The second edition of THINK MARKETING makes learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. The second edition’s brand new design enhances student understanding. And when combined with our online homework and personalized study tool, THINK Marketing ensures that you will come to class well prepared and leave class with a richer understanding of basic marketing concepts, strategies, and practices.

The chapters are presented in a logical sequence that reflects the development of a marketing plan. The initial chapters focus on inputs for marketing planning and cover topics such as the external environment, marketing research and consumer and business buying behavior. The focus then shifts to the strategic planning process and the marketing plan. Then, the strategic components of the marketing plan—the marketing mix—is presented in detail. The authors’ objectives in preparing this edition were to:

1. Present content in a clear and engaging manner
2. Offer examples and illustrations that students would be familiar with so that students can link theoretical concepts with marketing applications
3. Retain a sound balance between theory and practice and introduce students to the process of strategic marketing planning
4. Be as current as possible, recognizing that new technologies are changing the ways that marketing is practiced, at a rather rapid pace.
NEW TO THE SECOND EDITION:

- The second edition of Think Marketing is truly a Canadian textbook that includes examples and illustrations that students will readily identify. Illustrations and photographs are presented in a colourful format with each illustration demonstrating how an important marketing concept is applied. As well, each chapter offers two “Think Marketing” boxes that contain a unique story outlining how an organization or brand has successfully applied the marketing fundamentals students will learn about. Finally, an “Experience Marketing” exercise is included at the end of each chapter. The purpose of these exercises is to have students assume the role of marketer and outline a plan of action to resolve a marketing problem or pursue an opportunity.

- A new section titled “Ethical Considerations for Marketing” examines the need for organizations to conduct marketing practices in a socially and environmentally productive manner. New content in many other chapters and in several Think Marketing boxes examine the importance of ethical practice and socially responsible marketing by organizations.

- Marketing success today relies heavily on effective customer relationship management programs. Since more companies are establishing longer term financial and sustainability objectives there is a need for expanded discussion on customer relationship management. Customer relationship management is introduced in Chapter 1 (Contemporary Marketing) and expanded upon in Chapter 3 (Marketing Intelligence), Chapter 5 (Business-to-Business Marketing) and Chapter 13 (Retailing).