

THOMSON

营销学精选教材·英文影印版

PRINCIPLES OF MARKETING

市场营销学

[第12版]

David L. Kurtz
Louis E. Boone 著



北京大学出版社
PEKING UNIVERSITY PRESS

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David L. Kurtz, Louis E. Boone

Principles of Marketing, 12th edition

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出版者说明

进入 21 世纪,市场营销科学在中国开始向纵深发展,一方面,广大营销学者继续追踪国际学术界在市场营销研究前沿的探索 and 深化,另一方面,学者们也在致力于发展对中国现实更具解释力的营销理论,并且在这两个方面,都取得了非常实质性的进步和成果。营销学是一门应用科学,随着社会和经济的发展,许多新问题、新现象不断出现,新的营销理论和观点也纷纷出现,国内外学术界的研究兴趣点也就相应发生变化。在中国,营销现实日渐变得丰富多样,理论研究逐步规范化和科学化,高等院校的教学内容和方式也随之发生了很大变化,教师和学生都不再满足于 20 世纪 80 年代引进的一批偏重管理学的“营销学理论”教科书。营销学科在中国的日渐成熟和发展,迫切要求具有更高学术水平和更强现实指导能力的教科书,不但能够带给学生最前沿、最深刻的学术思想和从事研究的科学方法,而且教给学生在实际工作中进行正确决策的科学指导。

基于此,北京大学出版社引进出版了《营销学精选教材》系列丛书(本丛书包括影印版和翻译版,个别影印版有局部删节),在选择这些书的过程中,我们得到了北京大学光华管理学院郭贤达老师,西安交通大学管理学院庄贵军老师,武汉大学经济管理学院汪涛老师,大连理工大学管理学院董大海老师,中国人民大学商学院李先国老师等学者的真诚帮助,在此,对他们表示最诚挚的感谢!我们希望这些书带给广大读者的是对营销科学的兴趣和激情,是深刻的学术思想和科学的研究方法,是从事营销实际工作时最好用的工具,同时也是广大教师和学生最好用的教科书。

《营销学精选教材》是一个开放的系列,根据现实情况的发展和需要,我们还会陆续引进其他品种,在此,诚邀各位专家学者热情推荐优秀的营销学图书(em@pup.pku.edu.cn)。此外,真诚欢迎广大读者在使用过程中对我们的图书提出宝贵的意见和建议。

北京大学出版社
经济与管理图书事业部
2005 年 12 月

20世纪80年代,市场营销学开始在我国迅速传播和发展。80年代以来,设立该专业或开设市场营销学课程的高等院校数量显著增多,研究工作亦有显著的进展。尤其是90年代以来,随着中国市场化改革进程的加快,社会急需大量的受过专业训练的市场营销人才,更是推动了我国高等院校中市场营销专业教育的迅猛发展。自此以后,市场营销学可以说是基本上实现了在我国的启蒙和普及。

随着第一阶段启蒙和普及目标的实现,当前国内对于市场营销的研究和教育开始向两个方向发展:其一就是对当前国际学术界在市场营销研究前沿的追踪和深化;其二就是结合国内市场环境的特点和经济发展的需要,实现市场营销理论的本土化,发展对中国现实更有解释力的市场营销理论。我想,这两个方向会在相当长一段时间内影响国内市场营销学的研究和教育。

营销研究的转型必然要求营销知识的传播机构,主要包括高等教育机构以及出版机构,也要做相应调整。以出版为例,在20世纪营销知识的传播和普及中,出版机构扮演着非常重要的角色。实际上,正是菲利普·科特勒博士的《营销管理》教材的引入(我印象中最早的版本是科学技术文献出版社出版的第6版)奠定了国内营销研究的学科基础,而该书从第6版直到第11版的先后引入,也见证了国内市场营销学科快速发展的历程。可以说,在国内其他领域,还很少看见一本教材会对一个学科的教学和研究能产生如此巨大和广泛的影响。然而,从另一个角度,这也许同样暴露出当前国内营销知识传播中所面临的尴尬境地:如果说一门学科可以只用一本教科书来概括,至少说明我们对这个学科的理解和解说还缺乏足够的甚至是必要的张力和活力。

首先,按照美国市场营销学会会刊主编瓦格纳·卡马库拉的观点,市场营销学是在管理学、行为科学(心理学和社会学)和定量分析(数学和计量经济学)这三门较成熟学科的基础之上发展起来的独立学科。因此,市场营销学之中有三个侧重:侧重于管理学的叫做“市场营销学理论”,侧重行为科学的称为“消费者行为学”,而侧重营销方法论以及由此延伸出的定量分析手段的则是“市场营销科学”。所以,在市场营销的知识体系中,科特勒博士的《营销管理》只是涉及市场营销理论部分(我个人认为,本书只是营销学的入门读物,对于研究生以上层次并不适用),而营销科学(研究方法)以及消费者行为理论却没有得到同样的重视。

其次,不可否认,科特勒博士的《营销管理》确实是一本非常好的教材,他为市场营销学构建了一个较为全面的分析框架,但是他更强调一个完善的理论体系的勾勒,强调对众家之言的兼容并包,对该体系中的很多主题,却缺乏更详细的扩展和讨论。例如,渠道策略和价格策略是该书公认的薄弱章节。

最后,有些新的营销理论和观点,由于研究视角和范式的不同,很难被该书兼容,因而得不到全面的体现,如服务营销、关系营销以及组织市场营销等。

因此,也许除了科特勒,我们还应该再看点别的。

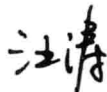
所以,我们迫切需要更加丰富和高质量的市场营销出版物。

北京大学出版社所引进出版的《营销学精选教材》则很好地顺应了这一要求。目前入选该套丛书的著作已经从最初的三本增加到八本。这是一个开放性的书系,以后还将根据需要,陆续引进其他的品种,欢迎各位专家学者的推荐。

这些入选著作有一些共同特点:其一,这些作者均系出名门,具有深厚的理论素养,在各自领域中均为蜚声世界的大家。其二,虽然这些著作都具有极强的学术价值,但全然不是“书斋的学问”。由于这些作者在理论研究之余,均具有丰富的咨询和实践经验,这就决定了这些著作不会耽于说教、“语言无味,面目可憎”,而是深入浅出,令人耳目一新。

一般说来,一本好的营销学教材应该具备如下的重要特点:首先,一本好书应根植于对某一领域的实际研究,而许多书籍只是给学生提供了一个基于抽象的理论基础上的简单的提纲。另外,一本好书应该让学生和营销实践者们很容易看懂,并能在其指导下制定成功的策略,为此,好的教材应列举大量的相关案例,分析具有创造性的策略并结合实际进行评述。而很多书籍要么在论述时缺乏丰富的案例,要么在分析时缺乏理论的深度。

而在这两方面,该套丛书均表现出优秀教材的素质:大度、深刻且平易近人,相信它不仅对于市场营销理论的研究和学习,而且对于营销实务的操作和实践,都是极好的指南。



武汉大学市场营销系教授

2005年10月于珞珈山

关于本书

适用对象

本教材适用于本科生、研究生、MBA 的营销学课程

内容简介

Boone 和 Kurtz 合著的《市场营销学》一直是最重要的营销学入门教材之一。到目前为止,已经出版了 12 版。它最大的特色在于永远力求走在营销学发展的前沿,每出新的一版,作者团队都会加入大量的创新材料。该教材每一版都会选择一个全新的主题,在第 12 版中,作者选择了“体育事件营销”作为主题,将其贯穿于整版教材始终,旨在全面介绍营销学知识结构的同时,突出营销理念在各不同领域的实践操作应用性。为了便于教师讲授以及学生的学习,本版教材中还加入了大量的特色专栏,如“营销者时间”“营销名言 1000 句”“营销概念检视”等,使得本版教材更能体现出“读者友好型”的特点。该教材作者团队勇于创新的写作风格使本版教材与上一版在内容和结构方面的改动都非常大,以至于它更像是一本新的教材。

作者简介

戴维·L. 库尔兹(Dave L. Kurtz)

阿肯色州立大学教授,同时在山姆沃尔顿商学院(Sam M. Walton College of Business)拥有大学教授资格。

吉恩·E. 布恩(Gene E. Boone)

在南密西西比大学讲授营销学原理课程

本版特色

- 更广泛涵盖营销道德方面的内容
- 更注重以战略导向
- “营销职业规划”内容的改编与扩展
- 连续性视频案例——美国足球联盟
- 关注营销专业礼节
- 更新更先进的教学方法
- 章尾材料内容更加丰富,形式更加多样
- 新专栏“营销概念检视”
- 最新的营销术语、最新的营销概念解释

更加丰富的教学资源包

- 体育、管理与营销名言 1000 句——迄今最大的体育营销类名言录。
- 试题库和 Examview Testing 软件(<http://aise.swlearning.com>)
- 教师手册与媒体指南(<http://aise.swlearning.com>)

- Powerpoint 幻灯片软件(<http://aise.swlearning.com>)
- 网络公告牌上的 WebTutor Advantage
- 美国足球联盟的连续性视频案例

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第 3 章 营销环境、道德与社会责任

第 4 章 电子商务:数字化时代的营销

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nreface

Dear Fellow Principles of Marketing Instructor:

The story of *Principles of Marketing* is a history of innovations in marketing education. We have always strived to keep our book the most current in its field; and this new edition is no exception. It contains all the latest aspects of marketing, from one-to-one marketing and RFID (radio frequency identification) to viral marketing and offshoring.

One of our most successful innovations has involved presenting a unique theme with each new edition. For the 12th edition, we have selected event marketing as our theme—more specifically, sports marketing. Marketing conversations and written communications increasingly use sports metaphors to make business points:

- “Apple hit a home run with the iPod.”
- “Airbus is certainly going for the gold in its competitive battles with Boeing.”
- “That may have been the best product presentation I ever heard. Melissa was really in the zone.”

The continuing case for the new edition is Major League Soccer (MLS). As in past editions, both written and video cases are included. We continue to demonstrate the applicability of marketing concepts by focusing on different sports as chapter-opening features. They include such diverse topics as:

- “Marketing Creates a Winner: The New NASCAR”
- “ESPN’s Marketing Strategy Goes to Extremes”
- “The Unplayable Lie” (women’s golf)
- “Sports Memorabilia Goes Online”

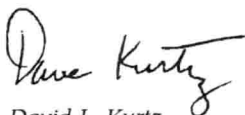
In addition, we have a brand new feature at the end of each part, entitled “Marketer’s Minute.” Recognizing the similarities of marketing responsibilities of executives of both traditional consumer and business products and those of sports organizations, we decided to interview top marketing executives from major sports organizations, people such as:

- Eric Stisser, Director of Corporate Sales and Marketing for the St. Louis Rams;
- Michael McCullough, Executive Vice President and Chief Marketing Officer for the NBA’s Miami Heat; and
- Suzy Christopher, Senior Director of Marketing for MLS’s Columbus Crew.


And to assist you with examples and illustrations for your classroom lectures, we have created **The One Thousand Best Things Ever Said About Sports, Management, and Marketing**. This extensive collection of humorous—and relevant—materials relating business, management, and marketing to the world of sports is organized to match coverage in *Principles of Marketing*. This special supplement is available at no cost to instructors who use the text in their classes.

After reviewing the final chapters of *Principles of Marketing*, 12e, we’re convinced that it’s a game-winning touchdown. We hope you agree.

Welcome to the clubhouse!



David L. Kurtz



Louis E. Boone

SCORE!

Principles of Marketing, 12e, has the hottest game on the market!

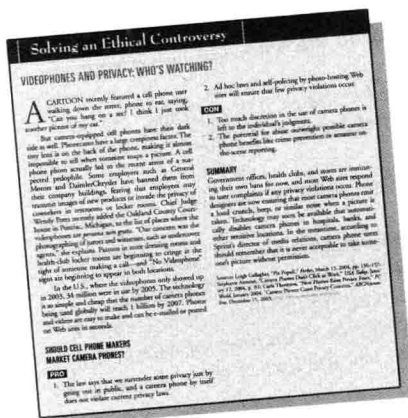
Principles of Marketing, 12e, covers all the hot issues and latest developments, immersing students in the excitement of the dynamic marketing arena:

OPERING VIGNETTES

NEW! Sports-related opening vignettes reflect the exciting new theme of the 12th edition and set the stage for each chapter as they turn the spotlight on how real-life companies rise to the marketing challenge.



REAL-WORLD ETHICS



ALL NEW! Solving an Ethical Controversy features integrated in each chapter spark lively class discussions as they list the pros and cons to real-world ethics quandaries, such as “Will the Ad-Zapper Mean the Death of TV Commercials?” “Video-phones and Privacy: Who’s Watching?” and much more.

NEW! ETIQUETTE TIPS

NEW! Etiquette Tips for the Marketing Professional in each chapter equip students with a winning playbook for business and social settings. Topics include “Make Your Next Business Dinner a Marketing Success,” “Body Art: Beauty Is in the Eye of the Beholder,” “E-Mail and Fax Etiquette,” and many more.

NEW! MARKETER'S MINUTE

NEW! Marketer's Minute end-of-part interviews get one-on-one with high-profile marketing professionals, who share how their education and background have contributed to their career achievements as well as the success of their organizations.



NEW! MARKETING CONCEPT CHECKS

NEW! Marketing Concept Checks are brief two- or three-question checkpoints following coverage of major topics to ensure students understand core concepts before moving on to the next major topic.



1. What is utility?
2. Define the term *marketing*.
3. Why is the U.S. an attractive market for foreign competitors?

SCORE! with the hottest topics

preface

It's as current as today's headlines. A hallmark of any Kurtz & Boone text is its focus on how marketing concepts apply to today's business issues. And instructors who have used earlier editions of this text in their classes already know that when students ask questions like:

- “How big a threat to our privacy—and our bank account—is identity theft?”;
- “What is one-to-one marketing? Will VOIP Internet phones mean the death of the Bell System and landline-based telephones?”;
- “If Congress can protect us from telemarketers, why won't they take on the SPAM problem?”;
- and “How can marketers turn cell phones and Internet Weblogs (*blogs*) into promotional tools?”

the questions will be discussed—and answered correctly—in *Principles of Marketing 12e*. After all, the book's position as the benchmark in measuring overall quality has been recognized by fellow U.S. and Canadian authors who voted it the first marketing text to receive the prestigious McGuffey Award for Excellence and Longevity.

But *Principles of Marketing 12e* goes far beyond ensuring overall accuracy and quality. Instructors have come to expect additional qualities from a Kurtz & Boone text: complete, easy-to-understand coverage of all relevant topics in a lively, engaging writing style that makes students forget that they are reading a college-level textbook. And when students ask:

- “Why is it impossible for a principles of marketing text to cover the subject in less than 660 pages and under 20 chapters?”
- and “Are there any marketing textbooks out there that include high-quality coverage of the importance of business ethics?”

you can simply point to the text in hand. After all, from the very first edition, *Principles of Marketing* has been a book of firsts. No introductory marketing text in print has been used by as many students—either in the U.S. or abroad. And the best continues to get better.

 **Briefly
Speaking**

**First, we will be best, and
then we will be first.**

Grant Tinker (b. 1926)
American television executive

KEY FEATURES OF THE NEW 12TH EDITION

The new edition of *Principles of Marketing* is packed full of innovations. Here are some of the exciting new features of the 12th edition.

MAJOR EXPANSION OF TEXT COVERAGE OF MARKETING ETHICS

In the wake of the recent crises in business ethics, business programs in colleges and universities are examining their curricula and evaluating the extent and quality of their coverage of ethical issues. A number of universities, including Rutgers University and Ohio State University, are either adding new courses or expanding existing elective courses in ethics. Still others advocate the integration of ethics throughout the courses that comprise their business core curriculum. Many of the latter are currently engaged in extensive review of course contents to determine the adequacy of current coverage.

The new 12th edition of *Principles of Marketing* provides instructors and students with a thorough treatment of ethical issues affecting marketing, both from a macro perspective and in relation to specific aspects of marketing. The value of marketing ethics is introduced in Chapter 1 and then followed with a detailed analysis in Chapter 3, which focuses specifically on ethical and social

responsibility issues. Topics discussed in this chapter include ethical problems in marketing research, product decisions, pricing, distribution, and promotional strategy.

Chapter 4 analyzes the ethical issues surrounding online marketing and the Internet. Topics examined here include copyright issues, and there is a lengthy discussion of privacy issues and the potential misuse of customer information by e-commerce firms. The importance of acting in an ethical manner as a key to developing effective marketing relationships is discussed in Chapter 10. A separate section in Chapter 16 examines advertising ethics and ethical issues in public relations. Ethical issues in personal selling and sales promotion are examined in a separate section in Chapter 17.

Every chapter includes a special experiential feature called *Solving an Ethical Controversy*. This feature is designed to facilitate class debates of current ethical issues. Each begins with a brief background and is followed by a series of pro and con points designed to elicit class discussion of the issues. Examples of these features in the 12th edition include:

- “Identity Theft: Is Privacy Also Stolen?”
- “Will the Ad-Zapper Mean the Death of TV Commercials?”
- “Fighting Internet Piracy: Are All Means Fair?”
- “Must Americans Always Pay More for Prescription Drugs?”
- “MTV’s Super Bowl Disaster: Who is Responsible?”
- “Ticketmaster: Who Pays the Price?”
- “Captive Advertising”
- “Videophones and Privacy: Who’s Watching?”

A SHORTER TEXT

A common complaint among both instructors and students is that principles of marketing texts are much too long to be covered in a single term. At the same time, they quickly state that they do not want a watered-down version of a text in the form of an “essentials” edition.

During the past two editions, the authors have worked diligently to create a “right-sized” text of 19 chapters and 660 pages that offers the rigor and comprehensiveness instructors expect but still is short enough to cover. In the new 12th edition, we have accomplished this objective. We think you—and your students—will agree.

A NEW, MORE STRATEGIC FOCUS

In response to numerous instructors who made complaints about the overly descriptive nature of the typical principles of marketing text, the new 12th edition of *Principles of Marketing* has made significant changes. First, the marketing planning chapter has been relocated so that it can be assigned much earlier in the term, helping to equip students with a solid foundation of strategic thinking.

“Creating an Effective Marketing Plan”—previously an end-of-book appendix—has been completely rewritten to provide more detailed, real-life planning material and immediately follows the discussion of strategic marketing planning in Chapter 2. It also includes an extensive planning case that illustrates the strategic marketing planning concepts discussed in the chapter.

Each chapter closes with a special section assessing strategic implications of chapter concepts on marketing, and an end-of-book appendix, “Financial Analysis in Marketing,” provides additional strategic and analytic tools for the reader.

REVISED—AND EXPANDED—MARKETING CAREER COVERAGE

The new 12th edition has responded to the career interests of today’s students by featuring a completely rewritten “Planning a Career in Marketing” and moving it to the beginning of the textbook. This special Prologue to the text offers practical insights to help students prepare for a successful business career. In response to students’ interest in relating their own backgrounds and interests to suc-

cessful marketers, we have included special interviews at the end of each part. The book's sports theme is also reinforced by career profiles. The importance of marketing in every organization is obvious in these profiles of top marketing executives in sports organization. We recently conducted these interviews to provide the reader with an “up close and personal” examination of these marketers' backgrounds, their job descriptions, and how they contribute to overall organizational success. Examples include Jennifer Gardner, director of sales for MLB's Cincinnati Reds; Suzy Christopher, senior director of marketing for Major League Soccer's Columbus Crew; and Michael McCullough, executive vice president and chief marketing officer for the NBA's Miami Heat.

MAJOR LEAGUE SOCCER: AN EXCITING NEW CONTINUING VIDEO CASE

Each part of the new 12th edition is linked with a continuing case that focuses on event marketing and features one of the major recent marketing challenges in sports: how to transform the world's most popular sport into a marketing success in the U.S. Although soccer has gathered widespread acceptance by both parents and school-age boys and girls, this global sport with its rabid international following has never made it into the high-appeal, high-attendance, and highly watched rankings enjoyed in the U.S. by football, baseball, and basketball. The huge growth of youth soccer and the rapid expansion of Major League Soccer to cities across the U.S. have prompted sports marketing specialists to begin to apply 21st century marketing concepts and strategies in an effort to convert soccer into a major American sport.

This special seven-segment video was created and filmed to support the written cases that appear at the end of each part.

ETIQUETTE TIPS FOR MARKETING PROFESSIONALS

Across the nation, business programs are finding ways to help their students succeed—both in business settings and in social encounters with customers, peers, and senior members of the organization. Some offer elective courses. Others sponsor special dinners for soon-to-be-graduated students in which the student engages in conversation with wine stewards (on wine selection and how to tell if a bottle of wine is acceptable); maitre d's (on the roles they play); waiters (on which fork and spoon are used for what); and other guests (who discuss business interactions and appropriate conversation topics). Still other schools, recognizing the popularity of golf among executives, offer golf matches attended by students, instructors, and businesspeople who offer advice.

Today's marketing students need to know how to handle themselves in a variety of business and social settings. In the new 12th edition, every text chapter contributes to the student's etiquette database by covering topics such as:

- How to dress for the job interview
- How to remember names
- Communicating through body language
- Making your next business dinner a marketing success
- How to be a good listener
- Body art: Beauty is in the eye of the beholder
- Dos and don'ts of business invitations

As noted above, your authors have always strived to keep *Principles of Marketing* truly “contemporary.” We want our student readers to have the most current marketing information available. So look at what else is new in the 12th edition.

PEDAGOGICAL CHANGES

The authors conducted a thorough review of *Principles of Marketing's* pedagogy. The new 12th edition has numerous user-friendly features.

Greatly Expanded—and More Diverse—End-of-Chapter Materials

Probably our biggest pedagogical change is in the end-of-chapter materials. Here is the new organizational format for the chapter review, student assignments, and other class projects:

1. *Review of Chapter Objectives.* In addition to a review of each chapter learning objective, a series of review questions—which accounted for most of the chapter questions in previous editions—is now included as part of the chapter review rather than as homework assignments.
2. *Marketing Terms You Need to Know.* Page numbers are included.
3. *Other Important Marketing Terms.* Page numbers are included.
4. *Projects and Teamwork Exercises.* This section includes discussion questions.
5. *Applying Chapter Concepts.* Multiple assignments get students actively involved with the chapter's content.
6. *'netWork Exercises.* Three new content-related Internet exercises are included for each chapter.
7. One significant *case* appears at the end of every chapter.
8. A *Marketer's Minute* career interview appears at the end of each part, along with a segment of the *Major League Soccer Continuing Video Case*

Marketing Concept Checks

Two or three review-type questions are inserted following every major head in each chapter. This feature lets students assess their progress as they complete each reading assignment.

CONTENT CHANGES

When publisher Merriam-Webster updated its *Collegiate Dictionary* recently, a major task of its editors was to decide which new terms had become prominent enough to merit a place in the new edition. Among the terms making the cut were *MP3*, *digital subscriber line (DSL)*, and *information technology* (also better known by its acronym *IT*).

Ensuring that students introduced to marketing by studying *Contemporary Marketing* are exposed to the most current marketing terms is one of the many responsibilities we assumed as we developed the new edition. And a number of new concepts were added, including the following:

viral marketing	sustainable competitive advantage
grass roots marketing	Wi-Fi
blog (or Weblog)	radio frequency identification (RFID)
one-to-one marketing	virtual relationship
bots (shopbots)	offshoring
virtual sales team	

In addition to new terminology, the 12th edition of *Principles of Marketing* is filled with new concepts. It is clearly the most up-to-date book in the field. Consider just a few of the new materials introduced in this edition:

- Radio frequency identification (RFID) is an important technological innovation and is expected to replace bar codes and offer new marketing efficiencies. RFID uses tiny computer chips to track inventory and monitor the supply chain.
- Offshoring—the movement of domestic jobs outside the U.S.—has attracted significant attention as nations struggle to create additional higher-paying jobs for their domestic workforces.
- Chapter 2 on strategic planning now covers both first and second mover advantages. In addition, discussion of Porter's Five Forces model has been added to the chapter. A special appendix, "Creating an Effective Marketing Plan," now follows this chapter and features a detailed analysis of the elements of an actual marketing plan.

- One-to-one marketing—discussed in detail in Chapter 10, the relationship marketing chapter—carries segmentation to the ultimate: targeting individuals. Chapter 10 has also been strengthened with new sections on comarketing and cobranding, topics that formerly appeared in the product section.
- Chapter 4, the e-commerce chapter, now includes new concepts such as viral marketing, VOIP (voice over Internet protocol), and promotional applications of blogs and cell phones.
- The new 12th edition also offers expanded coverage of data mining, interpretive research, business units, and business and competitive intelligence.
- A new section on major advertising appeals has been added to Chapter 16, the advertising and public relations chapter.

ORGANIZATIONAL CHANGES

Here are some of the organizational changes that users of the previous edition will recognize:

1. Chapters have been rearranged in Parts 1, 2, and 3. Our plan was to cover the broader, more general topics first, then move to more specific, “how to” chapters on topics like marketing research and segmentation strategies.
2. Unlike competitive texts that fail to cover electronic marketing until the end of the text or—worse yet—shift the entire chapter from the text to a separate Web site, the *Principles of Marketing 12e* e-commerce chapter has been renamed and moved up as one of the macro concepts covered in Part 1.
3. Adopter comments persuaded us to return to our earlier format of putting the pricing section last.

ADDITIONAL FEATURES OF THE NEW 12TH EDITION

Principles of Marketing 12e is packed full of innovations. Here are some other exciting new features:

- **NEW!** The rapid growth of the Hispanic-American market segment and its current ranking as the largest ethnic segment in the U.S. is discussed in detail in the market segmentation chapter. The other major ethnic segments—including the African-American and Asian-American segments—are also examined in this and other chapters.
- **EXPANDED!** Category management, a major organizational development among firms with extensive product lines, is discussed in detail in Chapter 12.
- **NEW!** All 19 chapter-opening marketing vignettes and *Solving an Ethical Controversy* boxes are new. Examples of each have been mentioned in the introductory letter to your marketing instructor or earlier in the Preface. In addition, every *Marketing Hit* and *Marketing Miss* feature in the new edition is new.

UNPARALLELED RESOURCE PACKAGE

Like the 11 editions before it, *Principles of Marketing 12e* is filled with innovations. The result: the most powerful marketing package available.

Kurtz & Boone lead the market with precedent-setting learning materials, as well as continuing to improve on signature package features—equipping students and instructors with the most comprehensive collection of learning tools, teaching materials, and innovative resources available. As expected, the new 12th edition delivers the most extensive, technologically advanced, user-friendly package on the market.

FOR THE PROFESSOR

NEW! The One Thousand Best Things Ever Said about Sports, Management, and Marketing

Dave Kurtz teamed up with Gene Boone, a well-known editor of books of quotations, to develop one of the largest collections of marketing-related sports quotations ever. A copy of the book is provided free to instructors using *Principles of Marketing 12e* in their classes by requesting one from your Thomson sales representative.

To assist you in adding insightful, relevant, and humorous materials to your classes, the authors have prepared this supplement packed with insights on the relationships between management, marketing, and the tasks facing every marketer. From relationship marketing and buyer behavior to pricing decisions and product planning, the materials included in this book emphasize—in frequently humorous ways—that *marketing* is a universal function and its successful application is equally essential to any organization. Whether your “product” is consumer or business goods or services—or as diverse as *places* (tourism, attracting new industry or new residents to an area); *events* (sports, entertainment, cultural); *causes* (charitable undertakings); *people* (politicians, celebrities); *not-for-profit organizations* (The Susan G. Komen Breast Cancer Foundation, The ALS [Lou Gehrig’s Disease] Association)—successful application of marketing concepts is equally important in achieving success in the marketplace.

Test Bank and Examview Testing Software (available at <http://aise.swlearning.com>)

Providing over 4,000 total questions, the test bank fills every need you have in testing your students on the chapter contents. Each chapter of the test bank is organized following the chapter objectives, and every question is categorized by type of question (including Knowledge, Application, and Analysis), question format (multiple choice, true/false, and essay), difficulty level, and text page reference. Every chapter of the test bank also includes a matrix that lists all of the questions in the chapter by type so you can easily create a comprehensive test—or a test on one or two specific objectives. The Examview testing software is a Windows-based software program that is both easy to use and attractive. You won’t believe that testing software has come this far!

Instructor’s Manual and Media Guide (available at <http://aise.swlearning.com>)

Each chapter of the IM begins with an introduction to the chapter and a concise guide to changes in the new 12th edition. After this easy transition guide, instructors will find a complete set of teaching tools including the following:

- *Annotated chapter objectives.* A quick summary of each objective for the instructor that also shows how it relates to the rest of the chapter materials.
- *Detailed lecture outline.* Includes suggestions for use of other appropriate support materials for each lecture. These support materials include additional examples, articles, activities, and discussion suggestions.
- *Guide for using PowerPoint Presentation slides.* Included as part of the lecture outline, this guide describes in detail where to make the best use of the PowerPoint Presentation slides and where in your lecture they would fit most appropriately.

In addition, the IM includes complete solutions to all the end-of-chapter questions, teamwork projects, netWork assignments and cases as well as suggestions for where the instructor may be able to find good guest speakers for each chapter.

At the end of each chapter, there is a media portion of the IM that includes information for that chapter’s media elements, including the seven Major League Soccer continuing video case segments. Each video case guide includes learning goals, chapter concepts spotlighted in the video, video case synopsis, and video case questions and suggested answers.