

# Preface

## 1. PURPOSE OF THIS WORK

This book is the result of cooperation between the enthusiasm of three young, enterprising professors and the experience of a veteran professor (author of this first paragraph). They have all dedicated their teaching, research and professional careers to marketing and market research and would now like to provide a text with the fundamentals of modern marketing, updated in hand with the new tendencies in European higher education and guided to market demands.

Marketing has traditionally been the business area that has had a more direct contact with the consumer: it is marketing which designs the product, offers it in an appropriate way to attain the sale of the product and stays in touch with the market through permanent research and feedback. At present, however, marketing is immersed in a process of evolution as never before: now you cannot just be in touch with the market, you must address it “face to face”. Different work patterns appear, new subjects to know about, and research into the consumer and that which interests him is more important than ever. With this in mind, this manual purports to delve into the traditional areas of marketing, but offering a new approach, more modern, updated and in touch with reality. In addition we have incorporated new areas and concepts which were not even known until a few years ago.

In the last few years markets and consumers have evolved, becoming better and more informed buyers, immune to a large part of the more traditional marketing practices, they understand the influence and power they have in company decisions. This is why they want to be heard, understood and respected and they also want to take an active part in all of the process of a product’s commercialising.

Nowadays, in addition, markets are undergoing a contraction which requires marketing professionals to sharpen their efforts to uphold their market positions. If the customer is the centre of attention for any market-oriented organization, a company’s focus, these days, must be guided to the establishing of a lasting and stable relationship between the company and the customer.

This book responds to the deep change in conception, teaching and application of marketing, which is why it incorporates the latest tendencies of this discipline, as well as a wide range of cases and examples to help understand the theory and illustrate the complexity of the current consumer. Also, aware of the constant of changes in the market, we have also included on-line contents, with additional updated material, transparencies for teachers, questions, exercises and professional documentation.

We hope that the contents of this manual are stimulating to our alumni, and significant support material for teachers, in the difficult task of conveying the concepts and tools of current marketing, and of all of the changes that are yet to come.

## 2. STRUCTURE OF THE BOOK

This manual explains the main tools in order to set up effective marketing strategies, as well as the emerging marketing techniques. We have included many examples to illustrate the ideas we present as well as cases for their study.

The manual starts with a section guided to the fundamentals of marketing, making reference to its dimension; the importance of markets and their environment to later go more deeply into consumer behaviour and marketing research. Next we will analyse the importance and the types of marketing strategies, to move on to the traditional marketing mix: product and services management, pricing, communication, sales and distribution. This part of the marketing mix closes with the study of a marketing plan.

In addition to the above sections, classics, but with a renewed approach, we have included a chapter on relationship marketing and customer service management due to the current importance a permanent contact with the customer has, be it a consumer, a company or a prescriptor.

Finally, as a close to the manual, we have included a section on emerging marketing techniques, where all the aspects related to marketing and new technologies are covered, on the one hand, and on the other, we include the new marketing tendencies, which, although known, are predicted to have an ever increasing relevance.

Every chapter in the book follows the same structure. It starts by introducing the objectives of the topics dealt with, to continue with a business situation as a form of introduction and basis for discussion of the chapter's contents. After presenting the different sections of the chapter, along with graphs, images and tables, at the end of each there is a case study, followed by questions regarding it. There is also a key word section for the subject dealt with, a few review questions and related Internet links. The chapter ends with bibliography for consultation of the chapter material.

As well as the reference to bibliographical sources and related Internet links, book readers will have access to additional material (articles, cases, reports, etc.) in the book's specific website ([www.miguelsantesmases.com/fme.htm](http://www.miguelsantesmases.com/fme.htm)) located in Professor Santesmases' website ([www.miguelsatesmases.com](http://www.miguelsatesmases.com)). Professors who use the manual in their courses will be able to obtain a set of slides for each of the chapters of the book, as well as a series of questions with answers to assist them in the class and exam preparation they do.