

管理学经典入门教材 (英文影印版)

营销学导论

[英] Rosalind Masterson David Pickton / 著



Marketing

An Introduction



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出版者序言

在当前经济全球化的背景下,中国经济的发展需要大量具备扎实理论功底、了解国际规则、能够适应国际竞争需要的优秀的经济管理人才,所以,大力开展双语教学,适当引进和借鉴国外优秀的原版教材,是加快中国经济管理教育步伐,使之走向国际化的一条捷径。为此,北京大学出版社与国外著名出版公司麦格劳-希尔教育出版公司和汤姆森学习出版集团合作推出了《经济与金融经典入门教材》和《管理学经典入门教材》两套系列丛书,这两套丛书的大部分均同时包含英文版和翻译版,主要针对本科层次,目前首先推出英文版(英文影印版/英文改编版)。丛书的筛选完全是本着“出新、出好、出精”的原则,均经过北京大学及国内其他著名高校相关学者的精心挑选,分别汇集了国外经济与金融和管理学领域的经典教材,称得上是一套优中选精的丛书。

鉴于外版教材大多篇幅过长,且其中某些内容不适合我国的教学实际需要,因而我们对部分所选图书进行了必要的删节,成为英文改编版。在选书和删节的过程中,我们得到了许多老师的大力支持和帮助,在此,我们对他们表示衷心的感谢:

北京大学光华管理学院:张一弛、张志学、杨云红、雷明、武常岐、张红霞、陆正飞、黄慧馨

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我们期望本套教材的出版可以对我国经济管理学科的教学,尤其是经济管理专业本科的教学有所裨益,能够对我国经济管理学科的发展有所贡献。

一套丛书的推出和不断完善离不开大家的支持和帮助,我们也欢迎所有关心中国经济管理学科教育和发展的专家和学者及广大读者,给我们提出宝贵的意见和建议,诚挚地希望您能向我们推荐您所接触到的国外优秀的经济管理类图书。

北京大学出版社
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关于本书

适用对象

本教材适合市场营销类专业本科生使用。

内容简介

本书提供了理解营销模型的基础信息。内容包括营销学的概念、发展和现状,营销环境,市场细分,消费者行为,营销调研,营销工具以及营销管理。本书采用以学生为主体的教学方法,对营销概念的介绍清楚易懂,同时鼓励读者在学习本书的过程中努力应用所学概念。大量的案例和实际应用活动将营销变成一个诱人的话题。

作者简介

本书作者罗莎琳德·马斯特森(Rosalind Masterson)是得蒙福德(De Montfort)大学莱斯特(Leicester)商学院营销系(也是英国最大的营销学系)教师,主要研究领域有营销沟通、国际营销以及电子营销。

戴维·皮克顿(David Pickton)是得蒙福德大学莱斯特商学院营销系主任,他营销沟通领域主要的创始人。

本版特色

- 营销焦点话题:每章都安排了独特的“焦点框”,列出本章的重要话题,并且其中含有案例,不仅强调了营销学的一些热点问题,也介绍了当前营销思想的实践和理论探索。
- 营销活动和应用:“活动”和“观点框”是本书的特色之一,这种设计鼓励学生停下来思考,并将学到的概念运用到身边的环境中,使得营销学与学生的亲身经历联系起来。
- 营销经理的工作:理解营销经理的作用(包括他们的任务和责任)和理解营销理论本身一样重要。本书解释了营销管理在组织中的作用,最后还讨论了营销领域的职业。
- 案例分析教学法:每章结尾为学生提供了大量营销实例,这些实例包括德国的小型机械厂商、全球旅游行业等。

简要目录

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2. 今日营销学

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4. 市场细分
5. 买方行为
6. 营销调研

第三部分 营销工具

7. 产品
8. 促销
9. 地点

10. 价格

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12. 营销管理

教辅产品

- 教师指导光盘及相关教辅材料(由麦格劳-希尔教育出版公司教师服务中心提供)。

PREFACE

About the book

This is an introductory text and it is squarely aimed at students who are just starting out on their studies. It is the product of years of experience in teaching first year undergraduates and other new students. It has been produced by the Marketing Department at the Leicester Business School, host to one of the largest (if not **the** largest) introductory marketing courses in the UK. Explanations are simply phrased and technical terms defined in everyday language – no prior knowledge is assumed.

That's not to say it may not prove useful to students in the later stages of their careers. Nor is it to say that this is a cut down version of other, weightier texts. With this book the authors set out to do two things:

- ▶ to get students engaged in the study of marketing
- ▶ to provide a solid foundation for further study – and that means filling some important gaps that we believe are fundamental to good marketing but which many longer books still don't tackle.

As well as the essentials of each topic, the book includes a number of learning aids; lists of key concepts, illustrations and deeper explanations set apart from the text, definitions of key terms, activities, questions, further reading and mini case studies. We have also covered many of the key concerns of modern marketing. In particular, there are five key themes running through this text that we considered significant enough to warrant special attention (see focus boxes below).

Key Features

Focus boxes

Each chapter contains a number of coloured boxes, which show how these key concepts affect, and are affected by, the chapter's topic:

- ▶ global focus
- ▶ crm focus
- ▶ e-focus
- ▶ b2b focus
- ▶ ethical focus

These are all issues that challenge today's marketers. The focus boxes explain and illustrate their impact on modern marketing.

There are three other types of boxes in the book: insight boxes, activity boxes and glossary boxes.

Insight boxes

These are asides designed to shed further light on a topic. They may contain more detail, explain a specialist angle or provide an example.

Activity boxes

The activities are designed to help readers understand the subject in more depth. They are

not traditional academic exercises but practical things that students can do to see how marketing actually works.

Glossary boxes

Some terms are highlighted as they appear in the text. These are terms that appear in the glossary. If they are terms that are important at that point, then they may be explained in a small box by the side as well.

Key concepts

Each chapter starts with a list of the most important things that the chapter will cover, as well as related issues covered in other chapters.

Marketing is a vast subject and it does not break down into neat little boxes. However you try to split it up, there are overlaps in topics. Students find it helpful to have subjects broken down into manageable chunks as this facilitates learning – even though it is not always realistic. Also books are traditionally written in chapters.

So some of the items in the key concepts list will not be covered in depth (or at all) in that particular chapter. In those cases, a chapter reference is given so that readers can look the terms up in their respective chapters. Alternatively, they can ignore them in the first instance, then look back at all the key concepts later in the course (or at the end, approaching exam time) and see how things fit together.

Marketing Challenges

At the beginning of each chapter there are some 'marketing challenges'. These are designed to show why the topic in question is significant and give an indication of some of the things the reader should be able to do by the end of the chapter (learning outcomes). It is assumed that novice students will not be able to answer them at first and it is not intended that they should. These challenges are food for thought – designed to provide some real-world settings to show why the chapter's contents are important and how they can be applied.

It is hoped that students will go back and look at the challenges again when they have read the chapter. They should look much easier than they did at the start.

Alternatively, these challenges can be the basis for class discussion – either before or after the topic is studied – or both.

Self-review questions

At the end of each chapter there are self-review questions. These relate directly to topics covered in the chapter. They are designed to make sure that students have understood the chapter, and can also be used as revision aids.

It is better to write down the answers before looking back in the chapter. Students who look the answers up before really trying to answer the questions themselves may get a false impression of how much they know. It is very easy for a person to think they knew an answer already when they've just been told what it is. It is not always so easy to know the answer without a prompt.

Case studies

There are mini case studies at the end of each chapter. Most of these are based upon real-life situations and all are written with their associated chapter in mind.

These case studies are designed to help students to apply their knowledge and to improve analysis skills.

The postscript: careers in marketing

Many people study marketing as part of another degree, often business. Others are specialist marketing students (as are many at the Leicester Business School). Whether the reader is planning a career in marketing or not, it is helpful to know what careers are available and what marketers actually do. After all, marketing may be an academic discipline but it is primarily a business function. At the end of this book there is a postscript that provides further insight into the practicalities of marketing and possible future careers.

All these features have been designed with a view to blending the academic and the practical. We want students to understand their subject well, to be able to analyse situations and select appropriate marketing tools, to evaluate proposed courses of action and justify their choices. We also hope that many of them will go on to great marketing careers.

Rosalind Masterson and David Pickton
October 2003

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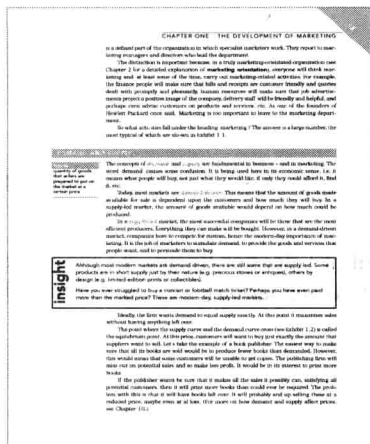
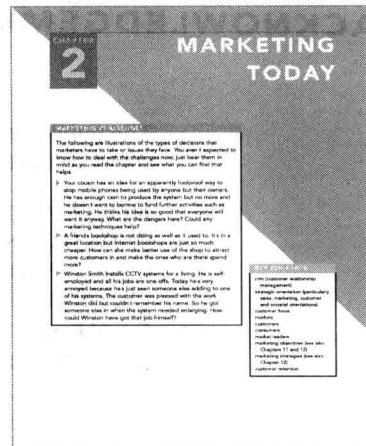
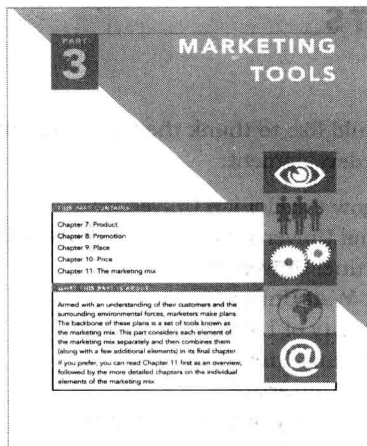
We would also like to thank the organizations that granted permission to reproduce material in this textbook.

Thanks also go to members of the Marketing Department at Leicester Business School, De Montfort University for their contributions and support, and particularly to Leuela Rickard for her work on the early stages of the manuscript.

GUIDED TOUR

Part opening page – each part opens with a schematic that highlights the area of marketing under study, and with an outline of the chapters that make up the part.

Chapter opening page – each chapter opens with a set of 'marketing challenges'. These are real-life challenges that you could face as a marketing professional. As you read the chapter, think about how you would tackle each challenge.



Margin notes – to help you to spot the important terms you will need for revision purposes, each new concept is defined in the margin where it first appears in the text.

Glossary terms – technical terms highlighted in the text are defined in the glossary at the end of the book.

Insight boxes – insight boxes encourage you to pause from your reading and take time to think about the topic in more detail.

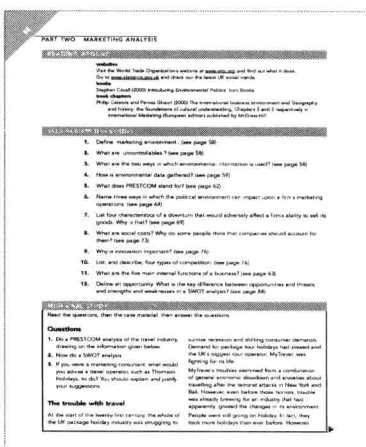
Activity boxes – each chapter contains a number of marketing-related activities, which you can try out on your own or in class.

Summary – recaps the key topics for review at the end of each chapter.

Reading around – suggested titles for further reading to enhance your background knowledge.

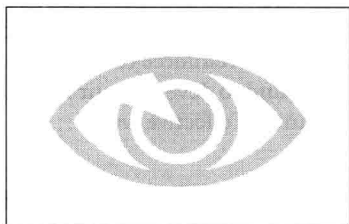
Self-review questions – test your understanding of the key marketing ideas in the chapter.

Case study with questions – apply your marketing knowledge by reading a case example and working through the case questions.



FOCUS BOXES

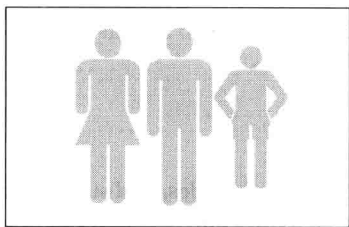
There are five important themes in the book, which are highlighted in these application boxes. These themes are relevant to contemporary marketing and provide examples of how each topic is applicable to marketing practice. The five themes to look out for are:



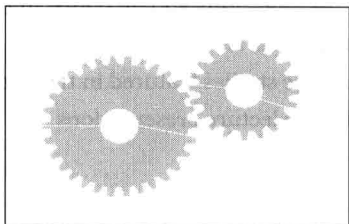
ethical focus – a closer look at marketing and social responsibility



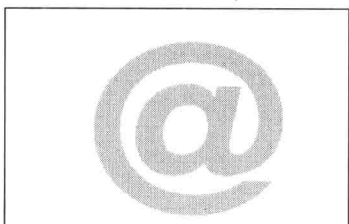
global focus – cases of international marketing in a global economy



crm focus – illustrations that demonstrate customer relationship management in practice



b2b focus – business-to-business marketing examples



e-focus – examples of how technology impacts marketing

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Online Learning Centre (OLC)

After completing each chapter, log on to the supporting Online Learning Centre (OLC) website. Take advantage of the study tools offered to reinforce the material you have read in the text, and to develop your knowledge of marketing in a fun and effective way.



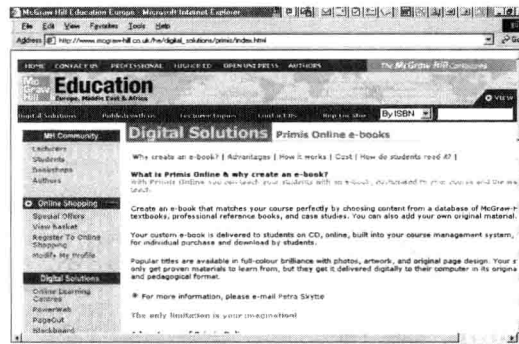
Resources for students include:

- ▶ self-testing multiple-choice questions for each chapter provide quick online tests for revision
- ▶ chapter overviews highlight the key topics within each chapter
- ▶ glossary of all key concepts used within the book, for revision and reference
- ▶ additional case studies with questions to help students to apply their new marketing knowledge in practical situations
- ▶ useful web links for marketing studies, and links to new articles/updates on all of the cases or companies referred to in the text.

Also available for lecturers:

- ▶ lecturer's manual with chapter synopsis and guides, and suggestions for using the textbook's features such as insights, activities and questions
- ▶ PowerPoint slides for use in lecture presentations and on course handouts
- ▶ multiple-choice test bank questions for tests and assessments
- ▶ teaching notes and solutions for the case studies featured in the book
- ▶ artwork from the book for use in class or lecture presentations.

For lecturers: Primis Content Centre

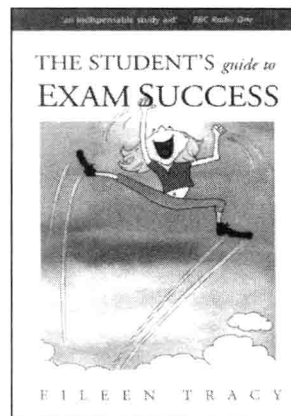
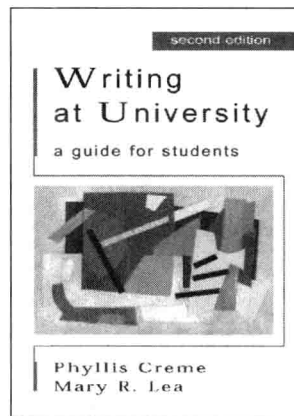


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Study skills

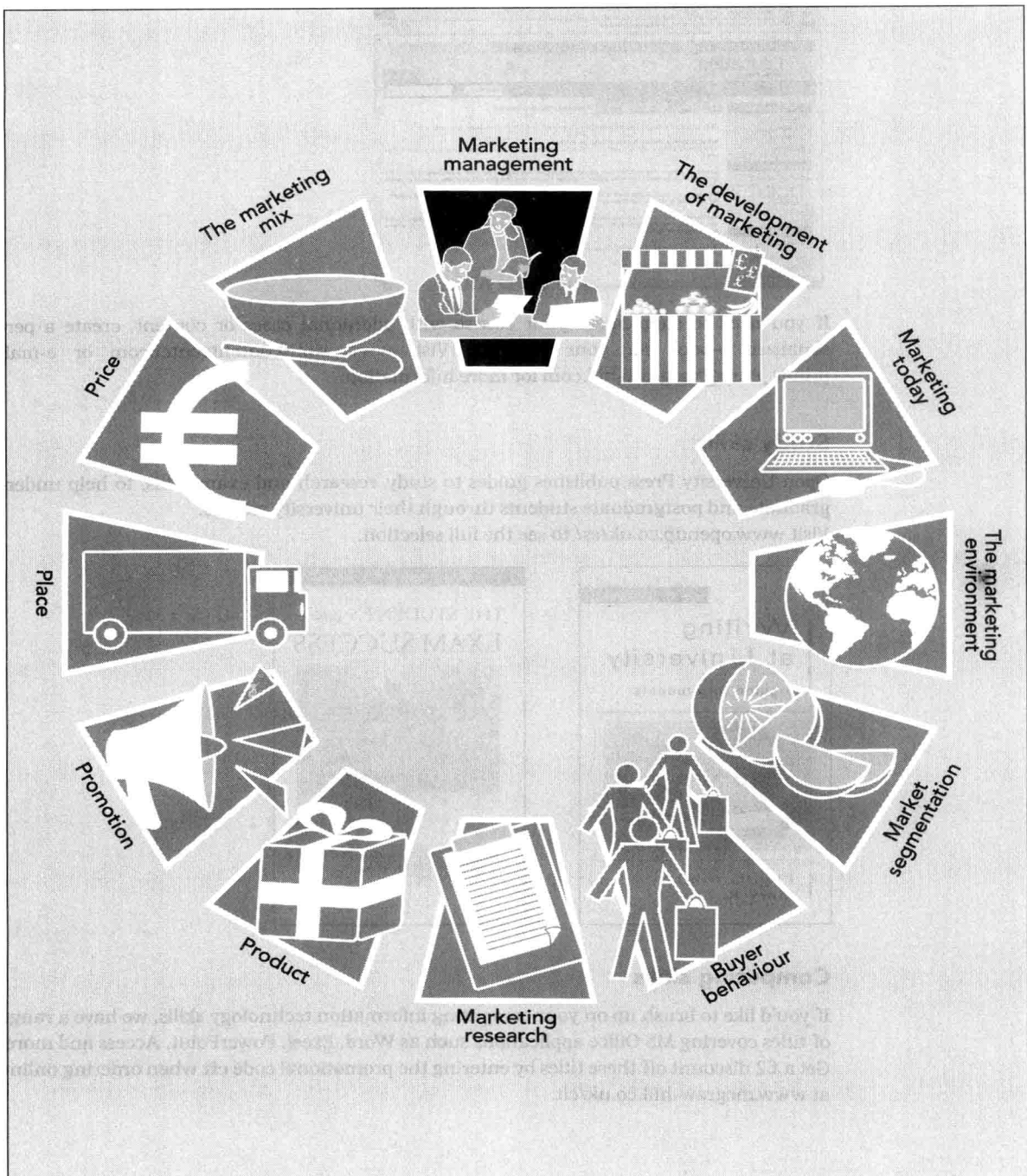
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