

Marketing Management, 3e

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Detailed List of New Features

Management Decision Cases - At the end of each chapter is a case drawn from the business headlines. Students are engaged by the currency of the problem and asked to develop solutions using chapter material. The cases are just the right size for today's classroom use—not too short, but not too long! These are all new for the 3rd edition.

Marketing Plan Exercises - Each chapter connects that chapter's key content to a semester-long marketing plan project activity. Marshall/Johnston's Marketing Management 3e is the only marketing management book to effectively thread a marketing planning focus throughout the textbook itself. Whether or not a semester marketing plan project is used by the instructor, the marketing plan exercise feature does a great job of tying together important planning concepts for students in a methodical, stepwise manner.

Application Questions - These engaging questions at the end of each chapter are designed to direct students' thinking about the topics to the next level of application. Throughout the book all of these questions have been specially designed to simulate managerial decision making. Almost all are new or updated for the 3rd edition.

SmartBook tailors content to the individual student - As part of McGraw-Hill Education's Connect Marketing, SmartBook prepares students for class, guiding them through the chapters and highlighting what they need to learn and helping them study more efficiently and effectively. SmartBook is proven to strengthen memory recall, keep students in class, and boost grades. By helping students master core concepts ahead of time, SmartBook enables instructors to spend more meaningful time in the classroom. Through real-time reports, instructors can also track class or individual student performance on chapter topics or completion of chapter readings.

Chapter by Chapter Changes

Chapter 1: Marketing in Today's Business Milieu

Emphasis on the impact of the current "official" definition of marketing.

New content around the major challenges facing marketing today.
Coverage of the American Marketing Association's 7 Big Problems in Marketing.

Chapter 2: Marketing Foundations: Global, Ethical, Sustainable

Updated discussion and examples of global marketing trends.
Focus on the importance of ethical decision making in marketing and the marketing mix.
In-depth coverage of sustainability and the "triple bottom line" in marketing.

Chapter 3: Elements of Marketing Strategy, Planning, and Competition

Impact of marketing planning at the strategic business unit (SBU) level.
Updated the JetBlue threaded marketing planning example.
Updated the chapter appendix, which is an abbreviated example marketing plan.

Chapter 4: Market Research Essentials

Updated coverage of new research methodologies with examples.
Updated treatment of the marketing research industry.
New content on data collection technologies.

Chapter 5: CRM, Big Data, and Marketing Analytics

Updated discussion of the modern perils of potential customer information abuse and data security.
Major new section on sources and types of Big Data.
Major new section on marketing analytics as supported by Big Data.

Chapter 6: Understand Consumer and Business Markets

Revised commentary on new trends in consumer and business markets.
New and updated examples.
Updated discussion of the consumer decision-making process.

Chapter 7: Segmentation, Target Marketing, and Positioning

Updated census information for geographic segmentation.
Extra emphasis on the millennial customer.
Basics of CRM content moved from this chapter to earlier position in Chapter 5.

Chapter 8: Product Strategy and New Product Development

New and updated content on product classifications.
Revised and updated content to reflect changes in product strategy and new product development.
Updated discussion on the product life cycle.

Chapter 9: Build the Brand

Updated content about the most valuable brands today.
Revised and updated content on brand definitions and concepts.
Updated content around contemporary package designs.

Chapter 10: Service as the Core Offering

New content on the service dominant logic.
New content around the use of technologies to improve the customer service experience.
Revised content to reflect changes in services strategy.

Chapter 11: Manage Pricing Decisions

Revised table on price lining.
Discussion of innovative pricing strategies.
Discussion of pricing's role within the marketing strategy decision process.

Chapter 12: Manage Marketing Channels, Logistics, and Supply Chain

Emphasis on the phenomenal growth of e-retailing.
Attention to omnichannel retailing as firms deploy a number of channels in a customer's shopping experience.
Enhanced treatment of customer communities.

Chapter 13: Promotion Essentials: Digital and Social Media Marketing

New major section with full coverage of the role of digital marketing in communicating value.
Clear delineation of types and approaches to digital marketing, including best practice tips and cautions for their use.
New major section on managing social media marketing and engaging customers directly in the dialogue about a firm and its offerings.

Chapter 14: Promotion Essentials: Legacy Approaches

Thoroughly revised discussion of legacy advertising tools to reflect changes in promotional strategy.
Updated content on leading advertisers and the promotion industry.
Updated and new content on crisis management.

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