

**Former and Current ‘Forgotten’ Physical Environment and  
Disaster Management Concepts  
(Support for These in Environmental Scans, Strategic Marketing Plans,  
and Marketing Texts)**

By

Ruth Leshar Taylor, Texas State University  
San Marcos, Texas

**ABSTRACT**

This paper identifies and stresses the need to close the gap between scans of the environmental forces as suggested by historical and current edition principles of marketing text authors and the environment scans as needed by today’s marketing strategists. The number and type of scans traditionally and currently suggested by principles of marketing text include the typically-identified five environmental forces (social, economic, technological, competitive, and legal and regulatory). However, historically and currently, content analyses of widely-adopted principles of marketing texts bears out the fact these texts’ authors have ‘forgotten’ to include physical environment forces (those natural, man-made, and hybrid) as necessary in environmental factor scans. Additionally, content coverage related to preparing strategic marketing plans for handling the considerations of marketing during pending and/or occurring physical disaster happenings; and, as related to marketing during post-disaster recovery likewise have not been and are currently not being addressed in these texts. This author advocates that these heretofore ‘forgotten’ concepts need to be included in environmental scans, strategic marketing plans, and in principles of marketing texts.