

市场营销

双语教学通用版

Tenth Edition

MARKETING

Kerin / Hartley / Rudelius

王成慧 林静 译注



中国工信出版集团



人民邮电出版社
POSTS & TELECOM PRESS

市场营销

第10版

双语教学通用版

罗杰·凯林

〔美〕史蒂文·哈特利 著

威廉·鲁迪里尔斯

王成慧 林 静 译注

人民邮电出版社

北 京

图书在版编目 (CIP) 数据

市场营销: 第10版: 双语教学通用版 / (美) 凯林等著; 王成慧, 林静译.

—北京: 人民邮电出版社, 2016.4

ISBN 978-7-115-41519-6

I. ①市… II. ①凯… ②王… ③林… III. ①市场营销学-双语教学-教材 IV. ①F713.50

中国版本图书馆 CIP 数据核字 (2016) 第 022436 号

Roger A. Kerin, Steven W. Hartley, William Rudelius

Marketing, 10th Edition

ISBN 0-07-352993-1

Copyright © by McGraw-Hill Education.

All Rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including without limitation photocopying, recording, taping, or any database, information or retrieval system, without the prior written permission of the publisher.

This authorized Bilingual abridgement is jointly published by McGraw-Hill Education and Posts & Telecom Press. This edition is authorized for sale in the People's Republic of China only, excluding Hong Kong, Macao SAR and Taiwan province.

Copyright © 2016 by McGraw-Hill Education and Posts & Telecom Press.

版权所有。未经出版人事先书面许可, 对本出版物的任何部分不得以任何方式或途径复制或传播, 包括但不限于复印、录制、录音, 或通过任何数据库、信息或可检索的系统。

本授权双语删减版由麦格劳-希尔(亚洲)教育出版公司和人民邮电出版社合作出版。此版本经授权仅限在中华人民共和国境内(不包括香港特别行政区、澳门特别行政区和台湾省)销售。

版权 © 2016 由麦格劳-希尔(亚洲)教育出版公司与人民邮电出版社所有。

本书封底贴有 McGraw-Hill Education 公司和人民邮电出版社防伪标签, 无标签者不得销售。

北京市版权局著作权合同登记号: 01-2012-3549

市场营销 (第10版, 双语教学通用版)

- ◆ 著 [美] 罗杰·凯林 史蒂文·哈特利 威廉·鲁迪里尔斯
- 译 注 王成慧 林 静
- 策 划 刘 力 陆 瑜
- 责任编辑 徐向娟 李 丹
- 装帧设计 陶建胜

- ◆ 人民邮电出版社出版发行 北京市丰台区成寿寺路 11 号

邮编 100164 电子邮件 315@ptpress.com.cn

网址 <http://www.ptpress.com.cn>

电话 (编辑部) 010-84937150 (市场部) 010-84937152

三河市少明印务有限公司印刷

新华书店经销

- ◆ 开本: 850 × 1092 1/16

印张: 26.5

字数: 570 千字 2016 年 4 月第 1 版 2016 年 4 月第 1 次印刷

著作权合同登记号 图字: 01-2012-3549

ISBN 978-7-115-41519-6

定价: 68.00 元

本书如有印装质量问题, 请与本社联系 电话: (010) 84937153

Marketing

10/e

Roger A. Kerin
Southern Methodist University

Steven W. Hartley
University of Denver

William Rudelius
University of Minnesota

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:

Wendi Achey
Northampton University
Chris Anicich
California State University—Fullerton
Corinne Asher
Henry Ford Community College
Tim Aurand
Northern Illinois University
Christopher Blocker
Baylor University
Koren Borges
University of North Florida
Glen Brodowsky
California State University—San Marcos
Carmina Cavazos
University of St. Thomas
Debbie Coleman
Miami University—Ohio
Mary Conran
Temple University
Lawrence Duke
Drexel University
Karen Flaherty
Oklahoma State University
Darrell Goudge
University of Central Oklahoma

Santhi Harvey
Central State University
Ron Hasty
University of North Texas
Nathan Himmelstein
Essex County College
Donald Hoffer
Miami University—Ohio
Fred Honerkamp
Northwood University
Keith Jones
North Carolina A&T State University
Philip Kearney
Niagara County Community College—SUNY
Kathleen Krentler
San Diego State University
Michelle Kunz
Morehead State University
Christine Lai
Buffalo State University
Donald Larson
Ohio State University
Harold Lucius
Rowan University

Theodore Mitchell
University of Nevada, Reno
Rex Moody
University of Colorado
James Munch
Wright State University
Brian Murray
Jefferson Community College—SUNY
Eric Newman
Cal State San Bernardino
Carmen Powers
Monroe Community College
Philip Shum
William Patterson University
David Smith
Bemidji State University
Cheryl Stansfield
North Hennepin Community College
Gary Tucker
Oklahoma City Community College
Kim Wong
Central New Mexico Community College
Jim Zemanek
East Carolina University

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.

Reviewers who contributed to the first nine editions of this book include:

Nadia J. Abgrab
Kerri Acheson
Roy Adler
Christie Amato
Linda Anglin
Ismet Anitsal
William D. Ash
Gerard Athaide

Andy Aylesworth
Patricia Baconride
Siva Balasubramanian
A. Diane Barlar
James H. Barnes
Karen Becker-Olsen
Frederick J. Beier
Thom J. Belich

Joseph Belonax
Thomas M. Bertsch
Parimal Bhagat
Carol Bienstock
Kevin W. Bittle
Jeff Blodgett
Nancy Bloom
Charles Bodkin

Larry Borgen
 Nancy Boykin
 Thomas Brashear
 Martin Bressler
 Bruce Brown
 William Brown
 William G. Browne
 Judy Bulin
 David J. Burns
 Alan Bush
 Stephen Calcich
 William J. Carner
 Larry Carter
 Gerald O. Cavallo
 S. Tamer Cavusgil
 Bruce Chadbourne
 S. Choi Chan
 Sang Choe
 Kay Chomic
 Melissa Clark
 Mark Collins
 Howard Combs
 Clare Comm
 Clark Compton
 Cristanna Cook
 Sherry Cook
 John Coppett
 John Cox
 Scott Cragin
 Ken Crocker
 Joe Cronin
 James Cross
 Lowell E. Crow
 Brent Cunningham
 John H. Cunningham
 Bill Curtis
 Bob Dahlstrom
 Dan Darrow
 Neel Das
 Hugh Daubek
 Martin Decatur
 Francis DeFea
 Joseph Defilippe
 Linda M. Delene
 Tino DeMarco
 Jobie Devinney-Walsh
 Irene Dickey
 Paul Dion
 William B. Dodds
 James H. Donnelly
 Michael Drafke
 Bob Dwyer
 Eddie V. Easley
 Eric Ecklund
 Roger W. Egerton

Steven Engel
 Barbara Evans
 Ken Fairweather
 Larry Feick
 Lori Feldman
 Kevin Feldt
 Theresa Flaherty
 Elizabeth R. Flynn
 Charles Ford
 Renee Foster
 Judy Foxman
 Donald Fuller
 Stan Garfunkel
 Stephen Garrott
 Glen Gelderloos
 David Gerth
 James Ginther
 Susan Godar
 Dan Goebel
 Marc Goldberg
 Leslie A. Goldgehn
 Kenneth Goodenday
 Darrell Goudge
 James Gould
 Kimberly Grantham
 Nancy Grassilli
 Barnett Greenberg
 James L. Grimm
 Pamela Grimm
 Pola B. Gupta
 Richard Hansen
 Donald V. Harper
 Dotty Harpool
 Lynn Harris
 Robert C. Harris
 Ernan Haruvy
 James A. Henley, Jr.
 Ken Herbst
 Jonathan Hibbard
 Richard M. Hill
 Al Holden
 Kristine Hovsepian
 Jarrett Hudnal
 Mike Hyman
 Rajesh Iyer
 Donald R. Jackson
 Kenneth Jameson
 David Jamison
 Deb Jansky
 James C. Johnson
 Wesley Johnston
 Robert Jones
 Mary Joyce
 Jacqueline Karen
 Janice Karlen

Sudhir Karunakaran
 Rajiv Kashyap
 Herbert Katzenstein
 George Kelley
 Katie Kemp
 Ram Kesaran
 Roy Klages
 Douglas Kornemann
 Terry Kroeten
 Anand Kumar
 Nanda Kumar
 Ann Kuzma
 John Kuzma
 Priscilla LaBarbera
 Duncan G. LaBay
 Jay Lambe
 Tim Landry
 Jane Lang
 Irene Lange
 Richard Lapidus
 Ron Larson
 Ed Laube
 J. Ford Laumer
 Debra Laverie
 Marilyn Lavin
 Gary Law
 Robert Lawson
 Wilton Lelund
 Karen LeMasters
 Richard C. Leventhal
 Leonard Lindenmuth
 Ann Little
 Eldon L. Little
 Yunchuan Liu
 James Lollar
 Paul Londrigan
 Lynn Loudenback
 Ann Lucht
 Mike Luckett
 Robert Luke
 Michael R. Luthy
 Richard J. Lutz
 Marton L. Macchiete
 Rhonda Mack
 Patricia Manninen
 Kenneth Maricle
 Tom Marshall
 Elena Martinez
 Carolyn Massiah
 Tamara Masters
 Charla Mathwick
 Michael Mayo
 James McAlexander
 Peter J. McClure
 Phyllis McGinnis

Jim McHugh	Susan Peterson	Joe Stasio
Gary F. McKinnon	Renee Pfeifer-Luckett	Tom Stevenson
Ed McLaughlin	William S. Piper	Kathleen Stuenkel
Jo Ann McManamy	Stephen Pirog	Scott Swan
Kristy McManus	Gary Poorman	Rick Sweeney
Bob McMillen	Vonda Powell	Michael Swenson
Samuel E. McNeely	Joe Puzi	Robert Swerdlow
Lee Meadow	Edna Ragins	Vincent P. Taiani
James Meszaros	Priyali Rajagopal	Clint Tankersley
George Miaoulis	Daniel Rajaratnam	Ruth Taylor
Soon Hong Min	James P. Rakowski	Andrew Thacker
Ronald Michaels	Rosemary Ramsey	Tom Thompson
Herbert A. Miller	Barbara Ribbens	Dan Toy
Stephen W. Miller	Cathie Rich-Duval	Fred Trawick
William G. Mitchell	Joe Ricks	Thomas L. Trittipio
Steven Moff	Heikki Rinne	Sue Umashankar
Kim Montney	Linda Rochford	Bronis J. Verhage
Melissa Moore	William Rodgers	Ottilia Voegtli
Linda Morable	Jean Romeo	Jeff von Freymann
Fred Morgan	Teri Root	Gerald Waddle
Gordon Mosley	Tom Rossi	Randall E. Wade
William Motz	Vicki Rostedt	Blaise Waguespack, Jr.
Donald F. Mulvihill	Heidi Rottier	Harlan Wallingford
James A. Muncy	Larry Rottmeyer	Mark Weber
Jeanne Munger	Robert W. Ruekert	Don Weinrauch
Linda Munilla	Maria Sanella	Robert S. Welsh
Bill Murphy	Charles Schewe	Ron Weston
Janet Murray	Starr F. Schlobohm	Michelle Wetherbee
Keith Murray	Roberta Schultz	Sheila Wexler
Joseph Myslivec	Lisa M. Sciulli	Max White
Sunder Narayanan	Stan Scott	James Wilkins
Bob Newberry	Eberhard Seheuling	Erin Wilkinson
Donald G. Norris	Harold S. Sekiguchi	Janice Williams
Carl Obermiller	Doris M. Shaw	Kaylene Williams
Dave Olson	Eric Shaw	Robert Williams
James Olver	Ken Shaw	Jerry W. Wilson
Ben Oumlil	Dan Sherrel	Joseph Wisenblit
Notis Pagiavlas	Susan Sieloff	Robert Witherspoon
Allan Palmer	Bob E. Smiley	Van R. Wood
Dennis Pappas	Allen Smith	Wendy Wood
June E. Parr	Kimberly D. Smith	Lauren Wright
Philip Parron	Ruth Ann Smith	William R. Wynd
David Terry Paul	Sandra Smith	Poh-Lin Yeoh
Richard Penn	Norman Smothers	Mark Young
John Penrose	James V. Spiers	Sandra Young
William Pertula	Craig Stacey	Gail M. Zank
Michael Peters	Miriam B. Stamps	Leon Zurawicki

Thanks are also due to many faculty members who contributed to the text chapters and cases. They include: Linda Rochford of the University of Minnesota-Duluth; Kevin Upton of the University of Minnesota-Twin Cities; Nancy Nentl of Metropolitan State University; David Brennan of the University of St. Thomas; and Leigh McAlister of the University of Texas at Austin. Michael Vessey provided cases, research assistance, many special images, and led our efforts on the Instructor's Manual, In-Class Activities, and Instructor's Survival Kit. Kathryn Schifferle of California State University, Steven Rudelius, and Thomas Rudelius assisted with the Instructor

Newsletter. Rick Armstrong of Armstrong Photography, Nick Kaufman and Michelle Morgan of NKP Media, Bruce McLean of World Class Communication Technologies, Paul Fagan of Fagan Productions, Dan Hundley and George Heck of Token Media, Martin Walter of White Room Digital, Scott Bolin of Bolin Marketing, and Dan Stephenson of the Philadelphia Phillies produced the videos. Erica Michaels was responsible for the revision of the test bank.

Many businesspeople also provided substantial assistance by making available information that appears in the text, videos, and supplements—much of it for the first time in college materials. Thanks are due to David Ford and Don Rylander of Ford Consulting Group; Mark Rehborg of Tony's Pizza; Ann Hand and Kathy Seegebrecht of BP; Kimberly Mosford and Ryan Schroeder of Business Incentives; Vivian Callaway, Sandy Proctor, and Anna Stoesz of General Mills; David Windorski of 3M; Nicholas Skally, Linda Glassel, and Tyler Herring of Prince Sports; David Montgomery, David Buck, and Bonnie Clark of the Philadelphia Phillies; Todd Schaeffer, Amber Arnseth, and Chris Deets of Activeion Cleaning Solutions; Ian Wolfman of imc²; Brian Niccol of Pizza Hut; Stan Jacot of ConAgra Snack Foods; Sandra Smith of Smith Communications; Erin Patton of the MasterMind Group, LLC; Kim Nagele of JCPenney, Inc.; Charles Besio of the Sewell Automotive Group, Inc.; Kate Hodebeck of Cadbury Schweppes America's Beverages, Inc.; Beverly Roberts of U.S. Census Bureau; Jennifer Gebert of Ghirardelli Chocolate Company; Michael Kuhl of 3M Sports and Leisure; Barbara Davis of Ken Davis Products, Inc.; Kerry Barnett of Valassis Communications; and Leslie Herman and Jeff Gerst of Bolin Marketing working with Carma Laboratories (Carmex). We also acknowledge the special help of a team that worked with us on the Fallon Worldwide video case: Fred Senn, Bruce Blister, Kevin Flat, Ginny Grossman, Kim Knutson, Julie Smith, Erin Taut, and Rob White.

Staff support from the Southern Methodist University, the University of Denver, and the University of Minnesota was essential. We gratefully acknowledge the help of Wanda Hanson, Jeanne Milazzo, and Gloria Valdez for their many contributions.

Checking countless details related to layout, graphics, clear writing, and last-minute changes to ensure timely examples is essential for a sound and accurate textbook. This also involves coordinating activities of authors, designers, editors, compositors, and production specialists. Christine Vaughan of McGraw-Hill/Irwin's production staff and editorial consultant, Gina Huck Siegert of Imaginative Solutions, Inc., provided the necessary oversight and hand-holding for us, while retaining a refreshing sense of humor, often under tight deadlines. Thank you again.

Finally, we acknowledge the professional efforts of the McGraw-Hill/Irwin staff. Completion of our book and its many supplements required the attention and commitment of many editorial, production, marketing, and research personnel. Our Burr Ridge-based team included Paul Ducham, Doug Hughes, Sean Pankuch, Melissa Hernandez, Carol Bielski, Matthew Baldwin, Jeremy Cheshareck, Sue Lombardi, Katie Mergen, and many others. In addition we relied on Michael Hruby for constant attention regarding photo elements of the text. Handling the countless details of our text, supplement, and support technologies has become an incredibly complex challenge. We thank all these people for their efforts!

Roger A. Kerin
Steven W. Hartley
William Rudelius

BRIEF CONTENTS 简要目录

- 1 Creating Customer Relationships and Value through Marketing 2
通过营销建立客户关系，创造顾客价值
- 2 Developing Successful Marketing and Organizational Strategies 24
制定成功的营销与公司战略
- 3 Understanding Consumer Behavior 50
了解消费者行为
- 4 Understanding Organizations as Customers 78
了解客户组织
- 5 Marketing Research: From Customer Insights to Actions 100
营销调研：将消费者信息变成行动
- 6 Market Segmentation, Targeting, and Positioning 128
市场细分、确定目标市场与定位
- 7 Developing New Products and Services 152
开发新产品和服务
- 8 Managing Successful Products and Brands 176
成功的产品和品牌管理
- 9 Services Marketing 204
服务营销
- 10 Managing Marketing Channels and Wholesaling 226
管理营销渠道与批发
- 11 Customer-Driven Supply Chain and Logistics Management 252
消费者驱动的供应链与物流管理
- 12 Retailing 276
零售
- 13 Integrated Marketing Communications and Direct Marketing 304
整合营销传播与直接营销
- 14 Advertising, Sales Promotion, and Public Relations 332
广告、销售促进和公共关系
- 15 Pulling It All Together: The Strategic Marketing Process 366
整合战略营销过程

DETAILED CONTENTS 详细目录

1 CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING 2

通过营销建立客户关系，创造顾客价值

Innovation and Marketing at 3M: How Discovering Student Study

3M 公司的创新和营销：如何发现学生的学习习惯并推出一款新产品

Habits Launched a New Product 3

什么是营销

What Is Marketing? 4

营销与你的职业生涯

Marketing and Your Career 4

Marketing Matters: Payoff for the Joys (!) and Sleepless Nights (?) of Starting Your Own Small Business: YouTube!!!! 5

Marketing: Delivering Benefits to the Organization, Its Stakeholders, and Society 6

营销：向组织、组织的利益相关者和社会传递价值

The Diverse Factors Influencing Marketing Activities 6

影响营销活动的多种因素

What Is Needed for Marketing to Occur 7

营销产生的前提

How Marketing Discovers and Satisfies Consumer Needs 8

营销如何了解并满足消费者需要

Discovering Consumer Needs 9

了解消费者需求

The Challenge: Meeting Consumer Needs with New Products 9

用新产品满足消费者需求的挑战

Satisfying Consumer Needs 11

满足消费者需求

The Marketing Program: How Customer Relationships Are Built 12

营销方案：如何建立顾客关系

Customer Value and Customer Relationships 12

顾客价值与顾客关系

Relationship Marketing 13

关系营销

The Marketing Program 13

营销方案

3M's Strategy and Marketing Program to Help Students Study 14

3M 公司帮助学生学习的策略和营销方案

How Marketing Became So Important 16

营销如何变得如此重要

Evolution of the Market Orientation 16

市场导向的演进

Ethics and Social Responsibility: Balancing the Interests of Different Groups 17

道德与社会责任：平衡不同群体的利益

Making Responsible Decisions: Social Entrepreneurship Using Marketing to Help People 18

The Breadth and Depth of Marketing 18

营销的宽度与深度

Learning Objectives Review 20

Focusing on Key Terms 20

Applying Marketing Knowledge 21

Building Your Marketing Plan 21

Video Case 1: 3M's Post-it® Flag Highlighter: Extending the Concept! 21

2 DEVELOPING SUCCESSFUL MARKETING AND ORGANIZATIONAL STRATEGIES 24

Where an “A” in a Correspondence Course in Ice Cream Making Can Lead! 25

Today’s Organizations 26

Kinds of Organizations 26

Making Responsible Decisions: The Global Dilemma:

How to Achieve Sustainable Development 27

What Is Strategy? 27

Structure of Today’s Organizations 27

Strategy in Visionary Organizations 28

Organizational Foundation: Why Does It Exist? 29

Organizational Direction: What Will It Do? 30

Marketing Matters: The Netflix Launch and Its

Continually . . . Continually . . . Continually . . . Changing

Business Model! 31

Organizational Strategies: How Will It Do It? 32

Tracking Strategic Performance with Marketing Dashboards 32

Using Marketing Dashboards: How Well Is

Ben & Jerry’s Doing? 34

Setting Strategic Directions 34

A Look Around: Where Are We Now? 34

Growth Strategies: Where Do We Want to Go? 35

The Strategic Marketing Process 39

The Planning Phase of the Strategic Marketing Process 40

The Implementation Phase of the Strategic Marketing Process 43

The Evaluation Phase of the Strategic Marketing Process 44

Learning Objectives Review 45

Focusing on Key Terms 46

Applying Marketing Knowledge 47

Building Your Marketing Plan 47

Video Case 2: BP: Transforming Its Strategy

“Beyond Petroleum” 47

3 UNDERSTANDING CONSUMER BEHAVIOR 50

Enlightened Carmakers Know What Custom(h)ers Value 51

Consumer Purchase Decision Process and Experience 52

Problem Recognition: Perceiving a Need 52

Information Search: Seeking Value 52

制定成功的营销与公司战略

在冰淇淋函授课程中得“A”的人将何去何从

当今的组织

组织类型

什么是战略

当代组织的结构

有远见的组织战略

组织基础：它为什么存在

组织方向：它将做什么

组织战略：如何做到

通过市场仪表盘跟踪战略绩效

确定战略方向

环顾四周：我们现在何处

成长战略：我们欲往何方

战略营销过程

战略营销过程的规划阶段

战略营销过程的实施阶段

战略营销过程的评价阶段

了解消费者行为

受启发的汽车制造商知道客户重视什么

消费者购买决策过程和购买体验

认识问题：感知需要

搜集信息：寻求价值

Alternative Evaluation: Assessing Value	53	评估方案：价值评估
Purchase Decision: Buying Value	54	购买决策：购买价值
Postpurchase Behavior: Value in Consumption or Use	54	购后行为：消费或使用价值
<i>Marketing Matters: The Value of a Satisfied Customer to the Company</i> 55		
Consumer Involvement and Problem-Solving Variations	55	参与度与决策类型
Situational Influences	57	环境影响
Psychological Influences on Consumer Behavior	58	消费者行为的心理影响
Motivation and Personality	58	动机与个性
<i>Making Responsible Decisions: The Ethics of Subliminal Messages</i> 60		
Perception	60	感知
Learning	62	学习
Values, Beliefs, and Attitudes	63	价值观、信念与态度
<i>Going Online: Are You an Experienter? An Achiever?: Identifying Your VALS Profile</i> 64		
Consumer Lifestyle	64	消费者生活方式
Sociocultural Influences on Consumer Behavior	66	消费者行为的社会文化影响
Personal Influence	66	个人影响
<i>Marketing Matters: BzzAgent—The Buzz Experience</i> 67		
Reference Groups	68	参照群体
Family Influence	68	家庭影响
Social Class	70	社会阶层
Culture and Subculture	71	文化与亚文化
<i>Learning Objectives Review</i> 73		
<i>Focusing on Key Terms</i> 74		
<i>Applying Marketing Knowledge</i> 74		
<i>Building Your Marketing Plan</i> 75		
<i>Video Case 3: Best Buy: Using Customer Centricity to Connect with Consumers</i> 75		

4 UNDERSTANDING ORGANIZATIONS AS CUSTOMERS 78

Buying Is Marketing, Too! Purchasing Publication Paper at JCPenney	79	采购也是市场营销！彭尼公司采购纸张
The Nature and Size of Organizational Markets	80	组织市场的性质与规模
Industrial Markets	80	产业市场
Reseller Markets	80	中间商市场
Government Markets	81	政府市场

了解客户组织

Global Organizational Markets 81	全球组织市场
Measuring Domestic and Global Industrial, Reseller, and Government Markets 81	衡量国内市场、全球产业市场、中间商市场 和政府市场
Characteristics of Organizational Buying 83	组织采购的特点
Demand Characteristics 83	需求特点
Size of the Order or Purchase 84	订单量或采购数量
Number of Potential Buyers 84	潜在购买者数量
Organizational Buying Objectives 84	组织采购目标
<i>Going Online: Supplier Diversity Is a Fundamental Business Strategy at Procter & Gamble 85</i>	
Organizational Buying Criteria 85	组织采购标准
<i>Marketing Matters: Harley-Davidson's Supplier Collaboration Creates Customer Value ... and a Great Ride 86</i>	
Buyer-Seller Relationships and Supply Partnerships 86	买卖关系与供应伙伴关系
<i>Making Responsible Decisions: Sustainable Procurement for Sustainable Growth 87</i>	
The Buying Center: A Cross-Functional Group 87	采购中心：一个跨职能团体
Charting the Organizational Buying Process 90	制定组织采购流程
Stages in the Organizational Buying Process 90	组织购买流程的步骤
Buying a Machine Vision System 90	购买机器视觉系统
Online Buying in Organizational Markets 93	组织市场中的网上采购
Prominence of Online Buying in Organizational Markets 93	组织市场的网上采购发展迅猛
E-Marketplaces: Virtual Organizational Markets 93	电子市场：虚拟的组织市场
<i>Marketing Matters: eBay Means Business for Entrepreneurs 94</i>	
Online Auctions in Organizational Markets 95	组织市场的网上竞拍
<i>Learning Objectives Review 96</i>	
<i>Focusing on Key Terms 96</i>	
<i>Applying Marketing Knowledge 97</i>	
<i>Building Your Marketing Plan 97</i>	
<i>Video Case 4: Lands' End: Where Buyers Rule 97</i>	
5 MARKETING RESEARCH: FROM CUSTOMER INSIGHTS TO ACTIONS 100	营销调研：将消费者信息变成行动
Test Screenings and Tracking Studies: How Listening to Consumers Reduces Movie Risks 101	试映和跟踪调研：怎样倾听消费者去降低电 影风险
The Role of Marketing Research 103	营销调研的角色
What Is Marketing Research? 103	什么是营销调研
The Challenges in Doing Good Marketing Research 103	做好营销调研的挑战

Five-Step Marketing Research Approach	103	五步营销调研法	
Step 1: Define the Problem	103	第一步：确定问题	
Set the Research Objectives	104	设定调研目标	
Identify Possible Marketing Actions	104	明确可行的营销行动	
Step 2: Develop the Research Plan	105	第二步：制订调研计划	
Specify Constraints	105	列出约束条件	
Identify Data Needed for Marketing Actions	105	确定营销行动所需资料	
Determine How to Collect Data	106	决定如何收集资料	
Step 3: Collect Relevant Information	107	第三步：收集相关信息	
Secondary Data: Internal	107	二手资料：内部的	
Secondary Data: External	107	二手资料：外部的	
Advantages and Disadvantages of Secondary Data	108	二手资料的优缺点	
<i>Going Online: Online Databases and Internet Resources Useful to Marketers</i>	109		
Primary Data: Watching People	109	原始资料：观察人们	
Primary Data: Asking People	111	原始数据：询问人们	
<i>Marketing Matters: Buy•ology: How “Neuromarketing” Is Trying to Understand Consumers</i>	112		
Primary Data: Other Sources	116	原始数据：其他资源	
Advantages and Disadvantages of Primary Data	119	原始数据的优点和缺点	
Step 4: Develop Findings	119	第四步：提交结论	
Analyze the Data	119	分析数据	
Present the Findings	120	展示结果	
Step 5: Take Marketing Actions	121	第五步：采取营销行动	
Make Action Recommendations	121	提出行动建议	
Implement the Action Recommendations	121	实施行动建议	
Evaluate the Results	122	评估结果	
Sales Forecasting Techniques	122	销售预测技术	
Judgments of the Decision Maker	122	决策者的判断	
Surveys of Knowledgeable Groups	123	调查懂行的团体	
Statistical Methods	123	统计学方法	
<i>Learning Objectives Review</i>	124		
<i>Focusing on Key Terms</i>	124		
<i>Applying Marketing Knowledge</i>	125		
<i>Building Your Marketing Plan</i>	125		
<i>Video Case 5: Ford Consulting Group, Inc.: From Data to Actions</i>	125		

6 MARKET SEGMENTATION, TARGETING, AND POSITIONING 128

Zappos.com: Delivering "Wow" through Market Segmentation and Service 129

Why Segment Markets? 130

What Market Segmentation Means 130

When and How to Segment Markets 131

Steps In Segmenting and Targeting Markets 133

Step 1: Group Potential Buyers into Segments 134

Going Online: What "Flock" Do You Belong to? 136

Step 2: Group Products to Be Sold into Categories 139

Step 3: Develop a Market-Product Grid and Estimate the Size of Markets 141

Step 4: Select Target Markets 141

Step 5: Take Marketing Actions to Reach Target Markets 142

Market-Product Synergies: A Balancing Act 144

Marketing Matters: Apple's Segmentation Strategy—Camp Runamok No Longer 145

Positioning the Product 146

Two Approaches to Product Positioning 146

Product Positioning Using Perceptual Maps 146

A Perceptual Map to Reposition Chocolate Milk for Adults 147

Learning Objectives Review 148

Focusing on Key Terms 149

Applying Marketing Knowledge 149

Building Your Marketing Plan 149

Video Case 6: Prince Sports, Inc.: Tennis Racquets for Every Segment 149

7 DEVELOPING NEW PRODUCTS AND SERVICES 152

Apple's New-Product Innovation Machine 153

What Are Products and Services? 154

A Look at Goods, Services, and Ideas 154

Classifying Products 154

Product Items, Product Lines, and Product Mixes 156

Using Marketing Dashboards: Which States Are Underperforming? 157

How Marketing Dashboards Can Improve New-Product Performance 157

市场细分、确定目标市场与定位

Zappos.com: 通过市场细分和提供客户服务获得成功

为何要细分市场

市场细分意味着什么

何时及如何细分市场

市场细分与确定目标市场的步骤

步骤1: 对潜在购买者进行细分

步骤2: 将待售产品进行分类

步骤3: 开发市场—产品方格图并估计市场规模

步骤4: 选择目标市场

步骤5: 实施营销行动到达目标市场

市场—产品协同增效: 一种权衡

产品定位

产品定位的两种途径

利用感知图进行产品定位

再定位巧克力牛奶(给成人)的感知图

开发新产品和服务

苹果公司的新产品创新机器

什么是产品和服务

观察商品、服务和理念

产品分类

产品项目、产品线和产品组合

营销信息板如何提高新产品的性能