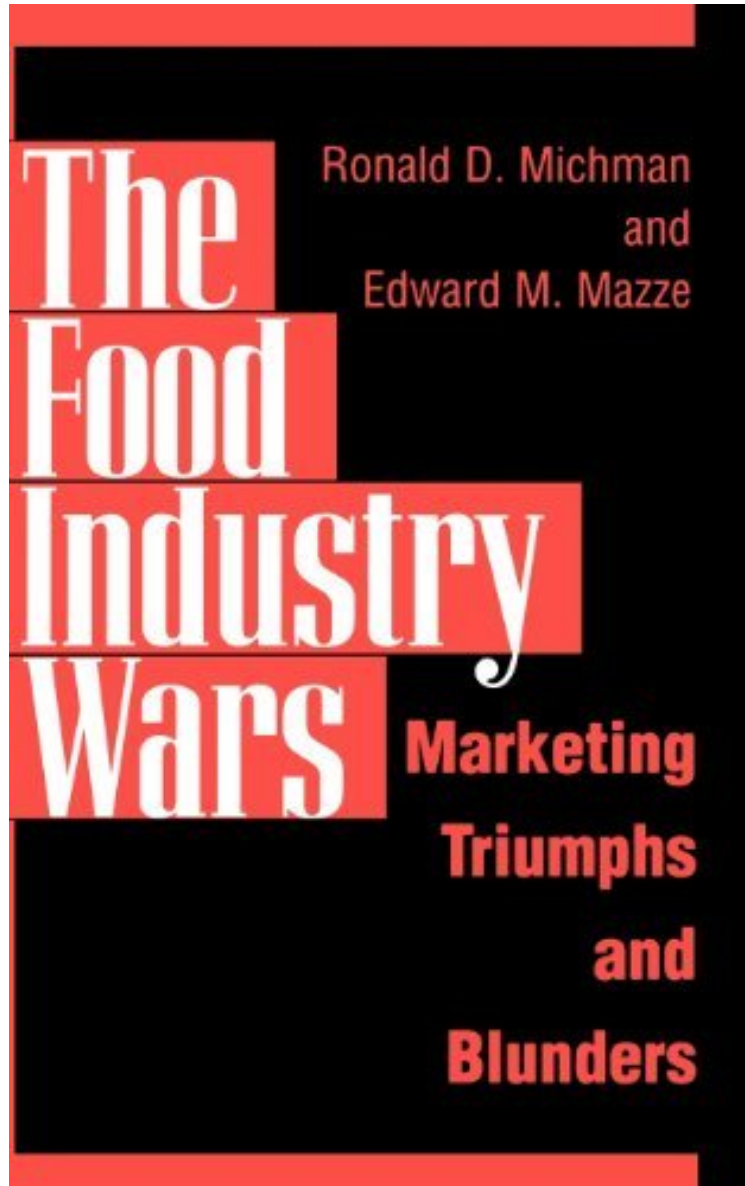


(Free pdf) The Food Industry Wars: Marketing Triumphs and Blunders

The Food Industry Wars: Marketing Triumphs and Blunders

Edward M. Mazze, Ronald D. Michman

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CustomerResourceful, insightful and unique, this text delivers a pragmatic yet academic analysis of the marketing strategies of one the world's most dynamic industries. Executives, students, and sales and marketing management folks on the rise would do well to add this to their personal reference libraries.

How food marketers make use of key variables such as innovation; target market; market segmentation; image; and physical, environmental, and human resources determines how successfully they sell their products. Michman and Mazze concentrate on the food industry as they examine what contributes to a successful marketing campaign. The authors discover that not all variables have to be used concurrently; some may be more important than others depending on environmental conditions, and the effective use of one variable may cancel the ineffectiveness of another. By focusing on the key variables to use in a volatile economic environment, by emphasizing lessons learned from both marketing successes and failures, and by demonstrating how to adapt key variables to changing conditions, Michman and Mazze help executives ensure the success of their marketing efforts. Mazze and Michman examine 10 institutional formats in the American food marketing and distribution structures: supermarkets, fast-food, ice cream, soup, breakfast cereal, baby food, ethnic food, snack food, candy and soft-drinks. The supermarket industry is analyzed first with an overview of food marketing and distribution. Specific industries are then analyzed using the five key variables (innovation, image, target market, physical environment, and human resources) with a historical framework to help managers learn from past marketing mistakes. The authors emphasize that avoidance of past mistakes is essential for sound marketing strategy, a fact illustrated by the examples of companies afflicted by injuries who have disregarded this advice.

"[The authors] provide detailed and well-documented accounts of marketing and distribution in the multibillion dollar food industry....The book can be read as a factual account of the evolution of the food industry, as a text of applied marketing, or for simple enjoyment."-Choice

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Ronald D. Michman and Edward M. Mazze have compiled a book that gives a useful perspective on marketing strategy while anchoring their analysis to direct observation of the food industry....While the overall treatment of the topics and examples is detailed, the style of the book falls somewhere between an academic analysis and popular press generalization of management strategies. It is interesting and well reasoned without tumbling over into either pedantry or solipsism....[A]n unusually well executed effort. It would be a nice fit alongside basic business strategy textbooks in either a professional or a professorial library. It would also be a good recommendation for a university library's supplemental book list. The enduring value of well-annotated history often goes underestimated.?-Journal of Business-to-Business Marketing

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About the Author

RONALD D. MICHMAN is Professor Emeritus of Marketing, Shippensburg University, Pennsylvania. Widely published in professional journals and a member of several editorial boards, he is the author or coauthor of seven books including Retailing Triumphs and Blunders (Quorum, 1995), Lifestyle Market Segmentation (Praeger, 1991), and Marketing to Changing Consumer Markets (Praeger, 1983).

EDWARD M. MAZZE is Dean and the Alfred J. Verrecchia Hasbro, Inc., Leadership Chair in Business, College of Business Administration, the University of Rhode Island.