
Marketing An Introduction 14th Edition

Solution Manual

CHAPTER 1

MARKETING: CREATING CUSTOMER VALUE AND ENGAGEMENT

PREVIEWING THE CONCEPTS – CHAPTER OBJECTIVES

1. Define marketing and outline the steps in the marketing process.
2. Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts.
3. Identify the key elements of a customer value-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
4. Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return.
5. Describe the major trends and forces that are changing the marketing landscape in this age of relationships.

JUST THE BASICS

CHAPTER OVERVIEW

Marketing is managing profitable customer relationships.

The aim of marketing is to create value for customers and to capture value in return.

Chapter 1 is organized around five steps in the marketing process (see Figure 1.1) – from understanding customer needs, to designing customer-driven marketing strategies and programs, to building customer relationships and capturing value for the firm.

ANNOTATED CHAPTER NOTES/OUTLINE

FIRST STOP

Amazon: Obsessed with Creating Customer Value, Engagement, and Relationships

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