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萨里经济管理英文教材

Foundations of Marketing

(4th Edition)

John Fahy David Jobber

第4版

市场营销学

(爱) 约翰·费伊 (英) 戴维·乔布尔 著

孟韬 译注



东北财经大学出版社
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出版者的话

当前，在教育部的大力倡导下，财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验，同时也发现了教学过程中存在的一些问题，尤其对教材提出了更高的要求；一些尚未进入这一领域的院校，也在不断探索适于自身的教学方式和方法以及适用的教材，以期时机成熟时加入双语教学的行列。总之，对各类院校而言，能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而，国外原版教材为国外教学量身定做的一些特点，如普遍篇幅较大、侧重于描述性讲解、辅助材料（如习题、案例、延伸阅读材料等）繁杂，尤其是许多内容针对性太强，与所在国的法律结构和经济、文化背景结合过于紧密等，却显然不适于国内教学采用，并成为制约国内双语教学开展的重要原因。因此，对国外原版教材进行本土化的精简改编，使之变成更加“适用”的双语教材，已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社，秉承自己一贯服务于财经教学的宗旨，总结自身多年的出版经验，同麦格劳-希尔教育出版公司、培生教育出版集团和圣智出版集团等国外著名出版公司通力合作，在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。这套丛书的出版经过了长时间的酝酿和筛选，编选人员本着“品质优先、首推名作”的选题原则，既考虑了目前我国财经教育的现状，也考虑了我国财经高等教育所具有的学科特点和需求指向，在教材的遴选、改编和出版上突出了以下一些特点：

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本，其中有些教材的以前版本已在国内部分高校中进行了试用，获得了一致的好评。

- 改编后的教材在保持英文原版教材特色的基础上，力求内容精要，逻辑严密，适合中国的双语教学。选择的改编人员既熟悉原版教材内容，又具有本书或本门课程双语教学的经验。

- 改编后的教材配有丰富的辅助教学支持资源，教师可在网上免费获取。

- 改编后的教材篇幅合理，符合国内教学的课时要求，价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。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，也期待广大读者提出宝贵的意见和建议。

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，书中的内容仍可能有不妥之处，望读者在阅读中注意比较和甄别。

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About the Authors 作者简介

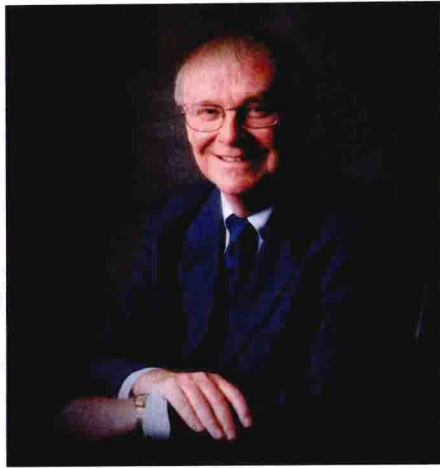


John Fahy is Professor of Marketing at the University of Limerick in Ireland and Adjunct Professor of Marketing at the University of Adelaide, Australia. He has a distinguished track record of teaching and research in the fields of marketing and business strategy. In particular, he is known for his work in the area of marketing resources and capabilities and how these factors impact on organizational performance. He is a founder member of the MC21 group which has conducted research on marketing resources and performance across 15 countries. Other current research interests include evolutionary perspectives on marketing and strategic decision making. He is the author of 40 referred journal articles on marketing and strategy that have been published in leading titles, including *Journal of Marketing*, *Journal of International Business Studies*, *Journal of Business Research*, *Journal of*

Marketing Management, *European Journal of Marketing*, *International Business Review* and *Sloan Management Review*. He is also the winner of several major international research awards such as the AMA Services Marketing Paper of the Year Award and the Chartered Institute of Marketing Best Paper Award at the Academy of Marketing Annual Conference. In addition, he serves on the Executive Committee of the European Academy of Marketing.

Professor Fahy is also a renowned teacher with a particular expertise in working with MBA and executive groups. His skills have been in demand around the world and he has worked with students in Australia, Japan, Hungary, Ireland, New Zealand, Singapore, the UK and the USA. The focus of his executive work is on bridging the gap between academic insight and the commercial realities facing organizations and he has been extensively involved in both open and in-company programmes in Ireland and the UK. As part of this activity he is the author of several award-winning business case studies and has also been involved in the development of new pedagogical materials such as a series of business videos where he interviews some leading marketing managers about recent strategic initiatives in their organizations. Further details can be found at www.johnfahy.net.

Professor Fahy currently holds the Chair in Marketing at the University of Limerick. Prior to this he worked at Trinity College, Dublin, and he holds a Master's degree from Texas A&M University and a Doctorate from Trinity College. Outside of work his passions include family, music, sport, food and travel.



David Jobber is an internationally recognized marketing academic. He is Professor of Marketing at the University of Bradford School of Management. He holds an Honours degree in Economics from the University of Manchester, a Master's degree from the University of Warwick and a Doctorate from the University of Bradford.

Before joining the faculty at the Bradford Management Centre, David worked for the TI Group in marketing and sales, and was Senior Lecturer in Marketing at the University of Huddersfield. He has wide experience of teaching core marketing courses at undergraduate, post-

graduate and post-experience levels. His specialisms are industrial marketing, sales management and marketing research. He has a proven, ratings-based record of teaching achievements at all levels. His competence in teaching is reflected in visiting appointments at the universities of Aston, Lancaster, Loughborough and Warwick in the UK, and the University of Wellington, New Zealand. He has taught marketing to executives of such international companies as BP, Croda International, Allied Domecq, the BBC, Bass, Royal & Sun Alliance, Rolls-Royce and Rio Tinto.

Supporting his teaching is a record of achievement in academic research. David has over 150 publications in the marketing area in such journals as *International Journal of Research in Marketing*, *MIS Quarterly*, *Strategic Management Journal*, *Journal of International Business Studies*, *Journal of Management*, *Journal of Business Research*, *Journal of Product Innovation Management* and *Journal of Personal Selling and Sales Management*. David has served on the editorial boards of *International Journal of Research in Marketing*, *Journal of Personal Selling and Sales Management*, *European Journal of Marketing* and *Journal of Marketing Management*. David has acted as Special Adviser to the Research Assessment Exercise panel that rates research output from business and management schools throughout the UK. In 2008, he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing.



Preface to the Fourth Edition

第 4 版 前言

In the three years since the last edition of this book, the world of business has undergone some radical transformations. In 2009, the global financial crisis (GFC) was just taking hold – few could have foreseen its dramatic consequences. The major economies of the USA, Britain and Western Europe have been struggling with the combined effects of recession, rising unemployment, spiralling sovereign and personal debt levels, and heightened consumer uncertainty. Businesses have been forced to deal with the most difficult economic environment since the Great Depression of the 1930s. In these circumstances, marketing capabilities have come under ever greater scrutiny. Businesses are competing more fiercely for reduced levels of consumer expenditure, so innovative products and services need to be developed, and delivered in ever more creative ways in a ‘noisy’ marketplace.

One of those interesting innovations to really take hold in the past three years has been social media. Facebook, which was founded in just 2004, has gone on to claim over 600 million members by 2011 making it one of the largest ‘countries’ in the world. Tweeting has become part of the general lexicon as more and more people use Twitter to find out about what is going on or to stay in touch. While some critics argue that social media may become a victim of its own hype, these large audiences provide interesting challenges and opportunities for organizations. Many are trying to develop a social media strategy or to figure out the role of social media in integrated marketing communications. Some have been successful in building their interactions with these communities; others much less so.

And in terms of how we think about marketing there have been some subtle changes also. While value has always been key to marketing, it is increasingly assuming centre stage. Many of the classic distinctions in marketing such as the marketing mix (4Ps) and products versus services have been losing some of their explanatory power. Instead value is the concept that captures the essence of modern marketing. In global, highly competitive and fast-moving markets, organizations of whatever type need to be clear about what value they are offering and communicate this value to their audiences. But the process is no longer one-way. In a networked world, value is often co-created between

organizational partners and often jointly by organizations and consumers. This is the era of the consumer who can blog about their poor experiences with products, tweet their interesting ideas or upload videos of their innovations. A value-centred approach to marketing is more important than ever.

The fourth edition

Some of the exciting features of the fourth edition include the following.

A Focus on Value

Value is the central theme of this book. We examine its different forms and the core ways in which marketing contributes to the development and delivery of value.

Social Media Marketing

The nature of social media marketing is a core focus throughout the book. We examine the effective social media marketing and also include nine social media marketing vignettes. These contain insights on developing themes and effective practice and include questions for discussion and critical reflection.

Customer Behaviour and Market Research

The chapters on customer behaviour and market research have been extensively revised to incorporate new perspectives from the fields of consumer research and consumer psychology.

Services, Relationships and Experiences

The chapter on services marketing has been extensively revised to examine the creation of value through services, relationships and experiences which have become some of the central means through which organizations differentiate themselves in a competitive marketplace.

Digital Marketing

Theory and practice in the field of digital marketing continues to evolve at a rapid pace as it accounts for an ever greater percentage of marketing budgets. A completely revised and updated section on digital marketing is included in Chapter 10.

Ethical Debates

The book emphasizes a critical approach to both the theory and practice of marketing. For example, throughout the book, nine ethical debates are highlighted. These inserts provide conceptual arguments both for and against certain aspects of marketing with questions added to encourage critical reflection and debate.

Learning about Marketing

Marketing is an interesting and exciting subject that is at the core of our lives both as consumers and as employees or managers in organisations. Therefore the focus of this book has always been on blending conceptual insights with the contemporary world of marketing practice. As such it retains the popular features of previous editions and adds several new ones.

Insights from the world of practice feature in myriad ways. Each chapter begins with a marketing spotlight focusing on the marketing activities and challenges facing some well-known global enterprises that sets the scene for the content that follows. In addition to the

social media marketing inserts discussed above, there are 37 marketing in action vignettes that focus on the activities of a variety of organizations, large and small, public and private. Roughly one-third of these organizations are based in the UK/Ireland, one-third in Western Europe and one-third are from around the world giving a wide geographic breadth. Each of these inserts contains discussion questions designed to improve critical thinking and learning. Eleven new and one updated end of chapter cases are included to provide more detailed problems for analysis and discussion.

Although the text is foundational, it also provides students with an introduction to many of the emerging themes in the marketing literature. Included, to name but a few, are consumer culture theory, semiotics, multi-sensory marketing, experiential marketing, search engine optimization, ambient marketing, value co-creation, marketing metrics, and so on. These concepts are presented in an accessible way to enable students to learn both the classic and contemporary elements of effective marketing.

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Marketing Spotlight images

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Guided Tour

阅读指南

Chapter Outline and Learning Outcomes

The topics covered and a set of outcomes are included at the start of each chapter, summarizing what to expect from each chapter.

Chapter outline

The dimensions of customer behaviour

Who buys?

How they buy

What are the choice criteria?

Influences on consumer behaviour

Influences on organizational buying behaviour

Learning outcomes

- By the end of this chapter you will understand:
- 1 the dimensions of customer behaviour, why they buy and the choice criteria used
 - 2 the role of rational versus emotional criteria in purchase decisions
 - 3 the differences between consumer and organizational buying behaviour
 - 4 the main influences on consumer behaviour – personal and social influences
 - 5 the main influences on organizational buying behaviour – the buy class, product type and importance
 - 6 the marketing implications of the various aspects of consumer behaviour



MARKETING SPOTLIGHT

Nespresso

Traditionally, the coffee market comprised two broad segments, namely, the at-home market where consumption was largely pre-ground, instant coffee and contrasted with the on-trade segment in cafes and bars where, particularly in Europe, the coffee was ground from roasted beans generating the distinctive coffee aroma and full flavour. Some key trends have radically changed consumer behaviour in the at-home segment. First is the growth in entertaining at home rather than going out, which has driven the demand for everything from the recipes of celebrity chefs to changes in house design. Combined with a growing switch from tea to coffee, it meant that consumers became more discerning about the kind of coffee that they consumed at home, with an emerging preference towards more gourmet coffees. And, third, there is the trend towards individualization which is apparent in everything from telephones to beers to personal computers. This has given rise to a new business – portion coffees, in which Nespresso has been the undisputed market leader.



Marketing Spotlight

A lively vignette begins each chapter to introduce the main topic and show how marketing works in real life.

Marketing in Action

In each chapter you'll find these fun, informative examples of marketing in action, which show how the issues covered in the chapter affect real life companies and products. Each Marketing in Action vignette has a Critical Thinking box to provoke discussion and encourage critical reflection on that topic.

Marketing in Action 6.2 Gap's logo

Critical Thinking: Below is a review of the failed attempt to discuss the extent to which a logo redesign was the correct decision. Should it have taken?

Before



After



1969

a for me right an expans increas slide du



Social Media Marketing

Critical Thinking: Below is a review of the success of other brands that have tried to reposition. Critical

Old Spice is a brand of male grooming products and fragrances owned by the consumer goods group Procter & Gamble. Founded in the 1930s, the brand

Social Media Marketing

There are eight brand new social media marketing vignettes throughout the book. These contain insights on developing themes and effective practice and include questions for discussion and critical thinking.

Ethical Debates

Ethical debate boxes are located throughout the book, designed to highlight ethical issues, provoke discussion and critical reflection.

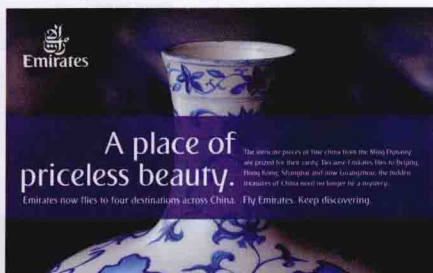


Ethical Debate 11.1 Supermarkets

Love them or hate them but you cannot ignore them. Supermarkets have gained enormous power over time. For example, the top four Asda and Morrisons – account for over 76 per cent of all large supermarkets and over 1,800 convenience stores, and it is worth £1 billion in 2011. It takes £1 of every £8 spent by consumers on groceries to go to a supermarket. For example in Australia, the market concentration are even higher. For example in Australia, the market concentration are even higher. For example in Australia, the market concentration are even higher. For example in Australia, the market concentration are even higher.

Many critics contend that this level of power is unacceptable. They are in a very difficult position because they are dependent on the market demands lower supply prices, participation in special

Exhibit 2.1 This advert for Emirates Airlines reflects the economic growth of countries like China and the UAE



Advertisements, figures and tables

We've included a hand-selected array of contemporary advertisements and images to show marketing in action. Key concepts and models are illustrated using figures, tables and charts.

End of chapter case studies

Every chapter has its own case study, directly relating to the issues discussed and designed to bring the theories to life. See page xii for a full list of companies and issues covered. Questions are included for class work, assignments, revision and to promote critical reflection.



Summary

This chapter has examined the key activities that were addressed.

1. The process of market segmentation them better by segmenting the market.
2. There are a variety of bases available. A combination of bases is used to effectively segment the market as benefits sought and purchase behavior are a key factor in segmenting organizations.

End of chapter material

The chapter Summary reinforces the main topics to make sure you have acquired a solid understanding. Study questions allow you to apply your understanding and think critically about the topics. Suggested reading and References direct you towards the best sources for further research.

Videos and Ad Insights

Look out for the Marketing Showcase and Ad Insight icons in the text to refer you to the digital support tools that accompany this book. Watch the videos and put your marketing skills into practice by answering the accompanying questions.



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- An image bank of artwork from the textbook
- Marketing Showcase videos

Ad Insight



On the student centre of the OLC you will find a wealth of TV advertising campaigns, many of which are linked to topics in the book. Look out for the Ad Insight icon in the text to refer you to watch the relevant clip and put your marketing skills into practice by answering the accompanying questions.

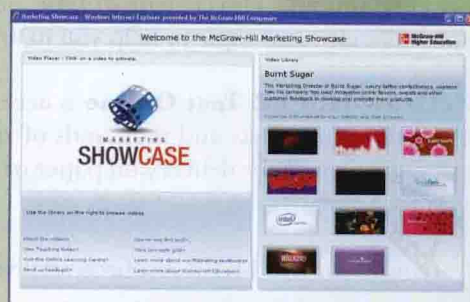
Marketing Showcase



We are excited to offer an exclusive set of new video cases to lecturers adopting this text. Each video illustrates a number of core marketing concepts linked to the book to help students to see how marketing works in the real world. This fantastic video resource will add real value to lectures, providing attention-grabbing content that helps students to make the connection between theory and practice.

What do the videos cover?

The videos offer students insights into how different organisations have successfully harnessed the elements of the marketing mix, including discussions about new product development, pricing, promotion, packaging, market research, relationship and digital marketing. The videos feature interviews with business leaders and marketing professionals, researched and conducted by Professor John Fahy to ensure seamless integration with the content of the new edition of this text.





How can I use them?

To ensure maximum flexibility for teaching purposes, the videos have been edited to focus on key topics so that short extracts can be easily integrated into a lecture presentation or be delivered in a tutorial setting to spark class discussion. To ensure painless preparation for teaching, each video is accompanied by teaching notes and discussion questions.

Some highlights of the video package include:

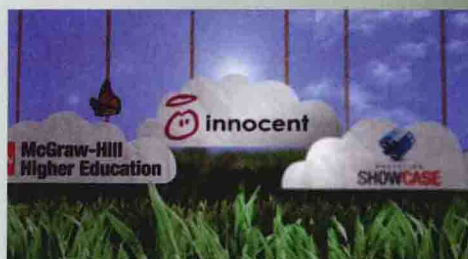
- **innocent's** Head of Creative responding to criticism of their pricing policy
- A first-hand account of how a young student entrepreneur set up the thriving **SuperJam** brand, taking his homemade preserves from the kitchen table to the supermarket
- How **Hungry House** took on the Dragon's Den and the take away market
- An interview with **BMW** reveals how they grow their market without damaging their reputation as a luxury brand

How do I get the videos?

The full suite of videos is available exclusively to lecturers adopting this textbook. For ultimate flexibility, they are available to lecturers:

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- online at www.mcgraw-hill.co.uk/textbooks/fahy

If you are interested in this resource, please contact your McGraw-Hill representative or visit www.mcgraw-hill.co.uk/textbooks/fahy to request a demonstration.



Lecturer Test bank in EZ Test



A test bank of hundreds of questions is available to lecturers adopting this book for their module, either through Connect, or if preferred, direct through EZ Test online. A range of questions is provided for each chapter including multiple choice, true or false, and short answer or essay questions. The questions are identified by type, difficulty, and topic to help you to select questions that best suit your needs.

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assignment one

Score 10 out of 15 points (66.67%)

Instructions / Help

Question #1 (of 2) | Next

Return to Assignment List

1. 8 out of 5 points

Sales data for two years are as follows. Data are aggregated with two months of sales in each "period."

MONTHS	SALES	MONTHS	SALES
January–February	115	January–February	108
March–April	107	March–April	120
May–June	130	May–June	155
July–August	163	July–August	190
September–October	112	September–October	124
November–December	117	November–December	108

(b) Fit a simple linear regression model ($y = a + bx$) to the sales data. (Do not round intermediate calculations. Round your answers to 3 decimal places.)

x	y	x ²	xy
1	115	1	115
2	107	4	214
3	130	9	390
4	163	16	652
5	112	25	560
6	117	36	702

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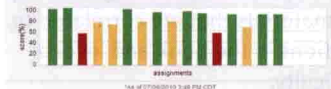
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