MANAGING MARKETING

Text, Cases, and Readings

Thomas V. Bonoma

	<u>\</u>
1	E HOCHSCHULE DARMSTADT Fachbereich 1 semtbibliothek
1	bswirtschaftslehre
Inventar-Nr.	37.618 A28/1456
- 3	<u>1.2</u> 5.1
Construction of the owner of the owner	
	00253253

THE FREE PRESS *A Division of Macmillan, Inc.* NEW YORK Collier Macmillan Publishers LONDON

ډ.

					c.		
	Preface						
	Acknowledgments						
	Questions and Answers about Case Learning						
	Plan of the Book						
۱.	Managing Marketing: An Introduction						
	1	1 Introductory Note					
	2	Case	1.	Computer Devices, Incorporated	15		
	3	Case	2.	Atlantic Aviation Corporation: Westwind Division	34		
	4	Case	3.	The Gillette Company: Personal Care Division	50		
łI.	Ma	ırketir	ng A	Actions: Managing Marketing's Subfunctions	75		
	5 Introductory Note						
	6	Case	4.	Sales Force Management: Kramer Pharmaceuticals, Inc.	85		
	7	Case	5.	New Product Development: National Mine Service Company (A)	93		
	8	Case	5.	National Mine Service Company (B)	105		
	9	Case	6.	Trade Shows: National Mine Service Company (C)	119		
	10 Note. Get More Out of Your Trade Shows			137			
	11	Case	7.	Pricing: The Hertz Corporation	146		
	`	χ			v		

<u>vi</u>		co	NTENTS
12	Case 8.	Distribution I: Concept Devices, Incorporated	156
13	Case 9.	Distribution II: Binney and Smith, Incorporated	170
14	Case 10.	Summary Case/Sales Force Management II: Frito-Lay, Incorporated (A)	182
15	Managing	g Marketing: Exercise I	199
ili. Ma	anaging N	farketing Programs	205
16	Introduct	ory Note	207
17	Case 11.	Program Management I: Frito-Lay, Incorporated (C)	217
18	Case 12.	Program Management II: North American Philips Lighting Corporation	228
19	Case 13.	Program Management III: Decimalization of the Currency in Great Britain	240
20	Case 14.	Managing Key Customers I: American Telephone and Telegraph Company Long Lines Department — National Account Selling (AMC) (A)	264
21	Case 14.	American Telephone and Telegraph Company Long Lines Department — National Account Selling (B)	279
22	Note. M	lajor Sales: Who <i>Really</i> Does the Buying?	283
23	Case 15.	Managing Key Customers II: Applicon, Incorporated	294
24	Case 16.	Managing Key Customers III: American Telephone and Telegraph Company Long Lines Department — Charter Financial Corporation	312
25	Case 17.	From Programs to Policies: Alcan Aluminum Corporation — Building Products Division	327
26	Managing	Marketing: Exercise II	341
V. Ma	anaging N	larketing Systems and Policies	349
27	Introduct	ory Note	351
28	Case 18.	Marketing Culture and Theme: Benco, Incorporated (A)	361
29	Note. M	farket Success Can Breed "Marketing Inertia"	380
30	Case 19.	Marketing Organization: Benco, Incorporated (B)	388
31	Case 20.	The Marketing Audit I: Benco, Incorporated (C)	396
32	Case 21.	The Marketing Audit II: Macon Prestressed Concrete Company, Inc. (A)	410
33	Case 21.	Macon Prestressed Concrete Company, Inc. (B)	417
34	Case 22.	The Marketing Audit III: Macon Prestressed Concrete Company, Inc. (C)	428
35	Case 23.	Allocation and Control: Merrill Lynch Pierce Fenner & Smith Inc. (A)	444
	earation	andConclusion	461
V. Int	9		
V. Int 36	Introduct	ory Note	463

,

•

.

Ŷ,

٩

5

ntents	tents		
38	8 Managing Marketing: Exercise III		490
39	Summary Note.	The Nature of Marketing Practice: Contributions from the Literature	498
	Index of Cases		+20 52.2
	mach of Cases		522