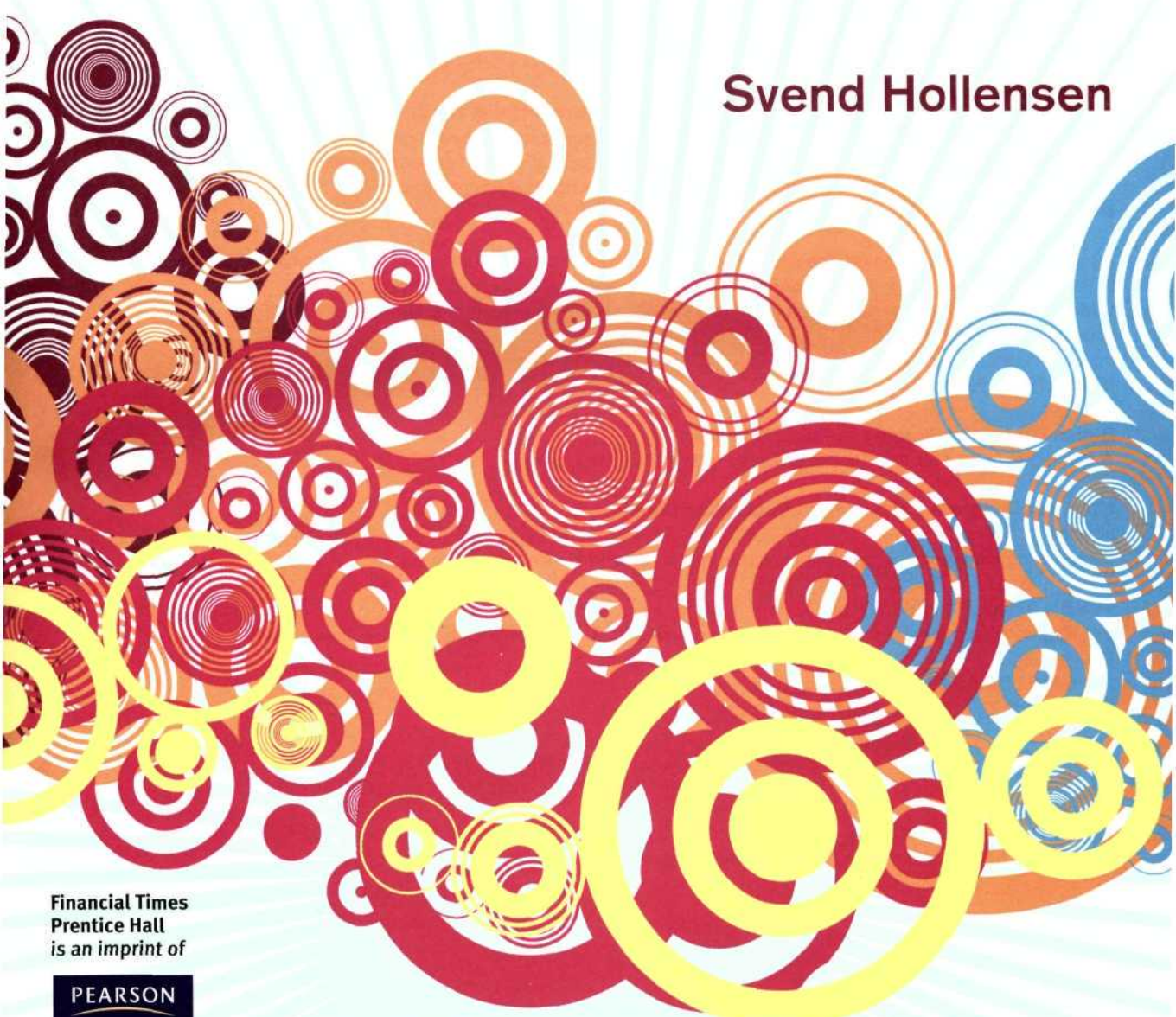


Second Edition

MARKETING MANAGEMENT

A RELATIONSHIP APPROACH

Svend Hollensen



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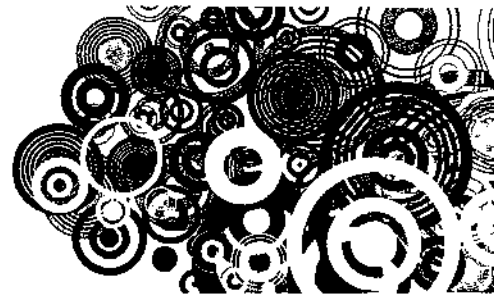
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BRIEF CONTENTS

Guided tour	xiv
Preface	xix
About the author	xxvii
Acknowledgements	xxix
Publisher's acknowledgements	xxxi
1 Introduction	1
PART I ASSESSING THE COMPETITIVENESS OF THE FIRM (INTERNAL)	22
2 Identification of the firm's core competences	27
3 Development of the firm's competitive advantage	60
PART II ASSESSING THE EXTERNAL MARKETING SITUATION	102
4 Customer behaviour	107
5 Competitor analysis and intelligence	155
6 Analysing relationships in the value chain	185
PART III DEVELOPING MARKETING STRATEGIES	232
7 SWOT analysis, strategic marketing planning and portfolio analysis	237
8 Segmentation, targeting, positioning and competitive strategies	282
9 CSR strategy and the sustainable global value chain	325
PART IV DEVELOPING MARKETING PROGRAMMES	352
10 Establishing, developing and managing buyer–seller relationships	359
11 Product and service decisions	392
12 Pricing decisions	432
13 Distribution decisions	461
14 Communication decisions	490
PART V ORGANISING, IMPLEMENTING AND CONTROLLING THE MARKETING EFFORT	528
15 Organising and implementing the marketing plan	533
16 Budgeting and controlling	565
Appendix Market research and decision support system	592
Glossary	622
Index	632

CONTENTS



Guided tour	xiv
Preface	xix
About the author	xxvii
Acknowledgements	xxix
Publisher's acknowledgements	xxxi
1 Introduction	1
1.1 Introduction	1
1.2 The marketing management process	2
1.3 The traditional (transactional) marketing (TM) concept versus the relationship marketing (RM) concept	7
1.4 Balancing the transactional and relationship concepts throughout the book	12
1.5 How the RM concept influences the traditional marketing concept	13
1.6 Different organisational forms of RM	15
1.7 Summary	17
Case study 1.1 Duchy Originals: Prince Charles's organic food company is searching for further growth in the recession	17
Questions for discussion	20
References	20
PART I ASSESSING THE COMPETITIVENESS OF THE FIRM (INTERNAL)	22
Video case study Tata Nano: Competitiveness of the world's cheapest car	24
2 Identification of the firm's core competences	27
2.1 Introduction	27
2.2 Roots of competitive advantage	28
2.3 The resource-based view (RBV)	29
2.4 Market orientation view (MOV) compared to the resource-based view	33
2.5 The value chain based view (VBV)	34
2.6 Value shop and the 'service value chain'	42
2.7 Internationalising the value chain	46
2.8 The virtual value chain	48
2.9 Summary	50
Case study 2.1 Senseo: Competition is coming up in the coffee pod machine market	51
Questions for discussion	57
References	57
3 Development of the firm's competitive advantage	60
3.1 Introduction	60
3.2 General sources of competitive advantage	61
3.3 Introduction of a holistic model of competitiveness: from macro to micro level	64
3.4 Analysis of national competitiveness (the Porter diamond)	67

3.5	Competition analysis in an industry	71
3.6	Value chain analysis	75
3.7	Blue ocean strategy and value innovation	82
3.8	Outsourcing – a strategic decision framework based on customers' evaluation	86
3.9	Summary	91
	Case study 3.1 Nintendo Wii: Taking the leadership in the games console market	92
	Questions for discussion	98
	References	98
PART II	ASSESSING THE EXTERNAL MARKETING SITUATION	102
	Video case study Orascom Telecom: Developing the mobile business in emerging countries	104
4	Customer behaviour	107
4.1	Introduction	107
4.2	Consumer B2C decision making	110
4.3	Influences on consumers' decision making	116
4.4	Organisational B2B decision making	123
4.5	Influences on the buying process	133
4.6	Customer perceived value and customer satisfaction	137
4.7	Customisation – tailoring the offer to the individual customer	140
4.8	Summary	143
	Case study 4.1 Baxi: Trying to capture boiler market shares globally and in China	144
	Questions for discussion	152
	References	153
5	Competitor analysis and intelligence	155
5.1	Introduction	156
5.2	Who are our competitors?	159
5.3	How are the competitors interacting?	160
5.4	How do we learn about our competitors?	162
5.5	What are the strengths and weaknesses of our competitors?	165
5.6	Market commonality and resource commonality	166
5.7	What are the objectives and strategies of our competitors?	168
5.8	What are the response patterns of our competitors?	171
5.9	How can we set up an organisation for CI?	173
5.10	Summary	175
	Case study 5.1 Cereal Partners Worldwide (CPW): No. 2 world player is challenging the No. 1 – Kellogg	175
	Questions for discussion	183
	References	183
6	Analysing relationships in the value chain	185
6.1	Introduction	185
6.2	The value net	188
6.3	Relationships with customers	190
6.4	Relationships with suppliers	208
6.5	Relationships with complementors/partners	211

6.6 Relationships with competitors	216
6.7 Internal marketing (IM) relationships	218
6.8 Summary	219
Case study 6.1 Saipa: The Iranian car manufacturer seeks a drive to serve	220
Questions for discussion	227
References	227
PART III DEVELOPING MARKETING STRATEGIES	232
Video case study Nivea: Segmentation of the sun care market	234
7 SWOT analysis, strategic marketing planning and portfolio analysis	237
7.1 Introduction	237
7.2 Corporate mission	238
7.3 SWOT analysis	238
7.4 Corporate objectives	244
7.5 Corporate growth strategy	246
7.6 SBU marketing strategy/portfolio analysis	249
7.7 Introduction to portfolio models	251
7.8 The Boston Consulting Group's growth-share matrix – the BCG model	251
7.9 General Electric market attractiveness – business position matrix (GE matrix)	257
7.10 International portfolio analysis	261
7.11 Portfolio analysis of supplier relationships	263
7.12 Summary	267
Case study 7.1 Red Bull: The global market leader in energy drinks is considering further market expansion	269
Questions for discussion	280
References	281
8 Segmentation, targeting, positioning and competitive strategies	282
8.1 Introduction	282
8.2 Segmentation in the B2C market	288
8.3 Segmentation in the B2B market	295
8.4 Target marketing	300
8.5 Positioning	303
8.6 Generic competitive strategies	306
8.7 Offensive and defensive competitive strategies	310
8.8 Summary	313
Case study 8.1 Ryanair: Competitive strategy in a warfare environment	315
Questions for discussion	322
References	322
9 CSR strategy and the sustainable global value chain	325
9.1 Introduction	325
9.2 Different levels of ethical behaviour	326
9.3 Social marketing as part of CSR	328
9.4 Cause-related marketing	329
9.5 Identification of stakeholders in CSR	331
9.6 Drivers of CSR	331
9.7 The sustainable global value chain (SGVC)	332
9.8 CSR and international competitiveness	332

9.9	Poverty (BOP market) as a 'market' opportunity	334
9.10	The 'green' market as a business opportunity	340
9.11	Summary	343
	Case study 9.1 YouthAIDS: Social marketing in a private non-profit organisation	344
	Questions for discussion	349
	References	349

PART IV DEVELOPING MARKETING PROGRAMMES 352

	Video case study Indian Tourist Board: Marketing of India in foreign countries	356
--	---	------------

10 Establishing, developing and managing buyer–seller relationships 359

10.1	Introduction	359
10.2	Building buyer–seller relationships in B2B markets	360
10.3	Relationship quality	362
10.4	Building buyer–seller relationships in B2C markets	363
10.5	Managing loyalty	366
10.6	The CRM path to long-term customer loyalty	372
10.7	Key account management (KAM)	373
10.8	Summary	379

	Case study 10.1 Dassault Falcon: The private business jet, Falcon, is navigating in the global corporate business sector	380
--	---	------------

	Questions for discussion	388
	References	389

11 Product and service decisions 392

11.1	Introduction	392
11.2	The components of the product offer	394
11.3	Service strategies	394
11.4	New product development (NPD)	400
11.5	The product lifecycle	402
11.6	New products for the international market	405
11.7	Product cannibalisation	407
11.8	Product positioning	408
11.9	Brand equity	408
11.10	Branding	409
11.11	Implications of the Internet for product decisions	415
11.12	'Long tail' strategies	420
11.13	Summary	421

	Case study 11.1 Fisherman's Friend: Introducing chewing gum in some new markets	422
--	--	------------

	Questions for discussion	428
	References	429

12 Pricing decisions 432

12.1	Introduction	432
12.2	Pricing from an economist's perspective	433
12.3	Pricing from an accountant's perspective	435
12.4	A pricing framework	437
12.5	Market value-based pricing versus cost-based pricing	441
12.6	Pricing services versus physical products	442

12.7	Pricing new products	443
12.8	Price changes	445
12.9	Experience curve pricing	446
12.10	Product line pricing	447
12.11	Price bundling	448
12.12	Pricing for different segments	449
12.13	Relationship pricing	450
12.14	Pricing on the Internet	452
12.15	Communicating prices to the target markets	453
12.16	Summary	453
	Case study 12.1 Harley-Davidson: Is the image justifying the price level in a time of recession?	454
	Questions for discussion	459
	References	459
13	Distribution decisions	461
13.1	Introduction	461
13.2	The basic functions of channel participants	462
13.3	Distributor portfolio analysis	463
13.4	Developing and managing relationships between manufacturer and distributor	464
13.5	External and internal determinants of channel decisions	465
13.6	The structure of the channel	467
13.7	Multiple distribution channel strategy	471
13.8	Managing and controlling distribution channels	472
13.9	Implications of the Internet for distribution decisions	477
13.10	Retailing	479
13.11	Mystery shopping in retailing	481
13.12	Summary	482
	Case study 13.1 Lindt & Sprüngli: The Swiss premium chocolate maker is considering an international chocolate café chain	483
	Questions for discussion	488
	References	488
14	Communication decisions	490
14.1	Introduction	490
14.2	The communication process	492
14.3	Communication tools	498
14.4	Personal selling	508
14.5	Trade fairs and exhibitions	513
14.6	Implications of the Internet for communication decisions	515
14.7	Summary	520
	Case study 14.1 TAG Heuer: The famous Swiss watch maker is using celebrity endorsement as a worldwide communication strategy	521
	Questions for discussion	525
	References	525
PART V	ORGANISING, IMPLEMENTING AND CONTROLLING THE MARKETING EFFORT	528
	Video case study Pret A Manger: How to control the expansion of an international restaurant chain	531

15	Organising and implementing the marketing plan	533
15.1	Introduction	533
15.2	Marketing audit	534
15.3	Building the marketing plan	534
15.4	Organising the marketing resources	539
15.5	Implementation of the marketing plan	544
15.6	The role of internal marketing	546
15.7	Summary	549
	Case study 15.1 Triumph: How to manoeuvre as a modern brand in the global underwear market	550
	Questions for discussion	563
	References	563
16	Budgeting and controlling	565
16.1	Introduction	565
16.2	Budgeting	565
16.3	Customer profitability and customer lifetime value	570
16.4	Controlling the marketing programme	578
16.5	Summary	585
	Case study 16.1 Jordan: Developing an international marketing control and budget system for toothbrushes	586
	Questions for discussion	590
	References	591
Appendix	Market research and decision support system	592
A.1	Introduction	592
A.2	Data warehousing	593
A.3	Data mining	593
A.4	The customer information file	594
A.5	Linking market research to the decision-making process	595
A.6	Secondary research	598
A.7	Primary research	601
A.8	Online (Internet) primary research methods	612
A.9	Other types of market research	614
A.10	Setting up a marketing information system (MIS)	618
A.11	Summary	619
	Questions for discussion	619
	References	620
	Glossary	622
	Index	633