

Appendix A - Economic Utilities Viewpoint

1920-29

Duncan (1922, pp. 1-2) defines marketing in terms of commercial organizations by saying...."The terms most nearly synonymous with commercial organizations are marketing and merchandising. Marketing, however, has local and provincial meanings. Merchandising is being specialized to indicate the bargaining process between buyer and seller, and is becoming synonymous with salesmanship. Commercial organization as used here, then, means the mechanisms and devices in modern industrial society for the actual transfer of economic goods, whether by wholesale or retail, from one party to another, on their way from origin to consumption. A study of commercial organizations is therefore, a study of marketing problems and methods."

Wright and Landon (1928, p. 1) discuss marketing in terms of demand and supply by saying that:...."The essence of marketing is the bringing together of demand and supply. Ordinarily the men who do the work of marketing must give considerable attention to such matters as the transportation and care of the goods in which they deal; and no discussion of the subject would be complete which ignored the conditions under which the goods are actually handled. Primarily, however, marketing is a matter of purchase and sale."

Clark (1929, p. 1) and Clark and Clark (1942, p. 1) say:...."that marketing consists of those efforts which effect transfers in the ownership of goods, and care for their physical distribution."

Vaile, Slagsvold, and Stevenson (1929, pp. 19-20) discuss marketing in terms of distribution by saying that:...."It stands between the manufacturer and his raw materials on the one hand, and the consumer of his goods on the other. They stand between the producer of semi-manufactured goods and the producer of completed consumer goods."

1930-39

According to Vaile (1930, p. 43):...."Marketing in the full sense of the word must involve change in ownership; physical movements merely facilitate this change or make possible the use of the commodity by the owner. All of the rights, privileges, and responsibilities either of use or of further sale attach to ownership and are passed on with change in ownership."

Bryer (1931, p. 1) defines marketing as:...."Marketing is an economic institution. Like every institution, it has a central purpose or function, vis. the getting of goods into the hands of the ultimate buyers who consume them, and it has the structure or organization to accomplish its primary objective."

Maynard, Wielder, and Beckman (1932, p. 3) define marketing as: "Marketing covers all business activities necessary to effect transfers in the ownership of goods and to provide for their physical distribution."

Rost (1933, p. 19) discusses marketing in terms of distribution by saying that:...."Distribution no longer involves merely the physical process of conveying products but instead includes every direct or indirect function, agency, process or action which influences or promotes the flow of a product from the point where it leaves the end of the production line to the point where it passes into the hands of the ultimate consumer or meets final consumption."

According to the definition of marketing terms published in The National Marketing Review (Fall, 1935, p. 156) which was succeeded in 1936

by the Journal of Marketing, marketing was defined: "...to include those business activities involved in the flow of goods and services from production to consumer."

The National Marketing Review's definition of marketing terms (1935, p. 156) defines marketing as "...those business activities involved in the flow of goods and services from production to consumption."

In Agnew and Drury's textbook (1936, p. 1) the definition of the National Association of Marketing Teachers is used which states that "...marketing consists of those business activities involved in the flow of goods and services from the point of production to the point of consumption."

In Converse's (1936, p. 15) definition of marketing, he states that "...distribution, or marketing is now the most important part of business. The two main groups of functions in distribution are (1) the change in ownership (title) and (2) the physical handling of goods."

Barker and Anshen (1936, p. 3) define marketing as "...the second of two great economic purposes: production and distribution."

1940-49

Converse and Huegy (1940, p. 1) discuss marketing in utility creation by stating that "...the businessman speaks of marketing as distribution." (By distribution he means the transportation of the goods from the point of production to the consumers and all the transactions involved in getting goods from the producers to the consumers.) Further, Converse and Huegy state (1940, p. 1): "Marketing in a broad sense covers those business activities that have to do with the creation of place, time, and possession utilities. Marketing is the business of buying and selling."

Clark and Clark (1942, p. 1) say that "...marketing consists of those efforts which effect transfers in the ownership of goods and services and care for their physical distribution."

Maynard and Beckman (1946, p. 3) state that: "...Marketing covers all business activities necessary to effect transfers in the ownership of goods and to provide for their physical distribution. It embraces the entire group of services and functions performed in the distribution of merchandise from producer to consumer, excluding only operations relating to changes in the form of goods normally regarded as processing or manufacturing operations."

Duddy and Revzan (1947, p. 4) indicate that: "Marketing is the economic process by means of which goods and services are exchanged and their values determined in terms of money prices."

1950-59

Wilson's (1950, p. 2) definition of marketing is that: "...Marketing may be said to consist of the economic activities concerned with or related to the distribution and exchange of goods and services. It has to do with the creation of place, time, possession, and service utility."

Converse, Huegy, and Mitchell's (1952, p. 1) definition of marketing states that: "...Marketing includes all the activities involved in the creation of place, time, and possession utilities...makes goods and services more valuable by getting them where they are wanted, when they are wanted, and transferred to those people who want them."

Duddy and Revzan's textbook (1953, p. 6) defines marketing as: "...the economic process by means of which goods and services are exchanged and their values determined in terms of money prices."

The Converse, Huegy, and Mitchell textbook (1958, pp. 4-5) defines

marketing as:...."The business of buying and selling and has included those business activities involved in the flow of goods and services between producers and consumers. Marketing includes the activities involved in the creation of place, time, and possession utilities."

1960-69

McCarthy (1960; p. 33) "...marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user in order to best satisfy consumers and accomplish the firms' objectives."

The Committee on Marketing (1961, p. 2), a collaborative writing group of marketing professors, defined marketing as: "...the composite of activities involved in transferring title and in moving goods from producer to consumer, including buying, selling, storing, transporting, standardizing, financing, risk-bearing, and supplying market information."

Cundiff and Still (1964, p. 4) define marketing: "...as the business process by which products are matched with markets and through which transfers of ownership are effected." Later in 1973 with Govoni joining these two authors, they changed their definition slightly to the managerial process by which products are matched with markets and through which transfers of ownership are effected (p. 5). Cundiff, Still, and Govoni gave two reasons why they chose to use their own definition of marketing rather than the "official AMA" definition. The reasons are: (1) we believe that the interrelatedness of product and market is an essential idea and should be explicitly included in a definition of marketing, and (2) since there can be no marketing unless transfers of ownership occur, we believe also that this point should be explicitly included in a definition of marketing.

McCarthy (1964, p. 16) says that marketing is: "the performance of business activities that direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the firm's objectives."

Jones (1964, p. 6) states that: "Marketing consists of the performance of those activities that have to do with moving goods from the producer to the consumer or market."

Converse, Huegy, and Mitchell (1965, p. 6) state that: "Marketing is the creation of time, place, and possession utilities. Marketing moves goods from place to place, stores them, and effects changes in ownership by buying and selling them."

Tousley, Clark, and Clark (1966, pp. 4-5) define marketing by saying that:...."Marketing consists of those efforts which effect transfers in ownership of goods and services and which provide for their physical distribution. Marketing is concerned with time, place, and possession utilities. Marketing is concerned primarily with changes in ownership and the activities necessary to effect these changes."

McCarthy (1968, p. 9) states that: "Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company's objectives."

1970-79

McCarthy's definition for micro-marketing (1971, p. 19) is that:"Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company's objectives."

In Stanton's text (1971, p. 4) marketing is defined as: "A total

system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

Narver and Savitt's definition (1971, p. 4) is that: "Marketing means all activities, both pre-purchase and post-purchase, in any way related to transactions of ownership or use rights to any factor, good, or service."

In the Still and Cundiff textbook (1972, p. 3) marketing is defined as: "The business process by which products are matched with markets and through which transfers of ownership are effected."

Cundiff, Still, and Govoni (1973, p. 5) define marketing as: "The managerial process by which products are matched with markets and through which transfers of ownership are effected."

Schwartz (1973, p. 7) writes that: "...Marketing includes all the activities--research, pricing, packaging, transportation, advertising, selling, and servicing, as well as the institution (principally retailers and wholesalers) that move goods and services from producer to consumer."

Rachman (1974, p. 5) define marketing as: "the function that involves itself with the management of the flow of goods and services from the producer to the ultimate consumer."

Boone and Kurtz (1974, p. 21) define marketing: "...as the provision and efficient distribution of goods and services for chosen consumer segments."

McCarthy's definition for micro-marketing (1975, pp. 18-19) is that: "Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company's objectives."

According to Cundiff, Still, and Govoni (1976, p. 6) marketing is defined as: "The managerial process by which products are matched with markets and through which transfers of ownership are effected."

Hartley (1976, p. 5) defines marketing as: "...the performance of activities involved in planning and facilitating the exchange of goods and services as well as other things of value."

Fulmer (1976, p. 5) defines marketing by saying: "...We use the word marketing to describe the distribution process--what housewives do when they go to the grocery store and what ranchers do when they sell cattle. Marketing shares the responsibility for creating form utility with production. Marketing must also be concerned with creating place, time, and possession utility through transportation, storage, selling, and other supportive activities."

The King textbook (1977, p. 3) defines marketing as: "that function which is concerned with all decisions and activities involved in the planning and execution of operations that supply goods and services to fulfill consumer needs."

McCarthy (1978, pp. 7-8) states that: "...Micro-marketing is the performance of those activities which seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client."

McCarthy (1979, pp. 7-9) states that: "...Micro-marketing is the performance of activities which seek to accomplish a firm's objectives by anticipating customer needs and directing a flow of need-satisfying goods and services from producer to customer."

1980-Present

McCarthy (1981, pp. 8-10) states that: "...Micro-marketing is the performance of activities which seek to accomplish an organization's

objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client."

Cunningham and Cunningham (1981, pp. 5-6) define macro-marketing as:"refers to the role of total marketing system in distributing goods and services to buyers."

Appendix B - Consumers (Buyers) Viewpoint

1920-29

Vaile and Slagsvold (1929, pp. 19-20) discuss marketing in terms of distribution and where the marketing organizations stand in the business process by saying that:...."They stand between the manufacturer and his raw materials on the one hand, and the consumer of his goods on the other. They stand between the producer of semi-manufactured goods and the producer of completed consumer goods. In our present economic system, they stand at all times directly in front of the final consumer. In the last analysis, their importance, their volume, their very existence, depend entirely on the final consumer. No matter what the resources, no matter how fine the tools, no matter how efficient the organization, unless the people want the goods and have the wherewithal to pay for them, there can be no marketing."

1950-59

Hansen's definition (1959, pp. 5, 7) is that marketing:...."is the process of discovering and translating consumer wants into product and service specifications, and then in turn helping make it possible for more consumers to enjoy more of these products and services."

1960-69

Lazo and Corbin (1961, p. 73) agree that marketing:...."is a way of managing a business so that each critical business decision (whether made by marketing people, engineering people, manufacturing people, financial people, or people in any other activity of the business) is made with a full and prior knowledge of the impact of that decision on the customer."

Stanton (1964, p. 5) states that: "Marketing is a total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

1970-79

In Mazze's article concerning the consumer as a socializing agent (1970, pp. 25-29) he defined marketing:...."as the provision and efficient distribution of goods and services for chosen consumer segments."

Gist (1971, p. 7) defines marketing:...."as those human activities which are directed toward the satisfaction of either a felt or a latent demand for goods and services."

Stanton (1971, p. 4) states that:...."marketing is a total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

The Howard textbook (1973, p. 1) states that:...."Marketing is the process of (1) Identifying customer needs, (2) Conceptualizing these needs in terms of an organization's capacity to produce, (3) Communicating that conceptualization to the appropriate locus of power in the organization, (4) Conceptualizing the consequent output in terms of the customer needs earlier identified, and (5) Communicating that conceptualization to the customer."

Kerr and Littlefield (1974, p. 5) further define marketing:..."as a process of matching consumer wants and society's productive and distributive resources."

Drucker says (1974, p. 64):...."When managers speak of marketing, they usually mean the organized performance of all selling functions. This is still selling. It still starts out with "our products". It still looks for "our market". True marketing starts out the way Sears starts out--with the customer, his demographics, his realities, his needs, his values. It does not ask, "What do we want to sell." It asks, "What does the customer want to buy?" It does not say, "This is what our product or service does." It says, "There are the satisfactions the customers look for, value, and need."

Drucker further expounds his views (1974, pp. 64-65):...."Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available, i.e. logistics rather than salesmanship, and statistical distribution rather than promotion."

According to Stanton (1975, p. 5): "Marketing is a total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

Rosenberg (1977, p. 6) defines marketing as:...."a matching process, based on goals and capabilities, by which a producer provides a marketing mix (product, services, advertising, distribution, pricing, etc.) that meets consumer needs within the limits of society."

Stanton (1978, p. 5) states:...."Marketing is a total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

Cundiff, Still, and Govoni (1980, pp. 5-6) state:...."specifically, then we define marketing as the managerial process by which products are matched with markets through which the consumer is enabled to use or enjoy the product."

Stanton (1981, p. 4) states:...."Marketing is a total system of business activities designed to plan, price, promote, and distribute want-satisfying goods and services to present and potential customers."

Appendix C - Societal Viewpoint

1930-39

Breyer (1934, p. 4) discusses marketing in terms of a division of labor by saying the following:...."This absolute necessity for exchange of goods and services between individuals under a system of division of labor gives rise to marketing, for the task of marketing is to get goods from production into consumption. More specifically, it does all the work relating to the flow of goods from the time and place of the conclusions of production to the time and place of the initiation of consumption. Marketing, then, is the agency whereby the exchange of goods and services is accomplished and is, therefore, indispensable to the division of labor."

Further in Breyer's textbook (1934, p. 192) marketing is discussed in terms of a social instrument in that:...."Marketing is not primarily a means for garnering profits for individuals. It is, in the larger, more vital sense, an economic instrument used to accomplish indispensable social ends. Under a system of division of labor there must be some vehicle to move the surplus production of specialists to deficit areas if society is to support

itself. This is the social objective of marketing."

1950-59

Mazur (1953, p. 59) contends that:...."consumption, not production, is the ruling factor in our economy and that a vital economy will be maintained only if our marketing system continues to deliver a higher and higher standard of living."

Bakken (1953, p. 9) defines marketing as:...."the act of creating possession utility. In this theatre of economic activity, men assume the principal role in marshaling the forces of supply and demand at focal points of exchange where the results are expressed in terms of price. Traditionally, human conduct in this sphere assumes certain patterns governed by law, order, and justice in the business of bargaining, contracting, and transferring rights and titles to goods, services, and properties."

Alderson (1957, p. 15) states that:...."marketing, of course, is the exchange taking place between consuming groups on the one hand and supplying groups on the other."

McNair, et. al. (1957b, p. 13) broadened the AMA's definition by stating that:...."Marketing is the creation and delivery of a standard of living."

1960-69

Kelley and Lazer (1967, p. 42) define marketing as:...."Marketing in its broadest sense is the medium through which the material goods and culture of a society are transmitted to its members. As the style of members of a society--consumers--changes, the media of distribution and the products and services marketed must also change or be replaced."

1970-79

Wentz and Eyrich (1970, p. 2) state that:...."Marketing is the interface between supply and demand." In Bartel's text (1970, p. 249) marketing is defined as:...."the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who interacting under constraints (technical and ethical) create the transactions or flows which resolve market separation and result in exchange and consumption."

McCarthy (1971, p. 19) states:...."Macro-marketing...Marketing is concerned with designing an efficient (in terms of use of resources) and fair (in terms of distribution of output to all parties involved) system which will direct an economy's flow of goods and services from producers to consumers and accomplish the objectives of the society."

Kotler (1972, p. 12) indicates:...."Marketing is the set of human activities directing, facilitating, and consummating exchange."

In the Lazer and Kelley textbook (1973, p. 54) marketing is defined as: "The core idea of marketing lies in the exchange process."

In the book written by Holloway and Hancock (1973, p. 11) they adhere to the following definition:...."that marketing is a set of activities necessary and incidental to bringing about exchange relationships in our economic system."

In the Kerr and Littlefield textbook (1974, p. 5) marketing may be defined as:...."a process of matching consumer wants and society's productive and distributive resources."

McCarthy (1975, pp. 18-19) states:...."Macro-marketing...Marketing is concerned with designing an efficient (in terms of use of resources) and fair (in terms of distribution of outputs to all parties involved) system which will direct an economy's flow of goods and services from producer to consumers and accomplish the goals of the society."

Douglas (1975, p. 3) defines marketing as:...."consisting of those activities of business firms and consumers that are directly related to achieving exchange relationships."

Douglas (1975, p. 4) also defines marketing as:...."the particular cluster of activities necessary to achieve exchange relationships between buyer and seller."

According to Marcus (1975, p. 4) marketing is defined:...."as those activities performed by individuals or organizations, either profit or nonprofit, that enable, facilitate, and encourage exchange to the satisfaction of both parties."

Kotler (1976, p. 7) states:...."Marketing is a human activity directed to satisfying needs and wants through exchange processes."

Hartley (1976, p. 5) defines marketing as:...."the performance of activities involved in planning and facilitating the exchange of goods and services as well as other things of value."

Gwinner, et. al. (1977, p. 23) defines marketing...."From a macro standpoint as being concerned with the creation and delivery of a desired standard of living for society through the effective and efficient distribution of an economy's goods and services under conditions of constraint imposed by the marketing environments."

Pride and Ferrell (1977, p. 9) define marketing as:...."consisting of individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental forces."

McCarthy (1978, pp. 7-8) states:...."Macro-marketing is a socioeconomic process which directs an economy's flow of goods and services from producers to consumers in a way which effectively matches heterogeneous supply capabilities with heterogeneous demand and accomplishes both the short-run and long-run objectives of society."

McCarthy (1979, pp. 7-9) also states:...."Macro-marketing is a social process which directs an economy's flow of goods and services from producers to consumers in a way which effectively matches supply and demand and accomplishes the objectives of society."

1980-Present

According to Pride and Ferrell (1980, p. 7):...."Marketing consists of individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental forces."

Cravens, Hills, and Woodruff (1980, p. 4) use the following definition: "The process of exchange in society is marketing: marketing is not just the techniques that are employed to execute exchanges."

Kotler (1980, p. 19) recommends the following definition:...."Marketing is human activity directed at satisfying needs and wants through exchange processes."

McCarthy (1981, pp. 8-10) says that:...."Macro-marketing is a social process which directs an economy's flow of goods and services from producers to consumers in a way which effectively matches supply and demand and accomplishes the objectives of society."

Evans and Berman (1982, p. 7) define marketing as:...."the anticipation, stimulation, facilitation, regulation, and satisfaction of consumer and public demand for products, services, organizations, people, places, and ideas through the exchange process."

Kotler (1983, p. 13) defines marketing as:...."human activity directed at satisfying needs and wants through exchange processes."

According to Pride and Ferrell (1983, p. 10):...."Marketing consists of

individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental forces."

Appendix D - Managerial Viewpoint

1950-59

Drucker (1954, p. 38) emphasizes this "demand" view of the company in these terms:...."Fifty years ago the typical attitude of the American businessman towards marketing was that the sales department will sell whatever the plant produces. Today it is increasingly: It is our job to produce what the market needs."

Newman (1957, pp. 3-4) states that:...."The marketing executive is charged with the following functions: what products to offer, product characteristics, price of product, communicate products and services offered, and maintain satisfactory relationships with customers."

Drucker (1957, p. 39) had this to say:...."If I try to define it [marketing] from a manufacturer's or a business's point of view, I would say it is the sum of all activities that are needed to enable a producer to give satisfactory value to a customer...Another definition is that marketing is not a function of a business, but a view of the entire business seen as the economic organ to provide goods and services. That is a marketing view of business. Everything the business does in that respect is marketing. Marketing is the demand view of the company, as against the typical businessman's supply view. It is the sum of all activities needed to convert purchasing power into actual demand for goods and services."

1960-69

Gentry and Shawyer (1963, p. 4) define marketing from a managerial point of view as:...."That set of activities associated with the conversion of goods into money."

Otteson, Panschar, and Patterson (1964, p. 3) define marketing as:...."the area of business that has to do with competing; it has to do with the definition of market opportunities and the design of appropriate strategies for tapping these opportunities profitably. Marketing is much more than a collection of activities and functions--it is a complicated set of choices concerning the offer that the firm is to present to the market it chooses to service. It involves questions of what and how, of how much and to whom, of through whom, and when and on what terms."

Fisk (1967, p. 10) defines marketing:...."as all activities intended to stimulate or service demand."

However, Glasser (1967, p. 12) defines marketing as:...."Marketing, in a free economy, is the skill of selecting and fulfilling consumer desires so as to maximize the profitability per unit of capital invested in the enterprise."

Kotler (1967, p. 12) defines marketing as:...."Marketing is the analyzing, organizing, planning, and controlling of the firm's customer-impinging resources, policies, and activities with a view to satisfying the needs and wants of chosen customer groups at a profit."

Elling (1969, p. 5) defines marketing as:...."the realization of directive production-consumption."

The marketing staff of Ohio State University (1965, p. 43) state that:...."Marketing is a process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, exchange, and physical distribution of

such goods and services."

Drucker (1969, pp. 52-53) states that:...."First, we need "marketing" that looks upon the entire business from the point of view of its ultimate purpose and justification; that is, from the point of view of the customer or rather the customers, since every business and every product has at least two, and usually many more, quite different kinds of customers to satisfy. Second, businessmen will have to learn to practice marketing as an innovative force in itself. They have to learn that the truly new does not, as a rule, satisfy demands that already exist. It creates new expectations, sets new standards, makes possible new satisfactions. "Innovative marketing" therefore creates markets. New technology always needs new markets which were not even conceivable until the new technology created new demands."

1970-79

Staudt and Taylor (1970, p. 4) use the definition of marketing as proposed by the committee on definitions of the American Marketing Association and adds that two specific notes of caution are urged in using this definition:...."First, those charged with marketing responsibilities within the firm date not think of their job as starting with goods on the shopping platform, and secondly, at the other end of the spectrum of responsibilities, executives cannot consider their job as finished when the cash register rings at the retail level as point of ultimate sale."

Downing (1971, p. 21) uses the firm's viewpoint and the systems concept when he defines marketing as:...."the process by which the firm keeps surveillance of its markets, detects and evaluates forces for change, and feeds this back as inputs into the firm, thus generating throughout all the strategic decision points in the firm's new strategies and actions, with the new or adjusted output behavior designed to defend against goal-obstacles or to exploit opportunities. Customers and competitors respond; their responses are observed, evaluated, and fed as inputs back into the firm; and again throughout all the strategic decision points in the firm, strategic adjustment may again be actuated."

Zober's (1971, p. 27) definition is:...."Marketing is that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop "products" that meet these needs, and build a program of communications to express the organization's purposes."

³ In Buzzell, et. al. (1972, p. 21) marketing is defined as:"Marketing involves business activities which are concerned with (1) identifying and stimulating demand for a company's goods or services, (2) meeting that demand by making available the goods or services in the most effective manner, and (3) achieving the profit and other objectives related to the identification, stimulation, and satisfaction of demand."

In McKay's book (1972, p. 7) the following statement appears:...."The purpose of marketing is to direct all vision and effort of the business toward marketing objectives, and to direct all vision and effort of marketing toward the objectives of the business."

According to Martin L. Bell (1972, p. 22):...."Marketing is a system of integrated business activities designed to develop strategic plans heading to the satisfaction of customer wants."

In Kotler's text (1975, p. 3) concerning nonprofit organizations, marketing is defined as:...."the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the

organization's offering in terms of the target market's needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets."

Staudt, Taylor, and Bowersox (1976, p. 31) define marketing managerially as...."the maintenance of profitable market leadership through responding to buyers' needs and wants."

According to Heskett (1976, p. 590) marketing:...."is the process in a society by which the demand structure for products, services, or ideas is anticipated and controlled (either enlarged or contracted) through their conception, promotion, exchange, and physical distribution."

MacStravic (1977, p. 16) writes: "Marketing, by definition, is simply a conscious, systematic approach to planning, implementation, and evaluation of the exchange relationships of an organization."

Hansen (1977, p. 3) instead defines marketing as:...."the process of discovering the needs or wants of a market (needs or wants may be physical, intellectual, or emotional); translating these needs or wants into product, service, or intentional specifications; and then converting demand for these products, services, or ideas into a desired response."

Gwinner, et. al. (1977, p. 23) define marketing from a micro standpoint as being concerned with the satisfaction of customer needs and the accomplishment of an organization's marketing objectives through the efficient and effective distribution of that organization's goods and services under conditions of constraint imposed by the marketing environment.

Drucker (1977, p. 54) states that:...."Because its purpose is to create a customer, the business enterprise has two--and only these two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are 'costs'."

Drucker (1977, p. 56) also states:...."Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available."

Drucker (1977, p. 93) further states:...."Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available."

Drucker (1977, p. 93) further states:...."Marketing and innovation are the foundation areas in objective setting. It is in these two areas that business obtains its results."

According to Ballou (1978, p. 36):...."obtaining demand is a result of the promotional efforts of marketing as well as the price and product mix offered to consumers."

Instead, Hughes (1978, p. 3) defines marketing briefly:...."as those activities that relate an organization successfully to its environment."

1980-Present

Boone and Kurtz state that (1980, p. 6): "Marketing is the development and efficient distribution of goods and services for chosen consumer segments."

Stanton (1981, p. 4) states that: "Marketing is a total system of business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers."

Udell and Laczniak (1981, p. 5) state that: "Marketing may be viewed as the product planning, pricing, promotion, distribution, and servicing of goods and services needed and desired by consumers."

Cunningham and Cunningham (1981, pp. 5-6) state that: "Micro-marketing is the process of formulating and implementing a product development, distribution, pricing, and communication strategy that enables the firm to earn a profit in the marketplace."