

barriers to entry: business practice or condition that makes it difficult for new firms to enter the market
Per se illegal: means that courts see it illegal (ex courts see price-fixing as *per se illegal*, which means the courts see price-fixing itself as the legal

Business/marketing ethics: in class we noted that managers give a variety of reasons for not bothering with ethics in the workplace some of the reasons are, is for philosophers not managers, our people are ethical, it's obvious just do good, it's preaching

Business ethics: from the perspective of our guests during lecture business ethics starts at the top of the organization were managers need to be ethical

Brand competition: a good example is a consumer deciding whether to buy Ford and GM or Toyota

Marketing exchange- the exchange between buyer and seller so that each is better off after the trade

Best Buy success: has to do with listening to the customer

Customer relationship management (CRM)- the process of identifying prospective buyers understanding them intimately and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace

Cash cow- are sbu's that generate large amounts of cash far more than they can invest profitably in themselves they have dominant shares of slow growth market and provides cash to cover the organization's overhead and to invest in other Sbu

Competitive advantage-is a unique strength relative to competitors often based on quality time cost or innovation

Classic economic theory- assumes a firm seeks to maximize its long-run profit achieving a high financial return on its investment is as possible

Clayton act (1914)- forbid certain actions that are likely to lessen competition although no actual harm has yet occurred

Culture- refers to the set of values ideas and attitudes that are learned and shared among the members of a group

Consumer protectionism- *the infant formula act , the nutritional labeling and education act*

Marketing mix-the tools that marketers have to satisfy customers needs and wants and desires (ie. Price product promotion and place)

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Marketing concept- the idea that an organization should one strive to satisfy the needs of the customers to while also trying to achieve the organizational goals

Company and consumer protectionism- trademarks are intended to protect both the firm selling a trademark product and consumer buying it, ex: *Lanham Act (1946)* and the *trademark Law revision act, federal dilution act(1995)*

Clearasil: in class reviewed some commercials from Clearasil that commentators felt showed very questionable judgment the instructor's view of such ads is the response of consumers should be the main influence on whether marketers do or do not use such ads

Competitive pressures: among existing firms depend on the rate of industry growth

Consumers expectations: about how the product will perform a set by the marketer

Comparative advertising: in which one brand is compared to another is intended to cause consumers to perceive differences between the product featured in the advertising marketers who use comparative advertising are trying to use **stimulus discrimination** to make consumers believe that its product is better than other ones

Consumer Bill of Rights: estate in the ethics of exchange between buyers and sellers these rights were 1 the right to safety , 2 the right to be informed 3 the right to choose 4the right to be heard

Counter trade: the use of barter rather than money in making global sales

Consumer ethics: consumers complained about online auction fraud outnumber all reports of online crime, the cost to marketers of unethical consumer behavior is huge in terms of lost sales, the cost to marketers of unethical consumer behavior is huge in terms of prevention expense, retailers lose about 30 billion yearly from shoplifting

Data mining: is the term that describes the extraction of hidden pre-picked his information from large databases

Direct exporting: is when a US airplane manufacturer sells its airplanes to businesses executives in Germany without using intermediaries

Dichotomous questions: the simplest form of a fixed alternative question that allows only a yes or a no response

Ethnographic research: ex: and class reviewed a PBS segment on research done by MTV in this example we saw MTV researchers visiting a typical consumer house and doing personal in-depth interviewing of the consumer and determined how he lived what he wore what issues were important to him

E-marketplace: eBay is the predominant person-to-person trading can unity in this world be big business website is a E marketplace

Economize: winner taxes raised at a faster rate than income does consumer must economize

Four p's a marketing-product price promotion place(Pg 13)

Factors that drive competition: entry bargaining powers of buyers and suppliers, existing rivalries and substitution possibilities

Fighting Brand: the chief purpose is to confront competitors brand and

, *fair packaging and labeling act(1966), the child protection act(1966), in the consumer products safety act 1972*

Ford and the economy: Ford would respond to high gas prices by building six new small car models in the US by 2012

Generation Y- is known as a demanding group of consumers, feels personally responsible for making a difference in the world, many members of generation why are becoming entrepreneurs and have an

Go daddy.com- uses buxom women to promote the go daddy Web service and based on responses from the consumers go daddy is likely to continue with these types of ads because consumers react favorably to them

Gap Inc.: the gap brand targets consumers who were interested in the classic American style