



A Framework for Marketing Management

By Philip Kotler

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Marketing Image Framework. A company has not one, but many images, depending upon the specific object being studied, the public whose view is being assessed, and other conditions. Figure 2 lists the components that make up a company's image: factors—the company's controllable image mix elements; offerings—the particular objects being measured, such as brands, products, or services; and publics—the various constituencies whose perceptions the company would like to measure. Both marketing image and corporate image management aim to influence behavior in various publics. Marketing image management seeks to encourage customers to purchase the company's products and services and to recommend its products and services to others.

predominant pedagogical framework for marketing management. Although a few marketers argue that the 4Ps is increasingly irrelevant to marketing management practice, and a few others argue that it is conceptually flawed, most marketers continue to use and defend it. Nonetheless, the scope of the 4Ps framework is insufficient from both pedagogical and theoretical perspectives. Were the 4Ps sufficient from a pedagogical perspective, then it would provide a complete framework for introductory marketing management textbooks. A Framework for Marketing Management is a concise paperback adapted from Philip Kotler's #1 selling textbook, Marketing Management. This book focuses on key points such as how to analyze the market and competitors, how to develop strategies, and how to deliver and manage effective marketing programs. A streamlined approach also offers greater flexibility in classes where outside cases, simulations, and projects are brought in. Features. NEW - Adapted from Kotler's #1 selling textbook, Marketing Management. This shorter book is designed for instructors and students who want a complete A Framework for Marketing Management book. Read 15 reviews from the world's largest community for readers. The Internet is changing the way that consumer... See a Problem? We'd love your help. Let us know what's wrong with this preview of A Framework for Marketing Management by Philip Kotler. Problem: It's the wrong book It's the wrong edition Other.

1 A Framework for Marketing Management Chapter 6 Analyzing Business Markets Copyright 2009, Prentice-Hall, Inc. 2 Copyright 2009, Prentice-Hall, Inc. Chapter Questions What is the business market, and how does it differ from the consumer market? What buying situations do organizational buyers face? Who participates in the business-to-business buying process, and how are buying decisions made? 5 Institutional and Organizational Markets Institutional market—schools, hospitals, nursing homes, prisons, and other institutions that provide goods and services to people in their care. Government market—typically requires suppliers to submit bids, and they normally award the contracts to the lowest bidder. Copyright 2009, Prentice-Hall, Inc.