

**THE BUSY
MANAGER'S
GUIDE TO
MARKETING**

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Bill Donaldson

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CONTENTS

	List of figures	vii
	List of tables	vii
	References	ix
	About the author	x
	Acknowledgements	xi
	Foreword	xiii
1	The concept of marketing	
	Introduction	1
	The concept of marketing	2
2	The marketing process	
	The process	9
	The product	13
	Segmentation	19
	The marketing mix	24
	Critical success factors	24
	Marketing information system	26
3	Marketing analysis	
	Marketing audit	30
	Competitor analysis	36
	Customer analysis	39
	Strengths, weaknesses, opportunities and threats analysis	42
4	The marketing planning process	
	Values and mission statement for the business	48
	The key elements in the marketing plan	50
	The product plan	51
	The pricing plan	55
	The distribution plan	67
	The promotion plan	72
	The marketing plan	82

5	Service, quality and relationships	
	Customer service	87
	Empowerment	88
	Customer satisfaction	89
	Quality	91
	Business relationships	94
6	From local to global	
	Cultural differences	98
	Globalisation	100
	Agency laws in the European Union	102
	Organising marketing in foreign countries	104
	Foreign marketing relationships	112
	Final word	123
	Index	125

LIST OF FIGURES

1.1	Marketing's role in business	4
1.2	The marketing mix	8
2.1	The basic elements of marketing	9
2.2	The buying process	10
2.3	Maslow's hierarchy of needs	12
2.4	The product life cycle concept	14
2.5	The Ansoff matrix	16
2.6	The Boston box (growth share matrix)	18
2.7	Marketing information system	26
3.1	The collection and analysis of information	29
3.2	An illustrative network – hospital	31
3.3	Europe's changing population	33
3.4	Analysis of strengths and weaknesses	44
3.5	Assessment of opportunities and threats	44
4.1	The components of the marketing plan	50
4.2	The augmented product	51
4.3	The new product process – stage gate model	53
4.4	The pricing process	56
4.5	The product quality/price relationship	57
4.6	The break-even chart	61
4.7	Setting a price	63
4.8	Routes to market	67
4.9	Distribution options	69
4.10	A marketing communications model	73
4.11	The main elements of promotion	74
4.12	The buying process	76
5.1	Customer service and satisfaction assessment tool	90
6.1	Market control and information versus resource commitment	105

LIST OF TABLES

2.1	The segmentation process	21
2.2	Segmentation threats and actions	22
2.3	The competitive advantage selection	23
3.1	Competitor information	38
3.2	Purchase decision process	41
4.1	Personal selling, direct marketing and advertising compared	80
4.2	Strategy statement	84
4.3	Control of the plan	85
6.1	Export modes	111
6.2	Changes in exporter–distributor relationships	113
6.3	Price escalation	118

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ABOUT THE AUTHOR

Bill Donaldson is Professor of Marketing at The Robert Gordon University and is responsible for research in Marketing within the Aberdeen Business School. After more than a decade in sales and marketing positions Bill joined the University of Strathclyde as a lecturer in 1983 and obtained his doctorate in Industrial Marketing a decade later.



Author of *Sales Management: Principles, Process and Practice* (3rd edn, Palgrave, 2007), and *Strategic Market Relationships* (2nd edn, Wiley, 2007 with Tom O'Toole) his research interests continue in the area of sales management and relationship marketing. Bill has taught marketing at undergraduate, postgraduate and extensively on MBA programmes both at home and overseas.

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FOREWORD

Bill Donaldson has put together a very informative guide to marketing – a subject which, in our modern competitive environment, no manager can afford to ignore.

There is no business that is exempt from competition and there are very few customers whose loyalty will survive more than one bad experience. However, those customers who experience satisfaction at all levels can become customers for life.

Marketing is not the sole preserve of the Marketing Director and his/her team: every member of staff from the receptionist and telephonist to the operators and technicians needs to be wise to the customer's needs, to the competition and to the market in which the organisation operates. We must ensure that we take every step necessary to identify our customer's desires and deliver those to a standard acceptable to them.

Market awareness is also important in relationships to those within our organisations. We must meet the expectations of our people who produce and deliver the service or products. If we do not meet our own people's expectations, we cannot expect them to meet those of our customers, and we lose the loyalty of our external customers by failing to match up to expectations, so we will also lose the loyalty of our internal customers.

As Bill Donaldson says, today's domestic market is as much multi-cultural as is the international market. If we are to retain and increase our market penetration at home and abroad, we must present our products and services taking account of cultural sensitivities at home as much as we do for overseas markets. A high degree of emotional intelligence is a pre-requisite for modern management, particularly as expressed through our marketing efforts.

Marketing impinges on virtually every management consideration including:

- financial, economic and legal implications of the business's activities

- emotional and interactive relationships with customers, suppliers and staff, regulators, bankers and the general public and all areas of our communities
- design and quality of production
- all ‘statements’ made by the organisation

Enjoy and learn from this book.

Sir Tom Farmer CBE, KCSG
Maidencraig Investments, Edinburgh