

# Brief Contents

<b>PART 1</b>	<b>Understanding Marketing Management</b>	<b>2</b>
Chapter 1	Defining Marketing for The Arab World	2
Chapter 2	Developing Marketing Strategies and Plans	32
<b>PART 2</b>	<b>Capturing Marketing Insights</b>	<b>64</b>
Chapter 3	Gathering Information and Scanning the Environment	64
Chapter 4	Conducting Marketing Research and Forecasting Demand	90
<b>PART 3</b>	<b>Connecting With Customers</b>	<b>124</b>
Chapter 5	Creating Customer Value, Satisfaction, and Loyalty	124
Chapter 6	Analyzing Consumer Markets	152
Chapter 7	Analyzing Business Markets	180
Chapter 8	Identifying Market Segments and Targets	206
<b>PART 4</b>	<b>Building Strong Brands</b>	<b>232</b>
Chapter 9	Creating Brand Equity	232
Chapter 10	Crafting the Brand Positioning	262
Chapter 11	Dealing With Competition	286
<b>PART 5</b>	<b>Shaping the Market Offerings</b>	<b>310</b>
Chapter 12	Setting Product Strategy	310
Chapter 13	Designing and Managing Services	338
Chapter 14	Developing Pricing Strategies and Programs	368
<b>PART 6</b>	<b>Delivering Value</b>	<b>402</b>
Chapter 15	Designing and Managing Integrated Marketing Channels	402
Chapter 16	Managing Retailing, Wholesaling, and Logistics	434
<b>PART 7</b>	<b>Communicating Value</b>	<b>458</b>
Chapter 17	Designing and Managing Integrated Marketing Communications	458
Chapter 18	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations	484
Chapter 19	Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling	520
<b>PART 8</b>	<b>Creating Successful Long-Term Growth</b>	<b>556</b>
Chapter 20	Introducing New Market Offerings	556
Chapter 21	Tapping Into Global Markets	588
Chapter 22	Managing a Holistic Marketing Organization for the Long Run	616
<b>Appendix</b>	<b>A1</b>	
<b>Endnotes</b>	<b>E1</b>	
<b>Glossary</b>	<b>G1</b>	
<b>Index</b>	<b>000</b>	