

Eighth Edition

KERIN • HARTLEY • BERKOWITZ • RUDELIUS

MARKETING

市场营销

双语教学版

[美] 罗杰·凯林 史蒂文·哈特利
埃里克·伯科威茨 威廉·鲁迪里尔斯

著

王成慧 林 静 译注

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内 容 提 要

罗杰·凯林等人的 *Marketing* 一书二十余年来一直是美国高校本科市场营销课程的领导者教材，而本书是在四位作者通力合作所成最新版的基础上开发出的双语教学版。

该书分 5 编，共 22 章，全面阐述了如何通过营销建立顾客关系、开发成功的营销与公司战略，并论述了消费者行为、组织市场与购买者行为以及全球市场的开拓，对营销调研、目标细分市场的识别与选择也进行了详尽论述。同时，作者还对新产品和服务的开发、产品与品牌管理、服务管理、定价、营销渠道管理，以及营销整合等诸多问题进行了阐述。

本书的读者对象为高校营销类专业本科学生和教师以及其他对营销学感兴趣的人士。

译者序

从营销学的百年发展历程来看，市场营销理论是在总结了大量企业成功经营的经验和失败教训的基础上形成的。每一次失败，都会使企业经营者的思路发生新的转变；而成功的思路通过反复地市场检验最终会被大家认可和接受，成为具有普遍意义的经营思想。可以说，市场营销理论是在对企业经营实践和由实践而产生的经营思想进行广泛考察、深入分析和认真提炼的基础上，借鉴其他学科的研究成果而形成的具有普遍指导意义的经营理论。而整个 20 世纪就是这一理论形成、发展和不断提高升华的过程。

进入新世纪以来，企业外部经营环境发生了重大变化。顾客需求日益多元化、个性化；技术创新和技术更新速度不断加快，产品生命周期逐渐缩短；经济全球化浪潮势不可挡，企业无需走出国门就已经面临着全球竞争的挑战，新竞争对手不断涌现；新经济形态已经浮出水面，顾客价值需求的重点、企业所追求以及所能利用的核心资源、企业价值创造与传递的模式、企业竞争的范围和制高点都在发生变化。在新的市场环境下，如何保持并增强竞争力，不断创新竞争优势，以实现可持续发展，这是令大至国家或地区管理层，小至每个企业内各个部门甚至每个人都苦思冥想的事情。为了在这种新的竞争态势下求得生存、获得发展，企业需要在营销观念、营销方式、营销组织、营销体制和营销技术等各方面都进行创新。

但是，无论是什么竞争，追根溯源，最后都需要遵循市场规律，都需要回归到市场的根本决定因素——提升顾客价值，实现顾客满意。任何挑战归根结底都是如何使顾客满意的挑战；任何竞争归根结底都是对顾客争夺的竞争。而无论什么样的创新，也无非是从顾客价值搜寻、顾客价值创造和顾客价值传递这三个方面入手进行，无非是为了更好地实现价值交换、满足顾客需要。而这恰恰是营销学的核心。

因此，无论企业营销实践如何变化、如何创新，都需要营销者认真领悟营销的基本理论和基本思想。罗杰·凯林、史蒂文·哈特利、埃里克·伯科威茨和威廉·鲁迪里尔斯所著的《市场营销》一书，正是系统阐述营销基本原理一部佳作。本书是在罗杰·凯林等人的英文版 *Marketing* (Eighth Edition) 和《市场营销原理》译本基础上修订补充的双语版本。具体而言，该书有以下几个特点。

一是系统性。本书全面阐述了市场营销的基础理论，从营销基本概念到整个营销组织和策略，构建了营销理论的系统框架，也为营销活动提出

了一套完整的行动方案。

二是实战性。本书不是一本纯理论概念的书，其内容都从营销实战问题出发，书内各章中众多的营销实践列举，加上每章末的案例分折，都使读者可以十分贴近如何解决公司和市场的实际问题。从中国现实的需求而言以及培养学生出发，我们需要新思想和新观念，也更需要解决问题的素质以及“如何做”的能力，在营销这种应用性强的专业领域中尤其如此。本书的定位有助于读者知行合一。

三是新颖性。本书除了涵盖基本营销内容以外，还吸收了营销领域中最新出现的概念与理论，如营销道德、电子市场、网上竞拍、虚拟广告、网络社区等新概念。有助于读者了解新经济环境对营销所产生的影响以及营销理论的最新进展。

四是便于学习。本书给出了学习目标、概念测验、关键术语、章末小结、互联网练习题以及应用问题等学习辅助内容，有助于强化学习效果，使学生可以自我评估学习进展情况。

当然，任何书都不可能完美无缺。对中国读者来说，本书最主要的不足是，其案例和分析背景都基本局限在西方市场环境乃至西方文化范围内，以西方公司为个案对象，没有涉及到中国公司和中国市场。因此，本书中的例案尽管具有方法的意义和参考价值，毕竟我们对它们还有距离感。在21世纪，中国市场及中国营销必然是全球商界关注和争夺的战略重点，更多研究中国转型市场营销，在营销理论和实战中加入“中国元素”，这不仅是西方公司和学者的新选择，也更是中国人应该努力完成的使命。

全书翻译内容由王成慧（北京第二外国语学院市场营销系副教授）和林静（特华博士后工作站博士后）完成，王成慧负责1~15章，林静负责16~22章，最后由王成慧译校。同时本书翻译也得到了“北京市属市管高校人才强教”及北京第二外国语学院精品教材项目资助。我的同事邹统钎教授、范军副教授和骆新庆博士给予了大量帮助，一并致谢。

该书的出版要感谢人民邮电出版社，特别是责任编辑颜林柯女士，她认真热忱的态度给我们留下了深刻的印象。由于译者水平所限，文中谬误之处敬请读者批评指正。

王成慧
2008年3月

A MESSAGE FROM THE AUTHORS

Welcome to the eighth edition of *Marketing*! We are truly pleased to have an opportunity to share our enthusiasm for this exciting and dynamic field with students and instructors across the United States and throughout the world.

This edition of our book is designed to reflect the many recent and extraordinary events that have changed all aspects of our economy, particularly the field of marketing. The combination of the dot-com boom then bust, the instant success of interactive and wireless technologies, the immediate and dramatic response to international terrorism, the economic recession and recovery, the shock over the ethical lapses of many of our corporate leaders, and the rapid evolution from mass marketing to micromarketing have created a completely new business environment. We've worked hard to bring you the most up-to-date text that reflects today's world of marketing for consumers, managers, and students!

This edition of *Marketing*, like its previous editions, is the result of a detailed and rigorous development process that has been consistently successful at providing customer value. The process starts by building on the strengths of the active-learning approach that has evolved from our previous editions. Then we evaluate and integrate the most recent new ideas from education about how to engage today's students in learning activities. On that foundation we build a comprehensive presentation of traditional and contemporary marketing theories, concepts, approaches, and tools, based on our own expertise and the expert advice and input of many knowledgeable reviewers and users of previous editions. To bring the theories and concepts to life we use products, brands, and companies that students can relate to from their personal experiences but also less-known entrepreneurs and small businesses that may also stimulate career plans. Finally, we invest in the growing number of educational support technologies—from web-based testing, to real-time information updates, to interactive exercises and experiences.

Feedback from students and instructors from around the world has reinforced our commitment to this approach. The previous edition of *Marketing* became the best-selling marketing text in the United States and Canada; and it has been adapted with local cases and examples or translated into Russian, Polish, French, Spanish, Chinese, and Portuguese. This eighth edition of *Marketing* represents our efforts to continue our tradition of excellence and to guarantee an exceptional learning experience for marketing students. We hope you'll enjoy reading and using the text as much as we've enjoyed preparing it.

Roger A. Kerin
Steven W. Hartley
Eric N. Berbowitz
William Rudelius

PREFACE

DISTINCTIVE FEATURES OF OUR APPROACH

The innovative pedagogical approach used in *Marketing* and its supplements is the result of our combined experiences in a variety of classroom, college, and university settings. We introduced the approach in our first edition by integrating key elements from each of our teaching styles and preferences. Of course, like most instructors, we continuously monitor the changing learning styles of students, the growth and evolution of our discipline, and the efficacy of new instructional technologies to adapt and improve the approach. Its distinctive features include:

- **Assessment-Ready Elements.** Learning objectives and Chapter in Review summaries integrated to help instructors and programs address growing interest in assessment and assurance of learning.
- **High-Engagement Style.** An easy-to-read, high-involvement, interactive writing style that engages students through active learning techniques, timely and interesting examples, and challenging applications.
- **Personalized Marketing.** A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests and role models.
- **Marketing Decision Making.** The use of extended examples, cases, and videos involving people making marketing decisions, which students can easily relate to text concepts.
- **Traditional and Contemporary Coverage.** Comprehensive and integrated coverage of traditional and contemporary concepts illustrated through relevant popular business publications.
- **Rigorous Framework.** A rigorous pedagogical framework based on the use of learning objectives, concept checks, key terms, Chapter in Review summaries, and supportive student supplements such as the Student CD, Study Studio, and Study Guide.
- **Comprehensive Support Package.** A package of support materials to accommodate a wide variety of instructor teaching styles and student learning styles.

Feedback from many of the 3,000 instructors and 800,000 students who have used our text and package in the past has emphasized that the synergy of these features contributes to the success of each teaching and learning experience. We focused our efforts to build on these strengths as we developed the eighth edition of *Marketing*.

NEW AND REVISED CONTENT

- **Integrated Marketing Plan Activities.** Each chapter now includes an end-of-chapter section titled “Building Your Marketing Plan” that discusses an element of the strategic marketing process presented in Chapter 2 (see Figure 2–5) and the sample marketing plan presented in Appendix A. Each Building Your Marketing Plan assignment provides step-by-step activities corresponding to the topics discussed in that chapter. By completing the assignments students will have completed all of the key components of a marketing plan.
- **Assessment-Ready Objectives and Summaries.** Each chapter (1) begins with measurable learning objectives and (2) ends with the Chapter in Review, which is a summary of chapter content related to each objective. This direct link

between objectives and content facilitates now-common accreditation efforts necessary to meet assurance-of-learning requirements. The objectives are cross-referenced to specific test bank questions to allow construction of measurement instruments.

- **Increased Emphasis on Meeting Consumer Needs with New Products.** Chapter 1 presents an enhanced discussion of the difficulty of introducing successful new products and provides a variety of new-product examples as engaging topics of discussion for students. A complete update of Rollerblade's new product line and marketing program is also provided.
- **Expanded Coverage of Business Portfolio Analysis.** The Chapter 2 discussion of BCG's business portfolio analysis has been expanded and applied to Kodak's shift from film to digital technology. Students are asked to evaluate four opportunities—film, digital cameras, self-service kiosks, and printers—in terms of the BCG matrix alternatives.
- **Updated Overview of the Marketing Environment.** Chapter 3 now includes discussions of the digital revolution taking place in the music industry, global population trends, generational cohorts (including millennials) and the transition of Gen Y to economic adults, the two new types of "statistical areas" used by the Census Bureau, multicultural marketing, the growth of new technologies such as VOIP and Wi-Fi, and new regulations such as the Madrid Protocol, the Federal Dilution Act, and the CAN-SPAM Act.
- **Addition of Extended Examples to Ethics and Social Responsibility Discussion.** Detailed examples of situations, products, and companies familiar to students have been added to Chapter 4. A survey showing students' attitudes toward downloading music, Xerox's efforts at green marketing through its "Design for the Environment" program, and the growth of online fraud are examples used to help students relate to the concepts presented in the chapter. Chapter 4 also includes the new AMA Code of Ethics.
- **Updated Consumer Behavior Coverage.** Chapter 5 includes new examples related to MP3 players, an updated discussion of the new VALS typology (including innovators, thinkers, and survivors), a description of the word-of-mouth activity called *buzz marketing*, and an update on recent debates about subliminal advertising.
- **New Business-to-Business Content.** Chapter 6 now includes discussions of the forthcoming North American Product Classification system, Harley-Davidson's supplier collaboration efforts, and eBay's expansion into online business-to-business trading: eBayBusiness.com.
- **Updated Global Coverage.** Recent changes in tariffs and their cost to consumers, the latest membership of the European Union, the growing use of global brands by companies such as Coca-Cola, Gillette, L'Oréal, and McDonald's, and considerations when customizing versus standardizing marketing practices are part of the Chapter 7 discussion of global markets and global marketing.
- **New Marketing Research Framework.** The five-step marketing research approach presented in Chapter 8 now discusses three types of research—exploratory, descriptive, and causal—in the context of setting research objectives. Recent changes in Nielsen's method of obtaining TV viewing data from all TV viewers, and particularly from men and owners of DVRs such as TiVo, are also discussed.
- **New and Updated Extended Examples.** Reebok, Wendy's, and Apple are used as extended examples to illustrate segmentation and typical age, gender, price, and lifestyle segments in Chapter 9. 3M, Little Remedies, and Volvo are used to explain new-product development in Chapter 10.
- **New Brand Management Content.** The rapidly changing field of brand management includes new approaches to valuing brand equity, brand licensing, and the use of "fighting" brands now covered in Chapter 11.

- **Increased Emphasis on Services as Experiences.** Chapter 12 opens with a description of *Star Trek: The Experience*, a recently opened attraction at the Las Vegas Hilton, and one of many services designed to provide consumers with a strong experiential element (e.g., Hard Rock Cafe, Planet Hollywood, etc.). New e-services such as VOIP, retinal scan security services, and match-making are also included in the chapter.
- **Updated Channels, Wholesaling, Supply Chain, and Logistics Discussions.** The Chapter 15 opening example and the chapter Web Link use Apple Stores to illustrate the use of a high-touch environment to distribute high-tech products. Chapter 16 now includes a discussion of IBM's on-demand supply chain and an example of BMW's online site available to build your own automobile.
- **Updated Retailing and Category Management Coverage.** Chapter 17 provides a discussion of the growing demand for luxury products by the mass market. Other important new topics are also included, such as the replacement of bar codes with RFID technology, the trend toward self-service retailing, the growth of supercenters, the new regulations affecting telemarketing, and the use of category management to determine the assortment of merchandise in a store.
- **Revised Integrated Marketing Communications Content.** Chapter 18 opens with a description of Disney's \$250 million integrated marketing campaign, which includes the popular "What's Next?" campaign, network and cable TV ads, print ads, newspaper inserts, direct marketing, a comprehensive website and campaign, a Disney Visa card, and many other partnerships and promotions. IMC is now introduced much earlier in the chapter, and other topics such as SIMM (simultaneous media usage), direct-to-consumer marketing, and assessment of program effectiveness are included.
- **New Forms of Advertising.** Important content describing the new world of advertising has been added to Chapter 19. As more consumers learn to multi-task, advertisers have turned to new attention-getting media. Internet promotions, online contests, virtual advertising, and *advergaming* (the integration of advertising messages in a video game) are all included with recent examples. In addition, the advertising content debate sparked by Janet Jackson's Super Bowl performance is presented for student debate.
- **Updated Chapter 21: "Implementing Interactive and Multichannel Marketing."** The reviews on this chapter, introduced in the seventh edition, were extraordinary. It is now updated to include recent examples and terms, such as new descriptions of Reflect.com, Nike's customized product configurator, new segments of online mothers, blogs, viral marketing, and multichannel marketing initiatives.
- **Increased Integration of Strategic Marketing Process.** The strategic marketing process introduced in Chapter 2 and used in Appendix A is integrated with the entire text in Chapter 22, "Pulling It All Together: The Strategic Marketing Process." A new section, "Finding and Using What Really Works," is based on the results of a five-year study of 160 companies.

ORGANIZATION

The eighth edition of *Marketing* is divided into five parts. Part 1, "Initiating the Marketing Process," looks first at what marketing is and how it creates customer value and customer relationships (Chapter 1). Then Chapter 2 provides an overview of the strategic marketing process that occurs in an organization—which provides a framework for the text. Appendix A provides a sample marketing plan as a reference for students. Chapter 3 analyzes the five major environmental factors in our changing marketing environment, and Chapter 4 provides a framework for including ethical and social responsibility considerations in marketing decisions.

Part 2, “Understanding Buyers and Markets,” first describes, in Chapter 5, how individual consumers reach buying decisions. Next, Chapter 6 looks at organizational buyers and markets and how they make purchase decisions. And finally, in Chapter 7, the nature and scope of world trade and the influence of cultural differences on global marketing practices are explored.

In Part 3, “Targeting Marketing Opportunities,” the marketing research function and how information about prospective consumers is linked to marketing strategy and decisions is discussed in Chapter 8. The process of segmenting and targeting markets and positioning products appears in Chapter 9.

Part 4, “Satisfying Marketing Opportunities,” covers the four Ps, the marketing mix elements. The product element is divided into the natural chronological sequence of first developing new products and services (Chapter 10) and then managing existing products (Chapter 11) and services (Chapter 12). Pricing is covered in terms of underlying pricing analysis (Chapter 13), followed by actual price setting (Chapter 14) and Appendix B, “Financial Aspects of Marketing.” Three chapters address the place (distribution) aspects of marketing: “Managing Marketing Channels and Wholesaling” (Chapter 15), “Integrating Supply Chain and Logistics Management” (Chapter 16), and “Retailing” (Chapter 17). Retailing is discussed in a separate chapter because of its importance and interest as a career for many of today’s students. Promotion is also covered in three chapters. Chapter 18 discusses integrated marketing communications and direct marketing, topics that have grown in importance in the marketing discipline recently. The primary forms of mass market communication—advertising, sales promotion, and public relations—are covered in Chapter 19. Personal selling and sales management are covered in Chapter 20.

Part 5, “Managing the Marketing Process,” discusses issues and techniques related to interactive marketing technologies and the strategic marketing process. Chapter 21 describes how interactive technologies influence customer value and the customer experience through context, content, community, customization, connectivity, and commerce. Chapter 22 expands on Chapter 2 to describe specific techniques and issues related to blending the four marketing mix elements to plan, implement, and control marketing programs.

The book closes with several useful supplemental sections. Appendix C, “Planning a Career in Marketing,” discusses marketing jobs and how to get them, and Appendix D provides 22 alternate cases. In addition, a detailed glossary with page references and three indexes (name, company/product, and subject) complete the book.

ACKNOWLEDGMENTS

DEVELOPMENT OF THE TEXT AND PACKAGE

To ensure continuous improvement of our product we have utilized an extensive review and development process for each of our past editions. Building on that history, the eighth edition development process included several phases of evaluation and a variety of stakeholder audiences (e.g., students, instructors, etc.).

- The first phase of the review process asked adopters to suggest improvements to the text and supplements through a detailed review of each component. We also surveyed students to find out what they liked about the book and what changes they would suggest.
- The second phase included symposiums across the country, including users and nonusers. These sessions focused specifically on the supplements package and its effectiveness for instructors and students.

Reviewers who were vital in the changes that were made to this edition include:

Christie Amato
University of North Carolina, Charlotte
Carol Bienstock
Radford University
Larry Borgen
Normandale Community College
Nancy Boykin
Tarleton State University
Judy Bulin
Monroe Community College
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BRIEF CONTENTS 简要目录

第一编 开始营销过程	3	第 11 章 产品和品牌管理	287
第 1 章 通过营销建立顾客关系与顾客价值	5	第 12 章 服务管理	315
第 2 章 开发成功的营销与公司战略	29	第 13 章 确定定价基础	335
附录 A 制定一个有效的营销计划	53	第 14 章 制定最终价格	361
第 3 章 扫描营销环境	71	附录 B 营销财务	386
第 4 章 营销中的道德与社会责任	97	第 15 章 管理营销渠道与批发	395
		第 16 章 整合供应链与物流管理	421
第二编 理解购买者与市场	117	第 17 章 零 售	443
第 5 章 消费者行为	119	第 18 章 整合营销传播与直接营销	469
第 6 章 组织市场与购买者行为	147	第 19 章 广告、销售促进和公共关系	495
第 7 章 开拓全球市场	169	第 20 章 人员推销和销售管理	527
第三编 确认营销机会	201	第五编 管理营销过程	555
第 8 章 营销调研：将信息变成行动	203	第 21 章 实施互动与多渠道营销	557
第 9 章 识别细分市场与选择目标市场	231	第 22 章 整合战略营销过程	581
		附录 C	610
第四编 满足营销机会	259	专业术语表	629
第 10 章 开发新产品和服务	261		

DETAILED CONTENTS 详细目录

第一编 开始营销过程	3	附录 A 制定一个有效的营销计划	53
第 1 章 通过营销建立顾客关系与顾客价值	5	第 3 章 扫描营销环境	71
开创了一个全新的产业之后, 下一步行动是什么	5	新千年中的环境扫描	72
什么是营销	7	跟踪环境趋势	72
Rollerblade 溜冰鞋、营销与你	8	当今市场的环境扫描	73
营销: 利用交换满足需要	8	社会因素	74
影响营销活动的各种因素	8	人口统计	74
营销产生的前提	9	文化	78
营销如何了解并满足消费者需要	10	经济因素	80
了解消费者需要	10	宏观经济环境	80
满足消费者需要	14	消费者收入	81
营销方案: 如何构建顾客关系	15	技术因素	83
全球竞争、顾客价值与顾客关系	15	明天的技术	83
关系营销	16	技术对顾客价值的影响	84
营销方案	16	电子商务技术	85
Rollerblade 公司的一个营销方案	16	竞争因素	85
营销如何变得如此重要	19	四种基本竞争类型	85
市场导向的演进	19	竞争要素	86
道德与社会责任: 平衡不同群体的利益	20	作为竞争者的小企业	87
营销的宽度与深度	21	管制因素	87
第 2 章 开发成功的营销与公司战略	29	保护竞争	88
头号冰淇淋制造者走向何方	29	与产品相关的立法	88
组织中的战略层面	30	与定价相关的立法	89
当今组织: 类型、层面与团队	30	与分销相关的立法	90
组织中的战略问题	32	与广告和促销相关的立法	90
确定战略方向	35	通过自我管制进行控制	91
环顾四周: 我们现在何处	35	第 4 章 营销中的道德与社会责任	97
成长战略: 我们欲往何方	38	安海斯—布希公司: 不仅仅是满足味觉	97
战略营销过程	41	营销道德的本质与意义	98
战略营销过程: 计划阶段	42	营销中道德/合法的判断	98
战略营销过程: 执行阶段	46	对道德行为的现行认识	99
战略营销过程: 控制阶段	48		