

新视界商务英语系列教材

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Graw
Hill
Education

国际市场营销

(第十三版)

Thirteenth edition
**Essentials
of Marketing**
A Marketing Strategy Planning Approach

小威廉·D·佩罗 (William D. Perreault, Jr.)

[美] 约瑟夫·P·坎农 (Joseph P. Cannon)

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中国人民大学出版社
· 北京 ·

图书在版编目 (CIP) 数据

国际市场营销: 第13版: 英文 / (美) 佩罗等著; 刘白玉, 刘夏青等改编. —北京: 中国人民大学出版社, 2014.4

新视界商务英语系列教材/刘白玉总主编

ISBN 978-7-300-19234-5

I. ① 国… II. ① 佩… ② 刘… ③ 刘… III. ① 国际营销-高等学校-教材-英文 IV. ① F740.2

中国版本图书馆 CIP 数据核字 (2014) 第 080829 号

新视界商务英语系列教材

总 顾 问 叶兴国 王立非

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刘白玉 刘夏青 张 杰 顿小慧 矫永芹 改编

Guoji Shichang Yingxiao (Di-Shisan Ban)

出版发行 中国人民大学出版社

社 址 北京中关村大街31号

邮政编码 100080

电 话 010-62511242 (总编室)

010-62511770 (质管部)

010-82501766 (邮购部)

010-62514148 (门市部)

010-62515195 (发行公司)

010-62515275 (盗版举报)

网 址 [http:// www. crup. com. cn](http://www.crup.com.cn)

[http:// www. ttrnet. com](http://www.ttrnet.com) (人大教研网)

经 销 新华书店

印 刷 北京鑫丰华彩印有限公司

规 格 215 mm × 275 mm 16开本

版 次 2014 年 5 月第 1 版

印 张 21.5

印 次 2014 年 5 月第 1 次印刷

字 数 908 000

定 价 45.00 元

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侵权必究

印装差错

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2010年是中国经济的里程碑，因为在这一年中国的国内生产总值达到58 786亿美元，超过了日本的54 742亿美元，成为世界第二大经济体。而按照美国高盛公司的预测：中国的国内生产总值在2041年将达到28万亿美元，超过美国的27.9万亿美元，成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展，中国在校大学生数量目前已经达到2 900万，位居世界第一。与经济密切相关的学科发展更是令人瞩目，商务英语就是这样一个学科。从20世纪90年代诞生以来，经过短短20年的发展，已经有400多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”，但由于其定位是培养具有国际视野的复合型应用型人才，因此备受社会欢迎，就如同改革开放以来的中国经济一样，表现出了强大的发展势头和潜力。

按照教育规律，教材是一个学科发展的基石，如同地基对于摩天大楼；没有精品教材，就不可能培养出适应社会发展的精英。为此，中国人民大学出版社与时俱进，决定陆续推出一套大型的商务英语系列教材，打造适合中国学生学习和成长的一流教材。

一流教材，必须有一流的编写队伍。为此，我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问，他们分别是：中国国际商务英语研究会会长、上海对外贸易学院副校长、教育部高等学校外语专业教学指导委员会委员叶兴国教授；中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任，30多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委不仅有多从事商务英语一线教学的经验，而且具有多年从事国际商务的实践经验，甚至很多到过英国、美国等国家教学、工作、留学，对发达国家有比较全面的了解和独到的见解，这无疑保证了教材的编写质量。

一流教材，必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比，本套教材有一大亮点：内容系统地涵盖了商务英语的主要领域，同时增加了中国企业从事国际商务的成功和失败案例，这是大胆的尝试和创新性的贡献。

一流教材，必须有一流的语言。英语语言规范是英语教材的基础。为保证学生学到原汁原味的英语，教材的资料全部选自英美书籍、报纸、杂志、网站。

一流教材，必须有一流的教辅。作为一线教师，编者深知教辅对教师的重要性。为此，教材配套编写了全部练习答案、PPT课件和相应的试题，解除了任课教师的后顾之忧。

本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》（上、下册）、《国际商务英语实务写作》、《国际贸易实务》和《国际商务谈判》，第二批包括《人力资源管理》、《实用商务英语翻译》、《高级商务英语口语》和《国际市场营销》（第十三版）。同时，我们还会在本套教材中增加优秀的国外原版商务英语类教材，使这套教材自编版与引进版交相辉映，相互补充，成为

一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用，也可作为高校选修课教材供非商务英语专业的学生使用，同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版将成为商务英语学科百花园里的一朵奇葩，香飘四溢，历久弥新。

刘白玉 教授

2014年2月于烟台黄海之滨

营销不仅仅是获得顾客，而且是为顾客提供有价值的服务。因此，营销是一门创造和管理顾客的艺术。懂得这门艺术，企业就会在激烈的市场竞争中脱颖而出、领先同行。所以，“市场营销”早在 20 世纪就风靡世界，并成为大学商科学生的必修课。而随着经济全球化的深入，“国际市场营销”课则成了 21 世纪有志成为商业领袖的学子走向世界的金钥匙。

《国际市场营销（第十三版）》是美国三位著名市场营销教授联合撰写的专门针对国际学生的经典教材。这三位教授分别是：北卡罗来纳大学小威廉·D·佩罗博士，科罗拉多州立大学约瑟夫·P·坎农博士和密歇根州立大学 E·杰尔姆·麦卡锡博士。本教材由刘白玉教授、刘夏青博士及张杰、顿小慧、矫永芹老师根据中国学生的学习特点进行改编。本教材共分为 11 章：第 1 章，营销对消费者、公司及社会的价值；第 2 章，营销战略规划；第 3 章，营销战略与市场细分及定位；第 4 章，最终消费者及购买行为；第 5 章，组织消费者及购买行为；第 6 章，分销中的顾客服务及物流管理；第 7 章，零售商、批发商及其战略规划；第 8 章，促销与整合营销；第 9 章，个人销售与顾客服务；第 10 章，广告、公共关系及销售促销；第 11 章，定价目标及策略。需要说明的是，原教材中包含产品规划、管理及开发等章节，考虑到这部分内容在中国不属于国际营销人员的核心业务，所以改编时没有列入。

本教材有五大特点：第一，语言规范、简洁。书的作者都是哲学博士、美国大学教授，同时由于此书针对国际学生，所以所用语言不仅规范，而且简洁易懂。第二，内容全面、具有前沿性。全书共分 11 章，涵盖了国际市场营销的主要领域；同时，作者以营销战略为主线，阐述了营销的实质，属于前沿性的理念。第三，理论与实践有机结合。本书将讲授市场营销、学习市场营销和应用市场营销的知识有机地结合，使理论与实践紧密结合在一起。第四，案例式教学。本书的各个章节都列举了很多成功和失败的营销案例，有助于启发学生思考，学习成功者的经验，汲取失败者的教训。第五，教辅齐全。本书配有 PPT 课件、课后练习答案，便于教师使用。

本教材的设计既可供一个学期 34 课时讲授，也可供两个学期 68 课时使用。如果讲授一个学期，则只讲每章“学习目标”列出的要点；如果使用两个学期，则可以讲全部内容。教学方法，建议核心内容采用讲授法，其他内容采用以问题为导向的小组讨论法。学习方法，建议课前预习提出问题、上课参与解决问题、课后思考再提出问题的“问题学习三步法”。

本教材既可供商务英语专业、市场营销专业、国际商务专业的学生使用，也可供 MBA 学生使用，同时也可供企业管理人员和营销人员使用。

本教材是中外学者合作的大胆尝试，相信会为有志于走向世界的中国学生打下坚实的理论、学习和素质基础。

本书配有教学课件（PPT），请联系，chengzsh@crup.com.cn，或电话 010-62513265，010-62515576。

本书配有相关的网络学习材料。学习中心网址是：<http://www.mhhe.com/fourps>。

采用本书作教材的教师可向 McGraw-Hill 公司北京代表处联系索取教学课件资料，传真：（010）62790292，电子邮件：instructorchina@mcgraw-hill.com。

刘白玉

2014 年 3 月 31 日



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Essentials of Marketing

A Marketing
Strategy Planning
Approach

1

CHAPTER

Marketing's Value to Consumers, Firms, and Society



When it's time to roll out of bed in the morning, does the alarm ringtone on your Verizon BlackBerry smartphone wake you, or is it your Sony XM radio playing your favorite satellite station? Is the station playing hip-hop, classical, or country music—or perhaps a Red Cross ad asking you to donate blood? Maybe you'll start your day with a quick run while wearing your Adidas hoody and running shorts and your favorite Nike running shoes. Then you could meet a friend at

Starbucks for coffee and a study session. Oops, you slept in this morning and aren't sure you have time? Well maybe you should just throw on your Levi's jeans, shirt from Abercrombie and Fitch, and your favorite Sperry Top-Sider shoes and grab a quick bite at home. Perhaps you can find a Chiquita banana and a Lender's Bagel with cream cheese—or maybe a bowl of Kellogg's Frosted Mini-Wheats cereal and a glass of calcium fortified Minute-Maid orange juice to start your day. If you're running late, you can hitch a ride in your roommate's new Nissan Leaf and swing by the McDonald's drive-thru for a McSkillet Burrito, a McCafé Iced Latte, and a smile from Ronald McDonald. What? Your roommate decided that the new all-electric car was too pricey for someone with only a part-time job. Well then, maybe you'll just have to take the bus that the city bought from Mercedes Benz.

When you think about it, you can't get very far into a day without bumping into marketing—and what the whole marketing system does for you. It affects every aspect of our lives—often in ways we don't even consider.

In other parts of the world, people wake up each day to different kinds of experiences. A family in rural Africa may have little choice about what food they will eat or where their clothing will come from. In some countries, economic decisions are still made by government officials. But, in the world's most developed countries, consumers determine what's on store shelves. If no one buys a particular color, size, or style, then companies no longer produce it. When consumers do buy, companies quickly respond with more choices.

A consumer in a large city like Tokyo or Moscow may have many choices but not be familiar with names like Lender's Bagels or Kellogg's Mini-Wheats. Other brands have become popular all over the world. Consider, for example, your Nike shoes. How has Nike become the shoe of choice for so many professional and casual athletes? Is it all that research and development at Nike? How does it get its products to more than 24,000 retailers worldwide? Why does Nike sign basketball and soccer stars like Kobe Bryant and Cristiano Ronaldo to multimillion dollar endorsement contracts? How does it create a three-minute ad that 25 million people are eager to watch on YouTube? Why do some customers run in Nike shoes while wearing Adidas apparel, while others only wear Nike?

Almost 50 years ago Phil Knight and his college track coach Bill Bowerman founded Blue Ribbon Sports (later renamed Nike) to distribute Japanese running shoes. A few years later they were designing,

producing, and selling athletic shoes. Today Nike is the 25th most valuable brand in the world with annual sales of \$20 billion. Part of its success comes from adapting its marketing strategy to changing market conditions—but Nike doesn't always adapt quickly enough. Back in the early 1980s it was so focused on running shoes, it missed the aerobics shoe craze and fell behind rival Reebok. Nike profits plummeted so quickly that only aggressive cost-cutting saved the company.

After Nike signed Michael Jordan to endorse its basketball shoes in 1984, the Air Jordan line took the market by storm. It didn't hurt when Nike's advertising agency came up with the "Just Do It!" slogan and an advertising campaign that covered television, magazines, and billboards around the world.

Through the 1990s its profits soared on rising sales aided by low-cost foreign production. However, in the late 1990s, the company came under attack when it was reported that some of its suppliers used child labor. At first Nike denied responsibility, claiming it couldn't control how its suppliers operated. But public protest showed that society expected more from a large, successful corporation, and Nike began to closely monitor its suppliers' labor practices.

Since then its social responsibility efforts have turned around its reputation. For example, Nike leads a group of 10 partners in the GreenXchange, a web-based marketplace where member firms collaborate and share ideas to foster sustainability. Nike's Reuse-A-Shoe program turns old shoes into Nike Grind, which is used as a surface on playgrounds, gym floors, and running tracks.

Now the company continually adapts its marketing strategy. In China, Nike's second largest market, its advertising uses stars like Kobe Bryant—just like in the United States. On the other hand, to appeal to the more price sensitive Chinese consumer, Nike's product line includes lower priced shoes. And because China doesn't have many large shopping malls, Nike worked with retail partners to open 5,000 small stores—many focusing on a single sport. For runners worldwide, some of Nike's most loyal customers, it collaborated with Apple on the Nike + iPod Sport Kit. The product places a small sensor in a runner's shoe that communicates with the iPod and records distance, pace, time and calories burned on each run—and then uploads the data to a website. Nike needs to remain innovative in its marketing strategy to stay ahead of strong competitors that include Adidas, Reebok, Under Armour, and Chinese upstart Li Ning.

LEARNING OBJECTIVES

In this chapter, you'll see what marketing is all about and why it's important to you as a consumer. We'll also explore why it is so crucial to the success of individual firms and nonprofit organizations and the impact that it has on the quality of life in different societies.

When you finish this chapter, you should be able to:

- 1 know what marketing is and why you should learn about it.
- 2 understand the difference between marketing and macro-marketing.
- 3 know the marketing functions and why marketing specialists—including intermediaries and collaborators—develop to perform them.
- 4 understand what a market-driven economy is and how it adjusts the macro-marketing system.
- 5 know what the marketing concept is—and how it should guide a firm or nonprofit organization.
- 6 understand what customer value is and why it is important to customer satisfaction.
- 7 know how social responsibility and marketing ethics relate to the marketing concept.
- 8 understand the important new terms (shown in boldface).

MARKETING—WHAT'S IT ALL ABOUT?

Marketing is more than selling or advertising

Many people think that marketing means “selling” or “advertising.” It's true that these are parts of marketing. But *marketing is much more than selling and advertising.*

How did all those bicycles get here?

To illustrate some of the other important things that are included in marketing, think about all the bicycles being pedaled with varying degrees of energy by bike riders around the world. Most of us don't make our own bicycles. Instead, they are made by firms like Trek, Schwinn, Mongoose, and Electra.

Most bikes do the same thing—get the rider from one place to another. But a bike rider can choose from a wide assortment of models. They are designed in different sizes and with or without gears. Off-road bikes have large knobby tires. Kids and older people may want more wheels—to make balancing easier. Some bikes need baskets or even trailers for cargo. You can buy a basic bike for less than \$50. Or you can spend more than \$2,500 for a custom frame.

This variety of styles and features complicates the production and sale of bicycles. The following list shows some of the things a manager should do before and after deciding to produce and sell a bike.

1. Analyze the needs of people who might buy a bike and decide if they want more or different models.
2. Predict what types of bikes—handlebar styles and types of wheels, brakes, and materials—different customers will want and decide which of these people the firm will try to satisfy.