidates. To meet the special challenges of online courses as well as increasing learning in face-to-face courses, MyLab provides a host of excellent assignments including Marketing Metrics, Mini Simulations, written assignments, and chapter-by-chapter quizzes.

From Mini Sims to Marketing Metrics to graded Writing Assignments, MyLab Marketing helps you teach your course your way. Learn more at www.pearson.com/mylab/marketing.

Solving Teaching and Learning Challenges

Just like the executives we profile, we know what it’s like to be in the trenches. That’s because we teach the Principles of Marketing course on a regular basis in both face-to-face and online formats. We understand the challenge of engaging an entire class of students—many of whom are not marketing majors and who come to class with a bit of a chip on their shoulders, like: “Why should I have to take this class if I’m not going into marketing as a career path?” That’s why we work hard wherever possible to emphasize the role that marketing plays in a larger context and in “real-world” organizations (and we encourage you to do so as well).
Real People vignettes feature a variety of real decision makers, from CEOs to brand managers, who confront decisions in their jobs that relate to each chapter. These vignettes help students to understand how marketing plays out in real companies including Comcast, Vové Marketing Group, Teradata, Franklin Foods, and many others. Each vignette includes a Here’s My Problem section that presents real options considered by the marketer. Students can then use their critical thinking skills to determine the best solution to each problem.

The Real People vignettes continue in MyLab Marketing as Here’s My Choice assignments. Here’s My Choice presents three possible solutions to the Here’s My Problem discussion in the print edition, and these exercises require students to use their critical thinking skills to determine the best solution to each problem. Here’s My Choice first lets students learn about an executive’s decision-making process and their ultimate choice, and then invites students to answer questions about the decision-making process in an interactive learning environment.

Rising Stars in Marketing, in MyLab Marketing, presents video clips contributed by recent successful graduates of marketing degree programs around the country. Each person shares advice about the “dos and don’ts” of job seeking and job offers with current student readers, allowing your students to explore career wisdom from those who have followed the same path they hope to take. Each video is followed with a short assessment to hold students accountable for their learning.

It’s a revelation to students when they understand that, if nothing else, they definitely will need to market themselves. This textbook was the first to emphasize the notion of “Brand You,” and to show students how the concepts they learn in the course apply directly to their own personal marketing plan. In this 10th edition, we expand on that idea as we offer a complete Brand You section in every chapter that discusses how the topic of the chapter, such as research or pricing, plays an important role in developing a personal marketing plan.

A great read—that’s how students describe our book. As we’ve always done, throughout this 10th edition we deliver content in a conversational, jargon-free, and not overly academic style that students actually enjoy reading (we know, because they tell us). One reason we can do this is because all three authors have extensive experience working in marketing in industry in addition to their academic training and experience, and to this day, all three continue to work with organizations as marketing consultants! That’s the secret sauce of what keeps Real People, Real Choices so real!

Developing Employability Skills

So, how do we prepare tomorrow’s marketer? For one, we know that he or she will need to be “a numbers person.” In the old days, a lot of students majored in marketing because they “weren’t good at math,” hence avoiding majors like accounting, finance, or economics. That’s so 20th century! Increasingly, the marketing field is data driven, and sophisticated analytics are revolutionizing the options organizations have at their fingertips to create, communicate, deliver, and measure value. We’re proud to say that with each edition we have continued to lead the field in offering instructors and students cutting-edge coverage of marketing analytics and metrics. In this edition, we’ve continued
to expand that coverage significantly to show how marketers use the exciting new tools they have available to understand and harness Big Data as they strive to identify and meet customer needs.

To reinforce this focus throughout the book:

- Each chapter includes an updated Metrics Moment box that describes some important ways to measure important marketing concepts relevant to that chapter, including an Apply the Metrics exercise that asks the student to actually work with some of these measures.

- Apply Marketing Metrics exercises at the end of each chapter provide additional opportunities for students to practice measures that marketers use to help them make good decisions.

- Way back in the 8th edition when quite a few practicing marketers hadn’t even heard of Big Data, we were proud to be the first principles of marketing textbook to devote an entire chapter (Chapter 5) to the emerging and vital topic of Big Data and marketing analytics. In this 10th edition, we’ve greatly expanded that chapter’s coverage to include numerous new key terms, many more application examples to connect concepts to practice, and several new tables and figures to further illustrate this fascinating aspect of the emerging world of the “new marketer.”

- Marketing Metrics assignments in MyLab Marketing are autograded, algorithmic assignments that let students practice their marketing metrics and analytics skills, improving their understanding of the quantitative aspects of marketing.

For students to succeed in a rapidly changing job market, they should be aware of their career options and how to go about developing a variety of skills. With MyLab Marketing and Marketing: Real People, Real Choices, students can practice their decision-making skills with the Mini Simulations. Mini Sims put students in professional roles and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.

One critical area to enhance employability in marketing today is a keen understanding of the role of digital and social media marketing approaches to marketing communication. In today’s agency and company environments, often it is digital and social marketing that takes precedent over more “traditional” promotional tools, like television and print advertising. Marketing students need to gain a body of knowledge about these newer approaches from their very first marketing course, and this 10th edition features a major reorganization of its promotion/marketing communication chapters in order to add greater emphasis to the world of digital/social approaches. Chapter 13 features updated discussion of the many types of digital media essential to marketing communications today and coverage of some ethical issues presented by digital advertising. Chapter 14 includes discussion of the wide range of social media opportunities that marketers use in their communication programs, as well as discussion of the Internet of Things followed by coverage of the traditional forms of marketing communication: sales promotion (moved from Chapter 13), direct marketing, personal selling, and public relations.
New to this Edition

So far you’ve read about a wide variety of new and enhanced features of this 10th edition. Just in case we haven’t impressed you enough already, here’s a summary list of those and more that make our book stand out as the most up-to-date, cutting-edge product in the Marketing Principles market!

- Seven of the decision-focused Real People vignettes that open each chapter are new to this edition. These new vignettes feature marketers from Comcast, Teradata, Franklin Foods, Capsule, Auto Europe, Vovéo Marketing Group, and Brandmovers.

- Nine new or extensively updated Marketing in Action cases are included at the end of chapters. These new cases feature the problems and opportunities faced by companies such as Spotify, Lego, and McDonald’s.

- Over 60 new key terms appear throughout the chapters.

- MyLab Marketing for *Marketing: Real People, Real Choices* includes:
  - New Team Mini Simulations that allow students to work through real-world business challenges with their classmates, and encourage students to practice working in teams to hone the collaboration and decision-making skills they’ll need in the workforce.
  - New Personal Inventory Assessments that promote self-reflection and awareness of one’s self, build on the new Brand You discussions in this edition, and help students develop their own brand.
  - Nine new Rising Stars in Marketing video assignments.
  - Updated Here’s My Choice assignments that align with the new chapter-opening Real People vignettes in this edition.
  - Updated warm-up assignments and chapter quizzes, and more.

For more information on changes in each chapter of this Tenth Edition, see the chart below.

### Chapter-by-Chapter Updates

| Chapter 1 Welcome to the World of Marketing: Create and Deliver Value | New Real People opening vignette featuring Suzanne McFadden from Comcast  
Updated “What’s New in the Evolution of Marketing?”  
New Rising Stars in Marketing assignment in MyLab Marketing |
|---|---|
| Chapter 2 Global, Ethical, and Sustainable Marketing | Recent additions to tables listing American legislation relevant to marketers and U.S. regulatory agencies  
Discussion of driverless vehicles  
New Marketing in Action Case: Real Choices at Walmart  
New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 3 Strategic Market Planning | New Real People opening vignette featuring Mary Bea Damico from Vovéo Marketing Group  
Expanded treatment of the important role of the mission statement in driving business success  
Expanded treatment of the importance of market penetration strategies as a key to firm success, using McDonald’s as an example  
Focus on Cuba as a potential for executing market development strategies  
New “Agile Marketing and the Planning Process” section, making this the first marketing principles book to address agile marketing and associated concepts |
| Chapter 4 Market Research | • Extensive new conversation about why knowledge drives great marketing decisions, using the 2016 presidential election as an example of database marketing  
• Introduction to and discussion of the emerging concept of evidence-based decision making and how this sensibility provides guidance for gaining customer insights and making marketing decisions  
• New coverage of the importance of marketing dashboards and marketing’s reliance on salespeople and sales managers to monitor and utilize the dashboards in their customer interactive role  
• New Marketing in Action Case: Real Choices at Lego |
| Chapter 5 Marketing Analytics: Welcome to the Era of Big Data! | • New Real People opening vignette featuring Jennifer Jackson from Teradata  
• New section: “Reality Check for Marketers: Ethical Considerations in Using Big Data”  
• New Marketing in Action Case: Real Choices at Spotify  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 6 Understand Consumer and Business Markets | • New section: “The ‘Hive Mind’: Consumer Decision Making in the Digital Age”  
• New Marketing in Action Case: Real Choices at Starbucks  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 7 Segmentation, Target Marketing, and Positioning | • In “Segmentation” –  
  • Strengthened argument for psychographic segmentation as advantageous over demographics  
  • More strongly linked the concept of customer loyalty (and stickiness) to behavioral segmentation and added substantial additional support content  
• In “Positioning” –  
  • Clarified and better exemplified the concept of “retro brands”  
  • Added the concept of “neglected segments”  
• New Marketing in Action Case: Real Choices at McDonald’s  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 8 Product I: Innovation and New Product Development | • New Real People opening vignette featuring Rocco Cardinale from Franklin Foods  
• Added extensive coverage of “design thinking” and related concepts  
• Added new emphasis on “disruptive innovation” and “first-mover advantage”  
• New discussion on 3D printing and the technical development element of new product development |
| Chapter 9 Product II: Product Strategy, Branding, and Product Management | • New Real People opening vignette featuring Aaron Keller from Capsule  
• Coverage of “brand personality” and “brand anthropomorphism” moved from Chapter 7 to Chapter 9 for better alignment  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 10 Price: What Is the Value Proposition Worth? | • New Real People opening vignette featuring Imad Khalidi from Auto Europe  
• New coverage of cryptocurrency  
• New Marketing in Action Case: Real Choices at United Airlines  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 11 Deliver the Goods: Determine the Distribution Strategy | • New section: “Emerging Trends in Logistics and Supply Chain”  
• New Rising Stars in Marketing assignment in MyLab Marketing |
| Chapter 12 Deliver the Customer Experience: Goods and Services via Bricks and Clicks | • New sections: “The Evolution Continues: What’s ‘In Store’ for the Future?” and “Ethical Problems in Retailing” |
### Chapter 13 Promotion I: Advertising
- Added discussion of many types of digital media and new coverage of some ethical issues presented by digital advertising
- New Marketing in Action Case: Real Choices at Boy Scouts of America
- New Rising Stars in Marketing assignment in MyLab Marketing

### Chapter 14 Promotion II: Social Media Marketing and Other Communication Tools
- New Real People opening vignette featuring Andy Mitchell from Brandmovers
- New section: “Future Trends in Professional Selling”
- New Marketing in Action Case: Real Choices at Oracle

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**Instructor Teaching Resources**

This program comes with the following teaching resources:

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<th>Features of the Supplement</th>
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| **Instructor's Manual** authored by Susan Leshnower from Midland College | • Chapter-by-chapter summaries  
• Examples and activities not in the main book  
• Teaching outlines  
• Teaching tips  
• Solutions to all questions and problems in the book |
| **Test Bank** | 4,000 multiple-choice, true/false, short-answer, and graphing questions with these annotations:  
• Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis)  
• Type (multiple-choice, true/false, short-answer, essay)  
• Topic (the term or concept the question supports)  
• Learning outcome  
• AACSB learning standard (Written and Oral Communication; Ethical Understanding and Reasoning; Analytical Thinking; Information Technology; Interpersonal Relations and Teamwork; Diverse and Multicultural Work; Reflective Thinking; Application of Knowledge)  
• Page number in the text |
| **Computerized TestGen** | TestGen allows instructors to:  
• Customize, save, and generate classroom tests  
• Edit, add, or delete questions from the Test Item Files  
• Analyze test results  
• Organize a database of tests and student results. |
| **PowerPoints** authored by Helen Davis from Jefferson Community College | Slides include all the graphs, tables, and equations in the textbook. PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to:  
• Keyboard and Screen Reader access  
• Alternative text for images  
• High color contrast between background and foreground colors |
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