

# Marketing Management: A Customer-Centric Financial Approach

# 2e



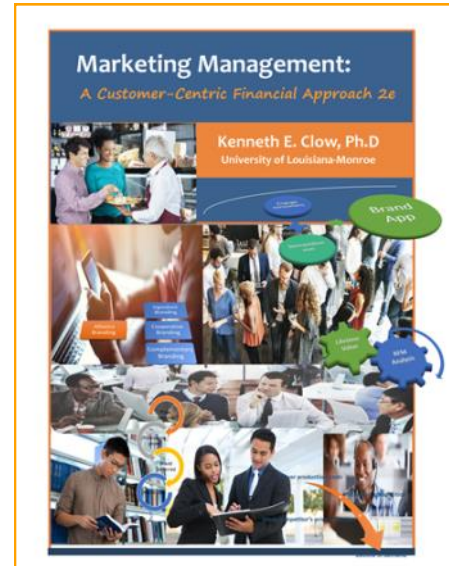
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Ken Clow developed 2e because he felt that currently available texts **do not meet the needs of the majority of students** enrolled in the Marketing Management capstone course required for marketing majors.

Differentiators include:

1. An emphasis on the tasks and challenges associated with **entry-level and first-line marketing** positions.
2. Entry-level marketing employees often find that they will be expected to assess marketing programs, both before they are launched and again after they have been launched. Consequently, the text provides **financial analyses of marketing programs and decisions** discussed in each of the chapters.
3. Current texts place too much emphasis on branding and not enough on **customer service and customer loyalty**.
4. 2e offers a powerful integration of the fields of marketing and management. The primary emphasis is pointing out **managerial applications of marketing tactics and practices** throughout the entire book.
5. Current texts **cost too much!**

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Screenshots from **Marketing Management: A Customer-Centric Financial Approach 2e**

Item	Value	Rate	Value
Initial customer	17,864	40%	7,146
Average purchase price	4.1	1.4	5.7
Average purchase frequency	60.36	103.1	302.2
Cost per sale	1.96	3%	38
Break-even sales (per order)	20,506		38

Item	Value
Website cost	500
Cost per page	100
Number of pages per page	1000
Marketing cost per page	1000
Marketing cost per order	100
Order value	1000
Break-even sales (per order)	100

Market Type	Demographic	Psychographic
Consumer Market	Gender, age, income, education	Lifestyle, values, attitudes, interests, opinions
Business to Business Market	Company size, sales, region, industry	Level of education, years of experience, level of education, type of industry, type of product
Business to Consumer Market	Company size, sales, region, industry	Product usage, usage rate, usage occasion, order size

Item	Value
Number of orders	162
Average order value	\$18.63
Cost of order (%)	44%
Catalogs ordered	80,000
Cost per catalog	\$2.1
Targeted mailing list (000)	114.75
Processing/Mailing (per order)	\$11.45
Shipping (cost per catalog)	\$1.84

