

TABLE OF CONTENTS

Preface	ix
Acknowledgments	xiii
Dedication	xiv
CHAPTER 1 Marketing Principles and Strategies	1
Some Highlights of Chapter 1	2
1. What is Marketing?	3
1A: What Marketing is Not	9
2. Key Result Areas (KRAs)	11
3. Needs, Wants and Expectations	19
4. Goals of Marketing	25
5. Contemporary Approaches to Marketing	29
CHAPTER 2 Customer Relationship	33
Some Highlights of Chapter 2	34
6. Relationship Marketing	35
7. Brand and Brand Benefits	41
8. Value of Customers	49
9. Relationship Development Strategies	51
10. Customer Service	55
CHAPTER 3 Market Opportunity Analysis	57
Some Highlights of Chapter 3	58
11. Strategic Marketing Versus Tactical Marketing	59
12. The Macro Environment and its Influence on Marketing Planning	61
12A: PESTLE: Political Factors	65
12B: PESTLE: Economic Factors	69
12C: PESTLE: Social Factors	73
12D: PESTLE: Technological Factors	77
12E: PESTLE: Legal Factors	79
12F: PESTLE: Environmental and Ecological Factors	81
12G: Key Factors for Success	85
13. The Micro Environment and its Influence on Marketing Planning	93
13A: Company	95
13B: Customers	101
13C: Competition	103
13D: Channel	105
13E: Complementors	107
13F: Communities	109

Appendix	373
List of Review Questions	381
List of Caselets	383
List of Marketing Projects	387
List of Online Reading Reference	391
References	395
168 Glossary of Marketing Terms Beginners Need to Know	399
Index	415
Brand / Company Index	415
Personality Index	424
Subject Index	427
About Mansmith and Fielders Inc.	437
About Sensei Business Academy	437
About the Authors	439