

# The Busy Manager's Guide to Marketing

2

Bill Donaldson

## CONTENTS

2	<b>The marketing process</b>	
	The process	9
	The product	13
	Segmentation	19
	The marketing mix	24
	Critical success factors	24
	Marketing information system	26

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ  
<http://www.goodfellowpublishers.com>

Copyright © Bill Donaldson 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride



## 2 THE MARKETING PROCESS

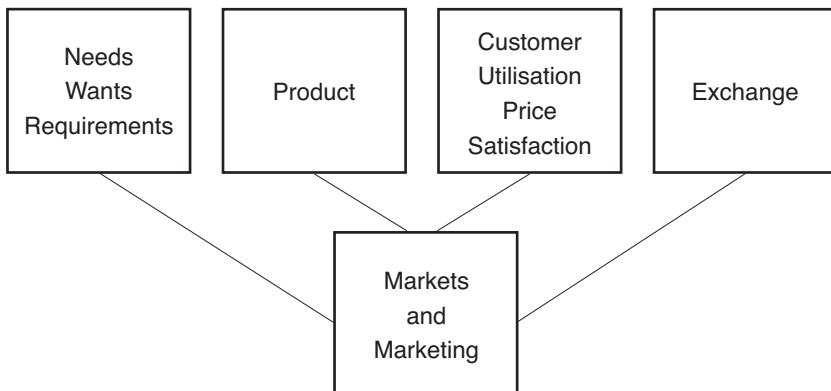
**Marketing is merely a civilised form of warfare, in which most battles are won with words, ideas and disciplined thinking**

**Albert W Emery**

### THE PROCESS

The marketing process is continuous, analytical and progressive. It combines the strategy of long-term business objectives with the tactics of short-term goals. It co-ordinates the various sub-elements of marketing in mutual support of business aims and maintains the focus on the customer. It formulates from strategic planning the necessary marketing action plans and carries them out. It provides an evaluation and analysis of the different stages of business performance, giving you the opportunity to adjust and change direction where necessary.

**Figure 2.1 The basic elements of marketing**



**Chapter extract**

**To buy the full file, and for copyright  
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=228)

[oryID=228](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=228)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

[rights@goodfellowpublishers.com](mailto:rights@goodfellowpublishers.com)

[www.goodfellowpublishers.com](http://www.goodfellowpublishers.com)