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Family Income	2003			2004		
	Total (in millions)	Number Uninsured (in millions)	Percent Uninsured	Total (in millions)	Number Uninsured (in millions)	Percent Uninsured
All	288,280	44,961	15.6%	291,155	45,820	15.7%
Less than \$250,000	73,881	19,603	26.5	73,012	19,437	26.6
\$25,000 to \$49,999	74,278	13,221	17.8	73,791	13,565	18.4
\$50,000 to \$74,999	53,672	6,018	11.2	54,982	6,373	11.6
\$75,000 or more	86,449	6,119	7.1	89,371	6,445	7.2



Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice, and Infrastructure

My three-year term as editor of *Journal of Marketing* concludes with the October 2005 issue. On the basis of my interactions with various people in the marketing community, I believe that marketing science and practice are in transition, bringing change to the content and boundaries of the discipline. Thus, I invited some distinguished scholars to contribute short essays on the current challenges, opportunities, and imperatives for improving marketing thought and practice.

Each author chose his or her topic and themes. However, in a collegial process, the authors read and commented on one another's essays, after which each author had an opportunity to revise his or her essay. The result is a thoughtful and constructive set of essays that are related to one another in interesting ways and that should be read together. I have grouped the essays as follows:

- What is the domain of marketing? This question is addressed in four essays by Stephen W. Brown, Frederick E. Webster Jr., Jan-Benedict E.M. Steenkamp, and William L. Wilkie.
- How has the marketing landscape (i.e., content) changed? This question is addressed in two essays, one coauthored by Jagdish N. Sheth and Rajendra S. Sisodia and the other by Roger A. Kerin.
- How should marketing academics engage in research, teaching, and professional activities? This question is addressed in five essays by Debbie Macinnis; Leigh McAlister; Jagmohan S. Raju; Ronald J. Bauerly; Don T. Johnson, and Mandeep Singh; and Richard Staelin.

Another interesting way to think about the essays, as Jan-Benedict E.M. Steenkamp suggests, is to group the essays according to whether they address issues of content, publishing, or impact (see Table 1).

These 11 essays strike a common theme: They urge marketers—both scientists and practitioners—to expand their horizontal vision. What do I mean by horizontal vision? In *The Great Influenza*, Barry (2004) describes the enormous strides that were made in medical science early in the twentieth century. His depiction of William Welch, an extremely influential scientist who did not (as a laboratory researcher) generate important findings, includes a characterization of the "genius" that produces major scientific achievements.

The research he did was first-rate. But it was only first-rate—thorough, rounded, and even irrefutable, but not deep enough or provocative enough or profound enough to set himself or others down new paths, to show the world in a new way, to make sense out of great mysteries.... To do this requires a certain kind of genius, one that probes vertically and sees horizontally. Horizontal vision allows someone to assimilate and weave together seemingly unconnected bits of information. It allows an investigator to see what others do not see and to make leaps of connectivity and creativity. Probing vertically, going deeper and deeper into something, creates new information. (p. 60)

At my request, each author has provided thoughtful and concrete suggestions for how marketing academics and practitioners, both individually and collectively (through our institutions), can work to improve our field. Many of their suggestions urge people and institutions to expand their horizontal vision and make connections, thereby fulfilling their potential to advance the science and practice of marketing. In his essay, Richard Staelin writes (p. 22), "I believe that it is possible to influence directly the generation and adoption of new ideas." I agree. I ask the reader to think about the ideas in these essays and to act on them. Through our actions, we shape our future.

—Ruth N. Bolton

When Executives Speak, We Should Listen and Act Differently

Stephen W. Brown

Compared with some of the essays in this issue, this one is less about marketing scholarship per se and more about how marketing scholarship can contribute more broadly to business practice. I believe that marketing scholars can and should position their contributions

more to business in general rather than limit them to marketing practice. The underpinnings of this essay stem from a recent executive roundtable discussion that Ruth Bolton and I facilitated specifically for the purpose of developing this essay. Participants in the hour-long teleconference included five executives from IBM, Yellow Roadway, Luxottica Retail (i.e., LensCrafters and Sunglass Hut), McKinsey & Company, and Cisco Systems.¹ By design, only one

¹Roundtable participants included Frank Baynham, Executive Vice President, Luxottica Retail; Gary Bridge, Vice President, Internet Solutions Group, Cisco Systems; Geeg Reid, Senior Vice

The United States Census Office collects demographic data on the American population every year through the American Community Survey (ACS) and every 10 years through an in -depth count of each American family. For example, market segments can identify a particular ETā band, such as Baby Boomer (born in 1946 "1964) or Millennial (born in 1981" 1996), with specific purchasing patterns and characteristics. The most elderly demographic groups spend more for health products and pharmaceutical products and communicate with these customers differ from that of their most young counterparts. Most large companies lead demographic research to determine how to market their product or service and the best market to the target audience. The demographic analysis is the collection and analysis of large characteristics on groups of people and populations. Demographic data are very useful for companies to understand how to market consumers and strategically plan future trends in consumer demand. The combination of the internet, big data, and artificial intelligence is greatly amplifying the utility and application of demographic data as a tool for marketing and corporate strategy. Market segments are often grouped by ETHE or generation. Each market segment can be analyzed for its consumer spending models. The common variables collected in demographic research include età, sex, level of income, breed, occupation, location, ownership of the house and level of education. Unfortunately, the number of new births seems to be too low to replace those pensioners in the workforce. The segmentation of a population using demographic data allows companies to determine the size of a potential market. The use of demographic data helps determine if its products and services are intended for the most influential consumers of this company. Further demographic factors include the collection of data on preferences, hobbies, lifestyle and more, or relating to demography, the science of vital and social social single vital or social statistics of a human population, as a number of births or death. A specific segment of a population that has shared characteristics: the producers were looking for a show that would appeal to the 18-34 demographic. Ā "is" vs. is often used as a company marketing tool to determine the best way to reach customers and evaluate their behavior. Plus people around, more workers available there are in the workforce and even more people to consume objects like food , energy, cars and clothes. Modern consumers emit a flood of data, sometimes unconsciously, collected and monitored through their online lives and offline by a myriad of apps, social media platforms, third -party data collectors, retailers and financial transactions processors. Published by Houghton Mifflin Company.Word of the Daycommuniquanda | [Kuh-myo-Ni-Key] See DefinitionFeedbackā ē ā © 2022 Dictionary.com, LLC there is a simple relationship when identifying: growth rate of the gross domestic product (GDP) = growth rate+growth rate of the GDP per capita, where the per capita GDP is simply GDP divided by the population. The advent of Internal Et, social media, predictive and big data algorithms has dramatic implications for the collection and use of demographic information. Companies use marketing or outsourcing departments externalize specialized marketing companies to collect demographic data on users, customers or potential customers of customers. Park / (ā «ā" dā © ā ē "mā © Ā Ā Ā Ā Ā ē "« ē † ā © ärä É ASTärek, ā ā "of" mā © Ā „e) / of or related to the demography section of the population Which share common characteristics, such as età, sex, class, ecclomographic, adjective, adverbcccccccccccccollins section Dictionary - Complete digital edition and not abridged 2012 ā ē Ā © William Collins Sons & Co. Ltd. Demographic data yes To the socio -economic information expressed statistically, including employment, education, income, birth rates and mortalits and more. It's it's Know the current customer and where the potential customer could come in the future. Demographic trends are also significant since the dimensions of the different demographic groups changes over time due to economic, cultural and political circumstances. Cié allows companies to customize their efforts based on particular segments of their customer base. 1979, 1986 ā ē Ā Ā © Harpercollins Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009, 2012 [dā % ā ē ē mā ē ā? Ā? it's ā Ā „ē -Grā ē ē äaste Ā"ā %k, dā % ā ē oā ē ā„~ ā'm' © Ā Ā Ā Ā ē-] of or relating to demography. The American medical dictionary of Stedman Copyright ā Ā © 2002, 2001, 1995 by Houghton Mifflin Company. Demographic information makes some generalizations on groups to identify customers. Political parties and campaigns also collect demographic data in order to hit messages for political candidates. For example, a company that sells high -end campers may want to reach close people or in pension age and the percentage of those who can afford their products. For example, the aging of the United States population has specific needs that companies want to anticipate. Online advertising and marketing have made enormous progress in the last decade in the use of algorithms and Big Data analysis to micro-tarte ads on social media with very specific demographic data. Economists recognize that one of the main economic growth drivers is population growth. Demographic analysis is the collection and study of data relating to the general characteristics of specific populations. In combination with the growing field of artificial intelligence, this mountain of data collected can be used to predict and direct the choices of consumers and the purchase of preferences with a disturbing precision based on their demographic characteristics and behavior Government agencies collect data when they lead a national census and can use those demographic data to predict economic models and population growth to better manage resources. For the company marketing objectives, company, The data is collected to create a basic customer profile. Governments, societies and non -governmental organizations use demographic data to find out more about the characteristics of a population for many purposes, including the development of policies and research on the economic market. There are also demographic problems that are on the horizon, like an increasing number of pensioners who, although not more in the workforce, should still live a long life. Ā ē ā„~ ā "is apostrophic of apostrophes; He proves to know the difference between "It's"s" and "Its" in this smart quiz! In The Farm, the feed for chicks is significantly different from the Gauls, _____ not even comparable. Take the quiz to discover for the first time recorded in 1880 "85; demo - + -graphicdemā ē - ā ē - Ā - graphic Ā - lā ē ā Ā - calā ē ā - Ly. Warningmodex, Demodex folliculurum, demodilated, demodulation, demogoron , demography, demographic, demographic bomb, demography, demography, demiselle, demiselle crandation.com Unbridged based on a random random diction in case of random unusual in case of demographic unusual., Ā © Random House, Inc. Demographic information can be used In many ways to find out more about the generality of a particular population. Governments use socio -economic information to understand the age, racial makeup and income distribution (among other variables) in neighborhoods, city, states and nations in order to Making better public policy decisions. Leipanie look to demographic data to create marketing and more effective campaigns and to understand the models between the different audience. The analysis of Mographic is the study of a population based on factors such as ETā, Race and Sex. Demographic data are fundamental for companies today. You can collect demographic information on a large group and then divide them into subsets more For a deeper immersion in your research. They help to identify individual members of an audience by selecting the characteristics, desires and key needs. The demographic data refer to the description or o the characteristics of a target audience, the basis of customer or the population. This information helps the company to decide how much capital to assign production and advertising. 202222 Analytical, numerical, arithmetic, probability, the idea of being able to publish ads on a platform in which they can direct ads based on demographic data, but also to the purchase of data, it is tempting. Young demographics. They are also part of the demographic more politically involved in the country. The Republicans obtained an advantage among the first email voters, said Shepard, in part of because their demographic trends, in particular the ETā, aligned with those to which the mail vote has appealed. In an attempt to transform sport into a global game, professional basketball has long gone back to a young demographic group. The "strangely" program is now under the umbrella of ABC News and suffers from flat assessments and a demographic aging. The Blood Media Coups of 2014 | Lloyd Grove | December 22, 2014 | The presumed daily beast is largely the same as it was when he was in Fox, they are not rich people. AR demographic changes and make that community less dogmatic, also through the Castro regime it remains an oppressive dictatorship. ē ā ē ē we knew that our demographic goal was from 30 to 50 years, "said Vicente. Finally, democratic Blubber leaders on racism as they form cynically for a permanent demographic majority. If we do not do it or not, this demographic law of 'interdependence of the Nations cannot be escaped. Our sources of information cover only the period during which the demographic state of the natives was subjected to changes two other demographic consequences derive from this very early white contact. The village of Malapoa is small but not serious demographic discrepancies. There are two ways in which demographic crystallization may have taken A The Science of Sociology | Robert E. ā ē ā„~ ā ē ā ē ē PLURALE UKHE@āO -DAG -MUH-] / ā "dā © ā ē "M " " " Ā ā Ā Ā" ē ā "† ē ē ē ē © ātak, è" ā " of mā © Ā Ā Ā ē ē - / See synonyms for: demographic / demographic on thesaurus.com. It shows a level of degree based on the complexity of the word. Academic researchers also collect demographic data for research purposes using various investigation tools. Tools.

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