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教育部高校工商管理类教学指导委员会双语教学推荐教材

工商管理经典教材·市场营销系列
BUSINESS ADMINISTRATION CLASSICS

营销管理

英文版·第5版全球版

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

A FRAMEWORK FOR MARKETING MANAGEMENT

..... Fifth Edition Global Edition

中国人民大学出版社



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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院



Preface

The fifth edition of *A Framework for Marketing Management* is a concise paperback adapted from Philip Kotler and Kevin Lane Keller's fourteenth edition of *Marketing Management*. Its streamlined approach will appeal to those who want an authoritative account of current marketing management practices and theory plus a text that is short enough to allow the incorporation of outside cases, simulations, and projects. Like previous editions, the fifth edition of *A Framework for Marketing Management* is dedicated to helping companies, groups, and individuals adapt their marketing strategies and management to the marketplace of the twenty-first century.

WHAT'S NEW IN THE FIFTH EDITION

- New coverage of the changing social media landscape and the communications environment, including Facebook, Twitter, YouTube, mobile marketing, and other key trends and issues.
- New coverage of recent, dramatic changes in the marketing environment, including the rise of sustainability and “green” marketing, the challenges of marketing during difficult economic periods, and the effect of rapid technological advances on marketing management.
- New opening vignettes for each chapter show marketing management in action at real-world companies and provide great classroom discussion starters for chapter concepts. Companies featured in the fifth edition include Yahoo!, Kimberly-Clark, LEGO, Club Med, and lululemon.
- New “Marketing Insight” boxes cover a variety of cutting-edge topics and marketing situations, showcasing the latest marketing thinking and techniques. Topics include price increase strategies, channel marketing, account management, and the marketing of organic products.
- New coverage of contemporary theories and approaches such as behavioral decision theory, brand equity models, brand mantras, multichannel marketing, buzz marketing, e-commerce, and m-commerce.
- Updated supplements.

FEATURES OF THE FIFTH EDITION

Major Themes

Building on the broad theme of holistic marketing, this new edition explores the vital role of creativity and innovation in successful marketing. Other major themes include customer value creation, marketing ethics and social responsibility, and marketing accountability. Another key theme is the impact of technology on contemporary marketing, driving developments as diverse as podcasts and marketing dashboards. And in updating every chapter, we have incorporated the latest concepts and ideas drawn from recent academic research studies.

STUDENT SUPPLEMENTS

Marketing Management Cases

Through Pearson Education Custom Business, instructors can create Custom Coursepacks or CustomCaseBooks for each course. 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. To aid in your case selection, we have provided the following list of cases from our custom business Web site:

9-583-151	National Chemical Corp.: Tiger-Tread	Richard N. Cardozo	General Marketing	Harvard Business School Publishing
9-396-264	Virtual Vineyards	Jeffrey F. Rayport, Alvin J. Silk, Thomas A. Gerace, Lisa R. Klein	Marketing Strategy	Harvard Business School Publishing
9-593-064	Colgate-Palmolive Co.: The Precision Toothbrush	John A. Quelch, Nathalie Laidler	Marketing Strategy	Harvard Business School Publishing
9-504-009	XM Satellite Radio (A)	David B. Godes, Elie Ofek	Marketing Strategy	Harvard Business School Publishing
9-501-021	Freeport Studio	Rajiv Lal, James B. Weber	Market Research	Harvard Business School Publishing
9-501-002	Omnitel Pronto Italia	Rajiv Lal, Carin-Isabel Knoop, Suma Raju	Market Research	Harvard Business School Publishing
9-593-082	Bayerische Motoren Werke AG (BMW)	Robert J. Dolan	Market Research	Harvard Business School Publishing
9-703-516	Ice-Fili	Michael G. Rukstad, Sasha Mattu, Asya Petinova	Market Research	Harvard Business School Publishing
9-599-113	The Coop: Market Research	Ruth Bolton, Youngme Moon	Market Research	Harvard Business School Publishing
9-500-024	The Brita Products Co	John Deighton	Customer Retention	Harvard Business School Publishing
9-501-050	Customer Value Measurement at Nortel Networks—Optical Networks Division	Das Narayandas	Customer Retention	Harvard Business School Publishing
9-582-026	CIBA-GEIGY Agricultural Division	Benson P. Shapiro, Anne T. Pigneri, Roy H. Schoeman	Consumer Marketing	Harvard Business School Publishing
9-595-035	Nestle Refrigerated Foods: Contadina Pasta & Pizza (A)	V. Kasturi Rangan, Marie Bell	Consumer Marketing	Harvard Business School Publishing
9-500-052	Webvan: Groceries on the Internet	John Deighton, Kayla Bakshi	Consumer Marketing	Harvard Business School Publishing
9A99A009	Augat Electronics, Inc.	Adrian Ryans	Business-to-Business Marketing	Ivey
9-500-041	VerticalNet (www.verticalnet.com)	Das Narayandas	Business-to-Business Marketing	Harvard Business School Publishing
9-598-056	L'Oréal of Paris: Bringing "Class to Mass" with Plenitude	Robert J. Dolan	Market Segmentation	Harvard Business School Publishing
9-594-001	American Airlines' Value Pricing (A)	Alvin J. Silk, Steven C. Michael	Market Segmentation	Harvard Business School Publishing
9-596-036	Land Rover North America, Inc.	Susan Fournier	Brands	Harvard Business School Publishing
9-591-133	Barco Projection Systems (A): Worldwide Niche Marketing	Rowland T. Moriarty Jr., Krista McQuade	Product Lines	Harvard Business School Publishing
9-594-074	Planet Reebok (A)	John A. Quelch, Jamie Harper	Advertising	Harvard Business School Publishing
2069	Mountain Man Brewing Company: Bringing the Brand to Light	Heide Abelli	Marketing Strategy	Harvard Business School Publishing
9-500-024	The Brita Products Co.	John Deighton	Marketing Strategy	Harvard Business School Publishing
9-582-103	Sealed Air Corp.	Robert J. Dolan	Market Positioning	Harvard Business School Publishing
9-594-023	Mary Kay Cosmetics: Asian Market Entry	John A. Quelch, Nathalie Laidler	Market Positioning	Harvard Business School Publishing
9-596-076	Dewar's (A): Brand Repositioning in the 1990s	Alvin J. Silk, Lisa R. Klein	Brands	Harvard Business School Publishing
2086	Saxonville Sausage	Kate Moore	Product Positioning	Harvard Business School Publishing
9-593-064	Colgate-Palmolive Co.: The Precision Toothbrush	John A. Quelch, Nathalie Laidler	Product Positioning	Harvard Business School Publishing
9-500-070	Priceline.com: Name Your Own Price	Robert J. Dolan	Marketing Strategy	Harvard Business School Publishing
SAW007	TiVo: Changing the Face of Television	Mohanbir Sawhney	Product Positioning	Kellogg
9-592-035	Calyx and Corolla	Walter J. Salmon, David Wylie	Services Management	Harvard Business School Publishing
9-388-064	ServiceMaster Industries, Inc.	James L. Heskett	Services Management	Harvard Business School Publishing
9-597-063	Computron, Inc.—1996	John A. Quelch	Pricing Strategy	Harvard Business School Publishing
M284A	Value Pricing at Procter & Gamble	Rajiv Lal, Mitchell Kristofferson	Pricing Strategy	Harvard Business School Publishing
9-598-109	FreeMarkets Online	V. Kasturi Rangan	Pricing Strategy	Harvard Business School Publishing
9-575-060	Southwest Airlines (A)	Christopher H. Lovelock	Pricing Strategy	Harvard Business School Publishing
9-595-001	RCI Master Distributor: The Evolution of Supplier Relationships	V. Kasturi Rangan	Distribution Channels	Harvard Business School Publishing
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9-800-305	Staples.com	Joanna Jacobson, Thomas Eisenmann, Gillian Morris	Distribution Channels	Harvard Business School Publishing
9-503-004	GolfLogix: Measuring the Game of Golf	John T. Gourville, Jerry N. Conover	Strategic Planning	Harvard Business School Publishing
9-799-158	Matching Dell	Jan W. Rivkin, Michael E. Porter	Strategic Planning	Harvard Business School Publishing
9-593-094	MathSoft, Inc. (A)	V. Kasturi Rangan, Gordon Swartz	Strategic Planning	Harvard Business School Publishing
9-585-019	Suave (C)	Mark S. Albion	Marketing Communications	Harvard Business School Publishing
2066	MedNet.com Confronts 'Click-Through' Competition	Allegra Young	Marketing Communications	Harvard Business School Publishing
9-594-051	Northern Telecom (A): Greenwich Investment Proposal (Condensed)	Robert J. Dolan	Marketing Strategy	Harvard Business School Publishing
9-593-104	Northern Telecom (B): The Norstar Launch	Robert J. Dolan	Marketing Strategy	Harvard Business School Publishing
UVA-M-0340	Reagan-Bush '84 (A)	John Norton	Marketing Strategy	Darden
9-584-012	Milford Industries (A)	Benson P. Shapiro, Robert J. Dolan	Marketing Communications	Harvard Business School Publishing
9-584-013	Milford Industries (B)	Benson P. Shapiro, Robert J. Dolan	Marketing Communications	Harvard Business School Publishing
9-504-009	XM Satellite Radio (A)	David B. Godes, Elie Ofek	International Markets	Harvard Business School Publishing
9-598-150	Biopure Corp.	John T. Gourville	International Markets	Harvard Business School Publishing
9-595-026	Citibank: Launching the Credit Card in Asia-Pacific (A)	V. Kasturi Rangan	International Markets	Harvard Business School Publishing
9A99A016	Rougemont Fruit Nectar: Distributing in China	Tom Gleave, Paul Beamish	International Markets	Ivey
9-505-056	Unilever in India: Hindustan Lever's Project Shakti—Marketing FMCG to the Rural Consumer	V. Kasturi Rangan, Rohithari Rajan	International Markets	Harvard Business School Publishing

Framework of Marketing Management Video Library

Take your students on location and behind closed doors with the Marketing Management Video Library. Each video clip profiles a well-known company leading the way in its industry. Highlighting various companies, the issue-focused footage includes interviews with top executives, industry research analysts, and marketing and advertising experts. A video guide, including synopses and discussion questions, is available. The video library is available on DVD.

The Marketing Plan Handbook, Fourth Edition with Marketing Plan Pro



The new edition of *The Marketing Plan 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. Marketing Plan Pro is a highly rated commercial software program that guides students through the entire marketing plan process. The software is totally interactive and features 10 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 *Handbook* and Marketing Plan Pro software are available as value-pack items at a discounted price. Contact your local Pearson Education representative for more information.

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When you adopt a Pearson Education textbook packaged *with* an Interpretive simulation, each new textbook purchased will contain an access code that will give you immediate access to your simulation online from Interpretive.

To ensure your students receive textbooks that contain access codes, make sure your bookstore orders the appropriate value-package ISBN. Your local Pearson Education representative will be happy to assist you.

PharmaSim

Predominantly used in: Marketing Management, Brand Management, and Marketing Strategy.

Take the role of a brand manager in the over-the-counter cold medicine market.

This leading marketing management online simulation drives home the four Ps of marketing: pricing, promotion, product, and place (distribution), while introducing students to the concepts of brand equity and marketing planning for multiple product lines.

In PharmaSim, students take the role of a brand manager in the over-the-counter pharmaceutical industry and manage Allround, the leading multisymptom cold medicine. Over the course of up to 10 simulated periods, students may reformulate their brand, introduce a line extension, and launch a new product. PharmaSim is modeled from a brand management perspective, but the issues raised apply to marketers in any industry.

StratSim

Predominantly used in: Marketing Strategy, Marketing Management, and other advanced marketing courses.

Use a market-oriented strategy to navigate the fast-paced automobile industry.

This competitive marketing strategy simulation allows teams to target consumer segments and B2B opportunities based on market attractiveness and core competencies. Students have the opportunity to utilize advanced marketing research techniques such as conjoint analysis, perceptual mapping, and concept testing to enhance their understanding of the environment and consumers.

StratSim also highlights the importance of integrated decision making by demonstrating the impact of marketing decisions on other functional areas of the business such as operations and finance.

ACKNOWLEDGMENTS

This edition of *A Framework for Marketing Management* bears the imprint of many people who have contributed to the previous edition of this text and to the fourteenth edition of *Marketing Management*. We reserve special thanks to Marian Burk Wood for her extensive development and editorial work on this edition. Many thanks also to the professional editorial and production teams at Pearson Education. We gratefully acknowledge the many reviewers who helped shape this book over the years.

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简明目录

第 I 篇 理解营销管理	(1)
第 1 章 界定 21 世纪的市场营销	(1)
第 2 章 制定营销战略和计划	(16)
第 3 章 收集信息与预测需求	(31)
第 II 篇 联系消费者	(49)
第 4 章 创建长期忠诚关系	(49)
第 5 章 消费者市场分析	(62)
第 6 章 企业市场分析	(78)
第 7 章 识别细分市场和目标市场	(91)
第 III 篇 塑造强势品牌	(105)
第 8 章 创建品牌资产	(105)
第 9 章 塑造品牌定位与有效竞争	(120)
第 IV 篇 塑造市场供应品	(133)
第 10 章 制定产品战略, 进行生命周期营销	(133)
第 11 章 服务的设计与管理	(153)
第 12 章 开发定价战略与方案	(165)
第 V 篇 传递价值	(183)
第 13 章 设计和管理整合营销渠道	(183)
第 14 章 零售、批发和物流管理	(198)
第 VI 篇 传播价值	(211)
第 15 章 整合营销传播的设计和管理	(211)
第 16 章 管理大众传播: 广告、销售促进、事件和体验、公共关系	(224)
第 17 章 管理个人传播: 直复营销、口碑和人员推销	(240)
第 VII 篇 成功地创造长期增长	(257)
第 18 章 管理全球化营销	(257)
术语表	(275)



Contents

Preface 1

PART 1 UNDERSTANDING MARKETING MANAGEMENT 1

1. **Defining Marketing for the 21st Century 1**
Marketing Management at “Obama for President” 1
The Importance of Marketing 2
The Scope of Marketing 2
Core Marketing Concepts 5
The New Marketing Realities 7
Company Orientation Toward the Marketplace 8
Updating the Four Ps 12
Marketing Management Tasks 13
2. **Developing Marketing Strategies and Plans 16**
Marketing Management at Yahoo! 16
Marketing and Customer Value 17
Corporate and Division Strategic Planning 19
Business Unit Strategic Planning 23
The Marketing Plan and Marketing Performance 26
3. **Collecting Information and Forecasting Demand 31**
Marketing Management at Kimberly-Clark 31
The Marketing Information System and Marketing Intelligence 32
The Marketing Research System 33
Forecasting and Demand Measurement 38
Analyzing the Macroenvironment 41

PART 2 CONNECTING WITH CUSTOMERS 49

4. **Creating Long-term Loyalty Relationships 49**
Marketing Management at Harrab’s Entertainment 49
Building Customer Value, Satisfaction, and Loyalty 50
Maximizing Customer Lifetime Value 53
Cultivating Customer Relationships 55
Customer Databases and Database Marketing 57
5. **Analyzing Consumer Markets 62**
Marketing Management at LEGO 62
What Influences Consumer Behavior? 63
Key Psychological Processes 65

	The Buying Decision Process: The Five-Stage Model	69
	Behavioral Decision Theory and Behavioral Economics	73
6.	Analyzing Business Markets	78
	<i>Marketing Management at Oracle</i>	78
	What Is Organizational Buying?	79
	Participants in the Business Buying Process	81
	Stages in the Buying Process	83
	Managing Business-to-Business Customer Relationships	86
7.	Identifying Market Segments and Targets	91
	<i>Marketing Management at Club Med</i>	91
	Bases for Segmenting Consumer Markets	92
	Bases for Segmenting Business Markets	97
	Market Targeting	98
PART 3	BUILDING STRONG BRANDS	105
8.	Creating Brand Equity	105
	<i>Marketing Management at Lululemon</i>	105
	What Is Brand Equity?	106
	Building Brand Equity	107
	Measuring and Managing Brand Equity	112
	Devising a Branding Strategy	113
	Customer Equity	115
9.	Crafting the Brand Positioning and Competing Effectively	120
	<i>Marketing Management at Method</i>	120
	Developing and Establishing a Brand Positioning	121
	Differentiation Strategies	125
	Competitive Strategies for Market Leaders	126
	Other Competitive Strategies	128
PART 4	SHAPING THE MARKET OFFERINGS	133
10.	Setting Product Strategy and Marketing Through the Life Cycle	133
	<i>Marketing Management at Ford</i>	133
	Product Characteristics and Classifications	134
	Product and Services Differentiation	135
	Product and Brand Relationships	137
	Packaging, Labeling, Warranties, and Guarantees	140
	Managing New Products	141
	The Consumer-Adoption Process	146
	Marketing Through the Product Life Cycle	147

11. **Designing and Managing Services 153**
Marketing Management at Cirque du Soleil 153
 The Nature of Services 154
 The New Services Realities 156
 Managing Service Quality 159
 Managing Product-Support Services 161
12. **Developing Pricing Strategies and Programs 165**
Marketing Management at Tiffany & Co. 165
 Understanding Pricing 166
 Setting the Price 168
 Adapting the Price 176
 Initiating and Responding to Price Changes 178

PART 5 DELIVERING VALUE 183

13. **Designing and Managing Integrated Marketing Channels 183**
Marketing Management at Netflix 183
 Marketing Channels and Value Networks 184
 The Role of Marketing Channels 185
 Channel-Design Decisions 187
 Channel-Management Decisions 189
 Channel Integration and Systems 191
 Conflict, Cooperation, and Competition 193
 E-Commerce and M-Commerce Marketing Practices 194
14. **Managing Retailing, Wholesaling, and Logistics 198**
Marketing Management at Zappos 198
 Retailing 199
 Private Labels 202
 Wholesaling 204
 Market Logistics 205

PART 6 COMMUNICATING VALUE 211

15. **Designing and Managing Integrated Marketing Communications 211**
Marketing Management at Ocean Spray 211
 The Role of Marketing Communications 212
 Developing Effective Communications 215
 Deciding on the Marketing Communications Mix 220
 Managing the Integrated Marketing Communications Process 221

- 16. **Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations** 224
 - Marketing Management at Old Spice* 224
 - Developing and Managing an Advertising Program 225
 - Deciding on Media and Measuring Effectiveness 227
 - Sales Promotion 231
 - Events and Experiences 234
 - Public Relations 235

- 17. **Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling** 240
 - Marketing Management at PepsiCo* 240
 - Direct Marketing 241
 - Interactive Marketing 243
 - Word of Mouth 244
 - Personal Selling and the Sales Force 246
 - Managing the Sales Force 250

- PART 7 CREATING SUCCESSFUL LONG-TERM GROWTH 257**
- 18. **Managing Marketing in the Global Economy** 257
 - Marketing Management at Timberland* 257
 - Competing on a Global Basis 258
 - Internal Marketing 262
 - Socially Responsible Marketing 264
 - Marketing Implementation and Control 266
 - The Future of Marketing 269

- Glossary 275

Defining Marketing for the 21st Century

In this chapter, we will address the following questions:

1. Why is marketing important?
2. What is the scope of marketing?
3. What are some fundamental marketing concepts and new marketing realities?
4. What are the tasks necessary for successful marketing management?

Marketing Management at “Obama for President”

The “Obama for America” presidential campaign combined a charismatic politician, a powerful message of hope, and a thoroughly integrated marketing program. The marketing plan aimed to expand the electorate via broader messages while targeting very specific audiences using both online and offline media, free and paid. When research showed that the more voters learned about Barack Obama, the more they identified with him, the campaign added long-form videos to traditional print, broadcast, and outdoor ads.

The Obama team—aided by its agency GMMB—also put the Internet at the heart of the 50-state campaign, seeking to “build online tools to help people self-organize and then get out of their way.” Although social media like Facebook, Meetup, YouTube, and Twitter were crucial, perhaps Obama’s most powerful digital tool was a massive 13.5 million–name e-mail list. The results: About \$500 million (most in sums of less than \$100) was raised online from 3 million donors; 35,000 groups were organized through the My.BarackObama.com site; 1,800 videos were posted to YouTube; and, of course, Obama was elected president.¹

Good marketing is no accident, but a result of careful planning and execution using state-of-the-art tools and techniques. It becomes both an art and a science as marketers strive to find creative new solutions to often-complex challenges amid profound changes in the 21st century marketing environment. In this book, we describe how top marketers balance discipline and imagination to address these new marketing realities. In the first chapter, we lay the foundation by reviewing important marketing concepts, tools, frameworks, and issues.

The Importance of Marketing

The first decade of the 21st century challenged firms to prosper financially and even survive in the face of an unforgiving economic environment. Marketing is playing a key role in addressing those challenges. Finance, operations, accounting, and other business functions won't really matter without sufficient demand for products and services so the firm can make a profit. In other words, there must be a top line for there to be a bottom line. Thus financial success often depends on marketing ability.

Marketing's broader importance extends to society as a whole. Marketing has helped introduce and gain acceptance of new products that have eased or enriched people's lives. It can inspire enhancements in existing products as marketers innovate to improve their marketplace position. Successful marketing builds demand for goods and services, which, in turn, creates jobs. By contributing to the bottom line, successful marketing also allows firms to more fully engage in socially responsible activities.²

Many organizations now have a chief marketing officer (CMO), to put marketing on a more equal footing with other C-level executives such as the chief financial officer (CFO) or chief information officer (CIO).³ However, making the right marketing decisions isn't always easy. Marketers must decide what features to design into a new product or service, what prices to set, where to sell offerings, and how much to spend on advertising, sales, Internet marketing, or mobile marketing. They must make those decisions in an Internet-fueled environment where consumers, competition, technology, and economic forces change rapidly, and the consequences of the marketer's words and actions can quickly multiply.

At greatest risk are firms that fail to carefully monitor their customers and competitors, continuously improve their value offerings and marketing strategies, or satisfy their employees, stockholders, suppliers, and channel partners in the process. Good marketers are always seeking new ways to satisfy their customers and beat the competition.⁴

The Scope of Marketing

To prepare to be a marketer, you need to understand what marketing is, how it works, who does it, and what is marketed.

What Is Marketing?

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably." When eBay recognized that people were unable to locate some of the items they desired most, it created an online auction clearinghouse. When IKEA noticed that people wanted good furnishings at substantially lower prices, it created knockdown furniture. These two firms demonstrated marketing savvy and turned a private or social need into a profitable business opportunity.

The American Marketing Association offers the following formal definition: *Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*⁵ We see **marketing management** as *the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior*