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8: managing the marketing effort The first two parts are dealing with the context (the 'playground') and where to start from (the consumer's side), if we are to be interested in marketing at all. Part 3-6 the details (the producer's side).

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About the author (1994) William J. Stanton is professor emeritus of marketing at the University of Colorado-Boulder. He received his PhD in marketing from Northwestern University, where he was elected to Beta Gamma Sigma. He has worked in business and has taught in several management development programs for marketing executives.

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William Stanton has worked as a geologist for oil companies worldwide. He is a member of the Optimum Population Trust. Michael J. Etzel received his PhD in marketing from the University of Colorado in 1970. Since 1980, he has been a professor of marketing at the University of Notre Dame.

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