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*1: marketing and its environment 2: target markets 3-6: product, price, distribution, promotion 7: marketing in special fields 8: managing the marketing effort The first two parts are dealing with the context (the 'playground') and where to start from (the consumer's side), if we are to be interested in marketing at all.*

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*esperado y el desempeño per- cibido al consumir el ...*

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*William J. Stanton is professor emeritus of marketing at the University of Colorado-Boulder. He received his PhD in marketing from Northwestern University, where he was elected to Beta Gamma Sigma. He has worked in business and has taught in several management development programs for marketing executives.*

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*Simply put: Marketing is the delivery of customer satisfaction at a profit. %Distinguish from Selling or Advertising: - merely a subset of marketing actions used to satisfy consumer needs. %Marketing focuses on the use of all the firm's controllable influences to satisfy the customer.*

*William J. Stanton (Author of Fundamentals of Marketing)*  
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