



This Edition is licensed for sale only in the Philippines. Circulation of this Edition outside of the Philippines is UNAUTHORIZED AND STRICTLY PROHIBITED.

Essentials of Marketing Management



William M. Pride • O. C. Ferrell

Essentials of Marketing Management



**C & E
Publishing, Inc.**

*C & E Publishing, Inc.
was established in 1993
and is a member of ABAP, PBAI,
NBDB, and PEPA.*

Essentials of Marketing Management

© 2019 C&E Publishing, Inc.
All rights reserved.

ISBN: 978-971-98-1124-4

C&E Publishing, Inc.
839 EDSA, South Triangle, Quezon City
Tel. No.: (02) 929-5088
E-mail: info@cebookshop.com

Content sourced from the following title is used with permission from Cengage Learning Asia Pte Ltd to exclusively publish and distribute this customized and adapted edition to schools in the Republic of the Philippines. No part of this work covered by the copyright below may be reproduced, transmitted, stored, or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitizing, taping, Web distribution, information networks, or information storage and retrieval systems, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior permission of the publisher.

© 2017, 2015 Cengage Learning.
Foundations of Marketing, 7th Edition,
by William M. Pride and O.C. Ferrell
All rights reserved.

Brief Contents

Part I. Strategic Marketing and Its Environment	
Chapter 1 The Marketing Environment, Social Responsibility, and Ethics	1
Part II. Targeting and Customer Behavior	
Chapter 2 Target Markets: Segmentation and Evaluation	28
Chapter 3 Consumer Buying Behavior	53
Chapter 4 Business Markets and Buying Behavior	79
Part III. Salesmanship and Product Management	
Chapter 5 Personal Selling	99
Chapter 6 Product, Branding, and Packaging Concepts	125
Chapter 7 Developing and Managing Goods and Services	155
Part IV. Marketing Channels and Marketing Communications	
Chapter 8 Marketing Channels and Supply Chain Management	183
Chapter 9 Integrated Marketing Communications	215
Chapter 10 Advertising and Public Relations	237
Part V. Marketing Research and Digital Marketing	
Chapter 11 Marketing Research and Information Systems	261
Chapter 12 Digital Marketing and Social Networking	289
Part VI. Retail Management and Pricing Decisions	
Chapter 13 Retailing, Direct Marketing, and Wholesaling	313
Chapter 14 Pricing Concepts and Management	339
Part VII. Marketing Management	
Chapter 15 Planning, Implementing, and Evaluating Marketing Strategies	365

This Edition is licensed for sale only in the Philippines. Circulation of this Edition outside of the Philippines is UNAUTHORIZED AND STRICTLY PROHIBITED.



Published by
C & E Publishing, Inc.
839 EDSA, South Triangle
Quezon City, Philippines
Tel. : (02) 929-5088
Email : info@cebookshop.com
Web : www.cebookshop.com



ISBN 978-971-98-1124-4



9 789719 811244