

**THE BUSY
MANAGER'S
GUIDE TO
MARKETING**

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Bill Donaldson

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ABOUT THE AUTHOR

Bill Donaldson is Professor of Marketing at The Robert Gordon University and is responsible for research in Marketing within the Aberdeen Business School. After more than a decade in sales and marketing positions Bill joined the University of Strathclyde as a lecturer in 1983 and obtained his doctorate in Industrial Marketing a decade later.



Author of *Sales Management: Principles, Process and Practice* (3rd edn, Palgrave, 2007), and *Strategic Market Relationships* (2nd edn, Wiley, 2007 with Tom O'Toole) his research interests continue in the area of sales management and relationship marketing. Bill has taught marketing at undergraduate, postgraduate and extensively on MBA programmes both at home and overseas.

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FOREWORD

Bill Donaldson has put together a very informative guide to marketing – a subject which, in our modern competitive environment, no manager can afford to ignore.

There is no business that is exempt from competition and there are very few customers whose loyalty will survive more than one bad experience. However, those customers who experience satisfaction at all levels can become customers for life.

Marketing is not the sole preserve of the Marketing Director and his/her team: every member of staff from the receptionist and telephonist to the operators and technicians needs to be wise to the customer's needs, to the competition and to the market in which the organisation operates. We must ensure that we take every step necessary to identify our customer's desires and deliver those to a standard acceptable to them.

Market awareness is also important in relationships to those within our organisations. We must meet the expectations of our people who produce and deliver the service or products. If we do not meet our own people's expectations, we cannot expect them to meet those of our customers, and we lose the loyalty of our external customers by failing to match up to expectations, so we will also lose the loyalty of our internal customers.

As Bill Donaldson says, today's domestic market is as much multi-cultural as is the international market. If we are to retain and increase our market penetration at home and abroad, we must present our products and services taking account of cultural sensitivities at home as much as we do for overseas markets. A high degree of emotional intelligence is a pre-requisite for modern management, particularly as expressed through our marketing efforts.

Marketing impinges on virtually every management consideration including:

- financial, economic and legal implications of the business's activities

- emotional and interactive relationships with customers, suppliers and staff, regulators, bankers and the general public and all areas of our communities
- design and quality of production
- all ‘statements’ made by the organisation

Enjoy and learn from this book.

Sir Tom Farmer CBE, KCSG
Maidencraig Investments, Edinburgh