

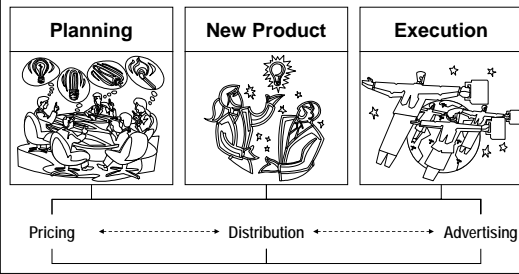
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Marketing in a Changing World

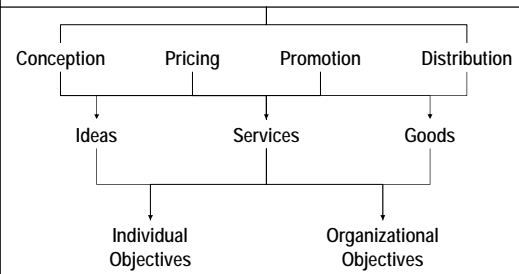


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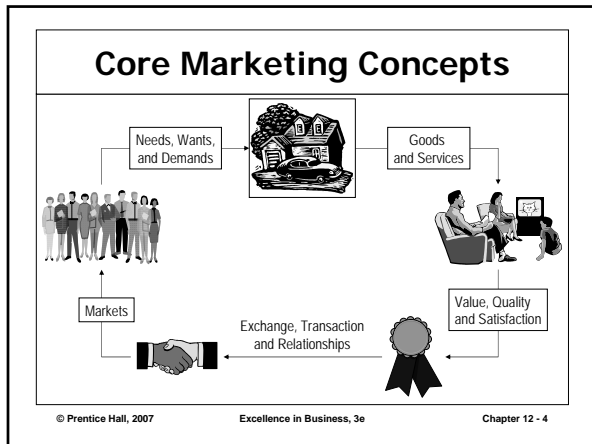
What is Marketing?

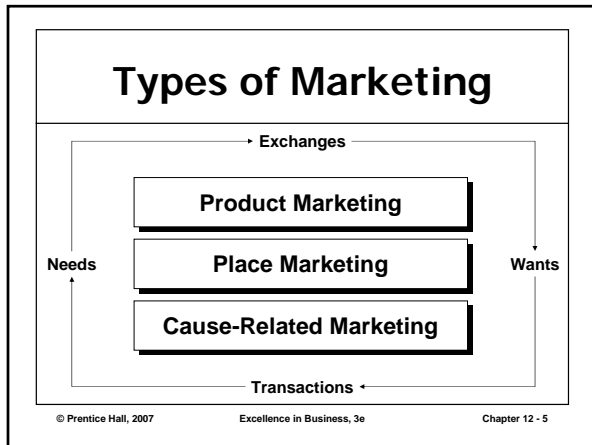


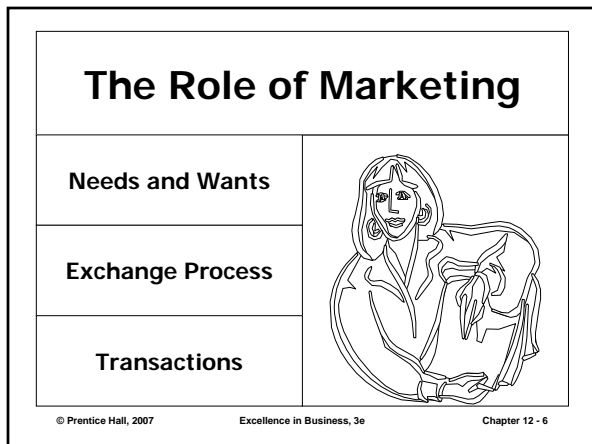
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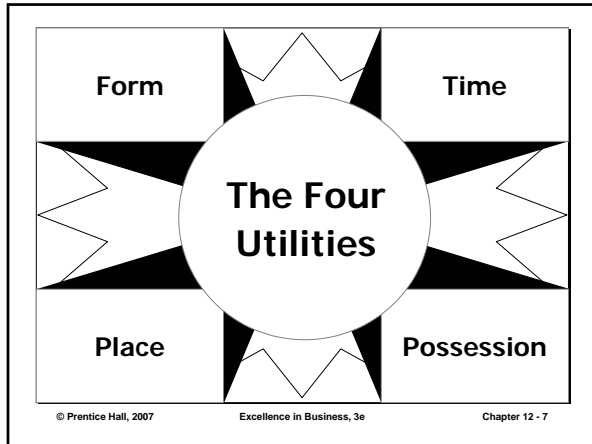
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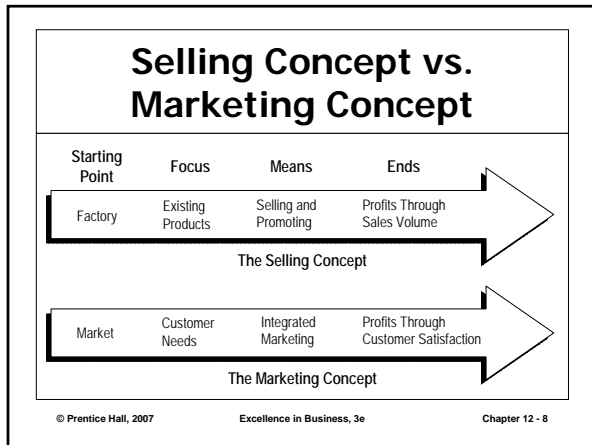
Chapter 12 - 3

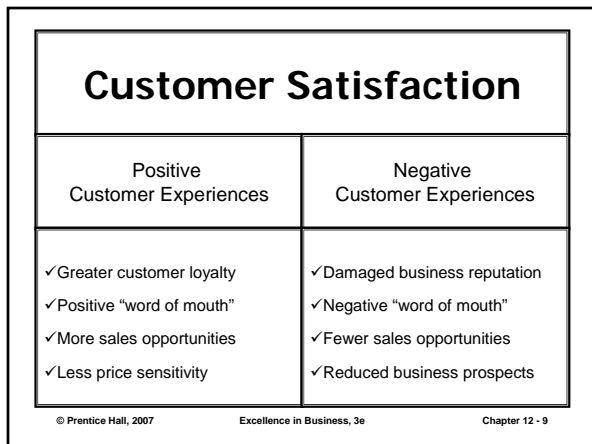













Marketing on the Leading Edge

Increased Accountability	Technology and the Human Touch	Business Ethics and Etiquette
Tracking Investments	Electronic Commerce	Permission-Based Marketing
Measuring Sales	Choices, Beliefs, and Emotions	Stealth Marketing

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Understanding Today's Customers



Sophisticated
Price Sensitive
Demanding
Informed

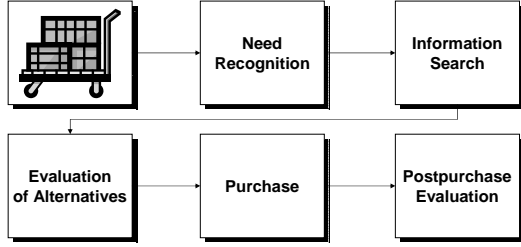
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Understanding Today's Customers

Organizational Market	Consumer Market
Industry/Commerce	Individuals
Resellers	Families
Government	Households

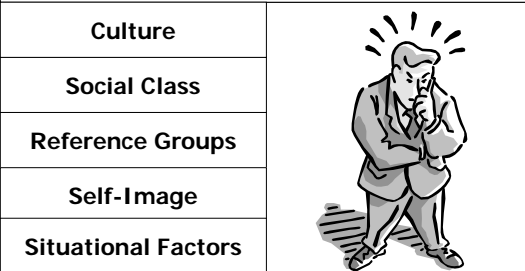
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The Consumer Decision Process



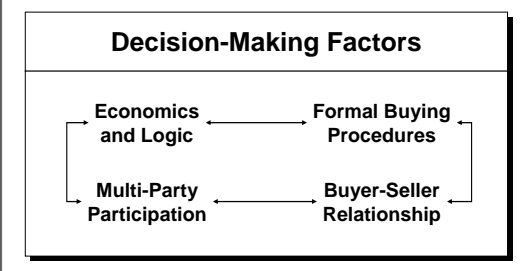
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Factors That Influence the Buyer's Decision

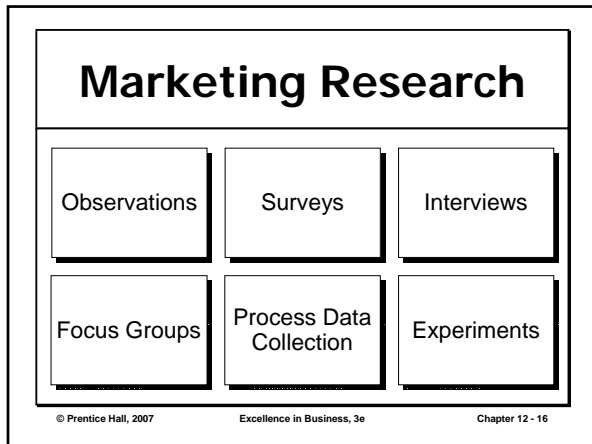


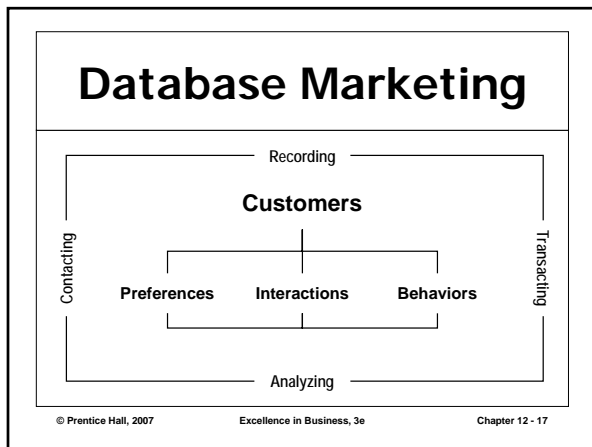
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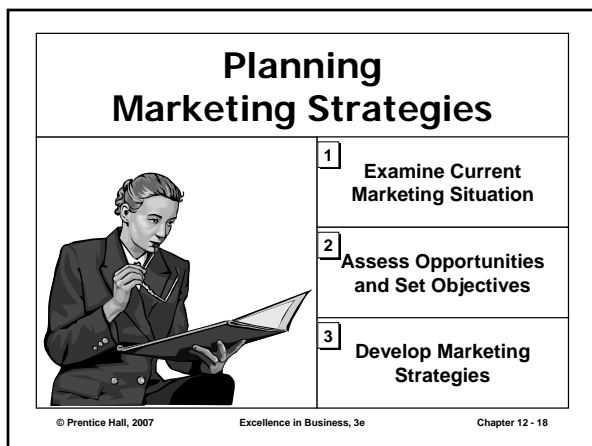
Purchasing in Organizations



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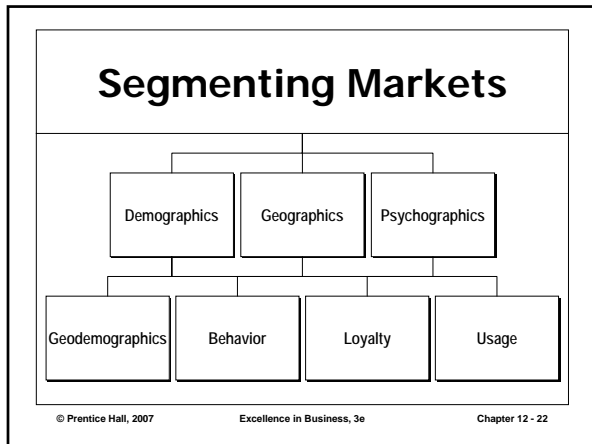


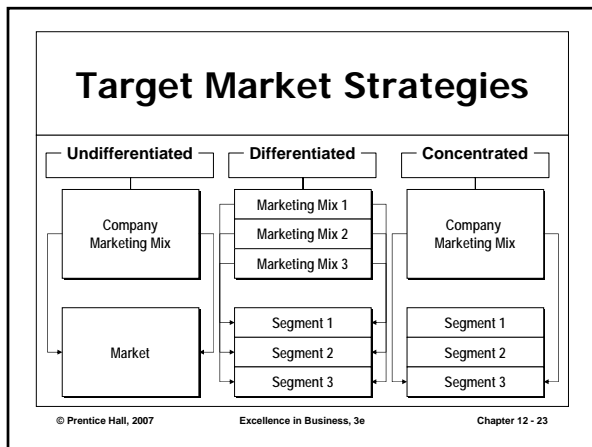


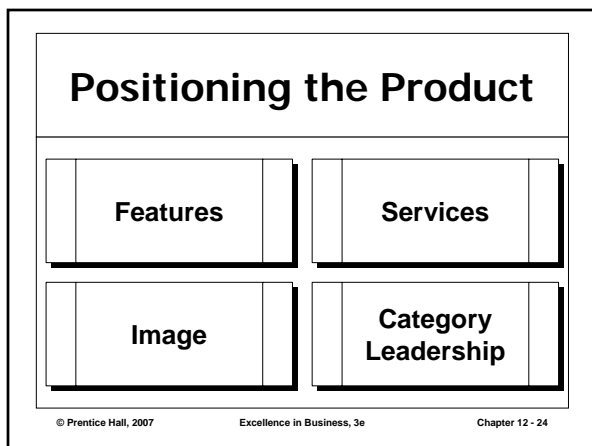
Examine the Current Marketing Situation	
Review Performance	Evaluate Competition
Examine Strengths and Weaknesses	Analyze External Environment
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Assess Opportunities and Set Objectives	
Market Penetration	New-Product Development
Geographic Expansion	Diversification
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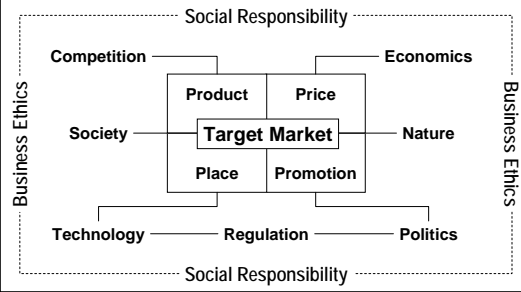
Develop the Marketing Strategy	
Segments and Niches	Target Markets
Market Position	Marketing Mix
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Developing the Marketing Mix



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