

## Marketing Final Study Guide

- **Service Characteristics**
  - Intangibility- services cannot be seen, tasted, felt, heard, or smelled before purchase
  - Inseparability- services cannot be separated from their providers
  - Variability- quality of services depends on who provides them and when, where, and how
  - Perishability- services cannot be stored for later use (airline tickets)
- **Brand equity**
  - Differential effect that knowing the brand name has on customer response to the product or its marketing
  - Customers react more favorably to positive brand equity
- **Brand Sponsorship**
  - National brands- marketed under the manufacturer's own name
  - Store brands- created and owned by a reseller of a product or service
  - Licensing- use names and symbols created by other companies or well-known movie characters or celebrities for a fee
  - Co-branding- use the established brand names of two different companies on the same product
- **Brand development strategies**

		<b>Product category</b>	
		Existing	New
Brand name	Existing	Line extension	Brand extension
	New	Multibrands	New brands

- **Stages of Product Development**
  - Idea generation
  - Idea screening- screening new product ideas to spot good ones and drop poor ones as soon as possible
    - Reviewed by committee
    - RWW framework- real, win, worth doing
  - Concept development and testing
  - Marketing strategy development
  - Business analysis
  - Product development
  - Test Marketing
  - Commercialization
- **Product concept**
  - Detailed version of the new product idea stated in **meaningful consumer terms**

# Study Guide Marketing

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## **Table of Contents Study Guide Marketing**

1. Understanding the eBook Study Guide Marketing
  - The Rise of Digital Reading Study Guide Marketing
  - Advantages of eBooks Over Traditional Books
2. Identifying Study Guide Marketing
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Study Guide Marketing
  - User-Friendly Interface
4. Exploring eBook Recommendations from Study Guide Marketing
  - Personalized Recommendations

- Study Guide Marketing User Reviews and Ratings
- Study Guide Marketing and Bestseller Lists
- 5. Accessing Study Guide Marketing Free and Paid eBooks
  - Study Guide Marketing Public Domain eBooks
  - Study Guide Marketing eBook Subscription Services
  - Study Guide Marketing Budget-Friendly Options
- 6. Navigating Study Guide Marketing eBook Formats
  - ePub, PDF, MOBI, and More
  - Study Guide Marketing Compatibility with Devices
  - Study Guide Marketing Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Study Guide Marketing
  - Highlighting and Note-Taking Study Guide Marketing
  - Interactive Elements Study Guide Marketing
- 8. Staying Engaged with Study Guide Marketing
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Study Guide Marketing
- 9. Balancing eBooks and Physical Books Study Guide Marketing
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Study Guide Marketing
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Study Guide Marketing
  - Setting Reading Goals Study Guide Marketing
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Study Guide Marketing
  - Fact-Checking eBook Content of Study Guide Marketing

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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