

The Busy Manager's Guide to Marketing



Bill Donaldson

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1 THE CONCEPT OF MARKETING

Marketing is selling goods that don't come back, to people that do

Peter Drucker

INTRODUCTION

The theory and practice of marketing have been, for too long, the preserve of the academic world and those businesses, usually in consumer goods, large enough to have professional marketing staff within their organisation. As a result, much of the wealth of knowledge and practical experience of marketing is either not known, or ignored as not part of their concern, by a considerable number of small to medium-sized companies, oil service businesses and others. Yet, more than ever, the busy manager can benefit from the information and knowledge available to enhance their understanding of the subject and widen the opportunity for these companies to utilise marketing skills and procedures for their own benefit.

The academic and theoretical flavour to many of the books written on marketing are, of course, admirably suited for the full-time student or what would be called the professional marketer. This book is aimed more towards the entrepreneur or non-professional marketers, busy managers, who are seeking ways and means of improving their business by the employment of practical marketing measures. In recent years, the author's experience in giving marketing lectures to small and first-time business owners and managers has confirmed the belief that a need exists for some form of practical marketing guide, which captures the essential

Chapter extract

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