

清华 MBA 核心课程英文版教材

PEARSON

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Marketing Management Twelfth Edition

(美) 菲利普·科特勒 (Philip Kotler) 著  
凯文·莱恩·凯勒 (Kevin Lane Keller)

第12版

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# 出 版 说 明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书,基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分是该领域中较具权威性的经典之作。

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议;同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社

2009. 6

世纪之交，中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进，以及经济全球化的激烈挑战。无论是无远弗界的因特网，还是日益密切的政治、经济、文化等方面的国际合作，都标示着 21 世纪的中国是一个更加开放的中国，也面临着一个更加开放的世界。

教育，特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来，尤其是 20 世纪 90 年代之后，为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合，为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者，我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例，2000 年，学院顾问委员会成立，并于 10 月举行了第一次会议，2001 年 4 月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人，其阵容之大、层次之高，超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中，教师和学生与国外的交流机会大幅度增加，越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中，我们的管理教育工作者和经济管理学习者，更加真切地体验到这个世界正发生着深刻的变化，也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展，闭关锁国、闭门造车是绝对不行的，必须同国际接轨，按照国际一流的水准来要求自己。正如朱镕基同志在清华大学经济管理学院成立十周年时所发的贺信中指出的那样：“建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律，熟悉其运行规则，而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段，结合中国的国情，办成世界第一流的经营学院。”作为达到世界一流的一个重要基础，朱镕基同志多次建议清华的 MBA 教育要加强英语教学。我体会，这不仅因为英语是当今世界交往中重要的语言工具，是连接中国与世界的重要桥梁和媒介，而且更是中国经济管理人才参与国际竞争，加强国际合作，实现中国企业的国际战略的基石。推动和实行英文教学并不是目的，真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求，清华大学经

济管理学院正在不断推动英语教学的步伐,使得英语不仅是一门需要学习的核心课程,而且渗透到各门专业课程的学习当中。

课堂讲授之外,课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段,而且是对学习者思维方式的有效训练。

我们知道,就阅读而言,学习和借鉴国外先进的管理经验和掌握经济理论动态,或是阅读翻译作品,或是阅读原著。前者属于间接阅读,后者属于直接阅读。直接阅读取决于读者的外文阅读能力,有较高外语水平的读者当然喜欢直接阅读原著,这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏,同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础,但又不能完全独立阅读国外原著的读者来说,外文的阅读能力是需要加强培养和训练的,尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书,他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间,他就会在无形中减弱自己的竞争能力。因此,我们认为,有一定外语基础的读者,都应该尝试一下阅读外文原版,只要努力并坚持,就一定能过了这道关,到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时,我们更看重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为,原汁原味的世界级大师富有特色的表达方式背后,反映了思维习惯,反映了思想精髓,反映了文化特征,也反映了战略偏好。知己知彼,对于跨文化的管理思想、方法的学习,一定要熟悉这些思想、方法所孕育、成长的文化土壤,这样,有朝一日才能真正“具备国际战略头脑”。

以往,普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元,多则上百美元,一般读者只能望书兴叹。随着全球经济合作步伐的加快,目前在出版行业有了一种新的合作出版的方式,即外文影印版,其价格几乎与国内同类图书持平。这样一来,读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在1997年,清华大学出版社敢为人先,在国内最早推出一批优秀商学英文版教材,规模宏大,在企业界和管理教育界引起不小的轰动,更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需,也为了向全国更多的MBA试点院校和更多的经济管理学院教师和学生提供学习上的支持,清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书,也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

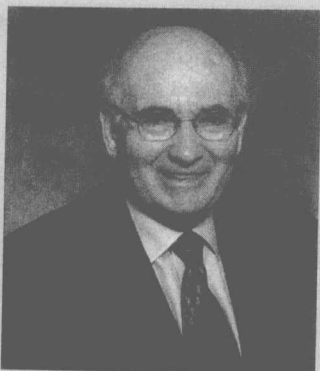
祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新;祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院



## ABOUT THE AUTHORS



*Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago.*

*Dr. Kotler is the co-author of *Principles of Marketing* and *Marketing: An Introduction*. His *Strategic Marketing for Nonprofit Organizations*, now in its sixth edition, is the best seller in that specialized area. Dr. Kotler's other books include *Marketing Models*; *The New Competition*; *Marketing Professional Services*; *Strategic Marketing for Educational Institutions*; *Marketing for Health Care Organizations*; *Marketing Congregations*; *High Visibility*; *Social Marketing*; *Marketing Places*; *The Marketing of Nations*; *Marketing for Hospitality and Tourism*; *Standing Room Only—Strategies for Marketing the Performing Arts*; *Museum Strategy and Marketing*; *Marketing Moves*; *Kotler on Marketing*; *Lateral Marketing*; *Ten Deadly Marketing Sins*; and *Corporate Social Responsibility*.*

*In addition, he has published more than one hundred articles in leading journals, including the *Harvard Business Review*, *Sloan Management Review*, *Business Horizons*, *California Management Review*, the *Journal of Marketing*, the *Journal of Marketing Research*, *Management Science*, the *Journal of Business Strategy*, and *Futurist*. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article published in the *Journal of Marketing*.*

*Professor Kotler was the first recipient of the American Marketing Association's (AMA) Distinguished Marketing Educator Award (1985). The European Association of Marketing Consultants and Sales Trainers awarded him their Prize for Marketing Excellence. He was chosen as the Leader in Marketing Thought by the Academic Members of the AMA in a 1975 survey. He also received the 1978 Paul Converse Award of the AMA, honoring his original contribution to marketing. In 1995, the Sales and Marketing Executives International (SMEI) named him Marketer of the Year. In 2002, Professor Kotler received the Distinguished Educator Award from The Academy of Marketing Science. He has received honorary doctoral degrees from Stockholm University, the University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, the Budapest School of Economic Science and Public Administration, and the University of Economics and Business Administration in Vienna.*

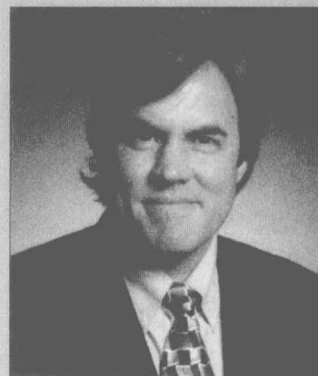
*Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.*

*He has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC Group, a member of the Yankelovich Advisory Board, and a member of the Copernicus Advisory Board. He was a member of the Board of Governors of the School of the Art Institute of*

## ABOUT THE AUTHORS

Chicago and a member of the Advisory Board of the Drucker Foundation. He has traveled extensively throughout Europe, Asia, and South America, advising and lecturing to many companies about global marketing opportunities.

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches an MBA elective on strategic brand management and lectures in executive programs on that topic. Previously, Professor Keller was on the faculty of the Graduate School of Business at Stanford University, where he also served as the head of the marketing group. Additionally, he has been on the marketing faculty at the University of California at Berkeley and the University of North Carolina at Chapel Hill, been a visiting professor at Duke University and the Australian Graduate School of Management, and has two years of industry experience as Marketing Consultant for Bank of America.



Professor Keller's general area of expertise is in consumer marketing. His specific research interest is in how understanding theories and concepts related to consumer behavior can improve marketing strategies. The research has been published in over fifty papers in three of the major marketing journals—the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Research. He also has served on the Editorial Review Boards of those journals. His research has been widely cited and has received numerous awards.

Professor Keller is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has worked on a host of different types of marketing projects. He has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Miller Brewing, Procter & Gamble, and Starbucks. He has done additional brand consulting with other top companies such as Allstate, Beiersdorf (Nivea), Blue Cross Blue Shield, Campbell Soup, General Mills, Goodyear, Kodak, The Mayo Clinic, Nordstrom, Shell Oil, Unilever, and Young & Rubicam. He is also an academic trustee for the Marketing Science Institute. A popular speaker, he has conducted marketing seminars and workshops with top executives in a variety of forums.

Professor Keller is currently conducting studies that address marketing strategies and tactics to build, measure, and manage brand equity. His textbook on those subjects, *Strategic Brand Management*, the second edition of which was published September 2002 by Prentice-Hall, has been heralded as the "bible of branding."

An avid sports, music, and film enthusiast, in his spare time, he helps to manage and market one of Australia's great rock and roll treasures, The Church. Professor Keller lives in New Hampshire with his wife, Punam (also a Tuck marketing professor), and his two daughters, Carolyn and Allison.



**M**arketing Management is the leading marketing text because its content and organization consistently reflect changes in marketing theory and practice. The very first edition of *Marketing Management*, published in 1967, introduced the concept that companies must be customer-and-market driven. But there was little mention of what have now become fundamental topics such as segmentation, targeting, and positioning. Concepts such as brand equity, customer value analysis, database marketing, e-commerce, value networks, hybrid channels, supply chain management, and integrated marketing communications were not even part of the marketing vocabulary then. Firms now sell goods and services through a variety of direct and indirect channels. Mass advertising is not nearly as effective as it was. Companies are exploring new forms of communication, such as experiential, entertainment, and viral marketing. Customers are increasingly telling companies what types of product or services they want and when, where, and how they want to buy them.

In response, companies have shifted gears from managing product portfolios to managing customer portfolios, compiling databases on individual customers so they can understand them better, and construct individualized offerings and messages. They are doing less product and service standardization and more niching and customization. They are replacing monologues with customer dialogues. They are improving their methods of measuring customer profitability and customer lifetime value. They are intent on measuring the return on their marketing investment and its impact on shareholder value. They are also concerned with the ethical and social implications of their marketing decisions.

As companies change, so does their marketing organization. Marketing is no longer a company department charged with a limited number of tasks—it is a company-wide undertaking. It drives the company's vision, mission, and strategic planning. Marketing includes decisions like who the company wants as its customers; which needs to satisfy; what products and services to offer; what prices to set; what communications to send and receive; what channels of distribution to use; and what partnerships to develop. Marketing succeeds only when all departments work together to achieve goals: when engineering designs the right products, finance furnishes the required funds, purchasing buys quality materials, production makes quality products on time, and accounting measures the profitability of different customers, products, and areas.

And as marketing techniques and organization have changed, so has this text. The biggest change is the addition of a co-author. Kevin Lane Keller is one of the top marketing academics of his generation. He has conducted ground-breaking research and written a highly successful text, *Strategic Brand Management*. He has also worked with marketing executives from companies around the globe to help them become better marketers. He brings fresh thinking and new perspectives to *Marketing Management*.

The twelfth edition reflects a collaborative effort between the two authors with a goal of creating the best edition of *Marketing Management* ever. Extensive focus groups were conducted to fully understand the course and classroom needs of the instructor. Based on this input, the twelfth edition is designed to preserve the strengths of previous editions while introducing new material and organization to further enhance learning. It is dedicated to helping companies, groups, and individuals adapt their marketing strategies and management to the marketplace realities of the twenty-first century.

### ::: Revision Strategy for the Twelfth Edition

Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. As the “ultimate authority” for students and educators, *Marketing Management* must be kept up-to-date and contemporary. Students (and instructors) should feel that the book is talking directly to them in terms of both content and delivery.

# PREFACE

The success of *Marketing Management* can be attributed to its ability to maximize three dimensions that characterize the best marketing texts—depth, breadth, and relevance—as reflected by the following questions.

- **Depth.** Does the book have solid academic grounding? Does it contain important theoretical concepts, models, and frameworks? Does it provide conceptual guidance to solve practical problems?
- **Breadth.** Does the book cover all the right topics? Does it provide the proper amount of emphasis on those topics?
- **Relevance.** Does the book engage the reader? Is the book interesting to read? Does it have lots of compelling examples?

The twelfth edition builds on the fundamental strengths of past editions:

- **Managerial Orientation.** The book focuses on the major decisions that marketing managers and top management face in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities.
- **Analytical Approach.** This book presents conceptual tools and frameworks for analyzing recurrent problems in marketing management. Cases and examples illustrate effective marketing principles, strategies, and practices.
- **Multidisciplinary Perspective.** This book draws on the rich findings of various scientific disciplines—economics, behavioral science, management theory, and mathematics—for fundamental concepts and tools.
- **Universal Applications.** This book applies strategic thinking to the complete spectrum of marketing: products and services, consumer and business markets, profit and nonprofit organizations, domestic and foreign companies, small and large firms, manufacturing and intermediary businesses, and low- and high-tech industries.
- **Comprehensive and Balanced Coverage.** This book covers all the topics an informed marketing manager needs to understand to execute strategic, tactical, and administrative marketing.

## New Themes: Holistic Marketing

One major new theme in this edition is holistic marketing. *Holistic marketing* can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognize the breadth and interdependencies involved today's marketing environment. Holistic marketing recognizes that "everything matters" with marketing and that a broad, integrated perspective is often necessary. Holistic marketing has four key dimensions:

1. **Internal marketing**—ensuring everyone in the organization embraces appropriate marketing principles, especially senior management.
2. **Integrated marketing**—ensuring that multiple means of creating, delivering and communicating value are employed and combined in the optimal manner.
3. **Relationship marketing**—having rich, multi-faceted relationships with customers, channel members and other marketing partners.
4. **Socially responsible marketing**—understanding the ethical, environmental, legal, and social effects of marketing.

These four dimensions are woven throughout the book and at times spelled out explicitly. Two additional themes of this text are *marketing personalization* and *marketing accountability*. The former reflects all the attempts to make marketing more individually relevant; the latter reflects the need to understand and justify the return on marketing investments within organizations.

# PREFACE

## Organization

The twelfth edition preserves the major topics of the eleventh edition, but reorganizes them into a new modular structure. There are now eight parts as compared to five to allow for greater flexibility in the classroom.

Part 1	Understanding Marketing Management
Part 2	Capturing Marketing Insights
Part 3	Connecting with Customers
Part 4	Building Strong Brands
Part 5	Shaping the Market Offerings
Part 6	Delivering Value
Part 7	Communicating Value
Part 8	Creating Successful Long-Term Growth

The most significant organizational changes are:

- A new part on capturing marketing insights that includes the two research-oriented chapters, placed even earlier in the book (Chapters 3 and 4).
- A new section on creating long-term growth that brings together chapters on new products and new markets (global) as well as a revised concluding chapter, placed at the end of the book (Chapters 20–22)
- Chapters 16 and 17 are now aligned more definitely in terms of mass and personal communications.
- The marketing plan material has been upgraded and moved into Chapter 2 to help students gain concrete marketing skills. We have also created an appendix to Chapter 2 with an illustrative example of an actual company marketing plan and another appendix to the book itself with a series of marketing plan exercises.
- The new Marketing Plan appendix, at the end of the book, provides detailed information on how to develop a marketing plan and includes a series of exercises to help students develop a formal marketing plan using the hypothetical example of Sonic PDA.
- A Glossary containing all the key terms and definitions has been added at the end of the book.

## Chapter by Chapter Changes

This edition has been both streamlined and expanded to bring essentials and classic examples into sharper focus, while covering new concepts and ideas in depth. Some chapters received more extensive revisions than others. Here is an overview of the chapter changes:

Chapter 1, *Defining Marketing for the 21st Century*, now consolidates the “big picture” material from the first two chapters of the eleventh edition to introduce key marketing topics, how they have changed and are likely to change in the future.

Chapter 2, *Developing Marketing Strategies and Plans*, provides more discussion on holistic marketing and more detail on marketing plans, including a sample marketing plan.

Chapter 3, *Gathering Information and Scanning the Environment*, is now couched in terms of macro approaches to marketing research.

Chapter 4, *Conducting Marketing Research and Forecasting Demand*, is framed in terms of micro approaches and includes a new section on Marketing Productivity.

Chapter 5, *Creating Customer Value, Satisfaction, and Loyalty*, consolidates material from several chapters related to customers and introduces new material on Customer Equity.



## PREFACE

- Chapter 6, *Analyzing Consumer Markets*, introduces a new section on Other Theories of Consumer Decision-Making.
- Chapter 7, *Analyzing Business Markets*, contains a section on Managing Business-to-Business Customer Relationships.
- Chapter 8, *Identifying Market Segments and Targets*, adds new material on local marketing, conversion marketing, experiential marketing and marketing to Generation Y.
- Chapter 9, *Creating Brand Equity*, has been completely reworked and expanded to capture more of the important concepts in building, measuring, and managing brand equity.
- Chapter 10, *Crafting the Brand Positioning*, introduces a contemporary approach to positioning based on the concepts of points-of-parity and points-of-difference.
- Chapter 11, *Dealing with Competition*, includes fresh material on how to increase product consumption.
- Chapter 12, *Setting Product Strategy*, has been reorganized to cover material on sources of differentiation.
- Chapter 13, *Designing and Managing Services*, introduces a new section on Managing Service Brands.
- Chapter 14, *Developing Pricing Strategies and Programs*, contains a new section on understanding pricing with material on consumer psychology and pricing.
- Chapter 15, *Designing and Managing Value Networks and Channels*, includes material on e-commerce marketing practices and new material on channel power, conflict and cooperation.
- Chapter 16, *Managing Retailing, Wholesaling, and Logistics*, includes relevant material on store activities and experiences and has been reorganized to include private labels.
- Chapter 17, *Designing and Managing Integrated Marketing Communications*, introduces a section on the Role of Marketing Communications and information on coordinating media.
- Chapter 18, *Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations*, includes a new section on Events and Experiences Marketing.
- Chapter 19, *Managing Personal Communications: Direct Marketing and Personal Selling*, introduces new material on interactive marketing.
- Chapter 20, *Introducing New Market Offerings*, includes new material on idea generation.
- Chapter 21, *Tapping into Global Markets*, covers new material on country-of-origin effects.
- Chapter 22, *Managing a Holistic Marketing Organization*, contains new sections on social marketing and the future of marketing.

Additional concepts that have been added or explored in greater detail include: brand management principles, cause-related marketing, consumer decision heuristics, consumer involvement, consumer memory models, events and experiences, innovation and creativity, qualitative research techniques, marketing metrics, mental accounting, reference prices, and sponsorships.

### Chapter Pedagogy

Each chapter includes:

**Chapter Introduction**, which includes brief commentary and a short vignette that set the stage for the chapter material to follow. By covering topical brands or companies, the vignettes serve as great discussion starters.

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**Marketing Insight** boxes that delve into important marketing topics, often highlighting current research findings. New and updated Marketing Insight boxes include such topics as "Views on Marketing from Chief Executive Officers," "Progress and Priorities in Customer Equity Management," "Consumer Trends for the Future," and "Small Business, Big Sales: The Burgeoning Small-Midsize Business Market."

**Marketing Memo** boxes that offer practical advice and directions in dealing with various decisions at all stages of the marketing management process. New and updated Marketing Memo boxes include "Managing Customer Knowledge," "Decision Traps," "Average American Consumer Quiz," and "Guidelines for Selling to Small Businesses."

**Text Examples** Each chapter also includes 10–15 in-text examples that provide vivid illustrations of chapter concepts using actual companies and situations. Virtually all these examples of good and bad company marketing practices are new to the twelfth edition and cover a variety of products, services, and markets. Many have accompanying illustrations in the form of ads or product shots.

**End-of-Chapter Exercises** These include Marketing Applications and the Marketing Spotlight.

- The *Marketing Applications* section has two practical exercises to challenge students: *Marketing Debate* suggests opposing points-of-view on an important marketing topic from the chapter and asks student to take a side. *Marketing Discussion* identifies provocative marketing issues and allows for a personal point-of-view.
- The *Marketing Spotlight*, an in-depth examination of one of the world's most successful marketing companies, includes questions for class discussion or student assignments.

### ::: The Teaching and Learning Package

*Marketing Management* is an entire package of materials available to students and instructors. This edition includes a number of ancillaries designed to make the marketing management course an exciting, dynamic, interactive experience.

#### Marketing Management Cases

Prentice Hall Custom Business Resources can provide instructors and students with all of the cases and articles needed to enhance and maximize learning in a marketing course. Instructors can create Custom CoursePacks or Custom CaseBooks. Resources include top-tier cases from Darden, Harvard, Ivey, NACRA, and Thunderbird, plus full access to a database of articles. For details on how to order these value-priced packages, contact your local rep or visit the Prentice Hall Custom Business Resources Web site at [www.prenhall.com/custombusiness](http://www.prenhall.com/custombusiness).

#### Instructor's Resource Manual

Prepared by Ronald N. Borrieci, the Instructor's Resource Manual includes chapter/summary overviews, key teaching objectives, answers to end-of-chapter materials, Harvard Business School case suggestions, exercises, projects, and detailed lecture outlines. A new feature, "Professors on the Go!", was created with the busy professor in mind. It brings key material upfront, where an instructor who is short on time can find key points and assignments that can be incorporated into the lecture, without having to page through all the material provided for each chapter.

#### Instructor's Resource Center (IRC)

- **IRC—CD-ROM:** One source for all of your supplement needs. New interface and searchable database makes sorting through and locating specific resources easier than ever before. Includes all the same supplements hosted at our IRC Online; however, the PowerPoint Media Rich set is provided only on this CD-ROM due to its larger file size and



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embedded video clips. The CD-ROM also contains many images from the textbook, which you may incorporate into your lectures.

- **IRC—ONLINE:** One destination for all of your supplement needs. The Prentice Hall catalog at [www.prenhall.com/marketing](http://www.prenhall.com/marketing) is where instructors can access our complete array of teaching materials. Simply go to the catalog page for this text and click on the Instructor link to download the Instructor's Manual, Video Guide, Test Item File, TestGen EQ, PowerPoint slides (Basic only), and more.

NOTE: Prentice Hall manually checks every password request and verifies each individual's instructor status before issuing a password.

## Test Item File

Prepared by John R. Brooks, Jr. of Houston Baptist University, the Test Item File contains more than 3,000 multiple-choice, true-false, short-answer, and essay questions, with page reference and difficulty level provided for each question. *A new feature is an entire section dedicated to application questions.* These real-life situations take students beyond basic chapter concepts and vocabulary and ask them to apply marketing skills. Prentice Hall's **TestGen EQ** test-generating software is new for this edition. This supplement is available in two places: Download from the *IRC Online* ([www.prenhall.com/kotler](http://www.prenhall.com/kotler)) or from the *IRC on CD-ROM*.

- PC/Mac compatible and preloaded with all of the Test Item File questions.
- Manually or randomly view test bank questions and drag-and-drop to create a test.
- Add or modify test bank questions using the built-in Question Editor.
- Print up to 25 variations of a single test and deliver the test on a local area network using the built-in QuizMaster feature.
- Free customer support is available at [media.support@pearsoned.com](mailto:media.support@pearsoned.com) or 1-800-6-PROFESSOR between 8:00 am and 5:00 pm CST.

## PowerPoints

When it comes to PowerPoints, Prentice Hall knows one size does not fit all. That's why *Marketing Management 12e* offers instructors more than one option.

- **PowerPoint BASIC:** This simple presentation includes only basic outlines and key points from each chapter. No animation or forms of rich media are integrated, which makes the total file size manageable and easier to share online or via email. BASIC was also designed for instructors who prefer to customize PowerPoints or want to avoid having to strip out animation, embedded files, or other media rich features.
- **PowerPoint MEDIA RICH:** This media rich alternative includes basic outlines and key points from each chapter, plus advertisements and art from the text, images from outside the text, discussion questions, Web links, and embedded video snippets from the accompanying video library. The best option if you want a complete presentation solution. Instructors can further customize this presentation using the image library featured on the IRC on CD-ROM. Both the BASIC and MEDIA RICH version of slides were authored by Tracy Tuten Kyan.

Aside from these three PowerPoint options, a select number of slides, based on the MEDIA RICH version, are also available as overhead transparencies.

## Marketing Management Video Gallery 2006

Make your classroom "newsworthy." PH has updated the Marketing Management video library for the 12th Edition. Using today's popular newsmagazine format, students are taken on location and behind closed doors. Each news story profiles a well-known or up-and-coming company leading the way in its industry. Eighteen new video segments accompany this edition, covering key topics using leading companies such as American Express,

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Song Airlines, the NFL, Eaton, and Wild Planet. Issue-focused footage includes interviews with top executives, objective reporting by real news anchors, industry research analysts and marketing and advertising campaign experts. A full video guide, including synopses, discussion questions, and teaching suggestions, is available to accompany the video library.

### Companion Web Site

Available at [www.prenhall.com/kotler](http://www.prenhall.com/kotler). This FREE site offers students valuable resources. Two quizzes are offered per chapter. The Concept Check Quiz is to be administered prior to reviewing the chapter, in order to assess students' initial understanding. The Concept Challenge Quiz is to be administered after reviewing the chapter. Also featured is the text glossary, plus a link to the new Instructor's Resource Center.

### Marketing Plan: A Handbook, 2nd edition with MarketingPlan Pro 6.0

Marketing PlanPro is a highly rated commercial software program that guides students through the entire marketing plan process. The software is totally interactive and features ten sample marketing plans, step-by-step guides, and customizable charts. Customize your marketing plan to fit your marketing needs by following easy-to-use plan wizards. Follow the clearly outlined steps from strategy to implementation. Click to print, and your text, spreadsheet, and charts come together to create a powerful marketing plan. The new *Marketing Plan: A Handbook*, by Marian Burk Wood, supplements the in-text marketing plan material with an in-depth guide to what student marketers really need to know. A structured learning process leads to a complete and actionable marketing plan. Also included are timely, real-world examples that illustrate key points, sample marketing plans, and Internet resources. The Handbook and Marketing PlanPro software are available as value-pack items at a discounted price. Contact your local Prentice Hall representative for more information.

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