

## Chapter 10: Developing New Products and Services

**Services:** intangible activities or benefits that an organization provides to satisfy consumers' needs in exchange for money or value.

**Idea:** thought that leads to a product or action, like a concept

**Consumer products:** products purchased by the ultimate consumer

**Business products:** products purchased by the organization to assist in providing other products for resale.

**Types of Consumer Products:**

- **Convenience:** items that the consumer purchases frequently, conveniently, and with a minimum shopping effort
- **Shopping:** items the consumer compares several alternatives on criteria such as price, quality, or style
- **Specialty:** makes a special effort to search out and buy
- **Unsought:** does not know about or knows about but does not initially want

**Derived demand:** sales of business products frequently result from the sale of consumer products

**Components:** items that become part of the final product.

**Support products** assist in producing other products and services. Include installations, accessory equipment, supplies, and industrial services

**Classifying services:** delivered by people or equipment, business firms or nonprofits, or government agencies

- **Product class:** industry to which they belong (iPad is a tablet device)
- **Product item:** specific product that has a unique brand, size, or price
- **Product line:** a group of product or service items that are closely related because they satisfy a class of needs, are used together, are sold to the same customer group, are distributed through the same outlets, or fall within a given price range.
- **Product mix:** which consists of all the product lines offered by an organization.

**Feature bloat-** too many complexities and options, even though consumers say that they want more options, they do not.

**New Products and Why They Succeed or Fail**

- **New products** may be functionally different from existing ones, but still considered new.
- **Continuous innovation:** consumers don't learn new behaviors
- **Dynamically continuous innovation:** only minor changes in behavior are required

# Marketing The Core Chapter 10

**Ross Brennan, Paul Baines, Paul  
Garneau**



## **Marketing The Core Chapter 10:**

**EBOOK: Marketing: The Core** KERIN,2017-01-26 EBOOK **Marketing The Core Marketing Management F.** Lao,1998 Marketing Communications Chris Fill,Sarah Turnbull,2019 The new edition of Marketing Communications delivers a rich blend of theory with examples of contemporary marketing practice Providing a critical insight into how brands engage audiences Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields The eighth edition which contains two new chapters reflects the changing and disruptive world of marketing communications Throughout the text the impact of digital media and its ability to influence audience client and agency experiences is considered Each chapter has been extensively revised with new examples the latest theoretical insights and suggested reading materials Each of the 22 chapters also has a new case study drawn from brands and agencies from around the world Marketing Communications is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising **Contemporary Strategic Marketing** Ross Brennan,Paul Baines,Paul Garneau,2007-10-12 An extremely fluent and effective text designed to be a complete resource for single semester modules this new edition has a unique combination of text case studies The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory Also available is a companion website with extra features to accompany the text please take a look by clicking below <http://www.palgrave.com/business/brennan> Strategic Sport Marketing Adam Karg,David Shilbury,Hans Westerbeek,Daniel C Funk,Michael L. Naraine,2022-03-30 The fifth edition of Strategic Sport Marketing integrates sport marketing frameworks theory and practical cases to show students and practitioners how to develop and execute successful sport marketing strategies The book explains contemporary sport markets consumer behaviour marketing strategies and best practices in sport marketing in a clear comprehensive and engaging way Built on a foundation of strategic decision making it offers a truly diverse set of case studies sportviews and examples from national and international sports and events including Australian Rules AFL football European soccer Russian hockey Grand Slam tennis and the National Basketball Association NBA This new edition is revised to align with contemporary sport marketing applications conceptualising sport as part of the experience economy and integrating technology and digitalisation themes into the book reflecting the increasing focus on data and digital communications and media delivery of sport It encourages critical and practical thinking and problem solving on the part of the reader to help them improve their real world professional practice This book is an essential course text for students of sport marketing and management as well as being a useful resource for all practitioners engaged in the marketing promotion or communication of sport organisations or brands Additional teaching and learning materials are available to accompany this book including slides class outlines and reflective questions and answers for each chapter Sport Marketing Bernard James Mullin,Stephen Hardy,William Anthony Sutton,2007 This

student text provides a foundation of theory and principles for those seeking sports management position It provides an overview of the reasons and foundations for sport marketing as well as theoretical and research issues and why market segmentation is important

Marketing Paul Baines, Sara Rosengren, Paolo Antonetti, 2022 How does Google support organizations in their transformation to digital marketing How does the International Food Waste Coalition influence more sustainable behaviour How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID 19 With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike Marketing answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society Founded on rigorous research this critical text presents a current complete guide to marketing success and explores topical issues such as sustainability and digital transformation Its broadest ever range of examples Practitioner Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals Individuals from Arch Creative Klarna eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real life insights and career advice to those starting out in the industry Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory New critical thinking questions also accompany the links to seminal papers throughout each chapter presenting the opportunity for students to take their learning further An exciting development for this new edition the enhanced e book offers an even more flexible and engaging way to learn It features a select range of embedded digital resources designed to stimulate assess and consolidate learning including practitioner videos to offer further glimpses into the professional world multiple choice questions after each key section of the chapter to offer regular revision and understanding checkpoints and a flashcard glossary at the end of each chapter to test retention of key terms and concepts Marketing is the complete package for any introductory marketing module This book is accompanied by the following online resources For everyone Bank of case studies Practitioner insight videos Career insight videos Library of video links For students Key concept videos Author audio podcasts Multiple choice questions Flashcard glossary Internet activities Research insights Web links For lecturers PowerPoint slides Test bank Essay questions Tutorial activities Discussion question pointers Figures and tables from the book

Global Perspectives on Strategic Storytelling in Destination Marketing Campos, Ana Cláudia, Almeida, Sofia, 2022-05-27 Stories have always been part of tourism with tourists eager to both share and listen to stories about destinations Destinations also build identity and distinctiveness by sharing stories with visitors It is essential to gain a deeper understanding of the role that stories play in marketing and branding destinations as well as how storytelling through digital mobile technologies can aid in these practices Global Perspectives on Strategic Storytelling in Destination Marketing is a key reference that offers theoretical frameworks and empirical approaches to the study of storytelling in tourism at the organizational and destination levels and from the

perspectives of experience providers and customers It further addresses current and future challenges of tourism organizations and destinations that may be tackled by creatively adopting storytelling as a strategy for brand differentiation and customer involvement Covering topics such as film induced tourism heritage tourism and community engagement this premier reference source is an excellent resource for marketers advertising executives brand managers travel agencies tour operators event and program managers business executives government officials community leaders students researchers academicians professionals and practitioners in the tourism and hospitality industry YouTube Marketing For Dummies Will Eagle,2019-02-12 Advice from a YouTube insider on how to creative effective campaigns YouTube is the top destination for online video With over a billion viewers around the globe it s also valuable real estate for marketers looking to get their message out YouTube Marketing For Dummies shares insight from a former YouTube employee who helped large and small businesses create effective marketing campaigns Inside you ll discover proven game plans for buying advertising launching a content marketing campaign building a branded channel and community and evaluating the results of your work Plus you ll find trusted proven ways to get the most bang for your buck from the internet s 1 destination for video content Create a plan that fits your business needs Launch an ad campaign Find video creation strategies Launch a branded channel Are you ready to identify launch and measure a YouTube marketing campaign Everything you need is a page away Asseal Marketing Henry Assael,1997-12 The chapters form the core of the book and represent the key areas of product distribution promotion and price The integration of concepts and applications in a student friendly manner is the focus of this book Marketing concepts are introduced in a process approach in which marketing is described as a series of processes market segmentation new product development promotional decisions and so forth Pref *Strategic International Marketing* T C Melewar,Suraksha Gupta,2017-09-16 Strategic International Marketing collates the most recent ideas trends and original research in the theory and practice of global marketing strategy and tactics Straightforward language and illustrative case studies feature throughout this text from the leading thinkers in the international marketing field **The SAGE Handbook of Social Marketing** Gerard Hastings,Kathryn Angus,Carol Bryant,2011-11-15 For the first time this benchmark handbook brings together a systematic framework and state of the art thinking to provide complete coverage of the social marketing discipline It presents a major retrospective and prospective overview of social marketing helping to define and shape its current and future developments by examining the defining elements of social marketing their intellectual origins evolution current status and direction of travel discussing how these have been used in practice emphasising emerging areas and recent innovations and setting the agenda for future research and development in the discipline For academics this book will fill the gap in comprehensive social marketing literature while being of interest to policymakers and post graduate marketing and health studies students alike as it explores the idea that tools used to market fast moving consumer goods and financial services can also be applied to pressing social problems **Power of Marketing** Nelly Nailatie Ma'arif,2008 **The**

**Complete Idiot's Guide to Marketing** Sarah White,2003 In today s business environment many professionals are getting back to the basics of key topics such as marketing In this new edition of the popular The Complete Idiot s Guide to Marketing author Sarah White gives a comprehensive update on marketing today She takes a firm foundation of the basics and adds to it accessible marketing techniques including guerrilla marketing marketing to the Baby Boomer generation online marketing targeted affordable direct mail and more With all the formal material readers need for positioning products or services including marketing plans distribution strategies and more this completely updated edition is the book readers need for today New coverage includes sample marketing plans for several types of small business and a couple of larger projects practical do it yourself strategies and tactics how to analyze business segments trends etc

**Shopper Marketing** Daniel J. Flint,Chris Hoyt,Nancy Swift,2014-05-06 The shopper marketing methodology is a powerful complete approach for satisfying target consumer demand at the point of maximum influence and thereby driving consumers to purchase It gives companies a far deeper understanding how consumers behave as shoppers and leverages this intelligence across the entire supply chain to benefit all stakeholders companies brands consumers retailers and shoppers Shopper marketing requires supply chain partners to smoothly integrate complex sets of marketing and sales tools in order to engage shoppers build brand equity and persuade shoppers when they move into shopping mode Internally it also demands deeper coordination of R and D marketing innovation operations logistics and distribution It isn t easy but it offers remarkable proven results that are virtually unachievable any other way In Shopper Marketing three of the field s pioneering innovators and consultants bring together state of the art insights strategic approaches and supply chain execution methods for successfully employing shopper marketing initiatives throughout your organization Dan Flint Chris Hoyt and Nancy Swift clearly explain what shopper marketing is and why it is critical for marketers to master They review each of its six objectives and eight foundational principles demonstrating how to adapt and apply it in your environment overcome obstacles and systematically create value along your entire path to purchase Drawing on their unsurpassed consulting experience they also assess emerging trends and their implications helping you deepen customer loyalty extend competitive advantage and improve profitability for years to come

**Marketing** Roger A. Kerin,Steven W. Hartley,William Rudelius,2007 **MARKETING THE CORE 2 e** by Kerin Berkowitz Hartley and Rudelius continues the tradition of cutting edge content and student friendliness set by Marketing 8 e but in a shorter more accessible package The Core distills Marketing s 22 chapters down to 18 leaving instructors just the content they need to cover the essentials of marketing in a single semester Instructors using The Core also benefit from a full sized supplements package that surpasses anything offered by the competition while students will appreciate the easy to read paperback format that s equally kind to both the eyes and the pocketbook The Core is more than just a baby Kerin it combines great writing currency and supplements into the ideal package for budget conscious students and time conscious professors

*The Complete Idiot's Guide to Marketing, 2nd edition* Sarah White,2003-11-04 From online marketing to old

fashioned word of mouth readers will find a comprehensive update on key marketing basics as well as such topics as Guerilla marketing Marketing to Boomers and Latinos Online marketing Targeted but affordable direct mail Sample marketing plans for several types of small businesses as well as a couple of larger projects Practical do it yourself distribution strategies Analysis of business segments and trends and much more [Intersections of Niche Tourism and Marketing](#) Sousa, Bruno Barbosa, Santos, Vasco Ribeiro, 2025-03-05 As the tourism industry changes niche tourism has emerged as a dynamic and growing sector catering to specialized interests and unique travel preferences This shift toward more personalized and focused travel experiences reshapes how destinations and services are marketed to potential tourists From eco tourism and adventure travel to cultural wellness and culinary tourism the intersections of niche tourism and marketing have created new opportunities for both travelers and businesses By leveraging targeted marketing strategies destinations can attract specific audiences while offering tailored experiences that resonate with their interests Further research into how the convergence of niche tourism and innovative marketing techniques has reshaped the tourism landscape may provide insights into the growing demand for specialized travel experience and the strategies that drive their success [Intersections of Niche Tourism and Marketing](#) explores the use of marketing and consumer science in niche tourism practices It examines the potential of marketing technology data science and destination services to attract niche tourists and increase interest and revenue in specific regions This book covers topics such as digital marketing sustainable development and consumer behavior and is a useful resource for business owners marketers tourism professionals academicians and researchers [Social Marketing](#) Nancy R. Lee, Philip Kotler, 2011-10-20 The Fourth Edition of Social Marketing is the definitive textbook for the planning and implementation of programs designed to bring about social change No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action It provides a solid foundation of fundamental marketing principles and techniques and then expands them to illustrate techniques specific to practitioners and agencies with missions to enhance public health prevent injuries protect the environment and motivate community involvement This book is coauthored by arguably the most influential individual in the field of marketing Philip Kotler who coined the term social marketing in 1971 with Gerald Zaltman and Nancy R Lee a preeminent lecturer consultant and author in social marketing Key Features Presents an introductory case for each chapter and a concluding case for a majority of chapters to demonstrate for students why and how social marketing works Enhances understanding with chapter summaries of key points and questions for discussion Provides a step by step guide to developing a marketing plan with chapters presented sequentially to support planning development and the inclusion of worksheets in the appendix It incorporates contributions from a range of internationally known social marketers who provide real cases to set the stage for each chapter Past contributors have included individuals from the CDC National Centre for Social Marketing AARP the Office of National Drug Control Policy and others [Moving Your Brand Up the Food Chain](#) Patrick Nycz, 2017-11-01 The food

industry is on the verge of a revolution with smaller local and regional food brands finding big potential for growth. The increasing influence of millennials on consumer tastes, the desire for products produced locally, and mistrust of big food companies open opportunities to small and medium-sized food companies. An experienced consumer packages goods marketer and his team have created a book to help navigate the looming volatility in the food industry. For instance, the U.S. Department of Agriculture predicts that the sales of locally produced foods, which reached 12 billion in 2014, will soar to 20 billion by 2019. A 2015 study by the Food Marketing Institute and the Grocery Manufacturers Association found that smaller and private food brand manufacturers grew 4 percent vs. the 25 biggest U.S. food and beverage manufacturers who grew 1 percent between 2009 and 2013. *Moving Your Brand Up the Food Chain* offers practical tips to help local, small, and emerging food brands compete against the big brands to grow their market share. Interviews and survey answers from industry professionals provide invaluable information. The book covers the retail buyer's perspective, marketing, external market factors, brand development, packaging, brand management, strategic product development, and more. Such details are critical if local, smaller, or regional food brands hope to grow their businesses and move up the food chain.



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