

BASIC MARKETING

15/E

A GLOBAL-MANAGERIAL APPROACH

William D. Perreault, Jr. E. Jerome McCarthy

BASIC MARKETING

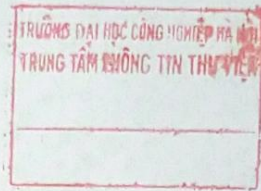
A GLOBAL-MANAGERIAL APPROACH



FIFTEENTH EDITION

BASIC MARKETING

A GLOBAL-MANAGERIAL APPROACH



William D. Perreault, Jr., Ph.D.

UNIVERSITY OF NORTH CAROLINA

E. Jerome McCarthy, Ph.D.

MICHIGAN STATE UNIVERSITY

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BASIC MARKETING: A GLOBAL-MANAGERIAL APPROACH

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This book is printed on acid-free paper.

1 2 3 4 5 6 7 8 9 0 DOW/DOW 0 9 8 7 6 5 4

ISBN 0-07-252523-1

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Cover designer: *Keith J. McPherson*
Typeface: *10.5/12 Goudy*
Compositor: *GTS—Los Angeles, CA Campus*
Printer: *R. R. Donnelley*

Library of Congress Cataloging-in-Publication Data

Perreault, William D.

Basic marketing: a global-managerial approach/William D. Perreault, Jr., E. Jerome McCarthy.—15th ed.

p. cm.—(McGraw-Hill/Irwin series in marketing)

Includes bibliographical references and index.

ISBN 0-07-252523-1 (alk. paper)

1. Marketing—Management. I. McCarthy, E. Jerome (Edmund Jerome) II. Title. III. Series.

HF5415.13.M369 2005

658.8—dc22

2004040321

About the Authors of *Basic Marketing*, 15/e



William D. Perreault, Jr.

is currently Kenan Professor at the University of North Carolina Kenan-Flagler Business School. He has also taught at Stanford University, the University of Georgia, and North Carolina State University and has been an invited speaker at over 80 universities. During 1997 he was the Arthur Andersen

Distinguished Visitor at Cambridge University.

Dr. Perreault is the recipient of the two most prestigious awards in his field: the American Marketing Association Distinguished Educator Award and the Academy of Marketing Science Outstanding Educator Award. He also was selected for the Churchill Award, which honors career impact on marketing research. He was editor of the *Journal of Marketing Research* and has been on the review board of the *Journal of Marketing* and other journals. His research has also been published in many journals, and one *Journal of Marketing* article was recently voted one of the most influential articles on sales and sales management of the twentieth century.

The Decision Sciences Institute has recognized Dr. Perreault for innovations in marketing education, and at UNC he has received several awards for teaching excellence. His books include two other widely used texts: *Essentials of Marketing* and *The Marketing Game!*

Dr. Perreault is a past president of the American Marketing Association Academic Council and twice served on the AMA board. He was chair of an advisory committee to the U.S. Bureau of the Census, a trustee of the Marketing Science Institute, and on the Council of the Decision Sciences Institute. He is a Fellow of the Society for Marketing Advances. He has also worked as a consultant to organizations that range from GE and IBM to the Federal Trade Commission and Venezuelan Ministry of Education. He is on the advisory board for Copernicus: The Marketing Investment Strategy Group.



E. Jerome McCarthy

received his Ph.D. from the University of Minnesota. He has taught at the Universities of Oregon, Notre Dame, and Michigan State. He was honored with the American Marketing Association's Trailblazer Award in 1987, and he was voted one of the "top five" leaders in Marketing Thought by marketing educators.

He has been deeply involved in teaching and developing new teaching materials. Besides writing various articles and monographs, he is the author of textbooks on data processing and social issues in marketing.

Dr. McCarthy is active in making presentations to business meetings and academic conferences. He has worked with groups of teachers throughout the country and has addressed international conferences in South America, Africa, and India.

He was also a Ford Foundation Fellow in 1963–64, studying the role of marketing in global economic development. In 1959–60 he was a Ford Foundation Fellow at the Harvard Business School working on mathematical methods in marketing.

Besides his academic interests, Dr. McCarthy has been involved in consulting for, and guiding the growth of, a number of businesses—both in the U.S. and overseas. He has worked with top managers from Steelcase, Dow Chemical, 3M, Bemis, Grupo Industrial Alfa, and many other companies. He has also been active in executive education and is a director of several organizations. However, throughout his career his primary interests have been in (1) "converting" students to marketing and effective marketing strategy planning and (2) preparing teaching materials to help others do the same. This is why he has spent a large part of his career developing, revising, and improving marketing texts to reflect the most current thinking in the field.

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