

MARKETING FOR PUBLIC AND NONPROFIT MANAGERS

Christopher H. Lovelock
Harvard University

Charles B. Weinberg
The University of British Columbia

JOHN WILEY & SONS

New York Chichester Brisbane Toronto Singapore

Contents

Preface		vii
Part 1 An Overview of Public and Nonprofit Marketing		1
Chapter 1 The Role of Marketing		3
Chapter 2 Understanding and Contrasting the Public and Nonprofit Sectors		21
Part 2 Developing a Customer Perspective		40
Chapter 3 Exchanges in Nonbusiness Marketing		
Chapter 4 Understanding Consumer Behavior		64
Chapter 5 Market Segmentation		
Chapter 6 Marketing Research		126
Part 3 Strategic Issues		156
Chapter 7 Marketing Strategy and Planning		157
Chapter 8 Competitive Posture and Positioning Strategy		191
Chapter 9 Conducting a Marketing Audit		224
Chapter 10 Building a Marketing Plan		249
Part 4 The Marketing Mix		279
Chapter 11 Product Offerings		281 ^y
Chapter 12 Distribution and Delivery Systems		321 [*]
Chapter 13 Developing Monetary Pricing Strategies		349 ^x
Chapter 14 The Nature and Methods of Marketing Communication		378
Chapter 15 Communication Strategies		402

Part 5 Implementation	455
Chapter 16 Organizing the Marketing Effort	457
Chapter 17 Attracting Resources: Funds, Volunteers, and Gifts-in-Kind	494
Chapter 18 Managing Retail and Catalog Sales Operations	530
Chapter 19 Implementing the Marketing Program	558
Glossary of Selected Marketing and Management Terms	588
Index	595