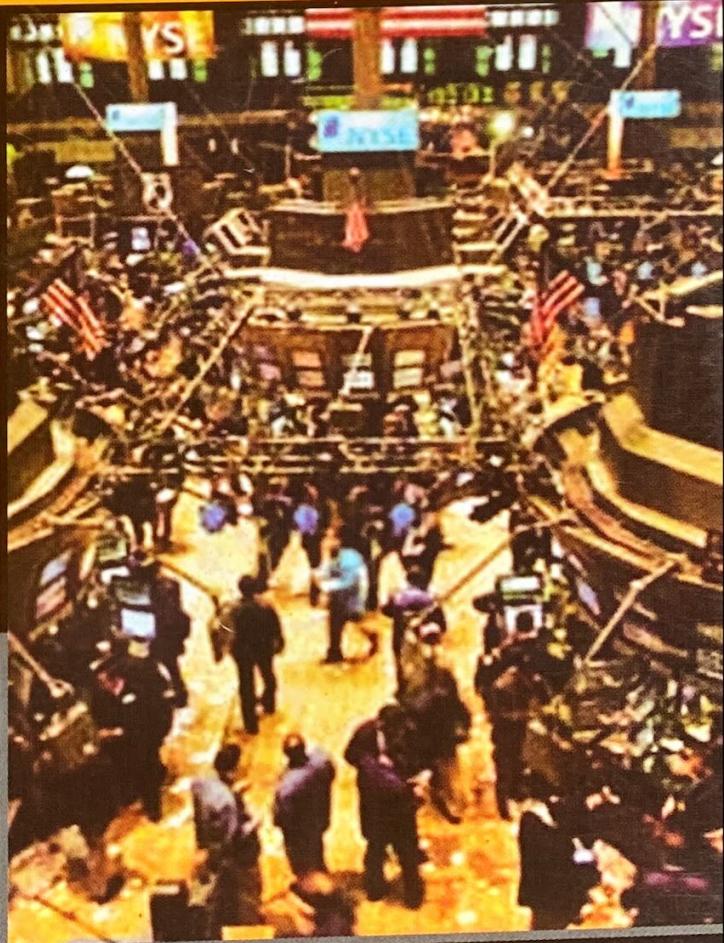




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Principles of Corporate Finance

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Contents

Introduction v

Course Outline ix

Chapter 1

FINANCE AND THE FINANCIAL MANAGER 1

- 1.1 What Is a Corporation? 2
- 1.2 The Role of the Financial Manager 3
- 1.3 Who Is the Financial Manager? 5
- 1.4 Separation of Ownership and Management 6
- 1.5 Topics Covered in this Book 8
 - Summary 9
 - Further Reading 9
 - Concept Review Questions 10
 - Quiz 10

Chapter 2

PRESENT VALUES, THE OBJECTIVES OF THE FIRM, AND CORPORATE GOVERNANCE 11

- 2.1 Introduction to Present Value 12
 - Calculating Future and Present Value / Net Present Value / Risk and Present Value / Present Values and Rates of Return / The Opportunity Cost of Capital / A Source of Confusion
- 2.2 Foundations of the Net Present Value Rule 17
 - How Capital Markets Reconcile Preferences for Current vs. Future Consumption / A Fundamental Result / Other Corporate Goals
- 2.3 Corporate Goals and Corporate Governance 22
 - Should Managers Look after the Interests of their Shareholders? / Should Firms Be Managed for Shareholders or All Stakeholders?
 - Summary 25
 - Further Reading 27
 - Concept Review Questions 27
 - Quiz 27
 - Practice Questions 28
 - Challenge Questions 29

Chapter 3

PAYOUT POLICY 31

- 3.1 The Choice of Payout Policy 32
- 3.2 Dividend Payments and Stock Repurchases 33
 - How Dividends Are Paid / Importance of Bonus Issues in India How Firms Repurchase buyback Stock
- 3.3 How Do Companies Decide on the Payout 35
- 3.4 The Information in Dividends and Stock Repurchases 36
 - The Information Content of Share Repurchase
- 3.5 The Payout Controversy 39
 - Dividend Policy Is Irrelevant in Perfect Capital Markets / Dividend Irrelevance—An Illustration / Calculating Share Price / Share Repurchase / Stock Repurchase and Valuation
- 3.6 The Rightists 44
 - Payout Policy, Investment Policy, and Management Incentives
- 3.7 Taxes and the Radical Left 46
 - Dividend Tax Policy in India / Why Pay Any Dividends at All? / Empirical Evidence on Dividends and Taxes
- 3.8 The Middle-of-the-Roaders 49
 - Alternative Tax Systems
 - Summary 52
 - Further Reading 53
 - Concept Review Questions 53
 - Quiz 53
 - Practice Questions 55
 - Challenge Questions 57

Chapter 4

DOES DEBT POLICY MATTER? 59

- 4.1 The Effect of Financial Leverage in a Competitive Tax-free Economy 60
 - Enter Modigliani and Miller / The Law of Conservation of Value / An Example of Proposition 1
- 4.2 Financial Risk and Expected Returns 67

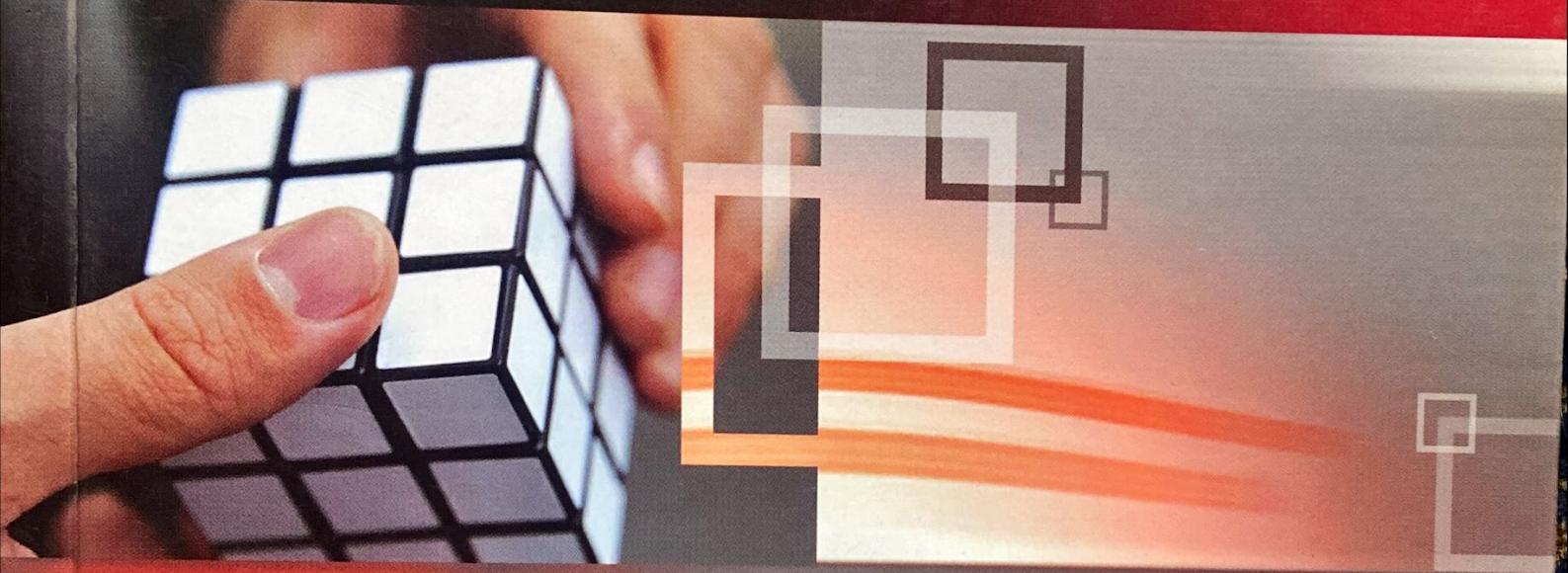
CONTENTS

Proposition 2 / How Changing Capital Structure Affects Beta	Terms of Sale / The Promise to Pay / Credit Analysis / The Credit Decision / Collection Policy
4.3 The Weighted-Average Cost of Capital 71	6.2 Inventory Management 122
Two Warnings / Rates of Return on Levered Equity—The Traditional Position / Today's Unsatisfied Clientele Are Probably Interested in Exotic Securities / Imperfections and Opportunities	6.3 Cash 122
4.4 A Final Word on the After-Tax Weighted-Average Cost of Capital 76	6.4 Marketable Securities 127
Tital Industries Limited's WACC Summary 77	Calculating the Yield on Money-Market Investments / Yields on Money-Market Investments / The International Money Market / Money-Market Instruments
Further Reading 78	Summary 131
Concept Review Questions 79	Further Reading 132
Practice Questions 80	Web Exercises 133
Challenge Questions 82	Concept Review Questions 133
<hr/> Chapter 5 FINANCIAL ANALYSIS AND PLANNING 83 <hr/>	
5.1 Financial Statements 84	Quiz 133
5.2 ACC's Financial Statements 85	Practice Questions 135
The Balance Sheet / The Profit and Loss Account / Sources and Uses of Funds	Challenge Questions 137
5.3 Measuring ACC's Financial Condition 90	<hr/> Chapter 7 SHORT-TERM FINANCIAL PLANNING 139 <hr/>
How Much Has ACC's Borrowed? / How Liquid Is ACC's? / How Productively Is ACC's Using Its Assets? / How Profitable Is ACC's? / How Highly Is ACC's Valued by Investors? / The DuPont System	7.1 Links between Long-Term and Short-Term Financing Decisions 140
5.4 Financial Planning 98	7.2 Tracing Changes in Cash and Working Capital 142
Financial Planning Models 99	Tracing Changes in Net Working Capital / Profits and Cash Flow
Pitfalls in Model Design / There Is No Finance in Financial Planning Models	7.3 Cash Budgeting 148
5.6 Growth and External Financing 102	Preparing the Cash Budget: Inflow / Preparing the Cash Budget: Outflow
Summary 103	7.4 The Short-Term Financing Plan 151
Further Reading 104	Options for Short-Term Financing / Dynamic's Financing Plan / Evaluating the Plan / A Note on Short-Term Financial Planning Models
Web Exercises 105	7.5 Sources of Short-Term Borrowing 155
Concept Review Questions 105	Bank Loans / Commercial Paper / Summary 160
Quiz 105	Further Reading 161
Practice Questions 108	Concept Review Questions 161
Challenge Questions 112	Quiz 161
Chapter 6 WORKING CAPITAL MANAGEMENT 113	
6.1 Credit Management 115	Practice Questions 163
	Challenge Questions 165



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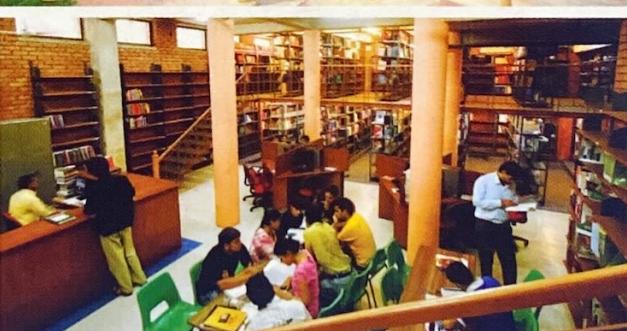
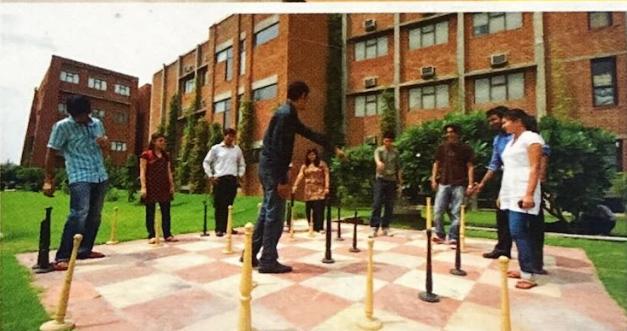
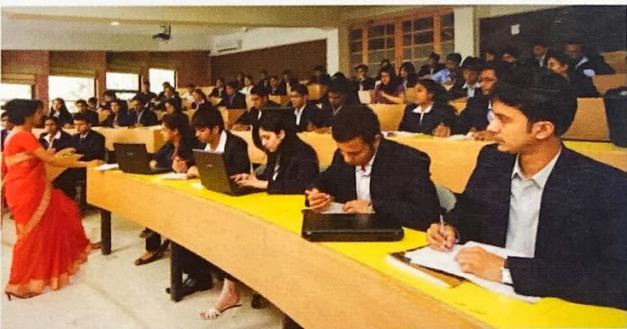


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Formulation, Implementation, and Control

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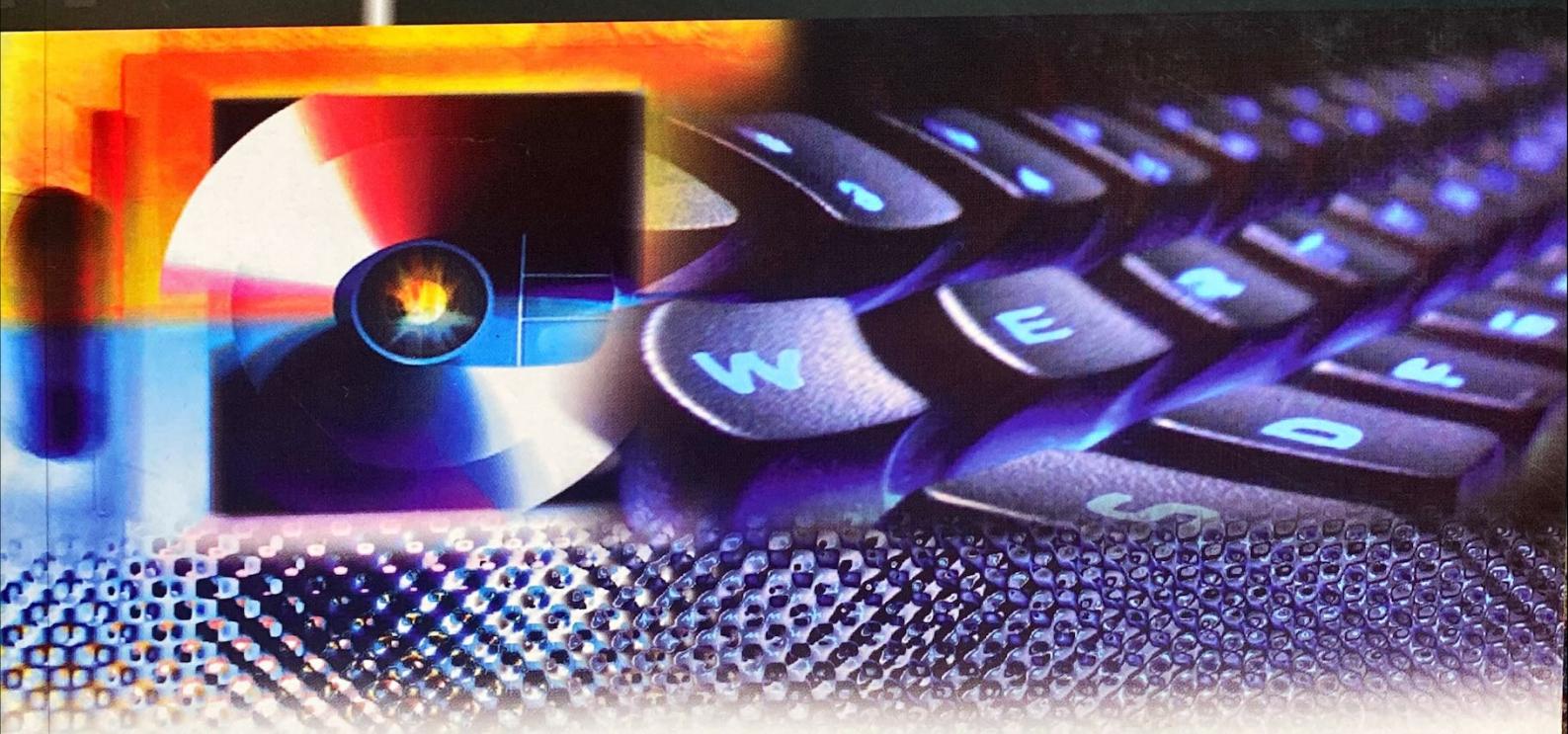
CONTENTS

<i>Introduction</i>	v
<i>Course Outline</i>	ix
Chapter 1: Company Mission	1
What is a Company Mission? 2	
Formulating a Mission 3	
Boards of Directors 15	
Agency Theory 16	
Summary 18	
Key Terms 19	
Questions for Discussion 19	
<i>Chapter 1 Discussion Case: The Future of The New York Times</i> 20	
Appendix: BB&T Vision, Mission, and Purpose 24	
Chapter 2: Multibusiness Strategy	30
The Portfolio Approach: A Historical Starting Point 33	
The Synergy Approach: Leveraging Core Competencies 39	
The Corporate Parent Role: Can it Add Tangible Value? 47	
Summary 54	
Key Terms 54	
Questions for Discussion 54	
<i>Chapter 2: Discussion Case: Beyond Blue</i> 55	
CASES	
Guide to Strategic Management Case Analysis	60
Case 1: Juicy Couture: To Live and Thrive in L.A. 68	
Case 2: Archies vs. Vintage – Are we in the Business of Greetings? 70	
Case 3: Nokia and the Global Mobile Phone Industry Shirisha Regani 79	
Case 4: Nanhi Kali—Will it Bloom? 90	
Case 5: IKEA's Innovative Human Resource Management Practices and Work Culture Shirisha Regani 94	



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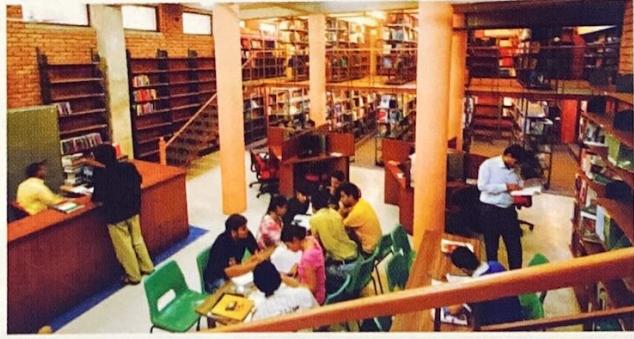
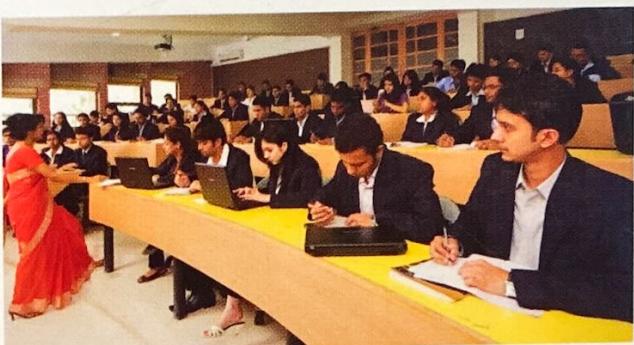
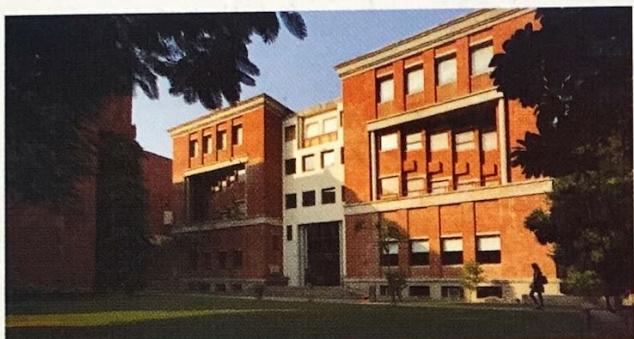


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CONTENTS

Introduction

v

Course Outline

ix

COMPREHENSIVE CASES ON MANAGEMENT INFORMATION SYSTEMS

1. Tata Home Finance Ltd. (A Comprehensive Case Study on MIS)	3
2. Techno-Cases in E-Enterprise Management	27
3. Case Digest of SCM	46
4. FS Square Infotech Ltd. (FSIT)	48
5. Home Land Groceries and Stores (HLGS)	65

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Preface xxv

1

Introduction

Chapter 1

What Is Organizational Behavior? 2

The Importance of Interpersonal Skills 4

What Managers Do 6

Management Functions 6 • Management Roles 6 • Management Skills 8 • Effective Versus Successful Managerial Activities 8 • A Review of the Manager's Job 10

Enter Organizational Behavior 10

Complementing Intuition with Systematic Study 11

Disciplines That Contribute to the OB Field 13

Psychology 13 • Social Psychology 13 • Sociology 14 • Anthropology 14

There Are Few Absolutes in OB 15

Challenges and Opportunities for OB 16

Responding to Globalization 16 • Managing Workforce Diversity 19 • Improving Quality and Productivity 24 • Improving Customer Service 25 • Improving People Skills 26 • Stimulating Innovation and Change 26 • Coping with "Temporariness" 26 • Working in Networked Organizations 27 • Helping Employees Balance Work–Life Conflicts 27 • Creating a Positive Work Environment 29 • Improving Ethical Behavior 29

Coming Attractions: Developing an OB Model 30

An Overview 30 • The Dependent Variables 30 • The Independent Variables 35 • Toward a Contingency OB Model 36

Global Implications 37

Summary and Implications for Managers 38

Self-Assessment Library How Much Do I Know about Organizational Behavior? 4

Myth or Science? "Preconceived Notions Versus Substantive Evidence" 12

OB in the News Other Disciplines Make Use of OB Concepts 15

OB in the News Bracing for Disaster and Terror 18

OB in the News Working with People with Disabilities 21

OB in the News Asians in the United States 22

International OB Transfer Pricing and International Corporate Deviance 34

Point/Counterpoint In Search of the Quick Fix 39

Questions for Review 40

Think and Do 40

Experiential Exercise 40

Ethical Dilemma 41

Case Incident 1 "Data Will Set You Free" 42

Case Incident 2 Workplace Violence 42



2

The Individual

Chapter 2

Foundations of Individual Behavior 46

Ability 48

Intellectual Abilities 49 • Physical Abilities 51

Biographical Characteristics 52

Age 52 • Gender 54 • Race 55 • Social Group 55 • Other Biographical Characteristics: Tenure, Religion, Sexual Orientation, and Gender Identity 55

Learning 57

A Definition of *Learning* 57 • Theories of Learning 58 • Shaping: A Managerial Tool 61

Global Implications 67

Intellectual Abilities 68 • Biographical Characteristics 68 • Learning 68

Summary and Implications for Managers 68

International OB: The Benefits of Cultural Intelligence 50

OB in the News Are You More Biased Than You Think? 56

Myth or Science? "You Can't Teach an Old Dog New Tricks!" 62

Self-Assessment Library How Good Am I at Disciplining Others? 63

Point/Counterpoint All Human Behavior Is Learned 70

Questions for Review 71

Think and Do 71

Experiential Exercise 71

Ethical Dilemma 72

Case Incident 1 The Flynn Effect 72

Case Incident 2 Professional Sports: Rewarding and Punishing the Same Behavior? 73

Chapter 3

Attitudes and Job Satisfaction 76

Attitudes 79

What Are the Main Components of Attitudes? 79 • Does Behavior Always Follow from Attitudes? 80 • What Are the Major Job Attitudes? 83

Job Satisfaction 88

Measuring Job Satisfaction 88 • How Satisfied Are People in Their Jobs? 89 • What Causes Job Satisfaction? 89 • The Impact of Satisfied and Dissatisfied Employees on the Workplace 90

Global Implications 95

Is Job Satisfaction a Global Concept? 95 • Are Employees in Western Cultures More Satisfied with Their Jobs? 96 • How Do Asian Employees Fare in Terms of Job Satisfaction and Engagement? 96



Summary and Implications for Managers 97

Self-Assessment Library How Satisfied Am I with My Job? 78

International OB Chinese Employees and Organizational Commitment 84

Self-Assessment Library Am I Engaged? 87

OB in the News Why Is Job Satisfaction Falling? 88

Myth or Science? "Happy Workers Are Productive Workers" 91

Point/Counterpoint Managers Can Create Satisfied Employees 98

Questions for Review 99

Think and Do 99

Experiential Exercise 99

Ethical Dilemma 100

Case Incident 1 Albertsons Works on Employee Attitudes 101

Case Incident 2 Long Hours, Hundreds of E-Mails, and No Sleep: Does This Sound Like a Satisfying Job? 101

Chapter 4

Personality and Values 108

Personality 110

What Is Personality? 111 • The Myers-Briggs Type Indicator 115 • The Big Five Personality Model 116 • Sixteen Personality Factor Questionnaire 118 • Other Personality Traits Relevant to OB 119

Values 126

The Importance of Values 127 • Terminal Versus Instrumental Values 127 • Generational Values 128

Values and Ethical Behavior in Asian Countries 130

India 130 • China 134 • Thailand 134

Linking an Individual's Personality and Values to the Workplace 135

Person-Job Fit 135 • Person-Organization Fit 137

Global Implications 137

Personality 137 • Values 138

Summary and Implications for Managers 141

Self-Assessment Library Am I a Narcissist? 110

OB in the News Emerging Trends in Assessment 119

Myth or Science? "Entrepreneurs Are a Breed Apart" 124

International OB A Global Personality 125

OB in the News Are U.S. Values Different? 135

Point/Counterpoint Traits Are Powerful Predictors of Behavior 142

Questions for Review 143

Think and Do 143

Experiential Exercise 143

Ethical Dilemma 143

Case Incident 1 The Rise of the Nice CEO? 144

Case Incident 2 A Diamond Personality 145

Case Incident 3 Right Man, Wrong Job? 146



Chapter 5 Perception and Individual Decision Making 154

What Is Perception? 157

Factors That Influence Perception 157

Person Perception: Making Judgments About Others 159

Attribution Theory 159 • Frequently Used Shortcuts in Judging Others 160 • Specific Applications of Shortcuts in Organizations 163

The Link Between Perception and Individual Decision Making 164

Decision Making in Organizations 165

The Rational Model, Bounded Rationality, and Intuition 165 • Common Biases and Errors in Decision Making 168

Influences on Decision Making: Individual Differences and Organizational Constraints 171

Individual Differences 172 • Organizational Constraints 173

What About Ethics in Decision Making? 174

Three Ethical Decision Criteria 175 • Improving Creativity in Decision Making 176

Global Implications 178

Summary and Implications for Managers 180

Self-Assessment Library What Are My Gender Role Perceptions? 157

International OB Can Negative Perceptions Dampen International Business Relationships? 162

Myth or Science? "No One Thinks They're Biased" 170

Self-Assessment Library Am I a Deliberate Decision Maker? 171

OB in the News Google and the Winner's Curse 172

Self-Assessment Library How Creative Am I? 178

OB in the News Perception Leading to Decision Making—McDonald's in Controversy 179

Point/Counterpoint When in Doubt, Do! 182

Questions for Review 183

Think and Do 183

Experiential Exercise 183

Ethical Dilemma 184

Case Incident 1 Natural Disasters and the Decisions That Follow 184

Case Incident 2 Whistle-Blowers: Saints or Sinners? 185

Chapter 6 Motivation Concepts 190

Defining Motivation 193



Early Theories of Motivation 193

Hierarchy of Needs Theory 194 • Theory X and Theory Y 195 • Two-Factor Theory 196 • McClelland's Theory of Needs 198

Contemporary Theories of Motivation 199

Cognitive Evaluation Theory 200 • Goal-Setting Theory 204 • Self-Efficacy Theory 207 • Reinforcement Theory 210 • Equity Theory 210 • Expectancy Theory 215

Integrating Contemporary Theories of Motivation 217**Global Implications 219****Summary and Implications for Managers 221**

Self-Assessment Library How Confident Am I in My Abilities to Succeed? 192

Myth or Science? "Women Are More Motivated to Get Along, and Men Are More Motivated to Get Ahead" 196

OB in the News Paying Employees Not to Work 200

OB in the News How Do Organizations Balance Extrinsic and Intrinsic Rewards? 202

International OB How Managers Evaluate Their Employees Depends on Culture 203

Self-Assessment Library What Are My Course Performance Goals? 206

Point/Counterpoint Failure Motivates! 222

Questions for Review 223

Think and Do 223

Experiential Exercise 223

Ethical Dilemma 224

Case Incident 1 Do Workers "Live to Work"? 224

Case Incident 2 Bullying Bosses 225



Chapter 7

Motivation: From Concepts to Applications 230

Motivating by Job Design: The Job Characteristics Model 233

The Job Characteristics Model 233 • How Can Jobs Be Redesigned? 235
• Alternative Work Arrangements 239 • Ability and Opportunity 243

Employee Involvement 244

Examples of Employee Involvement Programs 244 • Linking Employee Involvement Programs and Motivation Theories 246

Using Rewards to Motivate Employees 246

What to Pay: Establishing a Pay Structure 246 • How to Pay: Rewarding Individual Employees Through Variable-Pay Programs 247 • Flexible Benefits: Developing a Benefits Package 254 • Intrinsic Rewards: Employee Recognition Programs 254

Global Implications 258**Summary and Implications for Managers 260**

Self-Assessment Library What's My Job's Motivating Potential? 232

Myth or Science? "Everyone Wants a Challenging Job" 237

OB in the News CEO Compensation 250

OB in the News Motivating with Performance Reviews 253

OB in the News Fun at the Workplace 257

International OB Cultural Differences in Job Characteristics and Job Satisfaction 259

Point/Counterpoint Praise Motivates 262



Questions for Review 263	OB Applications of Emotions and Moods 263
Think and Do 263	Experiential Exercise 263
Ethical Dilemma 264	Case Incident 1 Reducing Travel Costs at Applebees 265
Case Incident 2 Thanks for Nothing 265	

Chapter 8 Emotions and Moods 272

What Are Emotions and Moods? 275

The Basic Emotions 276 • The Basic Moods: Positive and Negative Affect 277

- The Function of Emotions 278 • Sources of Emotions and Moods 280

Emotional Labor 284

Affective Events Theory 287

Emotional Intelligence 289

The Case for EI 290 • The Case Against EI 291

OB Applications of Emotions and Moods 292

- Selection 292 • Decision Making 292 • Creativity 293 • Motivation 293
- Leadership 294 • Negotiation 294 • Customer Service 295 • Job Attitudes 295 • Deviant Workplace Behaviors 296 • Forgiveness in Organizations 296 • How Managers Can Influence Moods 296

Global Issues 297

Summary and Implications for Managers 298

Self-Assessment Library How Are You Feeling Right Now? 274

Myth or Science? "People Can't Accurately Forecast Their Own Emotions" 282

International OB Emotional Recognition: Universal or Culture Specific? 284

OB in the News Cathay Pacific Smile Strike 285

OB in the News Emotional Intelligence Beneficial for Organizations 290

Self-Assessment Library What's My Emotional Intelligence Score? 292

OB in the News Crying at Work Gains Acceptance 297

Point/Counterpoint The Costs and Benefits of Organizational Display Rules 299

Questions for Review 300

Think and Do 300

Experiential Exercise 300

Ethical Dilemma 300

- Case Incident 1 The Upside of Anger? 301
- Case Incident 2 Abusive Customers Cause Emotions to Run High 302

3

The Group

Chapter 9 Foundations of Group Behavior 308

Defining and Classifying Groups 310

Stages of Group Development 312

The Five-Stage Model 312 • An Alternative Model for Temporary Groups with Deadlines 313

Group Properties: Roles, Norms, Status, Size and Cohesiveness 315

Group Property 1: Roles 315 • Group Properties 2 and 3: Norms and Status 318 • Status 323 • Group Property 4: Size 325 • Group Property 5: Cohesiveness 327

Group Decision Making 328

Groups Versus the Individual 328 • Groupthink and Groupshift 330 • Group Decision-Making Techniques 332

Group Behavior: An Asian Perspective 335**Global Implications 335****Summary and Implications for Managers 337**

Self-Assessment Library Do I Have a Negative Attitude Toward Working in Groups? 310

Self-Assessment Library Do I Trust Others? 318

International OB Group Cohesiveness Across Cultures 328

Myth or Science? "Are Two Heads Better Than One?" 329

OB in the News Groupthink for an Enron Jury? 331

Point/Counterpoint All Job Should Be Designed Around Groups 338

Questions for Review 339

Experiential Exercise 339

Ethical Dilemma 340

Case Incident 1 "If Two Heads Are Better Than One, Are Four Even Better?" 341

Case Incident 2 The Dangers of Groupthink 341



Chapter 10 Understanding Work Teams 346

Why Have Teams Become So Popular? 348**Differences Between Groups and Teams 349****Types of Teams 350**

Problem-Solving Teams 350 • Self-Managed Work Teams 351

• Cross-Functional Teams 352 • Virtual Teams 353 • Creating Effective Teams 354 • Context: What Factors Determine Whether Teams are Successful 355 • Team Composition 357 • Work Design 362
• Team Processes 363

Turning Individuals into Team Players 365**Team Building and Team-Based Work 367****Beware! Teams Aren't Always the Answer 368****Global Implications 368****Summary and Implications for Managers 369**

Self-Assessment Library How Good Am I at Building and Leading a Team? 348

OB in the News Teams Work to Save Lives in Tsunami-Stricken Asia 349



OB in the News Hero Group: Teams in Action 353	OB in the News Global Virtual Teams 354	Myth or Science? "Old Teams Can't Learn New Tricks" 357	Self-Assessment Library What Is My Team Efficacy? 362	Point/Counterpoint Sports Teams Are Good Models for Workplace Teams 370
Questions for Review 371	Think and Do 371	Experiential Exercise 371	Ethical Dilemma 372	Case Incident 1 A Virtual Team at Nanawati Associates 372
Case Incident 2 Team-Building Retreats 373				
Chapter 11				
Communication 378				
Functions of Communication 382	The Communication Process 383	Direction of Communication 384	Downward Communication 384 • Upward Communication 385 • Lateral Communication 385	Interpersonal Communication 386
Oral Communication 386 • Written Communication 387 • Nonverbal Communication 388				
Organizational Communication 389	Formal Small-Group Networks 389 • The Grapevine 390 • Electronic Communications 391 • Knowledge Management 396	Choice of Communication Channel 398	Barriers to Effective Communication 400	Global Implications 404
Filtering 400 • Selective Perception 401 • Information Overload 401 • Emotions 401 • Language 402 • Communication Apprehension 402 • Gender Differences 402 • "Politically Correct" Communication 403				
Summary and Implications for Managers 407				
Self-Assessment Library Am I a Gossip? 381	Myth or Science? "People Are Good at Catching Liars at Work" 386	OB in the News Communication in Organizations: Oral or Written? 387	OB in the News Factors Driving Adoption of Internet Policy 393	OB in the News Internet Gripe Sites: A Challenge for Management? 395
OB in the News Starbucks' Great Communicator 397	OB in the News Out-of-the-Box Thinking in the Choice of Communication Channels 400	International OB Lost in Translation? 406	Self-Assessment Library How Good Are My Listening Skills? 407	Point/Counterpoint Keep It a Secret! 409

Questions for Review	410
Think and Do	410
Experiential Exercise	410
Ethical Dilemma	411
Case Incident 1	Dianna Abdala 411
Case Incident 2	Do You Need a Speech Coach? 412

Chapter 12 Basic Approaches to Leadership **416**

What Is Leadership? **419**

Trait Theories **420**

Behavioral Theories **422**

Ohio State Studies **423** • University of Michigan Studies **424** • Summary of Trait Theories and Behavioral Theories **424**

Contingency Theories: Fiedler Model and Situational Leadership Theory **425**

Fiedler Model **426** • Hersey and Blanchard's Situational Theory **429** •

Path-Goal Theory **430** • Path-Goal Variables and Predictions **431** •

Summary of Contingency Theories **432**

Leader-Member Exchange (LMX) Theory **432**

Decision Theory: Vroom and Yetton's Leader-Participation Model **434**

Global Implications **435**

European Leadership Style **435** • Asian Perspective **436** • The GLOBE Project **436**

Summary and Implications for Managers **438**

Self-Assessment Library What's My Leadership Style? **418**

OB in the News Bad Bosses Abound **421**

Myth or Science? "Narcissists Make Better Leaders" **422**

Self-Assessment Library What's My LPC Score? **426**

International OB Cultivating an International Perspective: A Necessity for Leaders **435**

Point/Counterpoint Leaders Are Born, Not Made **440**

Questions for Review **441**

Think and Do **441**

Experiential Exercise **441**

Ethical Dilemma **441**

Case Incident 1 Moving from Colleague to Supervisor **442**

Case Incident 2 The Kinder, Gentler Leader? **442**



Chapter 13 Contemporary Issues in Leadership **448**

Inspirational Approaches to Leadership **450**

Charismatic Leadership **451** • Transformational Leadership **456**

**Authentic Leadership: Ethics and Trust are the Foundation
of Leadership** **460**

What Is Authentic Leadership? 461 • Ethics and Leadership 462 • What Is Trust? 464 • Trust and Leadership 464 • Three Types of Trust 465 • Basic Principles of Trust 467

Contemporary Leadership Roles 468

Mentoring 468 • Self-Leadership 470 • The E-Age and Online Leadership 471

Challenges to the Leadership Construct 473

Leadership as an Attribution 473 • Substitutes for and Neutralizers of Leadership 474

Finding and Creating Effective Leaders 476

Selecting Leaders 476 • Training Leaders 477

Global Implications 477

Summary and Implications for Managers 479



Self-Assessment Library How Charismatic Am I? 450

Self-Assessment Library Am I an Ethical Leader? 462

OB in the News Values and Ethics in Business 463

Myth or Science? "Men Make Better Leaders Than Women" 470

International OB Cultural Variation in Charismatic Attributions 474

OB in the News Before and After 475

Point/Counterpoint Keep Leaders on a Short Leash 480

Questions for Review 481

Think and Do 481

Experiential Exercise 481

Ethical Dilemma 482

Case Incident 1 The Making of a Great President 482

Case Incident 2 Generation Gap: Mentors and Protégés 483

Chapter 14 Power and Politics 490

A Definition of Power 493

Contrasting Leadership and Power 493

Bases of Power 494

Formal Power 494 • Personal Power 494 • Which Bases of Power Are Most Effective? 495

Dependency: The Key to Power 496

The General Dependency Postulate 496 • What Creates Dependency? 497

Power Tactics 498

Sexual Harassment: Unequal Power in the Workplace 501

Politics in Action 503

Definition of *Organizational Politics* 503 • The Reality of Politics 504

Causes and Consequences of Political Behavior 506

Factors Contributing to Political Behavior 506 • How Do People Respond to Organizational Politics? 510 • Impression Management 512

The Ethics of Behaving Politically 515

Global Implications 516

Politics Perceptions 516 • Preference for Power Tactics 516 • Effectiveness of Power Tactics 517

**Summary and Implications for Managers 517**

Self-Assessment Library Is My Workplace Political? 492

International OB Influence Tactics in China 500

OB in the News Sexual Harassment in India—Awareness and Reluctance 503

OB in the News Fight for Power in Indian Family Businesses 505

Myth or Science? "Power Breeds Contempt" 507

Self-Assessment Library How Good Am I at Playing Politics? 512

OB in the News Excuses Are Everywhere 514

OB in the News Is There a Gender-Based Power Imbalance In Some Cultures? 516

Point/Counterpoint Managing Impressions is Unethical 519

Questions for Review 520

Think and Do 520

Experiential Exercise 520

Ethical Dilemma 521

Case Incident 1 Dressing for Success 521

Case Incident 2 The Politics of Backstabbing 522

Chapter 15

Conflict and Negotiation 528

A Definition of Conflict 530**Transitions in Conflict Thought 531**

The Traditional View of Conflict 531 • The Human Relations View of Conflict 532 • The Interactionist View of Conflict 532

The Conflict Process 532

Stage I: Potential Opposition or Incompatibility 532 • Stage II: Cognition and Personalization 535 • Stage III: Intentions 535 • Stage IV: Behavior 537 • Stage V: Outcomes 538

Negotiation 541

Bargaining Strategies 542 • The Negotiation Process 545 • Individual Differences in Negotiation Effectiveness 547 • Third-Party Negotiations 549

Global Implications 550

Conflict and Culture 550 • Cultural Differences in Negotiations 551

Summary and Implications for Managers 551

Self-Assessment Library What's my Preferred Conflict-Handling Style? 530

Myth or Science? "When Selling in an Auction, Start the Bidding High" 544

Self-Assessment Library What's My Negotiating Style? 548

International OB Negotiating Across Cultures 549

OB in the News "Marriage Counseling" for the Top Bosses 550

Point/Counterpoint Conflict Benefits Organizations 554

Questions for Review 555

Think and Do 555

Experiential Exercise 555

Ethical Dilemma 556

Case Incident 1 David Out-Negotiating Goliath: Apotex and Bristol-Myers Squibb 557

Case Incident 2 Negotiation Puts Hockey in the Penalty Box 557



4

The Organization System

Chapter 16 Foundations of Organization Structure 562

What Is Organizational Structure? 565

- Work Specialization 565 • Departmentalization 567 • Chain of Command 568 • Span of Control 569 • Centralization and Decentralization 570 • Formalization 570

Common Organizational Designs 572

- The Simple Structure 572 • The Bureaucracy 573 • The Matrix Structure 575

New Design Options 576

- The Team Structure 576 • The Empowered Organization 578 • The Virtual Organization 578 • The Boundaryless Organization 580

Why Do Structures Differ? 581

- Strategy 582 • Organization Size 583 • Technology 584
- Environment 584

Organizational Designs and Employee Behavior 586

Global Implications 588

Summary and Implications for Managers 589

Self-Assessment Library Do I Like Bureaucracy? 564

Self-Assessment Library How Willing Am I to Delegate? 570

OB in the News Siemens Simple Structure—Not 571

International OB Structural Considerations in Multinationals 574

Myth or Science? "People Are Our Most Important Asset" 585

Point/Counterpoint Downsizing Improves Organizational Performance 591

Questions for Review 592

Think and Do 592

Experiential Exercise 592

Ethical Dilemma 593

Case Incident 1 Can a Structure Be Too Flat? 593

Case Incident 2 No Bosses at W.L. Gore & Associates 594

Chapter 17 Organizational Culture 598

Institutionalization: A Forerunner of Culture 600

What Is Organizational Culture? 601

- A Definition of *Organizational Culture* 601 • *Culture* Is a Descriptive Term 602 • Do Organizations Have Uniform Cultures? 603 • Strong Versus Weak Cultures 604 • Culture Versus Formalization 604

What Do Cultures Do? 605

- Culture's Functions 605 • Culture as a Liability 606

Creating and Sustaining Culture 608

How a Culture Begins 608 • Keeping a Culture Alive 609 • Summary: How Cultures Form 613

How Employees Learn Culture 614

Stories 614 • Rituals 614 • Material Symbols 614 • Language 615

Creating an Ethical Organizational Culture 616**Creating a Positive Organizational Culture 617****Spirituality and Organizational Culture 620**

What Is Spirituality? 620 • Why Spirituality Now? 620 • Characteristics of a Spiritual Organization 620 • Criticisms of Spirituality 622

Global Implications 623

Culture and Nations 623 • Need for Sensitivity 627

Summary and Implications for Managers 628

Self-Assessment Library What's the Right Organizational Culture for Me? 600

International OB A Good Organizational Culture Knows No Boundaries 605

Myth or Science? "People Socialize Themselves" 608

OB in the News Change Jobs, and You May Be in for a Culture Shock 616

Self-Assessment Library How Spiritual Am I? 622

Point/Counterpoint Organizational Cultures Can't Be Changed 629

Questions for Review 630

Think and Do 630

Experiential Exercise 630

Ethical Dilemma 631

Case Incident 1 Mergers Don't Always Lead to Culture Clashes 631

Case Incident 2 Wegmans 632



Chapter 18 Human Resource Policies and Practices 638

Selection Practices 641

How the Selection Process Works 641 • Initial Selection 641 • Substantive Selection 644 • Contingent Selection 646

Training and Development Programs 647

Types of Training 647 • Training Methods 649 • Individualizing Formal Training to Fit the Employee's Learning Style 651 • Evaluating Effectiveness 651

Performance Evaluation 652

Purposes of Performance Evaluation 652 • What Do We Evaluate? 652
• Who Should Do the Evaluating? 653 • Methods of Performance

Evaluation 655 • Suggestions for Improving Performance

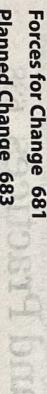
Evaluations 655 • Providing Performance Feedback 658 • Performance Appraisal in India 659

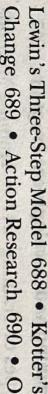
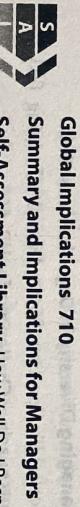
Managing Diversity in Organizations 660

Work-Life Conflicts 661 • Diversity Training 663

Outsourcing: Challenges for HR 663

HR Outsourcing 663 • Outsourcing of Business and Legal Processes 665
Global Implications 666
Selection 666 • Performance Evaluation 667
Summary and Implications for Managers 667
 Self-Assessment Library How Much Do I Know about Human Resource Management (HRM)? 641
 OB in the News Résumé Doctoring 643
Myth or Science? "It's First Impressions That Count" 646
International OB Cultural Training 649
OB in the News The Rise and Fall of Forced Ranking 657
 Self-Assessment Library How Good Am I at Giving Performance Feedback? 660
OB in the News New Trends 665
Point/Counterpoint Telecommuting Makes Good Business Sense 669
Questions for Review 670
 Case Incident 1 Think and Do 670
Experimental Exercise 670
Ethical Dilemma 671
Case Incident 2 Job Candidates Without Strong SAT Scores Need Not Apply 672
Case Incident 2 Job Candidates Without Strong SAT Scores Need Not Apply 672
Chapter 19
Organizational Change and Stress Management 678

Forces for Change 681

Planned Change 683

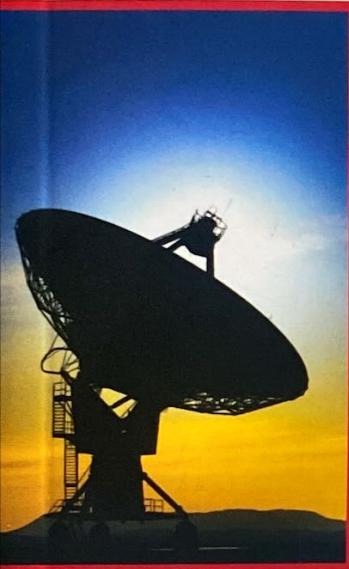
Resistance to Change 684
Overcoming Resistance to Change 686 • The Politics of Change 687
Approaches to Managing Organizational Change 688
Lewin's Three-Step Model 688 • Kotter's Eight-Step Plan for Implementing Change 689 • Action Research 690 • Organizational Development 691
Creating a Culture for Change 696
Stimulating a Culture of Innovation 696 • Creating a Learning Organization 697
Organizational Change in Indian Businesses 699

Work Stress and Its Management 700
What Is Stress? 701 • Potential Sources of Stress 702 • Individual Differences 704 • Consequences of Stress 706 • Managing Stress 708
Global Implications 710
Summary and Implications for Managers 712

Self-Assessment Library How Well Do I Respond to Turbulent Change? 681



OB in the News	Change Cisco	684
Myth or Science?	"Meetings Stress People Out"	702
OB in the News	How Sustainable is the BPO Industry?	703
Self-Assessment Library	How Stressful Is My Life?	705
OB in the News	The Ten Most Stressful Jobs—And One More That Didn't Make the List	706
International OB	Coping with Stress: Cultural Differences	708
Point/Counterpoint	Managing Change Is an Episodic Activity	713
Questions for Review	714	
Think and Do	714	
Experiential Exercise	714	
Ethical Dilemma	715	
Case Incident 1	Innovating Innovation	715
Case Incident 2	The Rise of Extreme Jobs	716
Appendix	721	
Comprehensive Cases	728	
Credits	748	
Indexes	750	
Glindex	765	

Services Marketing

PEOPLE, TECHNOLOGY, STRATEGY



SIXTH
EDITION



Christopher Lovelock • Jochen Wirtz • Jayanta Chatterjee

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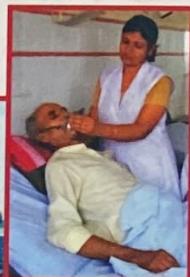
Services Marketing

PEOPLE, TECHNOLOGY, STRATEGY

Christopher Lovelock

Jochen Wirtz

Jayanta Chatterjee



The sixth edition of Services Marketing represents a significant revision. Its contents reflect ongoing developments in the service economy, new research findings, and enhancements to the structure and presentation of the book in response to feedback from reviewers and adopters. It has a strongly managerial perspective, yet is rooted in recent solid academic research. The chapters are organized around a new framework for developing effective service marketing strategies that emphasizes the value exchange between suppliers and their customers. The examples of practical management application help in bridging the gap between theory and practice.

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National University of Singapore

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Indian Subcontinent Adaptation

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CONTENTS

About the Contributors of the Readings and Cases	vii
Preface	xv
PART I: UNDERSTANDING SERVICE MARKETS, PRODUCTS, AND CUSTOMERS 2	
CHAPTER 1 New Perspectives on Marketing in the Service Economy 4	
Why Study Services? 6	
What Are Services? 11	
Services Pose Distinctive Marketing Challenges 15	
Services Require an Expanded Marketing Mix 21	
CHAPTER 2 Customer Behavior in Service Encounters 32	
Differences Among Services Affect Customer Behavior 33	
Customer Decision Making: The Three-Stage Model of Service Consumption 37	
The Prepurchase Stage 39	
The Service Encounter Stage 48	
The Post-encounter Stage 56	
Reading	
Nick Wingfield, "In a Dizzying World, One Way to Keep Up: Renting Possessions" 62	
PART II: BUILDING THE SERVICE MODEL 64	
CHAPTER 3 Developing Service Concepts: Core and Supplementary Elements 66	
Planning and Creating Services 67	
The Flower of Service 78	
Planning and Branding Service Products 87	
Development of New Services 89	
CHAPTER 4 Distributing Services Through Physical and Electronic Channels 98	
Distribution in a Services Context 99	
Determining the Type of Contact: Options for Service Delivery 100	
Place and Time Decisions 103	
Delivering Services in Cyberspace 106	
The Role of Intermediaries 110	
The Challenge of Distribution in Large Domestic Markets 112	
Distributing Services Internationally 112	
CHAPTER 5 Exploring Business Models: Pricing and Revenue Management 124	
Effective Pricing Is Central to Financial Success 125	
Pricing Strategy Stands on Three Legs 127	
Revenue Management: What It Is and How It Works 136	

Ethical Concerns in Service Pricing 142 Putting Service Pricing into Practice 146

CHAPTER 6 Educating Customers and Promoting the Value Proposition 154

- The Role of Marketing Communication 155
- Communicating Services Presents both Challenges and Opportunities 156
- Setting Communication Objectives 161
- The Marketing Communications Mix 163
- The Role of Corporate Design 172
- Marketing Communications and the Internet 173

CHAPTER 7 Positioning Services in Competitive Markets 180

- Focus Underlies the Search for Competitive Advantage 181
- Market Segmentation Forms the Basis for Focused Strategies 183
- Service Attributes and Levels 184
- Positioning Distinguishes a Brand from Its Competitors 187
- Internal, Market, and Competitor Analyses 190
- Using Positioning Maps to Plot Competitive Strategy 194
- Changing Competitive Positioning 198

Readings

- Prosenjit Datta and Gina S. Krishnan, "The Health Travellers" 201
- Sheryl E. Kimes and Richard B. Chase, "The Strategic Levers of Yield Management" 205
- John H. Roberts, "Best Practice: Defensive Marketing: How a Strong Incumbent Can Protect Its Position" 214

PART III: MANAGING THE CUSTOMER INTERFACE 220

CHAPTER 8 Designing and Managing Service Processes 222

- Blueprinting Services to Create Valued Experiences and Productive Operations 223
- Service Process Redesign 232
- The Customer as Co-producer 235
- Dysfunctional Customer Behavior Disrupts Service Processes 240

CHAPTER 9 Balancing Demand and Productive Capacity 246

- Fluctuations in Demand Threaten Service Productivity 247
- Many Service Organizations Are Capacity-Constrained 248
- Patterns and Determinants of Demand 251
- Demand Levels Can Be Managed 253
- Inventory Demand Through Waiting Lines and Reservations 256
- Minimize Perceptions of Waiting Time 262
- Create an Effective Reservations System 264

CHAPTER 10 Crafting the Service Environment 270

- What Is the Purpose of Service Environments? 271
- Understanding Consumer Responses to Service Environments 273
- Dimensions of the Service Environment 277
- Putting It All Together 285

CHAPTER 11 Managing People for Service Advantage 292

- Service Employees Are Crucially Important 293
- Front-Line Work Is Difficult and Stressful 295
- Cycles of Failure, Mediocrity, and Success 298
- Human Resources Management—How to Get It Right 303
- Service Leadership and Culture 316

Readings

- Loizos Heracleous, Jochen Wirtz, and Robert Johnston, "Kung-Fu Service Development at Singapore Airlines" 323
- Keith A. Gilson and Deepak K. Khandelwal, "Getting More from Call Centers: Used Properly, They Can Be Strategic Assets" 327
- Stephan H. Haeckel, Lewis P. Carbone, and Leonard L. Berry, "How to Lead the Customer Experience" 333

PART IV: IMPLEMENTING PROFITABLE SERVICE STRATEGIES 338

CHAPTER 12 Managing Relationships and Building Loyalty 340

- The Search for Customer Loyalty 341
- Understanding the Customer–Firm Relationship 345
- The Wheel of Loyalty 347
- Building a Foundation for Loyalty 348
- Creating Loyalty Bonds 354
- Strategies for Reducing Customer Defections 360
- CRM: Customer Relationship Management 362

CHAPTER 13 Achieving Service Recovery and Obtaining Customer Feedback 372

- Customer Complaining Behavior 373
- Customer Responses to Effective Service Recovery 376
- Principles of Effective Service Recovery Systems 379
- Service Guarantees 382
- Discouraging Abuse and Opportunistic Behavior 387
- Learning from Customer Feedback 388

CHAPTER 14 Improving Service Quality and Productivity 398

- Integrating Service Quality and Productivity Strategies 399
- What Is Service Quality? 400
- The Gaps Model—A Conceptual Tool to Identify and Correct Service Quality Problems 406
- Measuring and Improving Service Quality 407
- Defining and Measuring Productivity 415
- Improving Service Productivity 417
- Appendix 424

CHAPTER 15 Organizing for Change Management and Service Leadership 428

- Effective Marketing Lies at the Heart of Value Creation 429
- Integrating Marketing, Operations, and Human Resources 432
- Creating a Leading Service Organization 434
- In Search of Human Leadership 438
- Change Management 444

Readings

Diane Brady, "Why Service Sucks" 453

Leonard L. Dotzel, "Creating New Markets Through Service Innovation" 460

Frederick F. Reichheld, "The One Number You Need to Grow" 46

CASES

1. jia jaiwanti, A Service Consumer 474
 2. Four Customers in Search of Solutions 476
 3. Starbucks: Delivering Customer Service 477
 4. Giordano: Positioning for International Expansion 490
 5. Jollibee Foods Corporation 499
 6. Sullivan Ford Auto World 507
 7. CompunMentor and the DiscounTech.org Service 512
 8. Dr. Anjishnu Sen Goes to London 529
 9. Menton Bank 531
 10. MakeMyTrip.com 539
 11. The Accra Beach Hotel 546
 12. Dr. Beckett's Dental Office 551
 13. The Accelion Service Guarantee 554
 14. Shouldice Hospital Limited (Abridged) 556
 15. TLCcontact: CarePages Service (A) 566
 16. Massachusetts Audubon Society 576
 17. Bharat Sandhar Nigam Limited 590
 18. Hilton HHonors Worldwide: Loyalty Wars 603

Glossary

Credits 621

Name Index 623

Subject index

xiv Contents

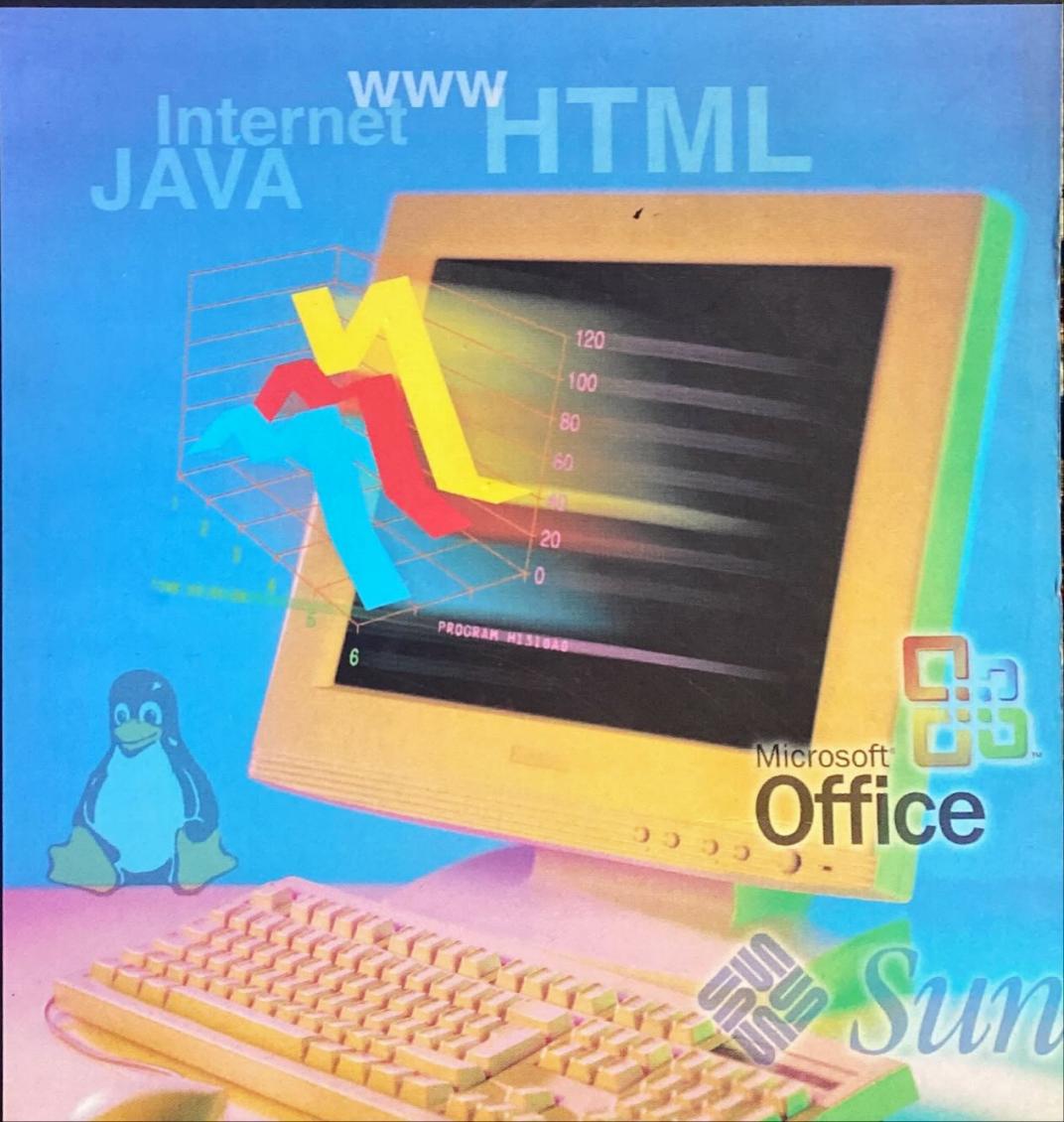
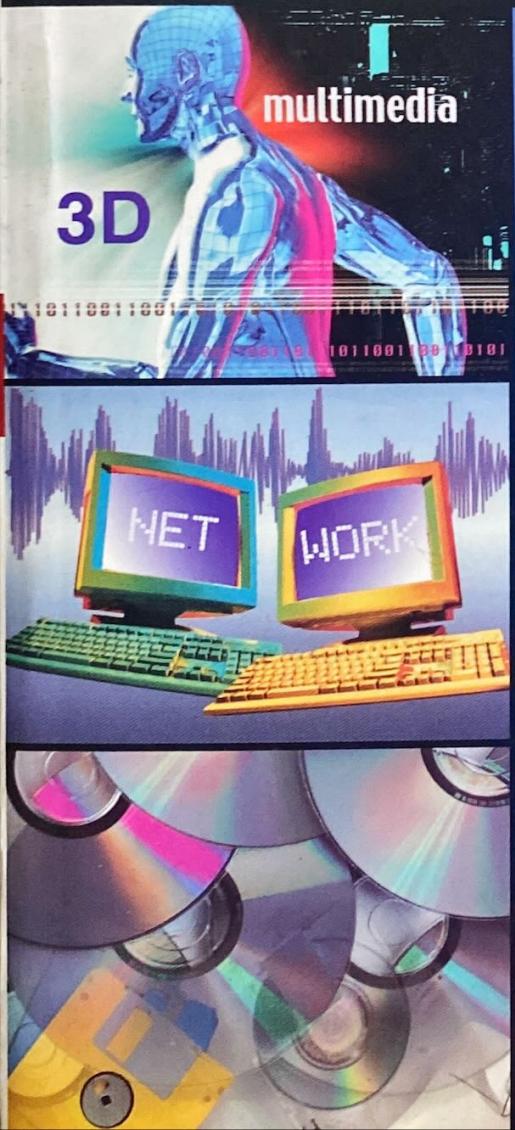


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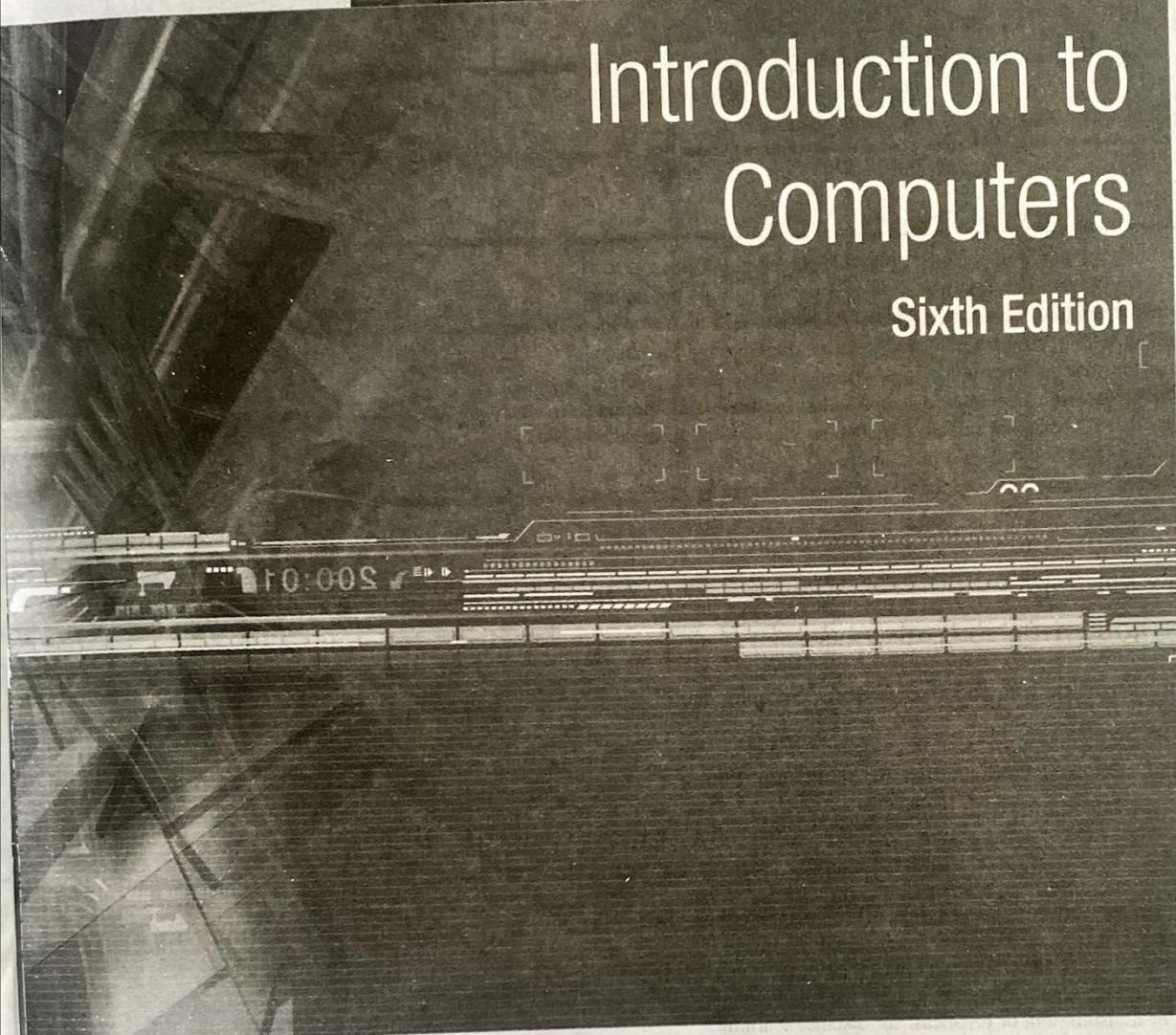


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CONTENTS

CHAPTER 1::

Introducing Computer Systems

Chapter Contents

Lesson 1A:

Exploring Computers and Their Uses

Overview: Computers in Our World

The Computer Defined

Computers for Individual Users

 Desktop Computers

 Workstations

 Notebook Computers

 Tablet PCs

 Handheld PCs

 Smart Phones

Computers for Organizations

 Network Servers

 Mainframe Computers

 Minicomputers

 Supercomputers

Computers in Society

Productivity Tip: Choosing the Right Tool

for the Job

 Why Are Computers So Important?

 Home

 Education

 Small Business

 Industry

 Government

 Health Care

Norton Notebook: The Merging of Media
and Meaning

Lesson 1A Review

Lesson 1B:

Looking Inside the Computer System

Overview: Dissecting the Ultimate Machine

The Parts of a Computer System

 Hardware

 Software

2	Data	25
2	Users	26
2	The Information Processing Cycle	26
2	Essential Computer Hardware	27
	Processing Devices	28
3	Memory Devices	29
3	<i>Random Access Memory</i>	29
3	<i>Read-Only Memory</i>	29
5	Input and Output Devices	30
5	Storage Devices	31
5	<i>Magnetic Storage</i>	31
6	<i>Optical Storage</i>	32
6	Software Brings the Machine to Life	32
7	System Software	33
7	Application Software	33
7	Computer Data	34
8	At Issue: Computerized Disease Management	36
8	Computer Users	38
9	The User's Role	38
10	"Userless" Computers	39
10	Computers In Your Career: Using Computers	
11	Outside of the IT Industry	40
12	Lesson 1B Review	42
12	Chapter Skills Review	46
12	Chapter Labs	46
14	Discussion Questions	47
15	Research and Report	47
15	Ethical Issues	47
16		
17		
18		
18	CHAPTER 2::	
18	Interacting with Your Computer	48
20	Chapter Contents	48
24	Lesson 2A:	
24	Using the Keyboard and Mouse	49
24	Overview: The Keyboard and Mouse	49
25	The Keyboard	50
25	The Standard Keyboard Layout	50
25	<i>The Alphanumeric Keys</i>	50
25	<i>The Modifier Keys</i>	50

The Numeric Keyboard	51	Chapter Labs
The Function Keys	51	Discussion Questions
The Cursor-Movement Keys	52	Research and Report
Special-Purpose Keys	52	Ethical Issues
How the Computer Accepts Input from the Keyboard	53	
The Mouse	54	
Using the Mouse	54	
Mouse Button Configurations	56	
Variants of the Mouse	58	
Mouse Button Configurations	58	
Trackballs	58	
Trackpads	58	
Pointers in the Keyboard	59	
Productivity Tip: Saving Time With Keyboard Shortcuts	59	
Ergonomics and Input Devices	60	
Repetitive Stress Injuries	60	
Avoiding Keyboard-Related Injuries	61	
At Issue: Computer Voting—Is It a Good Thing?	62	
Lesson 2A Review	65	
Lesson 2B: Inputting Data in Other Ways	68	
Overview: Options for Every Need and Preference	68	
Devices for the Hand	68	
Pens	69	
Touch Screens	69	
Game Controllers	70	
Optical Input Devices	70	
Bar Code Readers	71	
Image Scanners and Optical Character Recognition (OCR)	72	
Norton Notebook: Speech Recognition	72	
Audiovisual Input Devices	74	
Microphones	74	
Other Types of Audio Input	74	
Video Input	76	
Digital Cameras	77	
Computers In Your Career: Hardware Technician	78	
Lesson 2B Review	80	
Chapter Skills Review	84	
CHAPTER 3: Seeing, Hearing, and Printing Data	86	
Lesson 3A: Video and Sound	87	
Overview: Reaching Our Senses with Sight and Sound	87	
Monitors	87	
CRT Monitors	87	
Flat-Panel Monitors	88	
Dot Pitch	88	
Eyestrain	89	
Video Cards	89	
Ergonomics and Monitors	90	
Norton Notebook: Flat Video Is Anything But	98	
Electromagnetic Fields	98	
Data Projectors	99	
Sound Systems	100	
Sound Cards	100	
Headphones and Headsets	102	
At Issue: Call of the Wild: Bioacoustic Research	102	
Lesson 3A Review	104	
Lesson 3B: Printing	107	
Overview: Putting Digital Content in Your Hands	107	
Commonly Used Printers	108	
Dot Matrix Printers	108	
Ink Jet Printers	110	
Laser Printers	111	
All-in-One Peripherals	112	

Comparing Printers	112	The Computer's Internal Clock	136
High-Quality Printers	113	The Bus	136
Photo Printers	113	<i>The Data Bus</i>	136
Productivity Tip: The Care and Feeding of Printers	114	<i>The Address Bus</i>	137
Thermal-Wax Printers	114	<i>Bus Standards</i>	137
Dye-Sublimation Printers	115	Cache Memory	138
Plotters	116	Productivity Tip: Do You Need More RAM?	140
Computers In Your Career: Computer Training Specialist	116	Lesson 4A Review	142
Lesson 3B Review	118		
Chapter Skills Review	122		
Chapter Labs	122	Lesson 4B: Modern CPUs	146
Discussion Questions	123	Overview: The Race for the Desktop	146
Research and Report	123	A Look inside the Processor	147
Ethical Issues	123	Microcomputer Processors	147
CHAPTER 4: Processing Data	124	Intel Processors	148
Chapter Contents	124	Advanced Micro Devices (AMD) Processors	148
Lesson 4A: Transforming Data into Information	125	Freescale Processors	149
Overview: The Difference between Data and Information	125	IBM Processors	149
How Computers Represent Data	126	Comparing Processors	150
Number Systems	126	Norton Notebook: What Is a Computer Chip?	150
Bits and Bytes	127	RISC Processors	151
Text Codes	127	Parallel Processing	151
How Computers Process Data	128	Extending the Processor's Power to Other Devices	152
The CPU	130	Standard Computer Ports	152
<i>The Control Unit</i>	130	Serial and Parallel Ports	153
<i>The Arithmetic Logic Unit</i>	130	Specialized Expansion Ports	154
Machine Cycles	130	SCSI	154
Memory	131	USB	154
<i>Nonvolatile Memory</i>	132	IEEE 1394 (FireWire)	155
<i>Flash Memory</i>	132	Musical Instrument Digital Interface (MIDI)	155
<i>Volatile Memory</i>	132	Expansion Slots and Boards	155
Factors Affecting Processing Speed	133	Computers In Your Career: Computer Sales Professional	156
Registers	133	PC Cards	156
At Issue: Cyborgs Among Us: Wearable Technology	134	Plug and Play	157
Memory and Computing Power	134	Lesson 4B Review	158

CHAPTER 5: Storing Data

Storing Data

Chapter Contents

Lesson 5A:

Types of Storage Devices

Overview: An Ever-Growing Need	164
Categorizing Storage Devices	164
Magnetic Storage Devices	166
How Data Is Stored on a Disk	166
How Data Is Organized on a Magnetic Disk	168
Tracks and Sectors	168
How the Operating System Finds Data on a Disk	170
Diskettes (Floppy Disks)	171
Hard Disks	173
Removable High-Capacity Magnetic Disks	173
Tape Drives	174
Productivity Tip: Backing Up Your Data	174
Optical Storage Devices	175
CD-ROM	176
DVD-ROM	177
Recordable Optical Technologies	178
Solid-State Storage Devices	179
Flash Memory	179
Norton Notebook: Looking Back, Moving Forward	180
Smart Cards	180
Solid-State Disks	182
Lesson 5A Review	183

CHAPTER 6: At Issue: Digital Student Portfolios

Drive-Interface Standards

Enhanced Integrated Drive Electronics (EIDE)

Small Computer System Interface (SCSI)

USB and FireWire

Computers In Your Career: Careers in Outsourcing

Lesson 5B Review

Chapter Skills Review

Chapter Labs

Discussion Questions

Research and Report

Ethical Issues

At Issue: Digital Student Portfolios

Drive-Interface Standards

Enhanced Integrated Drive Electronics (EIDE)

Small Computer System Interface (SCSI)

USB and FireWire

CHAPTER 6: Using Operating Systems

Lesson 6A: Using Operating Systems

Operating System Basics

Overview: The Purpose of Operating Systems

Types of Operating Systems

Real-Time Operating Systems

Single-User/Single-Tasking Operating Systems

Single-User/Multitasking Operating Systems

Multi-User/Multitasking Operating Systems

Providing a User Interface

Graphical User Interfaces

Command-Line Interfaces

Running Programs

Sharing Information

Productivity Tip: Do-It-Yourself Tech Support

Lesson 6B: Measuring and Improving Drive Performance

Performance

Overview: The Need for Speed

Average Access Time

Data Transfer Rate

Optimizing Disk Performance

Cleaning Up Unneeded Files

Scanning a Disk for Errors

Defragmenting a Disk

File Compression

Screen Savers

Norton Notebook: Changing Your PC's			
Operating System	218	Overview: Sharing Data Anywhere, Anytime	243
Lesson 6A Review	220	The Uses of a Network	244
		Simultaneous Access	244
		Shared Peripheral Devices	245
		Personal Communications	246
		Easier Data Backup	247
	224	Common Types of Networks	248
Lesson 6B:		Local Area Networks (LANs)	248
Survey of PC and Network		Wide Area Networks (WANs)	248
Operating Systems	225	Hybrid Networks	248
Overview: Operating Systems Yesterday and Today	224	Campus Area Networks (CANs)	249
PC Operating Systems	225	Metropolitan Area Networks (MANs)	249
DOS	225	Home Area Networks (HANs)	249
Windows NT Workstation	225	Intranets and Extranets	249
Windows 9x	226	How Networks Are Structured	250
Windows 2000 Professional	228	Server-Based Networks	250
Windows XP	228	Client/Server Networks	250
The Macintosh Operating System	229	Peer-to-Peer Networks	251
UNIX for the Desktop	229	At Issue: Catching "Cyberslackers" on the Job	252
Linux for the Desktop	229	Network Topologies and Protocols	253
At Issue: Controlling Computers with the Mind	230	Network Media	255
Network Operating Systems	230	Wire-Based Media	255
Windows NT Server	231	Wireless Media	256
Windows 2000 Server	232	Network Hardware	256
Windows Server 2003	232	Network Interface Cards (NICs)	256
Novell NetWare	232	Network Linking Devices	256
UNIX for Servers	233	Cabling Equipment	258
Linux for Servers	233	Norton Notebook: Fighting Hackers	260
Embedded Operating Systems	234	Protocols	261
Computers In Your Career: Help Desk and	236	Lesson 7A Review	263
Technical Support Specialists			
Lesson 6B Review	240		
Chapter Skills Review			
Chapter Labs	240	Lesson 7B:	
Discussion Questions	241	Data Communications	267
Research and Report	241	Overview: The Local and Global Reach of Networks	267
Ethical Issues	241	Data Communications with Standard Telephone	
		Lines and Modems	268
		Modems	268
		Uses for a Modem	270
	242	Productivity Tip: The Telecommuter's Checklist	270
	242	Using Digital Data Connections	271
		Broadband Connections	272

CHAPTER 7:

Networks

Chapter Contents

Lesson 7A:

Networking Basics

243

Contents

xv

DSL Technologies	222	Getting Help with Your Browser	29
Cable Modem Connections	222	Searching the Web	29
ATM	222	Using a Directory	29
Wireless Networks	223	Using Boolean Operators in Your Searches	301
Wireless: 802.11	275	Using Advanced Search Options	302
Wireless Access Point	275	Using a Search Engine	301
Wireless Adapter	275	Using Boolean Operators in Your Searches	301
Computers In Your Career: Careers in Networking	276	Using Advanced Search Options	302
Lesson 7B Review	278	Using a Search Engine	301
Chapter Skills Review	282	Using Sponsored versus Non-sponsored Links	306
Chapter Labs	282	Using Site-Specific Search Tools	307
Discussion Questions	283	Lesson 8A Review	308
Research and Report	283	E-Mail and Other Internet Services	312
Ethical Issues	283	Overview: Communicating Through the Internet	312
Lesson 8A:	284	Using E-Mail	313
CHAPTER 8:: Presenting the Internet	284	Understanding E-Mail	313
Chapter Contents	284	E-Mail Addresses	313
The Internet's History	285	Internet Systems	314
The Beginning: A "Network of Networks"	286	Creating a Message	314
Today: Still Growing	286	Receiving and Reading a Message	314
The Internet's Major Services	287	At Issue: Stomping Out Spam	316
Understanding the World Wide Web	288	Using Web-Based E-Mail Services	317
How the Web Works	289	More Features of the Internet	317
Web Browsers and HTML Tags	290	News	317
URIs	291	FTP	319
Helper Applications and Multimedia Content	292	Internet Relay Chat (IRC) and Web-Based Chat	320
Norton Notebook: Internet Time Travel!	294	Instant Messaging	321
The Wayback Machine	294	Online Services	321
Using Your Browser and the World Wide Web	295	Peer-to-Peer Services	322
Launching Your Browser	295	Computers In Your Career: Documentation and Online Help System Designer	322
Navigating the Web	296	Lesson 8B Review	324
Using URIs	296	Chapter Skills Review	328
Using Hyperlinks	297	Chapter Labs	328
Using the Browser's Navigation Tools	298	Discussion Questions	329
Closing Your Browser	298	Research and Report	329
Ethical Issues	298	Ethical Issues	329

CHAPTER 9::		
Working in the Online World	330	
Chapter Contents	330	
Lesson 9A:		
Connecting to the Internet	331	
Overview: Joining the Internet Phenomenon	331	
Connecting to the Internet through Wires	332	
Dial-up Connections	332	
High-Speed Broadband Connections	332	
<i>Integrated Services Digital Network (IDSN) Service</i>	333	
<i>Digital Subscriber Line (DSL) Services</i>	333	
<i>Cable Modem Service</i>	334	
How PC Applications Access the Internet	334	
Connecting to the Internet Wirelessly	335	
Wireless WAN (WWAN) Connections	335	
At Issue: On the Beat with Techno-Cops	336	
Satellite Services	336	
WLAN Connections	338	
Productivity Tip: Sharing an Internet Connection	340	
Lesson 9A Review	342	
Lesson 9B:		
Doing Business in the Online World	345	
Overview: Commerce on the World Wide Web	345	
E-Commerce at the Consumer Level	346	
Online Shopping		
<i>Online Stores versus Physical Locations</i>	346	
<i>Using Online Catalogs</i>	347	
<i>Paying for Purchases</i>	348	
<i>Getting Customer Service</i>	349	
Online Banking and Finance		
<i>Online Banking</i>	350	
<i>Online Finance</i>	351	
E-Commerce at the Business Level	352	
Business-to-Business (B2B) Transactions	352	
Intranets and Extranets	353	
Norton Notebook: Business, the Internet and Everything		
Telecommuters	352	
Computers In Your Career: Career Opportunities and the Internet	354	
Security		354
Lesson 9B Review		356
Chapter Skills Review		360
Chapter Labs		360
Discussion Questions		361
Research and Report		361
Ethical Issues		361
CHAPTER 10::		
Working with Application Software	362	
Chapter Contents	362	
Lesson 10A:		
Productivity Software	363	
Overview: Software to Accomplish the Work of Life	363	
Acquiring Software	364	
Commercial Software	364	
Freeware and Public Domain Software	364	
Open-Source Software	365	
Word Processing Programs	365	
The Word Processor's Interface	366	
Entering and Editing Text	366	
Formatting Text	367	
Spreadsheet Programs	368	
The Spreadsheet's Interface	368	
Entering Data in a Worksheet	369	
Presentation Programs	371	
At Issue: Who Really Owns the Software on Your PC?		
The Presentation Program's Interface	372	
Creating a Presentation	374	
Presenting Slide Shows	375	
Productivity Tip: Automating Your Work with Macros		
Personal Information Managers	376	
Lesson 10A Review	379	
Lesson 10B:		
Graphics and Multimedia	383	
Overview: Graphics, Graphics Everywhere	383	
Understanding Graphics File Formats	384	

Bitmap and Vector Graphics	384
File Formats and Compatibility Issues	384
Getting Images into Your Computer	386
Lesson 11A Review	386
Graphics Software	
Paint Programs	
Draw Programs	
Photo-Editing Programs	387
Computer-Aided Design Programs	387
3-D and Animation Software	387
Norton Notebook: Why Own When You Can Rent?	390
Multimedia Basics	390
Computers In Your Career: Careers in Multimedia	392
Lesson 10B Review	394
Chapter Skills Review	397
Chapter Labs	397
Discussion Questions	397
Research and Report	398
Ethical Issues	398
CHAPTER 11: Database Management	400
Chapter Contents	400
Lesson 11A: Database Management Systems	401
Overview: The Mother of All Computer Applications	401
Databases and Database Management Systems	402
The Database	402
Flat-File and Relational Database Structures	402
The DBMS	405
Norton Notebook: Data Warehouses	406
Working with a Database	406
Creating Database Tables	407
Understanding Field Types	407
Entering Data in a Table	409
Viewing Records	409
Sorting Records	410
Querying a Database	412
Generating Reports	413
Lesson 11B: Survey of Database Systems	420
Overview: When Applications Grow Huge	420
Enterprise Software	421
Meeting the Needs of Many Users	421
Databases at Work	423
Databases in Business	423
Databases on the Internet	425
Databases for Individuals	425
Productivity Tip: Database Macros	426
Common Corporate Database Management Systems	428
Oracle	428
DB2	429
SQL Server	429
MySQL	429
Computers In Your Career: Database Careers	430
Lesson 11B Review	432
CHAPTER 12: Software Programming and Development	436
Chapter Contents	436
Lesson 12A: Creating Computer Programs	439
Overview: What Is a Computer Program?	439
What Is a Computer Program?	440
Hardware/Software Interaction	441
Code	441
Machine Code	442
Programming Languages	442
Lesson 12B: At Issue: Play Ball! Baseball Enters the Information Age	444
Overview: Play Ball! Baseball Enters the Information Age	444
Enterprise Software	446

Compilers and Interpreters	443	Chapter Contents	476
Planning a Computer Program	444		
How Programs Solve Problems	445		
Program Control Flow	445		
Algorithms	445		
Heuristics	446		
Productivity Tip: Finding Faster Algorithms	448	Lesson 13A:	
Structured and Object-Oriented Programming	448	Understanding the Need for Security Measures	477
Programming Structures	449	Overview: The Need for Computer Security	477
At Issue: Hot and Oh-So-Cool: Technology Forecasts the Weather	450	Basic Security Concepts	478
Object-Oriented Programming	450	Threats	478
Lesson 12A Review	452	Degrees of Harm	478
		Countermeasures	478
		Threats to Users	479
		Identity Theft	479
		Loss of Privacy	480
		Public Records on the Internet	480
		Internet Monitoring, Profiling, and Spying	481
		Online Spying Tools	481
		Cookies	481
		Web Bugs	482
		Spyware	482
		Spam	483
		Computer-Related Injuries	484
		Threats to Hardware	484
		Power-Related Threats	485
		Theft and Vandalism	485
		Natural Disasters	486
		Productivity Tip: Keeping Your PC Up to Date	486
		Threats to Data	488
		Malware, Viruses, and Malicious Programs	488
		Cybercrime	488
		Hacking	489
		Common Hacking Methods	489
		At Issue: Software Piracy	490
		Cyberterrorism	492
		Lesson 13A Review	493
Chapter Skills Review	474		
Chapter Labs	474		
Discussion Questions	475	Lesson 13B:	
Research and Report	475	Taking Protective Measures	497
Ethical Issues	475	Overview: Keeping Your System Safe	497
		Protecting Yourself	498
		Avoiding Identity Theft	498
		Managing Your Papers	498
		Guarding Personal Information	499

CHAPTER 13::

Protecting Your Privacy, Your Computer,
and Your Data

476

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Contents

Foreword	xix
Preface	xx
Acknowledgments	xxviii

■ Part I INTRODUCTION AND EARLY PHASES OF MARKETING RESEARCH 1

Chapter 1	<i>Introduction to Marketing Research</i> 2
Objectives	2
Overview	3
Definition of Marketing Research	7
A Classification of Marketing Research	8
The Marketing Research Process	10
Step 1: Problem Definition	10
Step 2: Development of an Approach to the Problem	10
Step 3: Research Design Formulation	10
Step 4: Fieldwork or Data Collection	11
Step 5: Data Preparation and Analysis	11
Step 6: Report Preparation and Presentation	11
The Role of Marketing Research in Marketing Decision Making	12
Marketing Research and Competitive Intelligence	15
The Decision to Conduct Marketing Research	16
The Marketing Research Industry	17
Selecting a Research Supplier	21
Careers in Marketing Research	22
The Role of Marketing Research in MIS and DSS	24
The Department Store Patronage Project	25
International Marketing Research	26
Ethics in Marketing Research	27
SPSS Windows	29
Summary	30
Key Terms and Concepts	31
Suggested Cases, Video Cases, and HBS Cases	31
Live Research: Conducting a Marketing Research Project	32
Acronyms	32
Exercises	32
Internet and Computer Exercises	32
Activities	33

Chapter 2	<i>Defining the Marketing Research Problem and Developing an Approach</i> 34
Objectives	34
Overview	35
Importance of Defining the Problem	37
The Process of Defining the Problem and Developing an Approach	37
Tasks Involved	38
Discussions with Decision Makers	38
Interviews with Industry Experts	40
Secondary Data Analysis	42
Qualitative Research	42
Environmental Context of the Problem	43
Past Information and Forecasts	43
Resources and Constraints	45
Objectives	45
Buyer Behavior	45
Legal Environment	47
Economic Environment	47
Marketing and Technological Skills	47
Management Decision Problem and Marketing Research Problem	48
Defining the Marketing Research Problem	49
Components of the Approach	51
Objective/Theoretical Framework	51
Analytical Model	52
Research Questions	53
Hypotheses	53
Specification of Information Needed	56
International Marketing Research	57
Ethics in Marketing Research	58
SPSS Windows	60
Summary	61
Key Terms and Concepts	61
Suggested Cases, Video Cases, and HBS Cases	61
Live Research: Conducting a Marketing Research Project	62
Acronyms	62
Exercises	62
Internet and Computer Exercises	63
Activities	63
Cases for Part I	
1.1: Life in the Fast Lane: Fast Food Chains Race to Be Number One	65
1.2: Nike Sprints Ahead of the Competition, Yet Has a Long Way to Run	67

<p>1.3: Lexus: Imparting Value to Luxury and Luxury to Value 68</p> <p>Video Cases for <i>Part I</i></p> <p>1.1: Burke: Learning and Growing Through Marketing Research 71</p> <p>1.2: Accenture: The Accent Is in the Name 73</p>	<p>Error: Accuracy of the Data 109</p> <p>Currency: When the Data Were Collected 109</p> <p>Objective: The Purpose for Which the Data Were Collected 110</p> <p>Nature: The Content of the Data 110</p> <p>Dependability: How Dependable Are the Data? 110</p> <p>Classification of Secondary Data 112</p> <p>Internal Secondary Data 112</p> <p>Database Marketing 113</p> <p>Published External Secondary Sources 114</p> <p>General Business Data 115</p> <p>Government Sources 116</p> <p>Computerized Databases 117</p> <p>Classification of Computerized Databases 117</p> <p>Databases 117</p> <p>Directories of Databases 119</p> <p>Syndicated Sources of Secondary Data 119</p> <p>Syndicated Data from Households 121</p> <p>Surveys 121</p> <p>Purchase and Media Panels 123</p> <p>Electronic Scanner Services 126</p> <p>Retailer and Wholesaler Audits 128</p> <p>Industry Services 129</p> <p>Syndicated Data from Institutions 128</p> <p>Combining Information from Different Sources: Single-Source Data 130</p> <p>Computer Mapping 130</p> <p>Buying Power Index 131</p> <p>International Marketing Research 132</p> <p>Ethics in Marketing Research 133</p> <p>International Marketing Research 97</p> <p>Ethics in Marketing Research 99</p> <p>Summary 100</p> <p><i>Key Terms and Concepts</i> 101</p> <p><i>Suggested Cases, Video Cases, and HBS Cases</i> 101</p> <p><i>Live Research: Conducting a Marketing Research Project</i> 102</p> <p>Acronyms 102</p> <p>Exercises 102</p> <p><i>Internet and Computer Exercises</i> 102</p> <p>Activities 103</p> <p><i>Exploratory Research Design:</i> <i>Secondary Data</i> 104</p> <p>Objectives 104</p> <p>Overview 105</p> <p>Primary versus Secondary Data 106</p> <p>Advantages and Uses of Secondary Data 107</p> <p>Disadvantages of Secondary Data 107</p> <p>Criteria for Evaluating Secondary Data 108</p> <p>Specifications: Methodology Used to Collect the Data 108</p>
<p>Chapter 4</p>	<p>Chapter 5</p>
<p><i>Exploratory Research Design: Qualitative Research</i> 140</p> <p>Objectives 140</p> <p>Overview 141</p> <p>Primary Data: Qualitative versus Quantitative Research 143</p> <p>Rationale for Using Qualitative Research 143</p> <p>A Classification of Qualitative Research Procedures 145</p>	<p><i>Exploratory Research Design: Quantitative Research</i> 140</p> <p>Objectives 140</p> <p>Overview 141</p>

CONTENTS

Focus Group Interviews	145	Personal Methods	186
Characteristics	146	Personal In-Home Interviews	186
Planning and Conducting Focus Groups	147	Mall-Intercept Personal Interviews	187
Other Variations in Focus Groups	153	Computer-Assisted Personal Interviewing (CAPI)	188
Advantages and Disadvantages of Focus Groups	154	Mail Methods	189
Applications of Focus Groups	155	Mail Interviews	189
Online Focus Group Interviews	155	Mail Panels	191
Advantages of Online Focus Groups	156	Electronic Methods	192
Disadvantages of Online Focus Groups	156	E-Mail Interviews	192
Uses of Online Focus Groups	157	Internet Interviews	192
Depth Interviews	158	A Comparative Evaluation of Survey Methods	194
Characteristics	158	Flexibility of Data Collection	194
Techniques	159	Diversity of Questions	194
Advantages and Disadvantages of Depth Interviews	161	Use of Physical Stimuli	196
Applications of Depth Interviews	162	Sample Control	196
Projective Techniques	163	Control of the Data Collection Environment	198
Association Techniques	163	Control of Field Force	198
Completion Techniques	164	Quantity of Data	198
Construction Techniques	165	Response Rate	198
Expressive Techniques	166	Perceived Anonymity	199
Advantages and Disadvantages of Projective Techniques	168	Social Desirability/Sensitive Information	199
Applications of Projective Techniques	168	Potential for Interviewer Bias	200
Analysis of Qualitative Data	170	Speed	200
Software Packages	171	Cost	200
International Marketing Research	172	Selection of Survey Methods	200
Ethics in Marketing Research	173	Observation Methods	202
<i>Summary</i>	176	Structured versus Unstructured Observation	202
<i>Key Terms and Concepts</i>	176	Disguised versus Undisguised Observation	202
<i>Suggested Cases, Video Cases, and HBS Cases</i>	176	Natural versus Contrived Observation	202
<i>Live Research: Conducting a Marketing Research Project</i>	177	Observation Methods Classified by Mode of Administration	203
Acronyms	177	Personal Observation	203
Exercises	178	Mechanical Observation	203
Internet and Computer Exercises	178	Audit	205
Activities	178	Content Analysis	205
Chapter 6 Descriptive Research Design: Survey and Observation	180	Trace Analysis	206
Objectives	180	A Comparative Evaluation of Observation Methods	208
Overview	181	A Comparison of Survey and Observation Methods	209
Survey Methods	183	Relative Advantages of Observation	209
Survey Methods Classified by Mode of Administration	184	Relative Disadvantages of Observation	209
Telephone Methods	184	Ethnographic Research	210
Traditional Telephone Interviews	184	Other Methods	211
Computer-Assisted Telephone Interviewing	185	International Marketing Research	211
		Selection of Survey Methods	212
		Ethics in Marketing Research	213

CONTENTS

Summary	215	Latin Square Design	237
Key Terms and Concepts	215	Factorial Design	237
Suggested Cases, Video Cases, and HBS Cases	215	Laboratory versus Field Experiments	238
Live Research: Conducting a Marketing Research Project	216	Experimental versus Nonexperimental Designs	240
Acronyms	216	Limitations of Experimentation	240
Exercises	217	Time	240
Internet and Computer Exercises	217	Cost	241
Activities	217	Administration	241
Causal Research Design: Experimentation	218	Standard Test Market	243
Objectives	218	Simulated Test Market	243
Overview	219	International Marketing Research	243
Concept of Causality	220	Ethics in Marketing Research	244
Conditions for Causality	221	Summary	246
Concomitant Variation	221	Key Terms and Concepts	247
Time Order of Occurrence of Variables	222	Suggested Cases, Video Cases, and HBS Cases	247
Absence of Other Possible Causal Factors	222	Live Research: Conducting a Marketing Research Project	247
Role of Evidence	223	Acronyms	248
Definitions and Concepts	223	Exercises	248
Definition of Symbols	224	Internet and Computer Exercises	249
Validity in Experimentation	225	Activities	249
Internal Validity	225	Chapter 8 Measurement and Comparative Scaling: Fundamentals	
External Validity	225	Objectives	250
Extraneous Variables	226	Overview	251
History	226	Measurement and Scaling	252
Maturity	226	Primary Scales of Measurement	252
Testing Effects	226	Nominal Scale	252
Instrumentation	227	Ordinal Scale	254
Statistical Regression	227	Interval Scale	255
Selection Bias	227	Ratio Scale	256
Mortality	227	A Comparison of Scaling Techniques	257
Controlling Extraneous Variables	228	Comparative Scaling Techniques	258
Randomization	228	Paired Comparison Scaling	258
Matching	228	Rank Order Scaling	260
Statistical Control	228	Constant Sum Scaling	261
Design Control	228	Q-Sort and Other Procedures	262
A Classification of Experimental Designs	229	International Marketing Research	263
Preexperimental Designs	230	Ethics in Marketing Research	264
One-Shot Case Study	230	SPSS Windows	266
One-Group Pretest-Posttest Design	230	Summary	267
Static Group Design	231	Key Terms and Concepts	267
True Experimental Designs	231	Suggested Cases, Video Cases, and HBS Cases	267
Pretest-Posttest Control Group Design	231	Live Research: Conducting a Marketing Research Project	268
Posttest-Only Control Group Design	232	Acronyms	268
Quasi-Experimental Designs	233	Exercises	268
Time Series Design	234	Internet and Computer Exercises	269
Multiple Time Series Design	234	Activities	269
Statistical Designs	236		
Randomized Block Design	236		

CONTENTS

xi

Chapter 9	<i>Measurement and Scaling: Noncomparative Scaling Techniques</i>	270
	Objectives	270
	Overview	271
	Noncomparative Scaling Techniques	272
	Continuous Rating Scale	272
	Itemized Rating Scales	274
	Likert Scale	274
	Semantic Differential Scale	276
	Stapel Scale	277
	Noncomparative Itemized Rating Scale Decisions	278
	Number of Scale Categories	278
	Balanced versus Unbalanced Scales	279
	Odd or Even Number of Categories	279
	Forced versus Nonforced Scales	279
	Nature and Degree of Verbal Description	279
	Physical Form or Configuration	280
	Multi-Item Scales	282
	Scale Evaluation	283
	Measurement Accuracy	283
	Reliability	284
	Validity	286
	Relationship Between Reliability and Validity	287
	Generalizability	287
	Choosing a Scaling Technique	288
	Mathematically Derived Scales	288
	International Marketing Research	288
	Ethics in Marketing Research	289
	SPSS Windows	291
	Summary	292
	Key Terms and Concepts	293
	Suggested Cases, Video Cases, and HBS Cases	293
	Live Research: Conducting a Marketing Research Project	293
	Acronyms	294
	Exercises	294
	Internet and Computer Exercises	294
	Activities	295
Chapter 10	<i>Questionnaire and Form Design</i>	296
	Objectives	296
	Overview	297
	Questionnaires and Observation Forms	299
	Questionnaire Definition	299
	Objectives of a Questionnaire	299
	Questionnaire Design Process	300
	Specify the Information Needed	300
	Type of Interviewing Method	301
Chapter 11	<i>Sampling: Design and Procedures</i>	332
	Objectives	332
	Overview	333
	Sample or Census	335

The Sampling Design Process	336
Define the Target Population	336
Determine the Sampling Frame	337
Select a Sampling Technique	337
Determine the Sample Size	338
Execute the Sampling Process	339
A Classification of Sampling Techniques	340
Noprobability Sampling Techniques	341
Convenience Sampling	341
Judgmental Sampling	343
Quota Sampling	344
Showball Sampling	345
Probability Sampling Techniques	346
Simple Random Sampling	346
Systematic Sampling	347
Stratified Sampling	348
Cluster Sampling	350
Other Probability Sampling Techniques	354
Choosing Nonprobability versus Probability Sampling	354
Uses of Nonprobability and Probability Sampling	356
Internet Sampling	356
Issues in Online Sampling	356
Online Sampling Techniques	357
International Marketing Research	358
Ethics in Marketing Research	359
Summary	360
<i>Key Terms and Concepts</i>	361
<i>Suggested Cases, Video Cases, and HBS Cases</i>	361
<i>Lite Research: Conducting a Marketing Research Project</i>	362
Acronyms	362
Exercises	362
Internet and Computer Exercises	363
Activities	363
Nonresponse Issues in Sampling	377
Improving the Response Rates	378
Adjusting for Nonresponse	381
International Marketing Research	383
Ethics in Marketing Research	383
SPSS Windows	385
Summary	386
<i>Key Terms and Concepts</i>	386
<i>Suggested Cases, Video Cases, and HBS Cases</i>	386
<i>Live Research: Conducting a Marketing Research Project</i>	387
Acronyms	387
Exercises	387
<i>Internet and Computer Exercises</i>	388
Activities	388
Appendix 12A	388
Cases for Part II	391
2.1: The Forecast Is Sunny for the Weather Channel	391
2.2: Who Is the Host with the Most?	392
2.3: Candy Is Dandy for Hershey	395
2.4: Fragrances Are Sweet, But Competition Is Bitter	397
2.5: Is Super Bowl Advertising Super Effective?	401
Video Cases for Part II	401
2.1: Starbucks: Savoring Local While Going Global	402
Global Through Marketing Research	403
2.2: Nike: Associating Athletes, Performance, and the Brand	404
2.3: Intel: Building Blocks Inside Out	405
2.4: Nivea: Marketing Research Leads to Consistency in Marketing	407
■ Part III DATA COLLECTION, ANALYSIS, AND REPORTING 409	
Chapter 12 Sampling: Final and Initial Sample Size Determination 364	
Objectives	364
Overview	365
Definitions and Symbols	366
The Statistical Approach to Determining Sample Size	369
The Confidence Interval Approach	369
Sample Size Determination: Means	370
Sample Size Determination: Proportions	372
Multiple Characteristics and Parameters	375
Other Probability Sampling Techniques	376
Adjusting the Statistically Determined Sample Size	376
■ Chapter 13 Fieldwork 410	
Objectives	410
Overview	411
The Nature of Fieldwork	412
Fieldwork/Data-Collection Process	412
Selection of Field Workers	413
Training of Field Workers	414
Making the Initial Contact	414
Asking the Questions	414
Probing	415
Recording the Answers	415
Terminating the Interview	416

CONTENTS

<p>Supervision of Field Workers 417</p> <ul style="list-style-type: none"> Quality Control and Editing 417 Sampling Control 417 Control of Cheating 418 Central Office Control 418 <p>Validation of Fieldwork 418</p> <p>Evaluation of Field Workers 418</p> <ul style="list-style-type: none"> Cost and Time 418 Response Rates 418 Quality of Interviewing 418 Quality of Data 419 <p>International Marketing Research 420</p> <p>Ethics in Marketing Research 421</p> <p>SPSS Windows 423</p> <p>Summary 423</p> <p>Key Terms and Concepts 424</p> <p>Suggested Cases, Video Cases, and HBS Cases 424</p> <p><i>Live Research: Conducting a Marketing Research Project</i> 424</p> <p>Acronyms 424</p> <p>Exercises 425</p> <p>Internet and Computer Exercises 425</p> <p>Activities 425</p> <p>Chapter 14 Data Preparation 426</p> <p>Objectives 426</p> <p>Overview 427</p> <p>The Data-Preparation Process 428</p> <p>Questionnaire Checking 429</p> <p>Editing 429</p> <ul style="list-style-type: none"> Treatment of Unsatisfactory Responses 430 <p>Coding 431</p> <ul style="list-style-type: none"> Coding Questions 431 Codebook 433 <p>Transcribing 435</p> <p>Data Cleaning 436</p> <ul style="list-style-type: none"> Consistency Checks 436 Treatment of Missing Responses 437 <p>Statistically Adjusting the Data 438</p> <ul style="list-style-type: none"> Weighting 438 Variable Respecification 439 Scale Transformation 439 <p>Selecting a Data Analysis Strategy 440</p> <p>A Classification of Statistical Techniques 441</p> <p>International Marketing Research 443</p> <p>Ethics in Marketing Research 444</p> <p>Statistical Software 446</p> <p>SPSS Windows 447</p> <p>Summary 451</p> <p>Key Terms and Concepts 451</p> <p>Suggested Cases, Video Cases, and HBS Cases 452</p>	<p><i>Live Research: Conducting a Marketing Research Project</i> 452</p> <p>Acronyms 452</p> <p>Exercises 452</p> <p><i>Internet and Computer Exercises</i> 453</p> <p>Activities 453</p> <p>Chapter 15 Frequency Distribution, Cross-Tabulation, and Hypothesis Testing 454</p> <p>Objectives 454</p> <p>Overview 455</p> <p>Frequency Distribution 457</p> <p>Statistics Associated with Frequency Distribution 460</p> <ul style="list-style-type: none"> Measures of Location 460 Measures of Variability 461 Measures of Shape 462 <p>Introduction to Hypothesis Testing 463</p> <p>A General Procedure for Hypothesis Testing 464</p> <ul style="list-style-type: none"> Step 1: Formulate the Hypotheses 464 Step 2: Select an Appropriate Test 465 Step 3: Choose Level of Significance, α 465 Step 4: Collect Data and Calculate Test Statistic 466 Step 5: Determine the Probability (Critical Value) 467 Steps 6 and 7: Compare the Probability (Critical Value) and Make the Decision 467 Step 8: Marketing Research Conclusion 468 <p>Cross-Tabulations 468</p> <ul style="list-style-type: none"> Two Variables 469 Three Variables 470 General Comments on Cross-Tabulation 473 <p>Statistics Associated with Cross-Tabulation 473</p> <ul style="list-style-type: none"> Chi-Square 474 Phi Coefficient 475 Contingency Coefficient 476 Cramer's V 476 Lambda Coefficient 476 Other Statistics 477 <p>Cross-Tabulation in Practice 477</p> <p>Hypothesis Testing Related to Differences 478</p> <p>Parametric Tests 479</p> <ul style="list-style-type: none"> One Sample 479 Two Independent Samples 480 Paired Samples 483 <p>Nonparametric Tests 485</p> <ul style="list-style-type: none"> One Sample 485 Two Independent Samples 486 Paired Samples 488
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CONTENTS

Chapter 16	<i>Analysis of Variance and Covariance</i>	502	Chapter 17	<i>Correlation and Regression</i>	534
Objectives	502	Objectives	534		
Overview	503	Overview	535		
Relationship Among Techniques	505	Product Moment Correlation	536		
One-Way Analysis of Variance	506	Partial Correlation	540		
Statistics Associated with One-Way Analysis of Variance	507	Nonmetric Correlation	542		
Conducting One-Way Analysis of Variance	507	Regression Analysis	542		
Identify the Dependent and Independent Variables	507	Bivariate Regression	543		
Decompose the Total Variation	508	Statistics Associated with Bivariate Regression Model	546		
Measure the Effects	509	Estimate the Parameters	546		
Test the Significance	509	Estimate Standardized Regression Coefficient	547		
Interpret the Results	510	Test for Significance	548		
Illustrative Data	510	Determine the Strength and Significance of Association	549		
Assumptions in Analysis of Variance	514	Check Prediction Accuracy	551		
NWay Analysis of Variance	515	Assumptions	552		
Illustrative Application of N-Way Analysis of Variance	516	Multiple Regression	552		
Analysis of Covariance	519	Statistics Associated with Multiple Regression	553		
Issues in Interpretation	520	Conducting Multiple Regression	554		
Interactions	520	Partial Regression Coefficients	554		
Relative Importance of Factors	521	Strength of Association	555		
Multiple Comparisons	522	Significance Testing	556		
Repeated Measures ANOVA	523	Examination of Residuals	557		
Nonmetric Analysis of Variance	525	Stepwise Regression	559		
Multivariate Analysis of Variance	525	Multicollinearity	561		
Statistical Software	527	Relative Importance of Predictors	561		
SPSS Windows	528	Cross-Validation	563		
Summary	529	Regression with Dummy Variables	564		
Key Terms and Concepts	530	Regression of Variance and Covariance with	564		
Suggested Cases, Video Cases, and HBS Cases	530	Regression	564		
<i>Live Research: Conducting a Marketing Research Project</i>	531	Statistical Software	566		
Acronyms	531	SPSS Windows	567		
Exercises	531	Regression Analysis for Identification and Analysis of Moderator-Mediator Variable	569		
Internet and Computer Exercises	532	Regression Analysis for Identification and Analysis of Moderator	569		
Activities	533	variable	569		
Key Terms and Concepts	573	Regression for Identification and Analysis of Mediator Variable	570		
Suggested Cases, Video Cases, and HBS Cases	573	Summary	572		
<i>Live Research: Conducting a Marketing Research Project</i>	573	Key Terms and Concepts	573		
Acronyms	573	Suggested Cases, Video Cases, and HBS Cases	573		
Exercises	573	Live Research: Conducting a Marketing Research Project	573		
Internet and Computer Exercises	573	Acronyms	573		

CONTENTS

<i>Exercises</i>	574	<i>Basic Concept</i>	611	
<i>Internet and Computer Exercises</i>	575	<i>Factor Analysis Model</i>	613	
<i>Activities</i>	575	<i>Statistics Associated with Factor Analysis</i>	614	
Chapter 18 Discriminant and Logit Analysis 576		<i>Conducting Factor Analysis</i>	614	
18	<i>Objectives</i>	576	<i>Formulate the Problem</i>	615
<i>Overview</i>	577	<i>Construct the Correlation Matrix</i>	615	
<i>Basic Concept of Discriminant Analysis</i>	578	<i>Determine the Method of Factor Analysis</i>	618	
<i>Relationship of Discriminant Analysis to Regression and ANOVA</i>	579	<i>Determine the Number of Factors</i>	619	
<i>Discriminant Analysis Model</i>	579	<i>Rotate Factors</i>	620	
<i>Statistics Associated with Discriminant Analysis</i>	580	<i>Interpret Factors</i>	621	
<i>Conducting Discriminant Analysis</i>	581	<i>Calculate Factor Scores</i>	622	
<i>Formulate the Problem</i>	582	<i>Select Surrogate Variables</i>	622	
<i>Estimate the Discriminant Function Coefficients</i>	582	<i>Determine the Model Fit</i>	623	
<i>Determine the Significance of Discriminant Function</i>	586	<i>Applications of Common Factor Analysis</i>	625	
<i>Interpret the Results</i>	586	<i>Statistical Software</i>	630	
<i>Assess Validity of Discriminant Analysis</i>	588	<i>SPSS Windows</i>	631	
<i>Multiple Discriminant Analysis</i>	590	<i>Summary</i>	632	
<i>Formulate the Problem</i>	590	<i>Key Terms and Concepts</i>	632	
<i>Estimate the Discriminant Function Coefficients</i>	590	<i>Suggested Cases, Video Cases, and HBS Cases</i>	633	
<i>Determine the Significance of the Discriminant Function</i>	593	<i>Live Research: Conducting a Marketing Research Project</i>	633	
<i>Interpret the Results</i>	593	<i>Acronyms</i>	633	
<i>Assess Validity of Discriminant Analysis</i>	595	<i>Exercises</i>	633	
<i>Stepwise Discriminant Analysis</i>	597	<i>Internet and Computer Exercises</i>	634	
<i>The Logit Model</i>	597	<i>Activities</i>	635	
<i>Estimating the Binary Logit Model</i>	598			
<i>Model Fit</i>	599			
<i>Significance Testing</i>	599			
<i>Interpretation of the Coefficients</i>	599			
<i>An Illustrative Application of Logistic Regression</i>	600			
<i>Statistical Software</i>	604			
<i>SPSS Windows</i>	604			
<i>Summary</i>	606			
<i>Key Terms and Concepts</i>	607			
<i>Suggested Cases, Video Cases, and HBS Cases</i>	607			
<i>Live Research: Conducting a Marketing Research Project</i>	607			
<i>Acronyms</i>	608			
<i>Exercises</i>	608			
<i>Internet and Computer Exercises</i>	608			
<i>Activities</i>	609			
Chapter 19 Factor Analysis 610		Chapter 20 Cluster Analysis 636		
19	<i>Objectives</i>	610	<i>Objectives</i>	636
<i>Overview</i>	611	<i>Overview</i>	637	
<i>Basic Concept</i>	611	<i>Basic Concept</i>	638	
<i>Factor Analysis Model</i>	613	<i>Statistics Associated with Cluster Analysis</i>	640	
<i>Statistics Associated with Factor Analysis</i>	614	<i>Conducting Cluster Analysis</i>	640	
<i>Conducting Factor Analysis</i>	614	<i>Formulate the Problem</i>	641	
<i>Formulate the Problem</i>	615	<i>Select a Distance or Similarity Measure</i>	641	
<i>Construct the Correlation Matrix</i>	615	<i>Select a Clustering Procedure</i>	642	
<i>Determine the Method of Factor Analysis</i>	618	<i>Decide on the Number of Clusters</i>	645	
<i>Determine the Number of Factors</i>	619	<i>Interpret and Profile the Clusters</i>	648	
<i>Rotate Factors</i>	620	<i>Assess Reliability and Validity</i>	649	
<i>Interpret Factors</i>	621	<i>Applications of Nonhierarchical Clustering</i>	650	
<i>Calculate Factor Scores</i>	622	<i>Applications of TwoStep Clustering</i>	652	
<i>Select Surrogate Variables</i>	622	<i>Clustering Variables</i>	655	
<i>Determine the Model Fit</i>	623	<i>Statistical Software</i>	657	
<i>Applications of Common Factor Analysis</i>	625	<i>SPSS Windows</i>	657	
<i>Statistical Software</i>	630	<i>Summary</i>	659	
<i>SPSS Windows</i>	631	<i>Key Terms and Concepts</i>	659	
<i>Summary</i>	632	<i>Suggested Cases, Video Cases, and HBS Cases</i>	660	
<i>Key Terms and Concepts</i>	632	<i>Live Research: Conducting a Marketing Research Project</i>	660	

CONTENTS

Chapter 21	Multidimensional Scaling and Conjoint Analysis	662
Objectives	662	
Overview	663	
Basic Concepts in Multidimensional Scaling (MDS)	665	
Statistics and Terms Associated with MDS	666	
Conducting Multidimensional Scaling	666	
Formulate the Problem	666	
Obtain Input Data	667	
Select an MDS Procedure	669	
Decide on the Number of Dimensions	669	
Label the Dimensions and Interpret the Configuration	671	
Assumes Reliability and Validity	672	
Scaling Preference Data	673	
Correspondence Analysis	675	
Relationship Among MDS, Factor Analysis, and Discriminant Analysis	676	
Basic Concepts in Conjoint Analysis	676	
Statistics and Terms Associated with Conjoint Analysis	677	
Conducting Conjoint Analysis	677	
Decide on the Form of Input Data	680	
Select a Conjoint Analysis Procedure	681	
Interpret the Results	684	
Assessing Reliability and Validity	685	
Assumptions and Limitations of Conjoint Analysis	686	
Hybrid Conjoint Analysis	686	
Statistical Software	691	
SPSS Windows	692	
Summary	693	
Key Terms and Concepts	693	
Suggested Cases, Video Cases, and HBS Cases	694	
<i>Live Research: Conducting a Marketing Research Project</i>	694	
Acronyms	694	
Exercises	694	
<i>Internet and Computer Exercises</i>	<i>695</i>	
Activities	695	
Chapter 22	Report Preparation and Presentation	696
Objectives	696	
Overview	697	
Importance of the Report, and Presentation	698	
The Report Preparation and Presentation Process	698	
Report Preparation	700	
Report Format	700	
Title Page	701	
Letter of Transmittal	701	
Table of Contents	701	
Executive Summary	701	
Problem Definition	701	
Approach to the Problem	702	
Research Design	702	
Data Analysis	702	
Results	702	
Limitations and Caveats	702	
Conclusions and Recommendations	702	
Report Writing	703	
Readers	703	
Easy to Follow	703	
Presentable and Professional Appearance	704	
Objective	704	
Reinforce Text with Tables and Graphs	704	
Terse	704	
Guidelines for Tables	704	
Title and Number	704	
Arrangement of Data Items	704	
Basis of Measurement	705	
Leaders, Ratings, and Spaces	705	
Explanations and Comments: Headings, Stubs, and Footnotes	705	
Sources of the Data	705	
Guidelines for Graphs	705	
Geographic and Other Maps	705	
Round or Pie Charts	706	
Line Charts	706	
Pictographs	706	
Histograms and Bar Charts	706	
Schematic Figures and Flowcharts	707	
Report Distribution	708	
Oral Presentation	710	
Reading the Research Report	711	
Addresses the Problem	711	
Research Design	711	
Execution of the Research Procedures	712	
Numbers and Statistics	712	
Interpretation and Conclusions	712	
Generalizability	712	
Disclosure	712	
Research Follow-Up	713	
Assisting the Client	713	
Evaluation of the Research Project	713	
International Marketing Research	714	
Ethics in Marketing Research	715	

CONTENTS

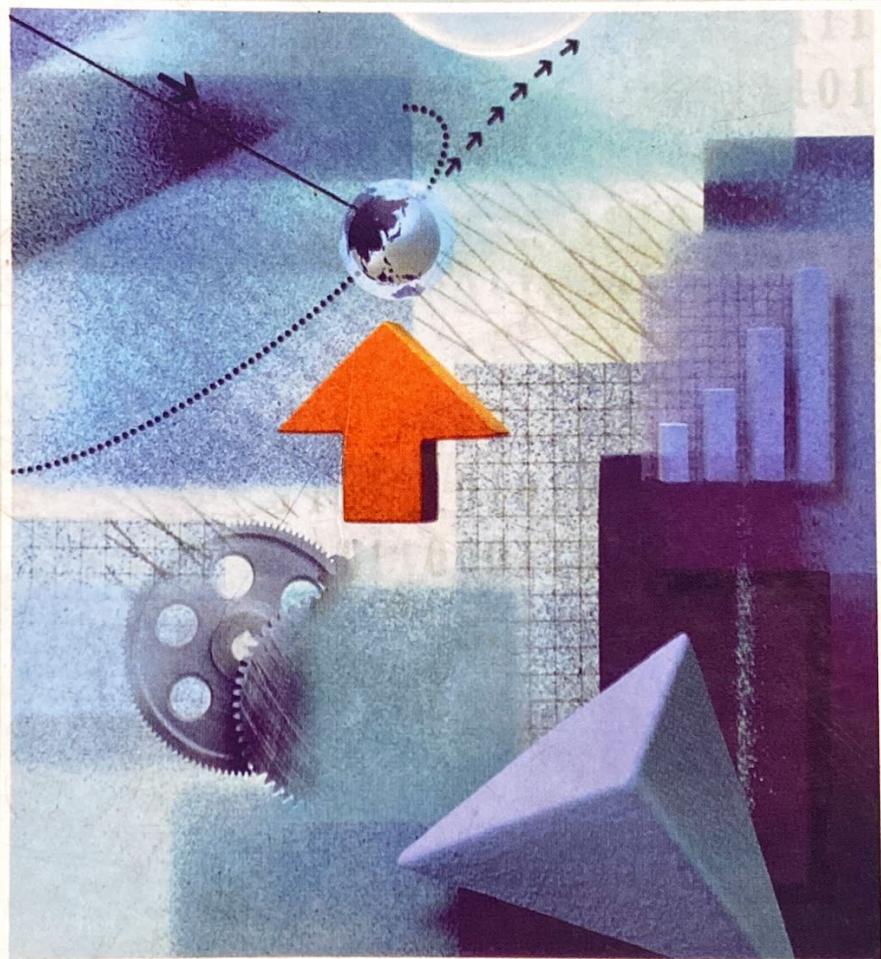
Statistical Software 716	3.3: Matsushita Retargets the U.S.A. 746
SPSS Windows 716	3.4: Pampers Curing Its Rash of Market Share 747
<i>Summary</i> 717	3.5: DaimlerChrysler Seeks a New Image 750
<i>Key Terms and Concepts</i> 717	3.6: Cingular Wireless: A Singular Focus 752
<i>Suggested Cases, Video Cases, and HBS Cases</i> 717	3.7: IBM: The World's Top Provider of Computer Hardware, Software, and Services 757
<i>Live Research: Conducting a Marketing Research Project</i> 717	3.8: Kimberly-Clark: Competing Through Innovation 764
<i>Acronyms</i> 718	3.9: Teenage Shopping Behavior for Clothing Products: A Comparison of Attitude Toward Local Versus Foreign Brand 770
<i>Exercises</i> 718	3.10: A Comparison Between Foreign and Local Website Preferences: An Indian Experience 775
<i>Internet and Computer Exercises</i> 719	3.11: Antecedents of Trust in Online Shopping: A Study in the Indian Context 779
<i>Activities</i> 719	3.12: Conjoint-Based Preferential Segmentation in the Design of New Insurance Product: Results from Conjoint, Cluster, ANOVA, and Cross-Tabulation Analysis 784
Chapter 23 International Marketing Research 720	3.13: The Effect of Culture on Service Quality Expectations in Banking: A Cross-National Comparison Between Indian and Canadian Customers 795
Objectives 720	3.14: Impact of ITC's e-Choupals on Decision-making Ability of Farmers Related to Agricultural Practices 802
Overview 721	3.15: Cooperation-Relationship Commitment Link in International Commercial Banking Relationships: The Mediating Role of Trust and Moderating Role of Power Distance 807
Marketing Research Goes International 723	<i>Video Case for Part III</i>
A Framework for International Marketing Research 724	3.1: The Mayo Clinic: Staying Healthy with Marketing Research 817
The Environment 725	■ Part IV COMPREHENSIVE CASES AND COMPREHENSIVE VIDEO CASES 819
Marketing Environment 725	Experiential Research Case: Dell Direct 821
Government Environment 726	Cases for <i>Part IV</i>
Legal Environment 726	4.1: Wachovia: "Watch Ovah Ya" Finances 827
Economic Environment 726	4.2: Wendy's: History and Life After Dave Thomas 833
Structural Environment 727	
Informational and Technological Environment 727	
Sociocultural Environment 727	
Survey Methods 728	
Telephone Interviewing and CATI 729	
In-Home Personal Interviews 729	
Mall Intercept and CAPI 730	
Mail Interviews 730	
Mail and Scanner Panels 731	
Electronic Surveys 731	
Measurement and Scaling 732	
Questionnaire Translation 734	
Ethics in Marketing Research 736	
Statistical Software 737	
<i>Summary</i> 737	
<i>Key Terms and Concepts</i> 737	
<i>Suggested Cases, Video Cases, and HBS Cases</i> 737	
<i>Live Research: Conducting a Marketing Research Project</i> 738	
<i>Acronyms</i> 738	
<i>Exercises</i> 738	
<i>Internet and Computer Exercises</i> 739	
<i>Activities</i> 739	
<i>Cases for Part III</i>	
3.1: Is Celebrity Advertising Worth Celebrating? 741	
3.2: The Demographic Discovery of the New Millennium 743	

CONTENTS

	4.2. Procter & Gamble: Using Marketing Research to Build Brands		
	Appendix: Statistical Tables		
	Notes	N1	EV
	Index	11	EV
	Photo Credits	C1	EV
4.3. Asetec: Continuing to Grow	839		
4.3. Asset Power Supply Coding Sheet	845		
4.4. Is Marketing Research the Cure for Norton Healthcare Kosair Children's Hospital's Ailments?	847		
4.4. Norton Healthcare Kosair Children's Hospital Coding Sheet	852		
Video Cases for Part IV			
4.1. Subaru: "Mr. Survey" Monitors Customer Satisfaction	855		
4.2. Procter & Gamble: Using Marketing Research to Build Brands	856		
Comprehensive Harvard Business School Cases	859		
Appendix: Statistical Tables	A1		
Notes	N1		
Index	11		
Photo Credits	C1		

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Contents

<i>Online resource centre</i>	xxvii
-------------------------------	-------

Part I Introduction	1
1 Overview	3
LEARNING OBJECTIVES	3
CHAPTER AT A GLANCE	3
Introduction	4
Thinking First	4
Seeing First	5
Summary	8
Doing First	8
Summary	11
Simple rules	11
Scenarios and simple rules	12
Summary	13
Postmodern	13
Summary	16
Market-oriented strategy	16
Summary	17
The book's perspective	17
What to choose	19
How important is marketing strategy?	20
Things that can go wrong	20
A note on organization	23
CONCLUSION	24
SUMMARY	25
KEY TERMS	26
DISCUSSION QUESTIONS	26
ONLINE RESOURCE CENTRE	26
REFERENCES AND FURTHER READING	26
END OF CHAPTER 1 CASE STUDY	27
2 Marketing strategy: analysis and perspectives	30
LEARNING OBJECTIVES	30
CHAPTER AT A GLANCE	30

Introduction	31
Marketing strategy: different perspectives	31
What is marketing?	31
What is strategy?	32
Marketing strategy: nature and definitions	35
Marketing strategy development	37
Marketing strategy/ orientation	39
What is competitive marketing strategy?	39
The definition of competitive strategy	39
Planning frameworks for the strategy-making process	
Strategic planning	44
Strategic management	46
CONCLUSION	51
SUMMARY	51
KEY TERMS	52
DISCUSSION QUESTIONS	52
ONLINE RESOURCE CENTRE	52
REFERENCES AND FURTHER READING	52
KEY ARTICLE ABSTRACTS	56
END OF CHAPTER 2 CASE STUDY	57
<hr/>	
Part II Where are we now?	63
<hr/>	
3 Environmental and internal analysis: market information and intelligence	65
LEARNING OBJECTIVES	65
CHAPTER AT A GLANCE	65
Introduction	66
Strategic analysis and market environment	67
External environmental analysis	67
The macro (remote) environment	67
The micro (competitive) environment	67
Competitor analysis	71
Internal environmental analysis	77
Resource-based approach	81
Performance analysis approach	83
Value chain analysis	84
Functional analysis approach	85
'Strategic fit': an integration of internal and external strategic analysis	86
CONCLUSION	87
SUMMARY	89
KEY TERMS	90

DISCUSSION QUESTIONS	90
ONLINE RESOURCE CENTRE	90
REFERENCES AND FURTHER READING	90
KEY ARTICLE ABSTRACTS	93
END OF CHAPTER 3 CASE STUDY	94

Part III Where do we want to be?	101
---	------------

4 Strategic marketing decisions and choices	103
LEARNING OBJECTIVES	103
CHAPTER AT A GLANCE	103
Introduction	104
Hierarchy of strategic choice and decisions	105
Strategic choice and decisions at corporate level	105
Defining the corporate mission	105
Choosing the directional strategy	106
Allocating resources between the SBUs	108
Strategic choice and decisions at SBU level	110
Identifying a generic competitive strategy	110
Porter's generic competitive strategies	110
Criticism of Porter's generic strategies	112
Support for Porter's generic strategies	113
Strategic choice and decisions at functional level	114
Setting the marketing objectives	114
Marketing strategy	115
Other functional strategies	116
Financial strategy	116
Manufacturing strategy	117
Research and development (R&D) strategy	118
Human resources management and other functional strategies	118
Deciding on products to offer and markets to target	120
Deciding on competitive tactics to implement strategy	122
Competitive position	124
Competitive tactics for market leader	125
Competitive tactics for market challenger	127
Competitive tactics for market follower	128
Competitive tactics for market niches	128
CONCLUSION	128
SUMMARY	129
KEY TERMS	129
DISCUSSION QUESTIONS	129

ONLINE RESOURCE CENTRE	130
REFERENCES AND FURTHER READING	130
KEY ARTICLE ABSTRACTS	132
END OF CHAPTER 4 CASE STUDY	134

5 Segmentation, targeting, and positioning strategies

LEARNING OBJECTIVES	143
CHAPTER AT A GLANCE	143

Introduction

Foundations for effective segmentation

Criteria for identifying segments	144
Geographic bases for segmentation	145
Demographic bases for segmentation	146
Psychographic bases for segmentation	154
Behaviouristic bases for segmentation	157

Segmentation tools

Latest thinking

Targeting

Measuring effectiveness of target segments

Marketing segmentation vs product differentiation

Targeting improvement

Positioning

Consumer franchise

Perceptual mapping

Positioning and the importance of consistency

Sage positioning wisdom

CONCLUSION

SUMMARY

KEY TERMS

DISCUSSION QUESTIONS

ONLINE RESOURCE CENTRE

REFERENCES AND FURTHER READING

KEY ARTICLE ABSTRACTS

END OF CHAPTER 5 CASE STUDY

6 Relationship strategies

LEARNING OBJECTIVES	177
CHAPTER AT A GLANCE	177

Introduction

Relationship marketing

Suspects

Prospects	182
Customers	182
Clients	186
Supporters	188
Advocates	188
Partners	190
Customer relationship management	190
CRM pitfalls to avoid	196
Latest thinking on customer relationships	197
Building customer love	197
Developing personal knowledge banks	198
CONCLUSION	199
SUMMARY	199
KEY TERMS	199
DISCUSSION QUESTIONS	201
ONLINE RESOURCE CENTRE	201
REFERENCES AND FURTHER READING	201
KEY ARTICLE ABSTRACTS	202
END OF CHAPTER 6 CASE STUDY	203

Part IV How will we get there?	207
---------------------------------------	------------

7 Product innovation and development strategies	209
LEARNING OBJECTIVES	209
CHAPTER AT A GLANCE	209
Introduction	210
What is product innovation?	210
Establishing innovation objectives	212
NPD process	213
Process	213
Toolkit strategy	214
Systematic inventive thinking	215
Market preparation	216
Product rollovers	216
Targeting	217
Rogers: The B2C perspective	217
Moore: The B2B perspective	218
Crossing the chasm	218
Two marketing campaigns	220
If you aren't the market leader	221

Movement	223
Define the competitive space	224
Follow through fast	224
Innovation 'modes'	225
Isolate mode	225
Follow mode	225
Shape mode	226
Interaction mode	226
Strategic choice	226
Customization	227
Elicitation	227
Process flexibility	227
Logistics	227
Inventory	228
Car industry	228
Implementation	229
CONCLUSION	229
SUMMARY	230
KEY TERMS	230
DISCUSSION QUESTIONS	231
ONLINE RESOURCE CENTRE	231
REFERENCES AND FURTHER READING	231
KEY ARTICLE ABSTRACTS	231
END OF CHAPTER 7 CASE STUDY	233
8 Branding strategies	238
LEARNING OBJECTIVES	238
CHAPTER AT A GLANCE	238
Introduction	239
The complex nature of brands	239
Branding and functionality	239
Brand identity	240
Brand equity	241
Brand architecture	244
Strategic brand management	246
Industry cost structure, brand efficiency, and brand profitability	246
Consumer perceptions of brand and sustainable competitive advantage	254
Lovemarks, the latest brand thinking	258
CONCLUSION	258
SUMMARY	259
KEY TERMS	259
DISCUSSION QUESTIONS	260

ONLINE RESOURCE CENTRE	260
REFERENCES AND FURTHER READING	260
KEY ARTICLE ABSTRACTS	261
END OF CHAPTER 8 CASE STUDY	262
9 Service marketing strategies	265
LEARNING OBJECTIVES	265
CHAPTER AT A GLANCE	265
Introduction	266
The distinctive nature of services	266
Intangibility	267
Heterogeneity	268
Inseparability	269
Perishability	269
Operational efficiency and profitability	270
Streamlining and cost-cutting	270
Creative strategic alliances	273
Internal employee culture creation and enhancement	275
The service experience	276
Service as drama	279
The stage	279
The actors	280
The audience	280
Customer value as sustainable competitive advantage	281
Can customer service be a viable basis for service differentiation?	
The latest thinking	283
CONCLUSION	284
SUMMARY	285
KEY TERMS	285
DISCUSSION QUESTIONS	286
ONLINE RESOURCE CENTRE	286
REFERENCES AND FURTHER READING	286
KEY ARTICLE ABSTRACTS	288
END OF CHAPTER 9 CASE STUDY	289
10 Pricing and distribution strategies	300
LEARNING OBJECTIVES	300
CHAPTER AT A GLANCE	300
Introduction	301
Pricing	302
Definition	302

CONTENTS

Strategic mindset	303
Strategic options	304
Reverse cost-plus	304
Variations in value	304
Price sensitivity	305
Individual or bundled?	305
Competitor reaction	306
POS	306
Emotion	306
Customer costs	308
Maintenance and Loyalty	309
New product target pricing	310
Implementing pricing strategy	310
Human	310
Systems	311
Social	311
Distribution	311
Definition	311
Buyer's perspective	313
Distribution options, principal channels: buyer's perspective	314
Direct	315
Salesforce	317
Intermediaries	318
Channel conflict	320
Price and distribution strategies meet	321
Market leader	321
Market challenger	321
Market follower	322
Market niche	322
CONCLUSION	323
SUMMARY	324
KEY TERMS	325
DISCUSSION QUESTIONS	325
ONLINE RESOURCE CENTRE	325
REFERENCES AND FURTHER READING	326
KEY ARTICLE ABSTRACTS	327
END OF CHAPTER 10 CASE STUDY	
11 Marketing communications strategies	333
LEARNING OBJECTIVES	333
CHAPTER AT A GLANCE	333
Introduction	334

IMC	335
MARCOMS strategic process	336
Audit	336
Establishing the strategy	341
Setting objectives	343
Segment/target	345
Position	345
Proposition	346
Creative execution	350
Media strategy	351
Media class	352
Media vehicles	354
Frequency	354
How much to spend?	355
Judgemental methods	355
Objective and task	355
Measurement	355
Percentage of sales	356
Share of voice	356
Operations	357
Measurement	357
Monitoring	359
Contingency	359
International	359
CONCLUSION	360
SUMMARY	360
KEY TERMS	360
DISCUSSION QUESTIONS	361
ONLINE RESOURCE CENTRE	361
REFERENCES AND FURTHER READING	361
KEY ARTICLE ABSTRACTS	362
END OF CHAPTER 11 CASE STUDY	363

12 E-marketing strategies	366
LEARNING OBJECTIVES	366
CHAPTER AT A GLANCE	366
Introduction	367
E-marketing and industry structure	368
E-markets	369
Making a profit?	371
Clickstream	372
Judo	373

CONTENTS

E-marketing and sustainable competitive advantage	375
Navigation	376
Loyalty	380
Customization	382
Communities	384
Global Issues	386
CONCLUSION	387
SUMMARY	387
KEY TERMS	388
DISCUSSION QUESTIONS	388
ONLINE RESOURCE CENTRE	388
REFERENCES AND FURTHER READING	389
KEY ARTICLE ABSTRACTS	389
END OF CHAPTER 12 CASE STUDY	390
Part V Did we get there?	395
<hr/>	<hr/>
13 Strategy implementation and control	397
LEARNING OBJECTIVES	397
CHAPTER AT A GLANCE	397
Introduction	398
The nature of marketing control	399
Implementation of marketing strategy	400
Managing competitive advantage as a process: implications for the control and implementation of marketing strategy	407
Sources of competitive advantage	407
Positions of competitive advantage	411
Outcomes of competitive advantage	412
But are the outcomes ideal?	415
Customer equity: the single outcome of a process of competitive advantage	416
Customer Lifetime Value	418
From CLTV to customer equity	419
Customer equity and organizational structure	419
Corporate culture, control, and the implementation of marketing strategy	419
Corporate culture and the marketing function	420
Conceptualizing corporate culture	421
Goffee and Jones	421
Charles Handy	421
Deshpandé, Farley, and Webster	423
CONCLUSION	423
SUMMARY	424

KEY TERMS	424
DISCUSSION QUESTIONS	425
ONLINE RESOURCE CENTRE	425
REFERENCES AND FURTHER READING	425
KEY ARTICLE ABSTRACTS	427
END OF CHAPTER 13 CASE STUDY	428
<hr/>	
Part VI Conclusion	431
<hr/>	
14 Social marketing and corporate social responsibility	433
LEARNING OBJECTIVES	433
CHAPTER AT A GLANCE	433
Introduction	434
What is corporate social responsibility?	434
Shareholders vs stakeholders	435
Corporate ethicality	436
Corporate philanthropy	438
Environmental/green marketing	440
Social activism and community involvement	441
Moving CSR from compliance to strategic imperative	446
Lessons learnt by key CSR practitioners	449
The latest thinking: the Virtue Matrix	450
CONCLUSION	452
SUMMARY	452
KEY TERMS	453
DISCUSSION QUESTIONS	454
ONLINE RESOURCE CENTRE	454
REFERENCES AND FURTHER READING	454
KEY ARTICLE ABSTRACTS	455
END OF CHAPTER 14 CASE STUDY	456
<hr/>	
<i>End of book Case I</i>	464
<i>End of book Case II</i>	480
<i>End of book Case III</i>	495
<i>Index</i>	509

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