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UNIT 1 Marketing in the 2000s and Beyond

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	Marketplace watchers proclaim that the recession in the American economy may call for a new definition of the middle class, prompting many marketers to shift everything within their marketing mixes.	2
2.	Hot Stuff: Make These Top Trends Part of Your Marketing Mix, Gwen Moran, Entrepreneur, August 2006	
	Gwen Moran uncovers some hot trends in marketing and suggests ways that these trends should be part of one's <i>marketing mix.</i>	5
3.	Evolve, Chris Penttila, <i>Entrepreneur</i> , May 2009 Chris Penttila provides seven ways game changers can pull levers that affect a <i>market</i> or create an entirely new one.	8
4.	The Unmarketables, Piet Levy, John N. Frank, and Allison Enright, <i>Marketing News</i> , July 30, 2009	
	For brands and businesses that have fallen out of favor with customers , marketers have to craft messages and promotions that can revitalize lackluster images.	10
5.	Six Strategies for Successful Niche Marketing, Eric K. Clemons, Paul F. Nunes, and Matt Reilly, <i>The Wall Street Journal,</i> May 23, 2010 The article supplies thoughtful ideas of how to become successful in <i>niche marketing.</i>	15
6.	The Branding Sweet Spot , Kevin Lane Keller and Frederick E. Webster, Jr., <i>Marketing Management</i> , July/August 2009 One of the realities of modern brand marketing is that many of the decisions that mar- keters make with respect to their brands are seemingly characterized by conflicting needs.	19
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7.	Marketing Myopia (with Retrospective Commentary), Theodore Levitt, Harvard Business Review, September/October 1975	
	According to Theodore Levitt, shortsighted managers are unable to recognize that there is no such thing as a growth industry—as the histories of the railroad, movie, and oil industries show. To survive, he says, a company must learn to apply the <i>marketing concept:</i> to think of itself not as producing goods or services, but as buying customers.	25
8.	Putting Customers First: Nine Surefire Ways to Increase Brand Loyalty, Kyle LaMalfa, Sales & Marketing Management, January/February 2008	
	Kyle LaMalfa explores nine surefire ways to increase customers' brand loyalty.	36

	9.	Making the Most of Customer Complaints, Stefan Michel, David Bowen, and Robert Johnston, <i>The Wall Street Journal</i> , September 22, 2008 <i>Customers</i> are constantly judging companies for <i>service</i> failures large and small, from a glitch-ridden business-software company to a hamburger served cold.	39
	10.	When Service Means Survival, Jena McGregor, <i>Bloomberg</i> <i>BusinessWeek</i> , March 2, 2009 Keeping <i>customers</i> happy is more critical than ever. <i>Service</i> champs economize on everything but TLC.	43
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		The authors discuss ways to deliver unique value and faster service to meet and exceed customer expectations.	55
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	18.	Know What Your Customers Want before They Do, Thomas H. Davenport, Leandro Dalle Mule, and John Lucker, <i>Harvard Business Review</i> ,	
		December 2011 Retailers need to target customers with the right deal at the right time. Here's how to nail the "next best offer."	78

The concepts in bold italics are developed in the article. For further expansion, please refer to the Topic Guide.

Part B. Markets and Demographics

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		The <i>tweens</i> are a hot market—they're complicated, and there are two in the White House.	87
	22.	Segmenting the Base of the Pyramid, V. Kasturi Rangan, Michael Chu, and Djordjija Petkoski, Harvard Business Review, June 2011	
		Decent profits can be made at the base of the pyramid if companies link their own financial success with that of their constituencies, whereby these constituencies acquire basic services and grow more affluent.	90
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28.	Brand Integrity, Tom Peters and Valarie Willis, <i>Leadership Excellence,</i> May 2009 The authors advocate that excellence is achieved when the brand, the talent, and the <i>customer experience</i> are all in alignment.	119

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29.	Brand Apathy Calls for New Methods: Turn Customer Preference from "No Brand" to "Some Brand," Don E. Schultz, <i>Marketing Management</i> , Winter 2010	
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30.	Branding's Big Guns, Paula Andruss, <i>Entrepreneur,</i> April 2012 This article chronicles the success of the10 most trusted U.S. brands that have become household names.	12
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35.	In Lean Times, Retailers Shop for Survival Strategies, Jayne O'Donnell, USA Today, February 28, 2008	
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38.	Selling Green, Matt Villano, Entrepreneur, November 2011 A five-step guide to correctly market a business as green is presented here.	15
39.	What's Your Social Media Strategy?, H. James Wilson et al., Harvard Business Review, July/August 2011 This study describes four ways companies are using technology to form connections.	15
40.	Advertising's New Campaign, Jennifer Wang, <i>Entrepreneur</i> , April 2012 The author discusses BlogFrog's new advertising campaign which capitalizes on the massive influence of mom bloggers with its brand-sponsored communities.	16

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	42.	KFC's Radical Approach to China: To Succeed, the Fast-Food Giant Had to Throw Out Its United States Business Model, David E. Bell and Mary L. Shelman, <i>Harvard Business Review,</i> November 2011 To succeed, the fast-food giant had to go beyond adapting and localizing their offerings to throw out its United States business model.	169
	43.	Retail Doesn't Cross Borders, Marcel Corstjens and Rajiv Lal, <i>Harvard Business Review,</i> April 2012 In contrast to other industries, grocery retail is still dominated by local players in most countries. International players are almost entirely absent from even the largest retail markets, and every grocery retailer that has ventured overseas has failed as often as it has succeeded.	174
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