

Brief contents

<i>Preface</i>	<i>xvi</i>	9 Developing new products and managing the product life cycle	268
<i>About the authors</i>	<i>xx</i>	10 Pricing: understanding and capturing customer value	300
<i>Acknowledgements</i>	<i>xxii</i>	11 Pricing strategies: additional considerations	322
		12 Marketing channels: delivering customer value	348
		13 Retailing and wholesaling	384
		14 Engaging consumers and communicating customer value: integrated marketing communications strategy	418
		15 Advertising and public relations	446
		16 Personal selling and sales promotion	480
		17 Direct, online, social media and mobile marketing	514
		18 Creating competitive advantage	550
		19 The global marketplace	576
		20 Social responsibility and ethics	608
		<i>Appendix 1: Marketing plan</i>	637
		<i>Appendix 2: Marketing by numbers</i>	648
		<i>Glossary</i>	666
		<i>Index</i>	678
Part 1 Defining marketing and the marketing process			
1 Marketing: creating customer value and engagement	2		
2 Company and marketing strategy: partnering to build customer engagement, value and relationships	38		
Part 2 Understanding the marketplace and consumers			
3 Analysing the marketing environment	68		
4 Managing marketing information to gain customer insights	106		
5 Consumer markets and buyer behaviour	140		
6 Business markets and business buyer behaviour	172		
Part 3 Designing a customer value-driven strategy and mix			
7 Customer-driven marketing strategy: creating value for target customers	196		
8 Products, services and brands: building customer value	230		
Part 4 Extending marketing			