

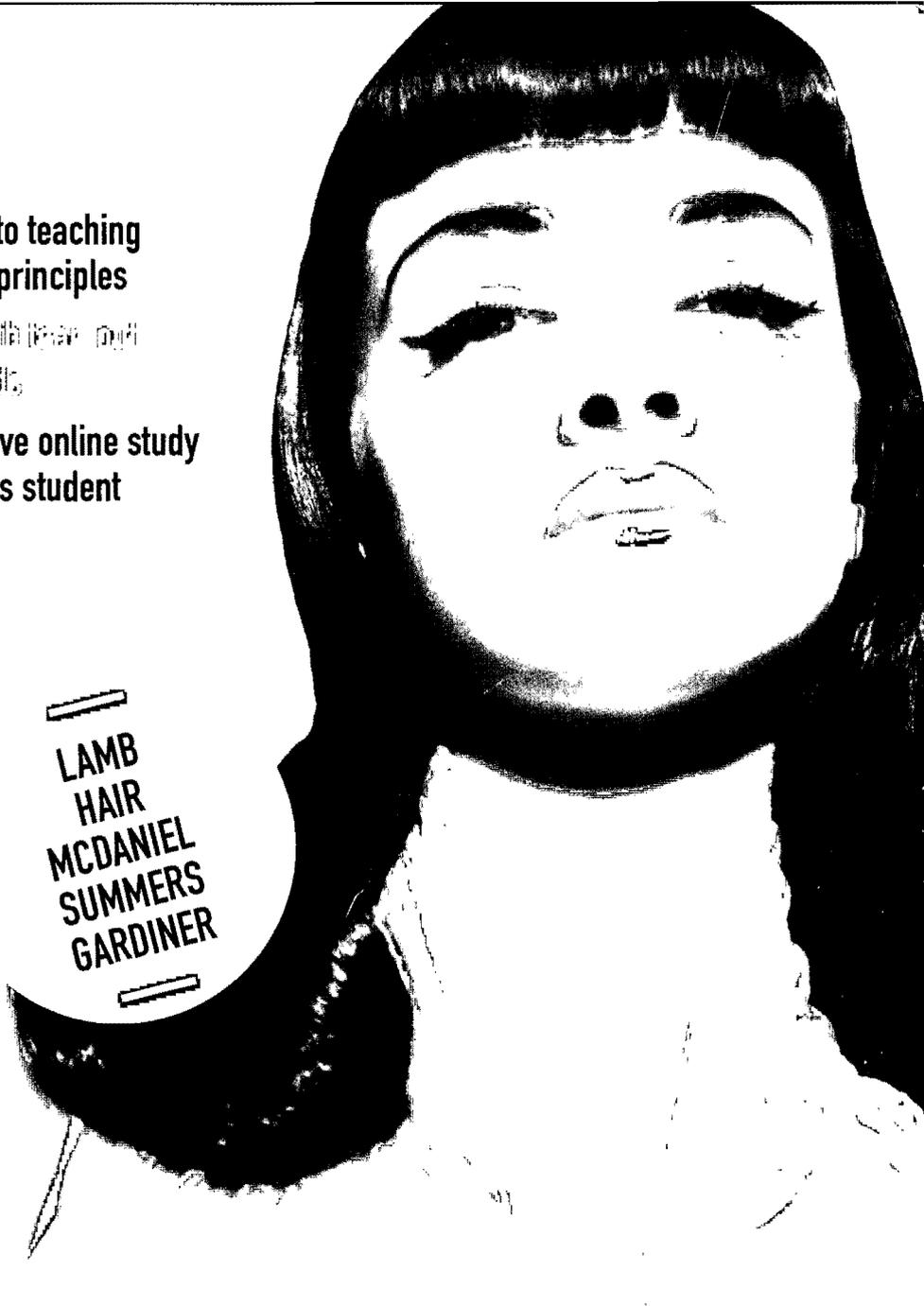
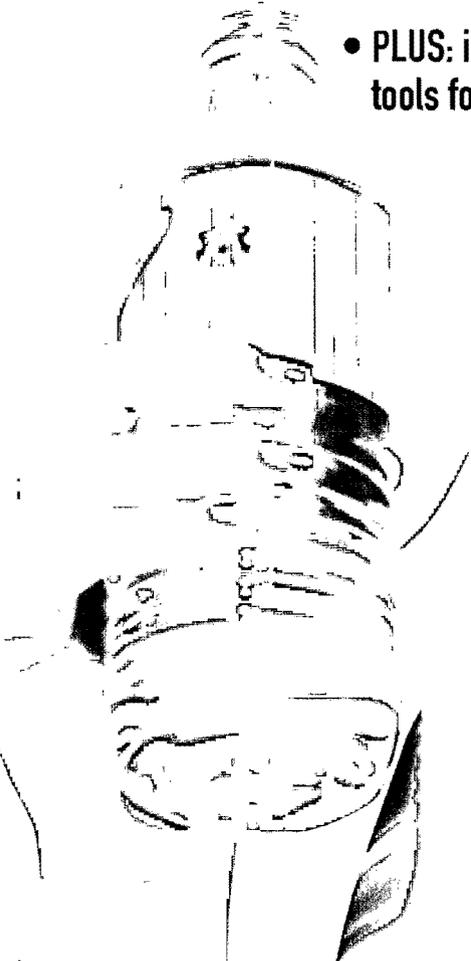
**WHAT'S INSIDE:**

ep's<sup>®</sup>

- An innovative approach to teaching and learning marketing principles

There will be a lot of new words

- PLUS: interactive online study tools for today's student



LAMB  
HAIR  
MCDANIEL  
SUMMERS  
GARDINER

# MKTG<sup>2</sup>

2ND ASIA-PACIFIC EDITION



1000722812

Online resources available only with the purchase of a **NEW** book!

**MKTG2**

**2 Edition**

**Charles W. Lamb**

**Joseph F. Hair**

**Carl McDaniel**

**Jane Summers**

**Michael Gardiner**

Publishing manager: Dorothy Chiu

Publishing editor: Michelle Aarons

Senior project editor: Nathan Katz

Developmental editor: Mardi O'Connor/Belinda Monypenny

Cover design: Sarah Anderson

Text design: Danielle Maccarone and Norma Van Rees

Editor: Anne Mulvaney

Permissions/Photo researcher: Wendy Duncan

Proofreader: Laura Howell

Indexer: Russell Brooks

Art direction: Danielle Maccarone

Cover: Getty Images

Typeset by Q2A/Bill Smith and Norma Van Rees

Any URLs contained in this publication were checked for currency during the production process. Note, however, that the publisher cannot vouch for the ongoing currency of URLs.

Adapted from *Essentials of Marketing*, Third Edition, Charles W. Lamb, Joseph F. Hair & Carl McDaniel, Cengage Learning, 2009

First edition published in 2009

Second edition published in 2013

© 2013 Cengage Learning Australia Pty Limited

#### Copyright Notice

This Work is copyright. No part of this Work may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without prior written permission of the Publisher. Except as permitted under the *Copyright Act 1968*, for example any fair dealing for the purposes of private study, research, criticism or review, subject to certain limitations. These limitations include: Restricting the copying to a maximum of one chapter or 10% of this book, whichever is greater; providing an appropriate notice and warning with the copies of the Work disseminated; taking all reasonable steps to limit access to these copies to people authorised to receive these copies; ensuring you hold the appropriate Licences issued by the Copyright Agency Limited ("CAL"), supply a remuneration notice to CAL and pay any required fees. For details of CAL licences and remuneration notices please contact CAL at Level 15, 233 Castlereagh Street, Sydney NSW 2000, Tel: (02) 9394 7600, Fax: (02) 9394 7601  
Email: [info@copyright.com.au](mailto:info@copyright.com.au)  
Website: [www.copyright.com.au](http://www.copyright.com.au)

For product information and technology assistance,  
in Australia call **1300 790 853**;  
in New Zealand call **0800 449 725**

For permission to use material from this text or product, please email  
[aust.permissions@cengage.com](mailto:aust.permissions@cengage.com)

#### National Library of Australia Cataloguing-in-Publication Data

Title: MKTG2 / Charles W. Lamb ... [et al.].

Edition: 2nd ed.

ISBN: 9780170193566 (pbk.)

Subjects: Marketing--Textbooks.

Other Authors/Contributors: Lamb, Charles W.

Dewey Number: 658.8

#### Cengage Learning Australia

Level 7, 80 Dorcas Street  
South Melbourne, Victoria Australia 3205

#### Cengage Learning New Zealand

Unit 4B Rosedale Office Park  
331 Rosedale Road, Albany, North Shore 0632, NZ

For learning solutions, visit [cengage.com.au](http://cengage.com.au)

Printed in China by China Translation & Printing Services.

1 2 3 4 5 6 7 16 15 14 13 12

# FROMTHETEAM

## A TEACHING AND LEARNING SOLUTION UNLIKE ANY OTHER.

Introducing a new approach to teaching the principles of marketing, **MKTG2** is the second Asia-Pacific edition of a proven, innovative learning solution.

A revolutionary way to both teach and learn, **MKTG2** is designed to truly connect with today's tech-savvy student.

There's concise yet complete coverage of marketing principles, as well as dynamic online learning resources that will equip your students with the tools to excel in an introductory marketing course.

Students have access to interactive quizzing with feedback, cases and exercises, videos, audio downloads, flashcards, games and more.

An accessible, easy-to-read text with tear-out chapter review cards completes a package that empowers students to learn important concepts faster.

**MKTG2** delivers a fresh approach to give students what they need and want in a text.

Dorothy Chiu / Michelle Aarons – Senior Publishing Editors  
Jessica Brennan / Mardi O'Connor / Belinda Monypenny – Developmental Editors  
Nathan Katz – Senior Project Editor  
Danielle Maccarone – Lead Senior Designer  
Wendy Duncan – Permissions Research

*Exchange of product with something of value is fundamental to our economy and our society. The principles of marketing have been at the very core of these first exchanges. This text adopts the consumer-oriented, build-up approach to the understanding of marketing – we build on what students know and experience as consumers, and develop that knowledge through theory and application.*

*Jane Summers and Michael Gardiner, authors*



## Brief contents

### PART 1

<b>An introduction to marketing</b>	<b>2</b>
1: An overview of marketing _____	2
2: The marketing environment _____	14

### PART 2

<b>Customer information</b>	<b>28</b>
3: Consumer decision making _____	28
4: Business decision making _____	48
5: Segmenting and targeting markets _____	62
6: Marketing information, decision systems and marketing research _____	82

### PART 3

<b>Managing the marketing mix</b>	<b>98</b>
7: Goods and services _____	98
8: Branding and packaging _____	106
9: Developing and managing products _____	116
10: Marketing channels and logistics decisions _	132
11: Integrated marketing communication (IMC) _	156
12: Promotions mix _____	176
13: Pricing _____	198

### PART 4

<b>The world of marketing</b>	<b>218</b>
14: Global marketing _____	218
15: Marketing strategy _____	234



iStockphoto

