

## PART 5 Shaping the Market Offerings

Chapter 12 | **Setting Product Strategy**

Chapter 13 | Designing and Managing Services

Chapter 14 | Developing Pricing Strategies and Programs



### In This Chapter, We Will Address the Following **Questions**

1. What are the characteristics of products, and how do marketers classify products?
2. How can companies differentiate products?
3. Why is product design important and what factors affect a good design?
4. How can a company build and manage its product mix and product lines?
5. How can companies combine products to create strong co-brands or ingredient brands?
6. How can companies use packaging, labeling, warranties, and guarantees as marketing tools?

This trade show debut in Shanghai, China, in April 2009 was part of the global launch of the highly anticipated Ford Fiesta world car.