

Fifth Edition

GLOBAL MARKETING MANAGEMENT

全球营销管理

(第五版)

Warren J. Keegan



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出版说明

为适应我国社会主义市场经济的建设和发展,为满足国内广大读者了解、学习、借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与 PRENTICE HALL 国际出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选图书均是国外再版多次的书籍。在选书过程中,清华大学经济管理学院陈章武教授、宋逢明教授、张金水教授以及宋学宝博士做了大量工作,在此表示感谢。

由于原作者所处国家的经济、政治及文化背景等与我国不同,希望读者在阅读过程中注意分析和鉴别。

我们希望这套影印书的出版对促进我国经济科学的发展会有所帮助,对我国经济管理专业的教学会有所促进。

清华大学出版社

1996年12月

PREFACE

Global Marketing Management Fifth Edition traces its ancestry to *Multinational Marketing Management*, a book which broke new ground in the field of international marketing when it was published in 1974. The first edition broke with the traditional export trade approach to the field of international marketing and adopted a strategic approach that reflected the growing importance of multinational corporations and the latest findings of research and the most advanced experience of practitioners. The book combined text with classroom tested graduate-level cases and was an immediate worldwide success. The objective of each revision has been to not only reflect current practice but to anticipate the direction of development of the field and maintain the book's authoritative position as the leading MBA graduate-level and reference text for practitioners of international marketing.

This revision continues the path-breaking tradition of this book. Every chapter has been completely revised and updated. There are new chapters on Global Marketing Planning, the Legal and Regulatory Environment, the Financial Framework and Decisions, Global Segmentation, Targeting and Positioning, Co-operation Strategies and Global Strategic Partnerships, and Global Marketing Leadership and Strategy Implementation. There are eight new cases, and the cases that were retained from the previous edition have been revised and updated.

The Fifth Edition is the most sweeping revision in the book's history. Since the fourth edition, the iron curtain has fallen, the two Germanys have unified, progress toward the single market in Europe has continued, the former communist countries have embraced free markets, and for the first time in modern history, even large population low income countries like China and India have established a goal of sustained development and growth that will, if achieved, transform former low income countries into high income countries. In the meantime, the United States has begun to recognize that its old position of easy economic leadership has been replaced by formidable competitive challenges from companies located in countries at every stage of development.

World economic integration has proceeded to advance both in the multilateral framework of GATT and in regional agreements like NAFTA (The North American Free Trade Agreement) and the EU (European Union). NAFTA links the U.S., Canada, and Mexico in a program of economic integration, the EU links the 12 countries of Western Europe, and the member countries of both of these regional agreements are actively exploring expanding the membership of these agreements to other countries in the region: central and eastern Europe for the EU and central and south America for NAFTA. The two Koreas have agreed to meet, and the economic integration of the Pacific basin continues to accelerate.

This revision continues the path-breaking tradition of this book. Every chapter has been completely revised and updated and there are seven new chapters:

- ▶ **Chapter Two:** Global Marketing Planning is entirely new, and has moved the topic of planning to the front of the book.
- ▶ **Chapter Five:** Legal and Regulatory Environment adds the important regulatory environment to this chapter's coverage.
- ▶ **Chapter Six:** Financial Framework and Decisions has expanded the coverage of this chapter to include an overview of the important financial issues faced by global marketers.
- ▶ **Chapter Eight:** Global Segmentation, Targeting and Positioning. This is a new chapter that links these key marketing tasks and focuses upon the global market environment.
- ▶ **Chapter Twelve:** Co-operation Strategies and Global Strategic Partnerships. A new chapter that explores how to compete through cooperation.
- ▶ **Chapter Eighteen:** Leading, Organizing, and Controlling the Global Marketing Effort. This chapter combines earlier chapter topics and adds the new topic of leadership.

▼ Acknowledgments

This edition, like the previous four, reflects the contributions, insights, and labor of many persons. My colleagues and associates and students at the Lubin School of Business, Pace University and at many other universities around the world, the Fellows and members of the Academy of International Business, my clients and the Prodigy members who have taken the trouble to post bulletin board notices and E-mail me with comments on my Prodigy column, *Global Observer* which uploads every Thursday.

Although many colleagues, students, clients, and others have contributed to this and to previous editions, I especially want to thank Steve Blank, Chris Bartlett, Jean Boddewyn, Steve Burgess, Arthur Centonze, Marcos Cobra, Dahai Dong, Steve Kobrin, Jean-Marc de Leersnyder, Susan Douglas, John Farley, George Fields, Sumantra Ghoshal, Donald Gibson, Jim Gould, Mark Green, David Heenan, Kathy Hill, Peter Hoefler, Robert Isaak, Hermann Kopp, Howard Perlmutter, Alan Rugman, John Ryans, Donald Sexton, Françoise Simon, Hermann Simon, Ralph Z. Sorenson, William Stolze, John Stopford, Jim Stoner, Martin Topol, Robert Vambery, Dean Van Nest, Len Vickers, Nikolai Wasilewski, Arnold Weinstein, George Yip, and David Zenoff.

I would especially like to acknowledge the many contributions of my doctoral students in my doctoral seminar on business, government, and the international economy and global marketing. In particular, I would like to acknowledge: Ralph Sassano, Qihong Wang, and Yanming Zhang, Chapter 5, Legal, Political, and Regulatory Environment; Ms. Jan Melkun for contributions to the new chapter in this edition, Chapter 18, Leading, Organizing, and

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The talented and creative people at Prentice Hall are always a pleasure to work with. I especially want to thank my acquisition editors Sandra Steiner and David Borkowsky and my production manager Mr. Robert Walters of PMI.

Finally, my greatest debt is to my customers: the faculty who adopt this book and the students and executives who purchase the book to study and learn about how to be a successful player in the exciting world of global marketing. To all of you I say, thank you for your support and inspiration and best wishes for every success in your global marketing programs.

Warren J. Keegan

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