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Лекция 2.

Становление и развитие маркетинга

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1. Этапы развития рынка и роль рекламы
  2. Концепции маркетинга

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# Этапы развития рынка

- 1880-1930 – эпоха массового производства
  - 1930-50-е г.г. – эпоха массового сбыта
  - С сер.1950-х г.г. – "постиндустриальная эпоха", "не имеющая закономерностей" (Питер Друкер)
    - «Эра непосредственно маркетинга»
    - Эра взаимоотношений – с конца XX века
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## 1880-1925 – эпоха массового производства

Задача – максимизация объема производства с минимизацией издержек

Легко было прогнозировать развитие рыночной ситуации – разграниченность отраслей, стабильность, автономность, малое количество игроков, монополизация

Реклама первоначально – как сообщение о наличии товара

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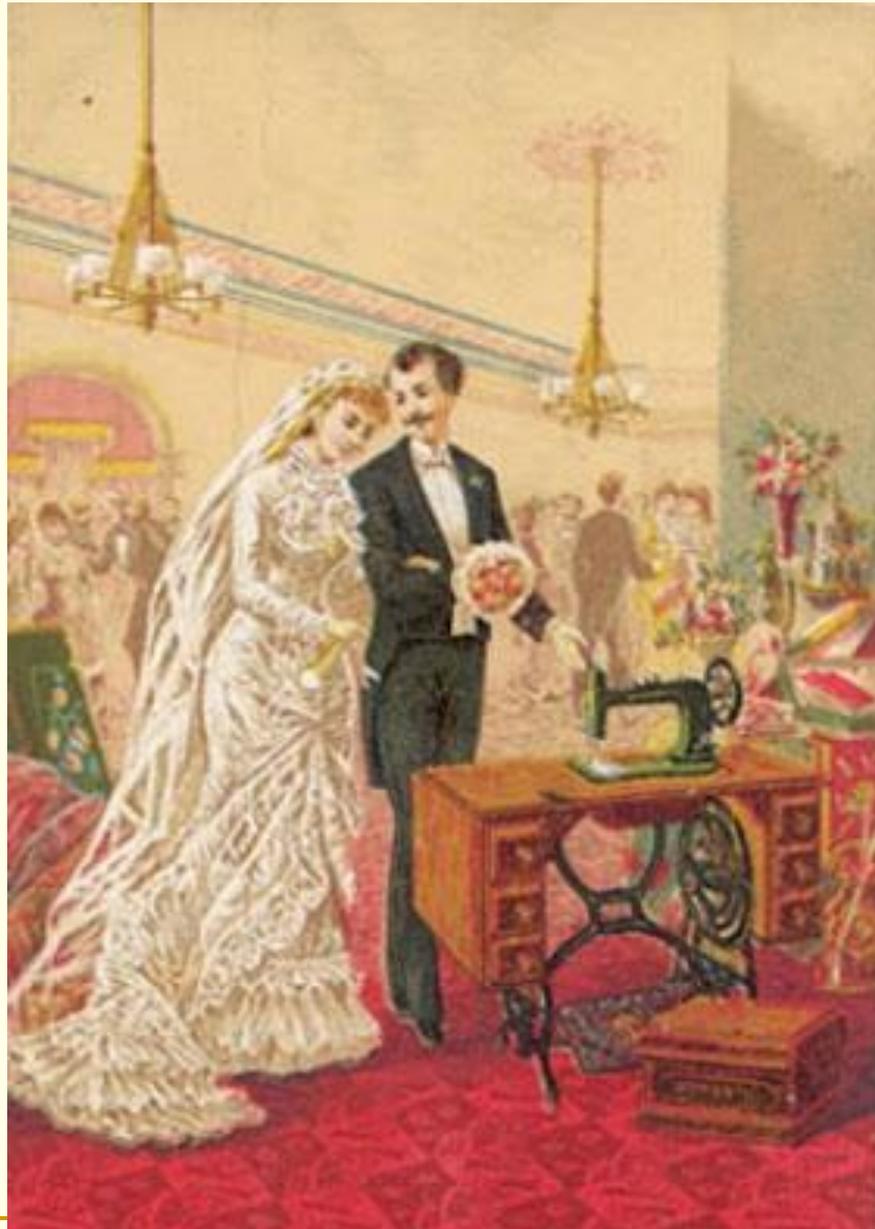
# ТУАЛЕТНОЕ МЫЛО



**„А.М.ЖУКОВЪ“**  
**С.ПЕТЕРБУРГЪ.**



КОМПАНИА  
ЗИНГЕРЪ





Дама: Я отвечу вам согласием, если вы подарите мне «Domestic».  
Купидон: Алло, немедленно доставьте «Domestic».



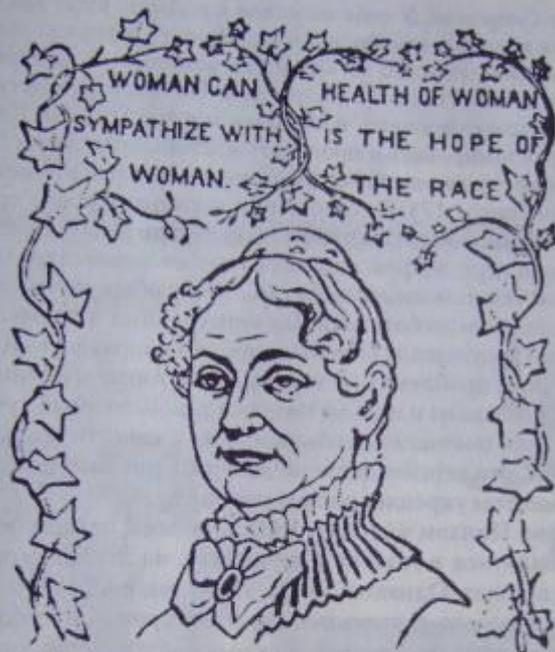
Кто «HERPICIDE» втирает,  
Волос не потеряет.  
Трем, трем, втираем,  
Шевелюру укрепляем.  
Я «HERPICIDE»(у) доверял  
И локоны не растерял.



Рис. 2.5. Объявление о бальзаме для волос «Newbro's Herpicide» передает обращение с помощью запоминающихся картинок



Рис. 2.4. Это памятное объявление 1890-х гг. прямо говорит о выгодах продукта



*Yours for Health*  
*Lydia E. Pinkham*

**LYDIA E. PINKHAM'S**  
**VEGETABLE COMPOUND.**

**A Sure Cure for all FEMALE WEAK-  
NESSES, including Leucorrhœa, Ir-  
regular and Painful Menstruation,  
Inflammation and Ulceration of  
the Womb, Flooding, PRO-  
LAPSUS UTERI, &c.**

Рис. 1.17. Когда в 1880 г. портрет Лидии Пинкхам появился на рекламных объявлениях, продажи ее домашней настойки стали быстро расти

**MRS. LYDIA E. PINKHAM, OF LYNN, MASS.,**

Woman can Sympathize with Woman.



Health of Woman is the Hope of the Race.

*Yours for Health*  
*Lydia E. Pinkham*

**LYDIA E. PINKHAM'S**  
**VEGETABLE COMPOUND.**

Is a Positive Cure

for all those Painful Complaints and Weaknesses so common to our best female population.

It will cure entirely the worst form of Female Complaints, all ovarian troubles, Inflammation and Ulceration, Falling and Displacements, and the consequent Spinal Weakness, and is particularly adapted to the Change of Life.

It will dissolve and expel tumors from the uterus in an early stage of development. The tendency to cancerous humors there is checked very speedily by its use.

It removes faintness, flatulency, destroys all craving for stimulants, and relieves weakness of the stomach. It cures Bloating, Headaches, Nervous Prostration, General Debility, Sleeplessness, Depression and Indigestion.

That feeling of bearing down, causing pain, weight and backache, is always permanently cured by its use.

It will at all times and under all circumstances act in harmony with the laws that govern the female system.

For the cure of Kidney Complaints of either sex this Compound is unsurpassed.

**LYDIA E. PINKHAM'S VEGETABLE COMPOUND** is prepared at 233 and 235 Western Avenue, Lynn, Mass. Price \$1. Six bottles for \$5. Sent by mail in the form of pills, also in the form of lozenges, on receipt of price, \$1 per box for either. Mrs. Pinkham freely answers all letters of inquiry. Send for pamphlet. Address as above. *Mention this Paper.*

No family should be without **LYDIA E. PINKHAM'S LIVER PILLS**. They cure constipation, biliousness, and torpidity of the liver. 25 cents per box.

**Sold by all Druggists. 63**

## «Персонализация» товара

W. L. DOUGLAS'S name and  
the without W. L. Douglas name and  
peter stamped on bottom. Look for  
it when you buy.  
sold everywhere.

W. L. DOUGLAS'S  
**\$3 SHOE** FOR  
GENTLEMEN.  
A sewed shoe that will not rip;  
Call, seamless, smooth inside, more comfortable, stylish  
and durable than any other shoe ever sold at the price.  
Every style. Equals custom-made shoes costing from  
\$4 to \$5.

The following are of the same high standard of merit:  
\$4.00 and \$5.00 Fine Call, Hand-Sewed.  
\$3.50 Police, Farmers and Letter-Carriers.  
\$2.50, \$2.25 and \$2.00 for Working Men.  
\$2.00 and \$1.75 for Youths and Boys.  
\$3.00 Hand-Sewed, | FOR  
\$2.50 and 2.00 Dongola, | LADIES.  
\$1.75 for Nibbs.

IT IS A DUTY you owe yourself  
to get the best value for your  
money. Economize in your  
footwear by purchasing W.  
L. Douglas Shoes, which  
represent the best value  
at the prices advertised  
as thousands can tes-  
tify. Do you wear  
them?

RETAILER NO SUBSTITUTES.

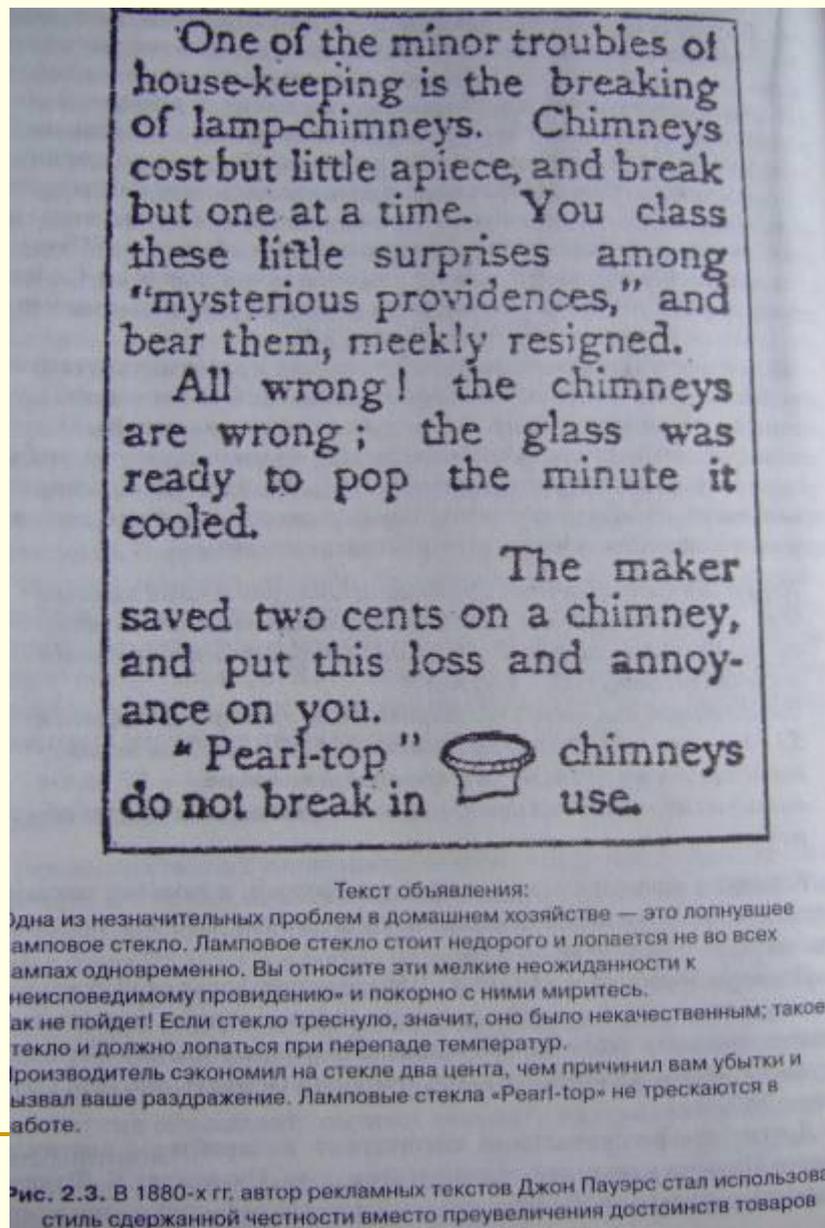
THIS IS THE BEST \$3. SHOE IN THE WORLD.

WILL NOT RIP.

Will give exclusive sale to shoe dealers and general merchants where I have no agents.  
Write for catalogue. If not for sale in your place send direct to factory, stating kind,  
size and width wanted. Postage Free. W. L. Douglas, Brockton, Mass. 522\*

Рис. 2.6. На этом рекламном объявлении 1892 г. в качестве торговой марки изображено лицо владельца фирмы У. Л. Дугласа

## «Искренний стиль» Джона Пауэрса



One of the minor troubles of house-keeping is the breaking of lamp-chimneys. Chimneys cost but little apiece, and break but one at a time. You class these little surprises among "mysterious providences," and bear them, meekly resigned.

All wrong! the chimneys are wrong; the glass was ready to pop the minute it cooled.

The maker saved two cents on a chimney, and put this loss and annoyance on you.

"Pearl-top"  chimneys do not break in use.

Текст объявления:  
Одна из незначительных проблем в домашнем хозяйстве — это лопнувшее ламповое стекло. Ламповое стекло стоит недорого и лопается не во всех ампках одновременно. Вы относите эти мелкие неожиданности к «неисповедимому провидению» и покорно с ними миритесь. Так не пойдет! Если стекло треснуло, значит, оно было некачественным; такое стекло и должно лопаться при перепаде температур. Производитель сэкономил на стекле два цента, чем причинил вам убытки и вызвал ваше раздражение. Ламповые стекла «Pearl-top» не трескаются в работе.

Рис. 2.3. В 1880-х гг. автор рекламных текстов Джон Пауэрс стал использовать стиль сдержанной честности вместо преувеличения достоинств товаров

дений быстро нашли путь к сердцам потребителей. О *Wanamaker's* Пауэрс писал, что этот универмаг «никогда не гонится за модой». О летних костюмах он написал: «Они очень легкие! — а мы не так глупы, чтобы предлагать Вам что-то другое в такую погоду». В еще одном обращении, сочиненном в ненавязчивой манере, Пауэрс даже обещал, что неудовлетворенные покупатели смогут получить назад свои деньги.

*Хорошая хозяйка борется с мухами; но иная назойливая муха все жуужжит и жуужжит, не давая покоя. Специальный вентилятор от мух не подпустит ее близко, когда вы обедаете или дремлете после обеда. Вот ЭТО — роскошь!!*

*Он заводится, как часы, завода хватает на полтора часа. Стоит \$3.00; с самым лучшим механизмом — \$4,00; последний на никелевой подставке — \$6,50; на фарфоровой подставке — \$7,50. Он выглядит на сотню долларов; если это не так, отошлете их обратно.*

Клиентам нравился искренний стиль Пауэрса, и немалые рекламные расходы *Wanamaker's* окупались, ведь в начале 1880-х гг. продажи удвоились — с \$4 млн до \$8 млн.<sup>5</sup>

# «Аргументируй – почему»

Объявления Клода Хопкинса

«Пиво пиву – рознь»

**Poor Beer vs. Pure Beer**

Both cost you alike, yet one costs the maker twice as much as the other. One is good, and good for you; the other is harmful. Let us tell you where the difference lies.

POOR BEER	PURE BEER
It may be brew.	calls for the best materials—the best that money can buy.
The materials are cheap. The brewing may be done under any sort of surroundings.	The brewery must be as clean as your kitchen, the vessels as clean.
Cleanliness is not important, but the start never see it brewed.	The cooling must be done in filtered air, in a plate glass room.
Any water will do. No air is too impure for the cooling.	The product must be aged for months, well thoroughly fermented, else it spoils bitterness.
No filtering, no mashing, except by aging, bringing too up money.	The beer must be filtered, then sterilized in the bottle.
What is the use of expense and care when there is no reputation to defend?	You're always welcome to that brewery for the owners are proud of it.
When few people who drink it know even the name of the maker,	And the name it proves the essential source of worth.

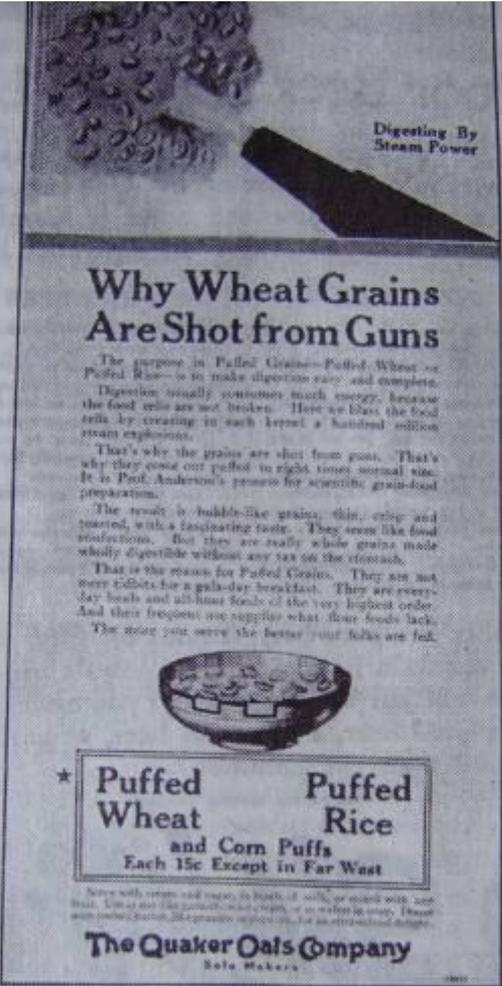
Schlitz is a pure beer, famous for fifty years. To maintain its standard, we double the necessary cost of our brewing. Don't you prefer a pure beer, a good beer, a healthful beer, when it costs no more than the common?

Ask for the heavy bottling.

**Schlitz**

The Beer That Made Milwaukee Famous

## Объявления Клода Хопкинса



Digested By  
Steam Power

### Why Wheat Grains Are Shot from Guns

The purpose in Puffed Grains—Puffed Wheat or Puffed Rice—is to make digestion easy and complete. Digestion usually consumes much energy, because the food cells are not broken. Here we break the food cells by creating in each kernel a hundred million steam explosions.

That's why the grains are shot from guns. That's why they come out puffed to eight times normal size. It is Prof. Anderson's process for scientific grain-food preparation.

The result is bubble-like grains, thin, crisp and toasted, with a fascinating taste. They seem like food explosions. But they are really whole grains made wholly digestible without any tax on the stomach.

That is the reason for Puffed Grains. They are not mere extras for a gala-day breakfast. They are every-day foods and all-time foods of the very highest order. And their frequent use supplies what flour foods lack.

The more you serve the better your folks are fed.



★ Puffed Wheat Puffed Rice  
and Corn Puffs  
Each 15c Except in Far West

Serve with cream and sugar in bowl of milk, or served with hot milk. Use as the garnish, main course, or as wheat in soup. These are healthy, nourishing, digestible, delicious, and an attractive delight.

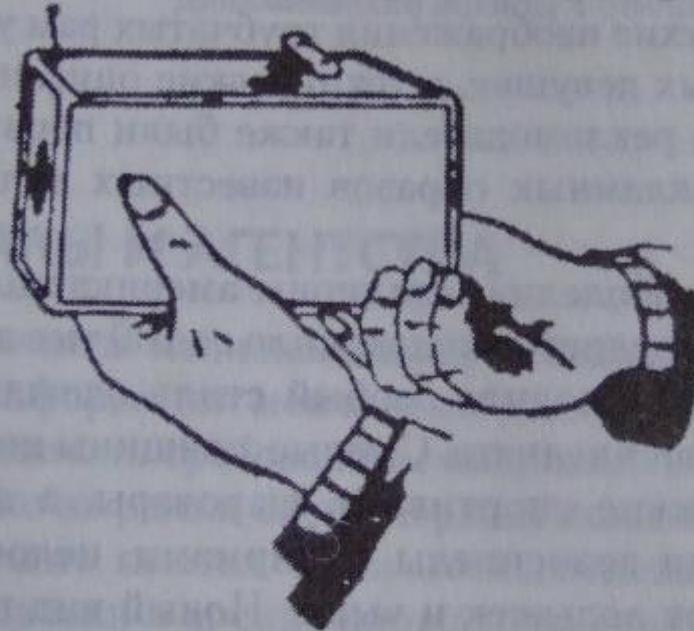
**The Quaker Oats Company**  
Oats Makers

Text: «Пищеварение требует много энергии, поскольку в желудке расщепляются клетки не всякой пищи. Мы взрываем клетки продукта, создав в каждом зернышке сотню миллионов паровых взрывов. Вот почему крупинки расстреливаются из ружья. Вот почему они надуваются увеличиваясь в объеме в восемь раз. Этот научный процесс приготовления гранулированных продуктов изобретен профессором Андерсоном»

Рис. 3.8. В этом объявлении начала XX в. Клод Хопкинс создал целую историю вокруг единственного ключевого рекламного пункта: зернышки «Puffed Wheat» «расстреляны из ружья»

Вы нажимаете на кнопку, мы делаем остальное

# THE KODAK CAMERA



**100**  
Instantaneous  
Pictures!

Anybody can use it.

No knowledge of  
photography is  
necessary.

The latest and  
best outlet for ama-  
teurs.

Send for descrip-  
tive circulars.

Price \$25.00.

**The Eastman Dry Plate & Film Co.**

**ROCHESTER, N. Y.**

Рис. 2.17. Начиная с 1890 г. в рекламных объявлениях «Kodak» акцентировалась идея «простого нажатия кнопки» и того, что фотографии может делать каждый



3475 руб.

Всемирно-известные  
автомобили

# ФОРДЪ

свыше 165000 уже в ходу.

ДОСТОИНСТВА АВТОМОБИЛЕЙ ФОРДЪ:

легкость, прочность, выносливость, простота управления и изящность наружной отделки.

Всѣ 22 HP 4 цилиндра.

Купите ФОРДЪ не потому что онъ самый дешевый, а потому что онъ самый  
лучшій для русскихъ дорогъ.



2675 руб.

Всѣ цѣны франко станціи Европ. Россіи.

Главная контора, магазинъ и складъ частей  
для всей Россіи

С-ПЕТЕРБУРГЪ Караванная, 3.

Телеграфный адресъ Фордъ—Петербургъ.

СОБСТВЕННЪЕ ОТДѢЛЕНІЕ:

МОСКВА, Петровская линія, д. гостиницы „Россія“.

Телефоны 328-83.

Телеграфный адресъ Фордъ—Москва.



2375 руб.



2800 руб.

Фордъ-моторъ „Фордъ“ 22 HP 4 цилиндровъ  
Всѣ цѣны франко станціи Европ. Россіи  
Телефоны 328-83

1909 г.

ВЕЛИЧАЙШІЙ ВЪ МІРѢ ЗАВОДЪ!!!

## Автомобили „ФОРДЪ“

НАИБОЛѢЕ РАСПРОСТРАНИЛИСЬ ВО ВСЕМЪ МІРѢ и ПО КОЛИЧЕСТВУ БОЛЬШЕ ВСѢХЪ въ РОССІИ.

Всѣ 22 Н. Р. 4 цилиндра пре-  
вышаютъ мощностъю болѣе  
сильные автомобили, бла-  
годаря своему легкому вѣсу.  
Автомобили „Фордъ“ при-  
знаны официально

### ВОЕННЫМЪ ВѢДОМСТВОМЪ

въ послѣднее испытаніе отличающимися простотой конструкціи, высо-  
кимъ качествомъ  
годностъю для  
легко преодо-  
лѣе крутые и тя  
и по расходу бен-  
номѣ всѣхъ ис-  
мобилей міра въ



Дубль-фазтонъ 5-ти мѣстн. Цѣна 2375 руб.



Дорожный 2-хъ мѣстный. Цѣна 1965 руб.

матеріала, при-  
всякихъ дорогъ  
вающими наибо-  
желые подѣмы  
зина и шинъ эко-  
пытанныхъ авто  
Россіи.



Ландоле-Люксъ 6-ти мѣстн. Цѣна 3175 руб.

### ПРЕДСТАВИТЕЛИ ВЪ ГОРОДАХЪ

Кіевъ,	Орель,	Баку,
Одесса,	Псковъ,	Тифлисъ,
Симферополь,	Пенза,	Челябинскъ.
Варшава,	Ростовъ-н/Д.	Омскъ.
Рига,	Балашевъ,	Уральскъ.
Харьковъ,	Юзюнка,	Владивостокъ.
Полтава,	Никополь,	Ташкентъ.
Екатеринославъ,	сл. Покровское,	Бухара,
Саратовъ,	Берзоболово,	Кокандъ,
Самара,	Екатеринодаръ,	Ставрополь.
Воронежъ,	Николаевскъ,	

Въ указанныхъ цѣнахъ входитъ полное оборудованіе и всѣ принадлежности. Устройство для  
трехсвѣткового освѣщенія отъ соб. магнето-фордъ (безъ надобности аккумуляторовъ). Никакихъ  
дополнительныхъ расходовъ не требуется.

Главная Контора, складъ и магазинъ „Фордъ“ С.-Петербургъ, Итальянская, 35  
Телегр. адресъ: Фридево Москва, Петровская-линія, 18

1910-е гг.

# Атмосферный стиль: Бремя лидерства



*The*  
**PENALTY OF  
LEADERSHIP**

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor of denial. ¶That which deserves to live—lives.

Cadillac Motor Car Co., Detroit, Mich.

Copyright, 1915, Cadillac Motor Car Co.

1915 г. – текст Теодора Макмануса

# STEINWAY



## *The Instrument of the Immortals*

There has been but one supreme piano in the history of music. In the days of Liszt and Wagner, of Rubinstein and Berlioz, the pre-eminence of the Steinway was as unquestioned as it is today. It stood then, as it stands now, the chosen instrument of the masters—the inevitable preference wherever great music is understood and esteemed.

STEINWAY & SONS, Steinway Hall, 107-109 E. 14th Street, New York  
*Subway Express Stations at the Door*

1919 г. – текст  
Реймонда Рубикэма

*Инструмент бессмертных  
В истории музыки есть лишь одно  
пианино, достойное высшей  
похвалы. Во времена Листа и  
Вагнера, Рубинштейна и Берлиоза  
превосходство инструментов  
“Steinway” было столь же  
бесспорным, как и сегодня. Они  
были и остаются инструментами  
мастеров – неизменных там, где  
понимают и ценят музыку*

JOHN POWELL AT HIS STEINWAY



## STEINWAY

### THE INSTRUMENT OF THE IMMORTALS

No MATTER where the Steinway goes it carries with it the very essence of the great and subtle art of music. Its response to the hand and spirit of the musician is unequalled. Through its miraculous singing tone the most exquisite passages and the most profound measures of the great composers attain their full significance. It was chosen by Liszt and Rubinstein. It is the choice of such pianists as Paderewski, Rachmaninoff and Hofmann. But the greatest tribute to its excellence is this—that the overwhelming majority of Steinway pianos have been bought by people of moderate means, who have realized the true economy that lies in buying the best. Always the most satisfactory. Always the cheapest in the end.

To this public the Steinway is sold, as a matter of principle, at the lowest possible

price, and upon terms that keep it well within the reach of every true lover of music. Some one of the numerous styles and sizes will fit your home and your income. Each is a true Steinway. And each returns, year after year, a full dividend of delight. You need never buy another piano.

*There is a Steinway dealer in your community or near you through whom you may purchase a new Steinway piano with a small cash deposit, and the balance will be extended over a period of two years. \*Used pianos accepted in partial exchange.*

**Prices: \$875 and up**

*Plus transportation*

STEINWAY & SONS, STEINWAY HALL  
109 EAST FOURTEENTH STREET, NEW YORK

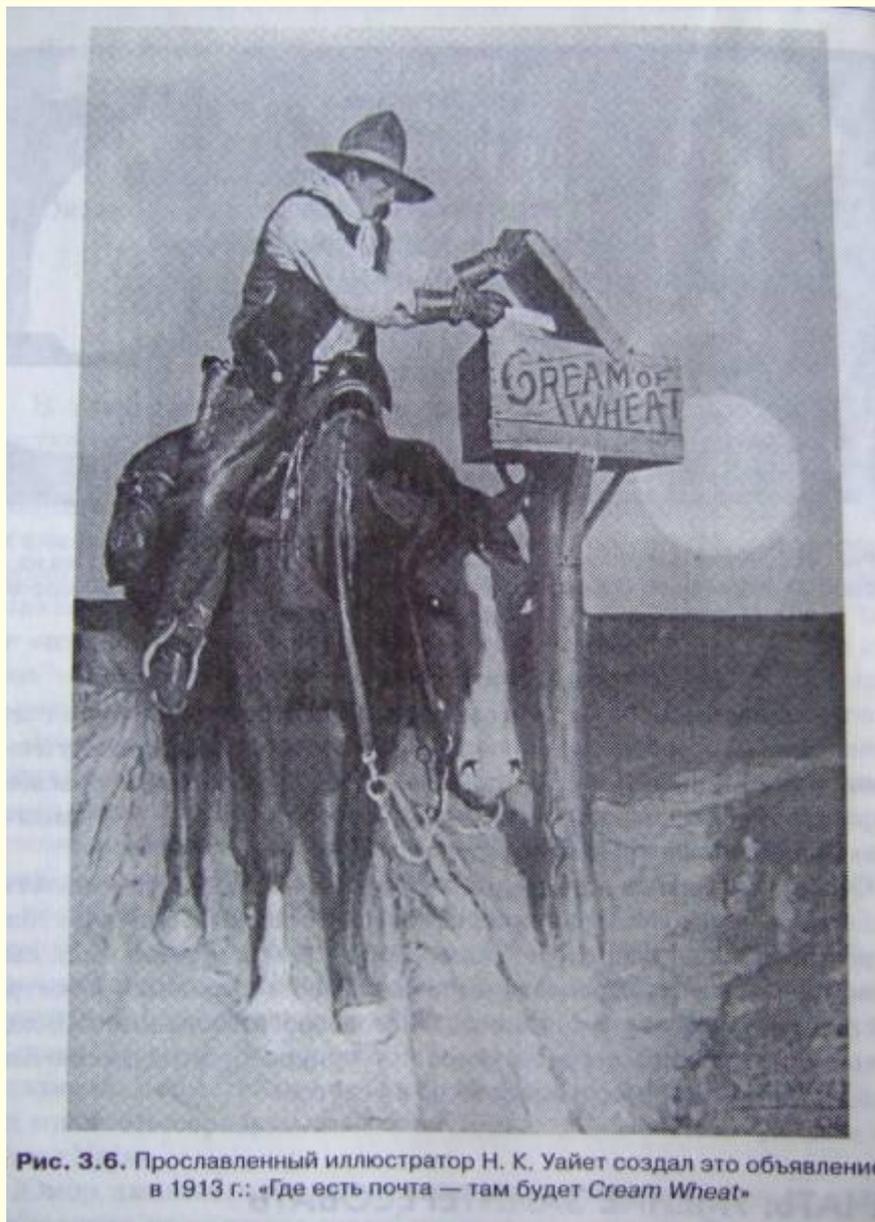


Рис. 3.6. Прославленный иллюстратор Н. К. Уайет создал это объявление в 1913 г.: «Где есть почта — там будет *Cream Wheat*»



**Рис. 2.18.** В этом объявлении о велосипедах «Victor Bicycles» иллюстратор Уильям Брэдли (Bradley) использовал тусклые краски, скупые линии и динамические изгибы в стиле «арт нуво»

# Сексуальные мотивы в рекламе

Часть II. Юность американской рекламы

## Woodbury's Facial Soap



Make the things that  
are closest to you  
smell of things that  
Woodbury's Facial  
Soap is made of. Get a  
new perfume going to  
you.

### A skin you love to touch

It is of the kind it is not because of the people  
understand the skin and its needs. They make it, and  
then use some special remedy. Or they take extra-  
ordinary care of it, and then begin to.

You don't get that look the husband has  
before he takes you into his arms. Or the  
girl who is so lovely to the eyes. Or the  
woman who is so lovely to the touch. Or the  
man who is so lovely to the touch. Or the  
woman who is so lovely to the touch.

Woodbury's Facial Soap is the only soap  
that is so soft and so gentle on the skin.  
It is the only soap that is so soft and so  
gentle on the skin. It is the only soap  
that is so soft and so gentle on the skin.

Write Today for Samples

See if you can't find a sample case. For the sample of Woodbury's  
Facial Soap, Woodbury's Hand Cream and Woodbury's Facial  
Powder, and for a copy of the Booklet that is the key to the  
art and science of the Woodbury process.

By Woodbury Soap Company, Canton, Ohio



For sale by dealers everywhere.

Small text in the bottom right corner: "Small text in the bottom right corner..."

рис. 3.9. Этим объявлением 1911 г. Хелен Резор дополнила рекламную аргументацию важным эмоциональным призывом — секс может продать немало мыла



"Miss You Love to Touch" by George Eastman

# You too, can have "A skin you love to touch"

A complete miniature set of the Woodbury skin preparations

For 25 cents we will send you a complete miniature set of the Woodbury skin preparations, containing:  
A trial size cake of Woodbury's Facial Soap  
A sample tube of the new Woodbury's Facial Cream  
A sample tube of Woodbury's Cold Cream  
A sample tin of Woodbury's Facial Powder  
Together with the elegant booklet, "Miss You Love to Touch."

PERHAPS you have always longed for a beautiful skin—but felt that your skin was something you could not change. You are mistaken; your skin is what you make it.  
Every day it is changing in spite of you, old skin dies and new takes its place. This new skin you can make what you will!  
If some special condition of your skin is giving you trouble—find the treatment that will overcome this trouble in the booklet of famous treatments that is wrapped around every cake of Woodbury's Facial Soap. Begin using this treatment tonight. You will be surprised

to see how quickly you can free your skin from faults that have always troubled you.  
To keep your skin clear and smooth use Woodbury's Facial Soap regularly in your daily toilet. The same qualities that give Woodbury's its beneficial effect in overcoming common skin troubles make it ideal for general use.  
Get a cake of Woodbury's today, at any drug store or toilet goods counter. A 25-cent cake lasts a month of six weeks for general toilet use, including any of the special Woodbury treatments. The Andrew Jergens Co., Cincinnati, New York and Perth, Ontario.

# Woodbury's Facial Soap

Copyright, 1915, by The Andrew Jergens Co.



New Altona Knollball painting! Send for your copy—same size and ready for framing, posted or unposted. Write today! See offer below.

# A skin you love to touch

Send today for this beautiful picture—it will be a constant reminder that you, too, can have the charm of a radiant, velvety skin.

We want everyone who longs for the cleanness, softness and charm of "a skin you love to touch" to have a copy of this beautiful painting. Write today for yours. It will make a lovely picture, framed or unframed.  
Keep it where you can see it every day—where the softness, cleanness and beauty of "a skin you love to touch" is perpetually before you, so that you will see the wonderful charm of the healthy, soapy complexion that is yours, too. Like so many people you can be enjoying the greatest opportunity you have to gain this charm. Here it is:  
Your skin is changing every day! As the old skin dies, you skin turns fit to grow. This is your opportunity. By using the soapy treatment you can keep this new skin as fit as the fit can get help taking on the greater softness you have longed for. So don't neglect this new skin! Right at once use following Woodbury treatment with the soap prepared by a skin specialist to take the rashes of the skin.  
The exact famous skin treatment ever formulated!

Then, before you sleep, bring the blood to the surface, and direct into the most beautiful skin. It is very easy to use the treatment for a few days and then wash it. But don't wash away the skin that has made for its life. Let the treatment penetrate into the skin at one week you start to feel a marked improvement—a promise of that young cleanness, softness and charm which the daily use of Woodbury's will bring.  
A 25-cent cake of Woodbury's Facial Soap is sufficient for a month or six weeks of the "skin you love to touch" treatment. Get a cake tonight before it is too late!  
Send now for the beautiful picture above  
This new painting of "a skin you love to touch" by Altona Knollball has been reproduced in eight colors, 15 x 19 inches, for a mere 25-cent postage. No advertising matter appears on it. Just send your name and address with no cents in stamps or coin, and we will send you the picture together with a cake of Woodbury's Facial Soap here enclosed. For a check of the material come here. We will ship. Address: The Andrew Jergens Co., 424 Spring Grove Ave., Cincinnati, Ohio.  
If you live in Canada, get prices and sample address: The Andrew Jergens Co., Ltd., 514 Bloor Street, St. Paul, Ontario, Canada.



1915 г.

1916 г.



Рис. 4.11. Это объявление (1925 г.), специально подготовленное для «свободных» женщин, рекламирует «сладость» «Lucky Strike»

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## 1925-50-е г.г. – эпоха массового сбыта (эра продаж)

Стремление оказать влияние на потребителей через

- расширение товарной номенклатуры,
  - усовершенствования в сбыте,
  - интенсификацию рекламы

Эпоха относительной стабильности и предсказуемости

В крупных производственных компаниях появилась должность  
специалиста по продажам

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for Economical Transportation

CHEVROLET



The Most Beautiful Chevrolet  
in Chevrolet History

WORLD'S LOWEST  
PRICED MODERN  
QUALITY CARS

The Sport Cabriolet

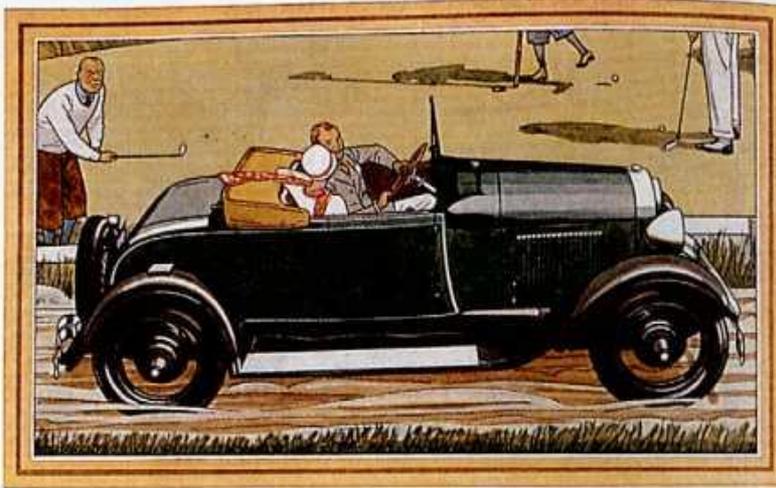
\$715

f. v. h. Flint, Mich.



A Fisher body of sensual grace and harmonious proportions. Spacious rumble seat in the rear. Royal Oak Green Duco finish, tan whipoed top. Tan tratic leather visor, sockled landau trim, sockled windshield frame. Upholstered in genuine Brown leather. Equipment includes one-piece tilting type windshield with automatic wiper, rear vision mirror, complete instrument panel with coincidental ignition and steering lock, gas gauge, door handle lock, combination stop and tail light, remote control door handles, tire carrier, steel disc wheels and balloon tires.

1928 г.



## Everything you want or need in **A**

Everything you want or need in a modern automobile is brought to you at a low price in the new Ford . . . beauty of line and color—steel body—speed of 55 to 65 miles an hour—mechanical, internal expanding-shoe type four-wheel brakes to balance this speed and to

provide the safety demanded by present-day motoring conditions—flashing pick-up and ease of control that put a new joy in motoring—power for any hill because of a remarkably efficient engine which develops 40-horsepower at only 2200 revolutions a minute

—new transverse springs and four Houdaille hydraulic shock absorbers for easy-riding comfort—the economy of 20 to 30 miles on a gallon of gasoline, depending on your speed—three-quarter irreversible steering gear—reliability and low cost of up-keep.

Check over these features

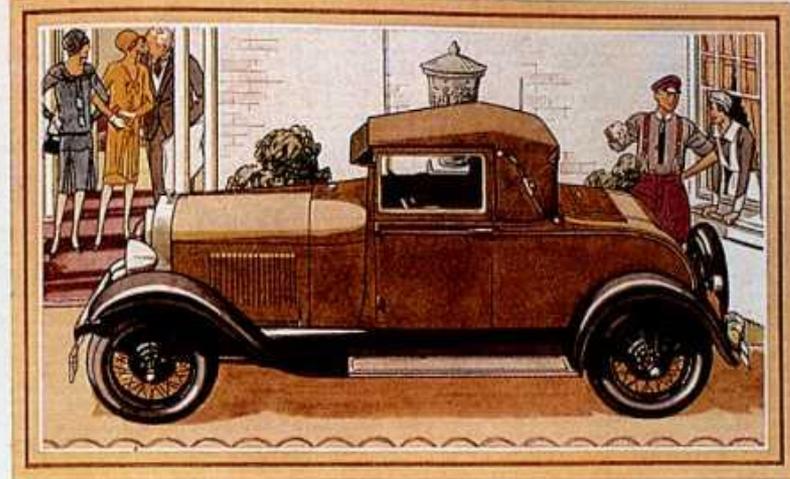
and you will find that not one essential thing that you require of a motor car is omitted from this list.

Yet the completeness of the new Ford goes farther even than this. It extends to every least little detail of finish and appointment and to the equipment which is standard on the car.

This includes speedometer, ammeter, gasoline gauge on instrument panel, electric windshield wiper on closed cars, five steel-spoke wheels, four 30 x 4 1/2 balloon tires, dash light, mirror, combination stop and tail light, oil indicator rod, theft-proof coincidental ignition lock, high-pressure grease gun lubrication, and Triplex shatter-proof glass windshield.



The sturdy strength and sweeping lines of the new Ford are shown in this view from the driver's seat. Windshields in all the new Ford cars are made of Triplex shatter-proof glass—an important safety feature.



## **M**odern **A**utomobile

All Ford cars have roomy interiors, wide, deeply-cushioned seats, rich upholstery, and are finished in a variety of beautiful two-tone color harmonies.

Five years ago—three years ago—one year ago—it would have been impossible to produce such a really fine car at such a low price. It is possible today only because of the development of new machines, new manufacturing methods and new production economies that are as remarkable as the car itself.

The Ford Motor Company did not set out to make a new car at a certain figure. It decided on the kind of car it wanted to make and then found ways to build it at the lowest possible price.

Every purchaser shares the benefits

of the Ford policy of selling at a small margin of profit, of owning or controlling the source of raw materials and of constantly giving greater and greater value without greatly increased cost.

As Henry Ford himself has said: "We make our own steel—we make our own glass—we mine our own coal. But we do not charge a profit on any of these items or from these operations. Our only profit is on the automobile we sell."

When you know the joy of driving the new Ford—when you see its outstanding performance under all conditions—you will know that it is not just a new automobile—not just a new



Equally at home in any company is the new Ford Tudor Sedan. Disregarded to its low name level and the quiet good taste of every detail of finish and appointment.

model—but the advanced expression of a wholly new idea in modern, economical transportation.



[www.laurent-roy.com](http://www.laurent-roy.com)

FORD MOTOR COMPANY  
Detroit, Michigan

1928 г. Новая цветная «Модель А»







## Held back by Coffee . . . *this boy never had a fair chance*

"Answer" they call him . . . "a daggard" they say. But Science lifts a hand in his behalf and says "You're wrong!"

Pie the blame on the real culprit . . . pin the blame on coffee. Yes—*coffee!* For thousands of parents are giving their children coffee, and coffee harms children mentally—and physically!

### *Why coffee harms children*

Coffee contains caffeine—a drug stimulant. A single cup often contains as much as three grains of this drug—*twice* more than a physician would give an adult as a medicinal dose.

Coffee can make quiet children more fidgety and sluggish. It can make active children nervous and irritable. It can keep children from getting the sound and restful sleep they should have.

More serious still—by crowding milk out of the diet of children, coffee is a cause of under-nourishment. It robs children of their easy sleep and sparkling eyes. It lessens their vitality, hinders their resistance to disease, and hampers proper development and growth.

### *Read this amazing proof!*

Scores made by responsible institutions among America's school children not only disclosed

the fact that an alarming number of these children of grade and high-school age drink coffee—but that children who drink coffee get poorer marks than those who do not drink it.

A survey conducted by a world famous Research Institute among 80,000 school children proved conclusively that those drinking coffee were harmed mentally as well as physically. *Less than 10%* of those who drank coffee attained good marks! *Over 45%* of those who did not drink coffee attained good marks.

Another survey, conducted among large groups of undernourished children, brought to light this fact—*over 85%* of the undernourished children needed coffee once or more daily!

No wonder medical authorities condemn coffee for children. No wonder public health and educational authorities warn parents against giving children a drink which is as harmful!

### *A hot, nourishing drink is important*

"But" many parents say, "my youngsters need a hot drink in the morning." Of course they do. But why one that tears down? Why not one that builds up? Give them Postum made with hot milk. It contains no drug—no artificial stimulant.

Postum made with hot milk is not only a de-

licious hot morning drink, but as nourishing a drink as you can find. It is rich in protein, is fat, is carbohydrates, is mineral-rich in the body building elements that children should have. What a contrast to coffee! What a difference to the child!

No wonder teachers find that boys and girls, right through high-school age, who drink Postum made with milk are healthier, happier and better students.

Postum is a drink children love. Made only from whole wheat and bran, roasted and slightly sweetened. Begin giving it to your children to-day. Your grocer can supply you, or mail the coupon for a week's supply absolutely free. Postum is a product of General Foods.

GENERAL FOODS, Bath Creek, Mich.

Please send me, without cost or obligation, a week's supply of Postum.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Fill in completely—print name and address.  
If you live in Canada, address General Foods,  
London, Ontario, Ontario.





Often a bridesmaid . . .  
**never  
a bride!**

 Most of the girls of her set were married . . . but not Eleanor. It was beginning to look, too, as if she never would be. True, men were attracted to her, but their interest quickly turned to indifference. Poor girl! She hadn't the remotest idea why they dropped her so quickly . . . and even her best friend wouldn't tell her.

**No tooth paste kills germs  
like this . . . instantly**

Listerine Antiseptic does for you what no tooth paste does. Listerine instantly kills germs, by millions—stops bad breath (halitosis) instantly, and usually for hours on end.

Far and away the most common cause of bad breath is germs. You see, germs cause fermentation of proteins, which are always present in the mouth. *And research shows that your breath stays sweeter longer, the more you reduce germs in the mouth.*

Tooth paste with the aid of a tooth brush is an effective method of oral hygiene. But no tooth paste gives you the proven Listerine Antiseptic method—banishing bad breath with super-efficient germ-killing action.

**Listerine Antiseptic clinically proved  
four times better than tooth paste**

Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? Every night . . . before every date, make it a habit to use Listerine, the most widely used antiseptic in the world.

**LISTERINE ANTISEPTIC STOPS BAD BREATH**

**... 4 TIMES BETTER THAN ANY TOOTH PASTE**



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## С середины 1950-х гг. – «постиндустриальная эпоха» «Эра непосредственно маркетинга»

- Ускорение темпов НТП
  - Высокая степень дифференцированности продукции
  - Увеличение темпов протекания экономических процессов
- Усложняется не только оперативное управление, но и управление с учетом будущих тенденций, т.к. снижается их определенность
  - Усиление конкуренции в целом и усложнение ее структуры
  - Развитие теории маркетинга и теории управления в целом, зарождение стратегического менеджмента

Маркетинг играет ведущую роль в планировании товара

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## С конца 20 века – эра взаимоотношений

### Развитие стратегического менеджмента

Характерная особенность – стремление маркетологов  
установить и поддерживать с потребителями  
стабильные взаимоотношения

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## Как академическая наука маркетинг возник в Америке

Впервые курсы маркетинга стали преподавать в Иллинойском и Мичиганском университетах в 1901 году. Основное внимание уделялось вопросам организации сбыта, торговли и рекламы

Становление маркетинга как единой системы производственно-сбытовой деятельности: 1950-е гг.

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## Концепции маркетинга (по Ф. Котлеру)

Оригинальное наименование концепции	Варианты перевода, встречающиеся в отечественной литературе	Предлагаемый вариант перевода
Production concept	Концепция совершенствования производства <sup>1</sup> Производственная концепция <sup>2</sup>	Производственная концепция
Product concept	Концепция совершенствования товара <sup>3</sup> Товарная концепция <sup>4</sup> Продуктовая концепция <sup>5</sup>	Товарная концепция
Selling concept	Концепция интенсификации коммерческих усилий <sup>6</sup> Концепция коммерческих усилий (сбыта) <sup>7</sup> Концепция ориентации на сбыт <sup>8</sup> Ориентация на продажи <sup>9</sup>	Концепция продаж
Marketing concept	Концепция маркетинга <sup>10</sup> Концепция ориентации на потребителя <sup>11</sup>	Концепция маркетинга
Societal marketing concept	Концепция социально-этического маркетинга <sup>12</sup> Концепция социально-ответственного маркетинга <sup>13</sup>	Концепция общественно-направленного маркетинга

годы	концепция	ведущая идея	главная цель
1860-1920	Производственная	Произвожу то, что могу	Совершенствование производства, рост продаж, максимизация прибыли
1920-1930	Товарная	Производство качественных товаров	Совершенствование потребительских свойств товара
1930-1960	Сбытовая	Развитие сбытовой сети, каналов сбыта	Интенсификация сбыта за счет маркетинговых усилий по продвижению товаров
1960-1980	Традиционный маркетинг	Произвожу то, что нужно клиенту	Удовлетворение нужд потребителей целевых рынков
1980-1995	Социально-этический маркетинг	Произвожу то, что нужно клиенту с учетом требований общества	Удовлетворение нужд потребностей целевых рынков при условии сбережения человеческих, материальных, энергетических и прочих ресурсов, охраны окружающей среды
С 1995	Маркетинг отношений	Произвожу то, что удовлетворяет клиентов и партнеров	Удовлетворение потребностей клиентов, партнеров, государства в процессе взаимодействия

- 
- 1 - Производственная концепция
  - 2 - Товарная концепция
  - 3 - Концепция продаж
  - 4 - Концепция маркетинга
  - 5 - Концепция социально-этичного маркетинга
  - 6 - Маркетинг отношений
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1 - **Производственная концепция:** потребители будут благожелательны к товарам, которые широко распространены и доступны по цене



основные усилия – на совершенствовании **производства** и повышении эффективности системы **распределения**

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2 - **Товарная концепция:** потребители будут благосклонны к товарам, предлагающим наивысшее качество, лучшие эксплуатационные свойства и характеристики



требуется постоянное **совершенствование товара**

«Хороший товар продает себя сам»

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3 - **Концепция продаж:** потребители не будут покупать товары организации в достаточных количествах, если она не предпримет значительных усилий **в сфере сбыта и стимулирования**

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4 - **Концепция маркетинга:** залогом достижения целей организации являются **определение нужд и потребностей целевых рынков** и обеспечение желаемой удовлетворенности более эффективными и более продуктивными, чем у конкурентов, способами

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5 - **Концепция социально-этичного маркетинга:** задачей организации является установление нужд, потребностей и интересов целевых рынков и обеспечение желаемой удовлетворенности более эффективными и более продуктивными (чем у конкурентов) способами с одновременным **сохранением или укреплением благополучия** потребителя и общества в целом.

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**Маркетинг отношений:** объектом управления маркетингом становится не решение проблем потребителя (удовлетворение его потребностей),  
а **отношения** (коммуникации) с покупателем и другими участниками процесса купли-продажи.

В рамках этой концепции считается, что товары все больше становятся стандартизированными, а услуги унифицированными, что приводит к формированию повторяющихся маркетинговых решений ⇒

⇒ Единственный способ удержать потребителя — персонализация отношений с ним, развитие долгосрочного партнерского взаимодействия

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