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Tenth Edition

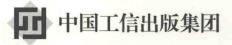
MARKETING

Kerin / Hartley / Rudelius

王成慧 林静 译注

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第10版

双语教学通用版

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内容提要

罗杰·凯林、史蒂文·哈特利和威廉·鲁迪里尔斯教授的 Marketing 一书几十年来一直是美国高校本科市场营销课程教科书中的领导品牌,而本书是在三位作者通力合作所成最新版的基础上开发的双语教学通用教材。

本书运用独特、创新和有效的教学方法,全面综合地展现了当代以顾客关系管理和顾客价值创造为核心的营销理念,分析了最新的虚拟营销、互动营销和多渠道营销等主题。同时,在严密的逻辑构架下,引入大量描述企业、营销专家和企业家的生动案例,便于读者更深入地理解和掌握市场营销。

全书共15章,内容包括:通过营销建立客户关系与创造顾客价值;制定成功的营销与公司战略;了解消费者行为;了解客户组织;营销调研;市场细分、确定目标市场与定位;开发新产品和服务;成功的产品与品牌管理;服务营销;管理营销渠道与批发等。

本书适合作为高等院校市场营销课程的双语教材,也适合市场营销专业及其他对营销感兴趣的读者。

A MESSAGE FROM THE AUTHORS 作者简介

Who could have anticipated the incredible changes the past several years have brought to business and marketing? Every aspect of our business lives—from the economy, to government's role, to consumers' attitudes and lifestyles—have changed recently. While many of the changes have been disruptive, they create a unique challenge and opportunity for our discipline.

Marketing, more than any other discipline, is a field that embraces the changes and facilitates the development of new products, services, and ideas to respond to the new environment and improve our marketplace. You've certainly noticed the new focus on issues such as global economic growth, regulation, consumer spending, and employment. The future promises to bring many additional issues to our attention and to be an extraordinarily exciting time for marketing students. Welcome to what will surely be viewed as one of our most dramatic periods of business history. We are excited to be part of the educational journey you are undertaking!

You'll soon discover that your past experiences as a consumer provide you with a rich source of important information that will become part of your business perspective. As a student of marketing you will learn how the dynamic changes taking place change business practices. In the future, as a marketing manager, you will use your experiences and knowledge to become a true business professional. This text is our effort to help you begin the transition. We appreciate the opportunity to share our own managerial and educational expertise with you. From our perspective, your career starts here.

This edition of *Marketing* represents a milestone for us for several reasons. First, it is the 10th edition—a symbolic achievement, but more importantly it is an indication of the need for keeping up with the changes in business and marketing. Second, it is the result of more than 25 years of writing—we began writing in 1983! Finally, this edition represents our most advanced offering as an educational resource. We are committed to (1) building on our past experiences as authors, (2) continuing our leadership role in bringing new topics and perspectives to the classroom, and (3) focusing on pedagogical innovation that truly responds to new teaching and learning styles. We believe our efforts have created the most comprehensive, up-to-date, engaging, and technically advanced textbook available today. We hope you'll agree.

As you begin reading *Marketing* you will find that it uses an active-learning approach to bring marketing theories and concepts to life. Each chapter offers a balance of traditional and contemporary perspectives presented in an easy-to-read style using familiar examples of companies, products and services, and business strategies. This approach has been a "perfect match" for today's practical, visual, connected learners. The response from students and instructors has been extraordinary. *Marketing*, and its translations into 11 other languages, is now the No. 1 marketing text in the world! Our 10th edition strives to continue the tradition of past success.

Thank you for the opportunity to share our passion for marketing with you. We hope we succeed in making your studies fun and interesting and that they will become the foundation of an enlightened and productive career!

Roger A. Kerin Steven W. Hartley William Rudelius

Acknowledgments

致谢

To ensure continuous improvement of our textbook and supplements we have utilized an extensive review and development process for each of our past editions. Building on that history, the *Marketing*, 10th edition development process included several phases of evaluation and a variety of stakeholder audiences (e.g., students, instructors, etc.).

Reviewers who were vital in the changes that were made to this edition include:

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The preceding section demonstrates the amount of feedback and developmental input that went into this project, and we are deeply grateful to the numerous people who have shared their ideas with us. Reviewing a book or supplement takes an incredible amount of energy and attention. We are glad so many of our colleagues took the time to do it. Their comments have inspired us to do our best.

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