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营销学导论

Marketing: An

(第7版)

Introduction (Seventh Edition)

[美] 加里·阿姆斯特朗 (Gary Armstrong) 著
菲利普·科特勒 (Philip Kotler)
何志毅 改编

中国人民大学出版社

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性,又兼顾应用的广泛性;既侧重让学生掌握基本的理论知识、专业术语和专业表达方式,又考虑到教材和管理实践的紧密结合,有助于学生形成专业的思维能力,培养实际的管理技能。

- 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排,首先针对那些课程内容国际化程度较高的学科进行双语教材开发,在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验,使得双语教学贴近现实教学的需要;也有利于我们收集关于双语教学教材的建议,更好地推出后续的双语教材及教辅材料。

- 篇幅合理,价格相对较低。为适应国内双语教学内容和课时上的实际需要,本套教材进行了一定的删减和改编,使总体篇幅更为合理;而采取低定价,则充分考虑到了学生实际的购买能力,从而使本套教材得以真正走近广大读者。

- 提供强大的教学支持。依托国际大出版公司的力量,本套教材为教师提供了配套的教辅材料,如教师手册、PowerPoint 讲义、试题库等,并配有内容极为丰富的网络资源,从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。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。同时，为使我们后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，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，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

于中国人民大学商学院

2005年1月

改编者的话

中国改革开放二十多年来，人们已经逐渐了解并熟悉了很多市场经济活动，其中营销作为最活跃的市场经济活动之一，是每一个组织都无法回避的。在这一领域中国是幸运的，用二十多年的时间走过了西方上百年的历程。与此相对应，经济的发展也推动着营销观念快速地更新换代，从当初的“酒香不怕巷子深”发展到现在五花八门的营销观念层出不穷。在营销界，不管是从业者、学者，还是学生，甚至是普通人，都有自己对营销的独到见解。要认清这些见解和那些五花八门的新营销观念究竟是独创性的，还是“新瓶装旧酒”，需要我们对营销有一个全面系统的认识。

毫无疑问，对全面系统地认识营销的最有效方法就是阅读一本经典的营销著作，这本书既要权威性，也要与时俱进，更要有可读性。放在我们眼前的就是这样一本书。本书的改编依据——*Marketing: An Introduction* 是当年的国际畅销书，并且是 Prentice Hall 的最佳商业出版书籍。该书的作者之一菲利普·科特勒（Philip Kotler），被誉为“营销之父”，是世界营销领域的权威。他深谙营销的精髓，针对不同的客户推出不同版本的教材，其中包括流传甚广的《营销管理》（*Marketing Management*）。而该书的另一位作者加里·阿姆斯特朗（Gary Armstrong）是商学院的资深教授，常年从事营销学的教育工作，对营销理论有着深入的研究和独到的见解。他们两人合力为我们提供了一本极好的营销学入门读物，使得纷繁复杂的营销世界变得易懂和有趣。

该书试图在知识的覆盖面和易学性上作出平衡。它把营销看成是为客户创造价值，并且从创造中获取收益的科学和艺术，在这个理论框架的基础上，还包含了最新的营销思潮。该书不仅涵盖了常规的营销学教材讨论的内容，比如如何通过营销组合来传递客户价值，同时还集中介绍了在全球经济和数字经济环境下，营销活动的变化和发展，以及营销的社会责任。总之，我们认为该书是迄今为止最经典的营销学入门读物。

本书的改编建立在充分学习和理解原著的基础上，遵循“保留为主，精简表达”的原则，尊重并保持了原著的主体框架、主要内容和基本特色，同时对全书的内容及表达进行了简化和精炼，对部分章节进行了局部的结构调整，以适应中国读者的需要。主要改编之处如下：

1. 删除了对中国读者意义不大的内容。例如，删除了一些与美国的法律及规章制度相关的内容。
2. 删除了资料性的注释和附录。
3. 删减了各章节的案例与思考题。
4. 删除了相对独立的彩图广告。

我们期盼本书的出版能推动市场营销学在中国的国际化教育。虽然原著强调了营销的全球化背景，但是对中国的关注仍然是不够的。我们在学习和借鉴的过程中，还需要更多地考虑中国的特殊情境。尽管改编者付出了许多努力，但由于时间仓促，水平有限，疏漏和不当之处在所难免，恳请广大读者不吝赐教，以便进一步修改和完善。

最后，谨向中国人民大学出版社的各位编辑对本书出版工作的大力支持和帮助表示衷心的感谢。

改编者

2006年10月

Welcome to the Seventh Edition of Marketing: An Introduction!

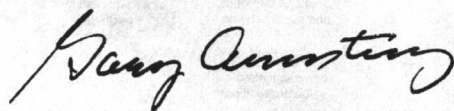
As we present this new edition, we want to take a moment to thank you and the millions of other marketing students and professors who have used our texts over the years. You've helped to make this text an international best seller and Prentice Hall Business Publishing's book of the year! Thank you.

Our goal with the seventh edition is to create an even more effective text from which to learn about and teach marketing. Most students learning marketing, whether majors or non-majors, want a complete picture of basic marketing principles and practices. However, they don't want to drown in a sea of details or to be overwhelmed by marketing's complexities. They want a text that's complete yet easy to manage and master.

The seventh edition of *Marketing: An Introduction* strikes a careful balance between depth of coverage and ease of learning. The seventh edition presents the latest marketing thinking. It builds upon a marketing framework which positions marketing simply as the art and science of creating value *for* customers in order to capture value *from* customers in return. It explains how marketing works with other company departments—such as accounting, information technology, finance, operations, and human resources—and with marketing partners outside the company to jointly bring value to customers.

Finally, the seventh edition takes a practical approach—concepts are applied through examples in which well-known and lesser-known companies assess and solve marketing challenges. An entirely new and comprehensive set of teaching resources, both print and digital, has been developed to support this edition. Our goal is this: offer innovative supplements that simplify—that are easier to find, access, manage, and use. You won't have to sift through boxes and books to find what you need.

In all, we think that this edition of *Marketing: An Introduction* is the best edition yet. We hope that you'll enjoy your journey down the road to learning marketing. So buckle up, and let's get rolling!



Gary Armstrong
University of North Carolina at Chapel Hill



Philip Kotler
Northwestern University

Preface*

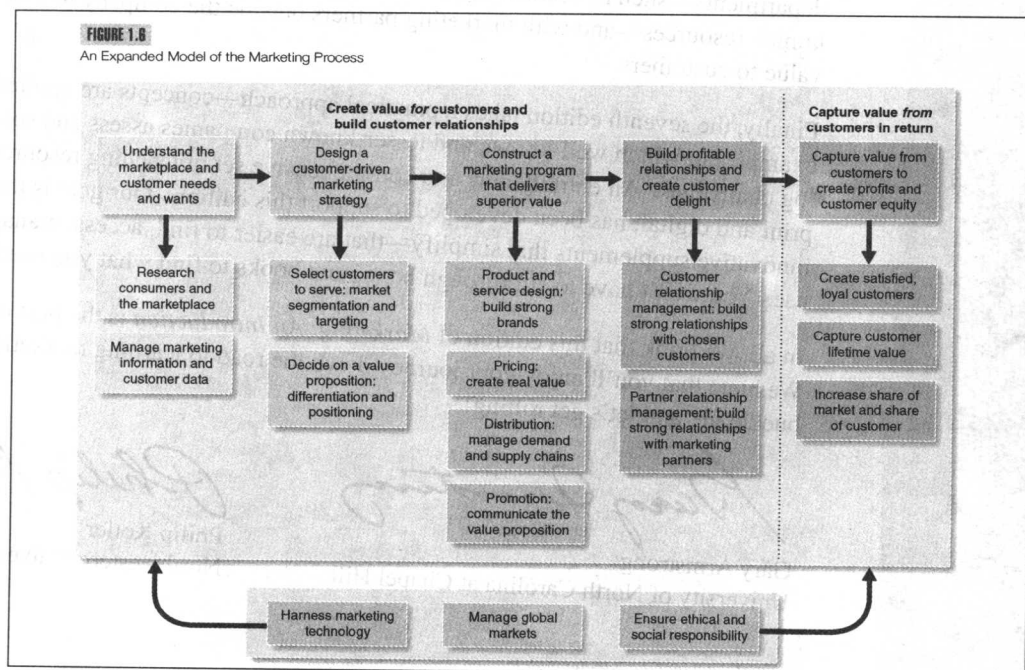
The seventh edition of *Marketing: An Introduction* presents an innovative framework for understanding and learning about marketing. Today's marketing is all about building profitable customer relationships. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow targeted consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity. Simply put, marketing is the art and science of creating value for customers in order to capture value from customers in return. From beginning to end, the seventh edition of *Marketing: An Introduction* presents and develops this customer-relationships/customer-equity framework.

What's New: Customer Value Is the Key

Marketing: An Introduction has been thoroughly revised to reflect the major trends and forces that are changing marketing in this new age of customer relationships. It offers important new thinking and expanded coverage on:

1. A “customer-relationships/customer-equity” framework:

- The customer relationship management/customer equity framework is established from the start of the text, in the completely revised Chapter 1, *Marketing: Managing Profitable Customer Relationships*, and carried forward throughout the text.
- The framework is presented in a five-step model of the marketing process, a model that details how marketing creates customer value and captures value in return.



*前言中提到的部分内容在改编时已作了调整和精简,但为使读者了解原书概貌,对前言未作改动,保持原貌。——改编者注

- The greatly revised opening chapter includes a major new section on *Building Customer Relationships*, which covers customer relationship management, the changing nature of customer relationships, and partner relationship management. The chapter also features a major new section on *Capturing Value from Customers*, which addresses topics such as building customer loyalty and retention, growing “share of customer,” identifying customer relationship groups, and managing customer equity.
- The managing-customer-relationships theme continues in Chapter 2, *Company and Marketing Strategy: Partnering to Build Customer Relationships*. This revised chapter places profitable customer relationships at the center of marketing strategy and the marketing mix. This chapter also extends the corollary concept of *partner relationship* management, working closely with marketing partners inside and outside the company to build strong customer relationships.

2. Brand strategy and managing brand equity:

- Chapter 6, *Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers*, presents new discussions on developing brand positioning statements and brand positioning maps.
- Chapter 7, *Product, Services, and Branding Strategies*, now includes a separate and expanded section—*Branding Strategy: Building Strong Brands*. The new section includes new material on brand equity and brand value, brand positioning, managing brands, and re-branding.

3. Marketing technology and marketing in a socially responsible way around the globe:

- *Marketing technologies in the digital age*. Technological advances have created a digital age, which continues to have a dramatic impact on both buyers and the marketers who serve them. New coverage is integrated chapter-by-chapter. In addition, Chapter 14, *Marketing in the New Digital Age*, explores the exciting strategies and tactics that firms are applying in order to prosper in today’s high-tech environment.
- *Global marketing*. Coverage is integrated chapter-by-chapter. Plus, Chapter 15, *Global Marketing*, focuses on global marketing considerations. The globalization versus Americanization issue is highlighted in this chapter.
- *Marketing ethics, environmentalism, and social responsibility*. Chapter 16 focuses on *Marketing and Society: Social Marketing and Marketing Ethics* and new coverage is integrated chapter-by-chapter. Chapter 16, *Marketing and Society: Social Responsibility and Marketing Ethics*, highlights Nike’s approach to social responsibility and how some companies maximize profits while helping to save the planet.

Additional Major Themes Include:

- | | |
|--------------------------------|---------------------------------------|
| ■ value propositions | ■ supply chain management |
| ■ supplier development | ■ direct marketing |
| ■ database marketing | ■ value pricing |
| ■ dynamic pricing | ■ integrated marketing communications |
| ■ buzz marketing | ■ Web selling |
| ■ environmental sustainability | ■ marketing and diversity |

Marketing In The Real World

Marketing: An Introduction tells the stories that reveal the excitement behind these and other modern marketing successes:

- How NASCAR creates avidly loyal fans by selling not just stock car racing but a high-octane, totally involving experience
- How Southwest Airlines flies high on the wings of its classic “less-for-much-less” value proposition
- How Kmart’s BlueLight strategy started a price war only Wal-Mart could win
- How MTV moved into the global brand elite by making music the universal language
- How Wal-Mart became the world’s largest company by delivery on a simple promise—“Always Low Prices, Always”
- How Pottery Barn succeeded in selling not just home furnishings but an entire lifestyle
- How Office Depot transformed itself from a traditional “brick-and-mortar” marketer to a full-fledged “click-and-mortar” marketer
- How Microsoft develops a passion for innovation and its quest for “the Next Big Thing”
- How Google flourished despite the dot-com meltdown
- How Wholesaler Grainger became the biggest market leader you have never heard of
- How L’Oréal’s skillful use of cultural nuances helped it become “the United Nations of Beauty.”

Many in-text elements help link the classroom to the real-world of marketing:

Chapter-opening vignettes. Each chapter starts with an exciting, real-world marketing story that introduces the chapter material.

Marketing at Work exhibits. Additional examples demonstrating marketing in action are highlighted in Marketing at Work exhibits throughout the text.

Video cases. Every chapter is supplemented with a written case that also has a video component to bring the material to life. These cases are located in Appendix 1 and are correlated by chapter subject. Teaching notes are available for instructors in the instructor edition of the text, in the instructor’s manual, and online at www.prenhall.com/marketing.

Marketing at Work 6.1

Pottery Barn: Oh, What a Lifestyle!


Shortly after Heather MacLean got married, she and her husband, Doug, agreed that their old bed had to go. It was a mattress and box spring on a cheap metal frame, a relic of Doug's Harvard days. But Heather never anticipated how tough it would be to find a new bed. "We couldn't find anything we liked, even though we were willing to spend the money," says Heather, a 31-year-old marketing director. It turned out to be much more than just finding a piece of furniture at the right price. It was a matter of emotion. They needed a bed that meshed with their lifestyle—both who they are and where they are going.

The couple finally ended up at the Pottery Barn on Boston's upscale Newbury Street, where Doug fell in love with a mahogany sleigh bed that Heather had spotted in the store's catalog. The couple was so pleased with how great it looked in their Dutch Colonial home that they hurried back to the store for a set of end tables. And then they bought a table. And a mirror for the living room. And some stools for the dining room. "We got kind of addicted," Heather confesses.

The MacLeans aren't alone. Pottery Barn's smart yet accessible product mix, seductive merchandising, and first-rate customer service have made it the frontrunner in the fragmented home furnishings and housewares industry—not just because of the products that it sells, but also because of the connections that it makes with customers. Pottery Barn does more than just sell home furnishings. It sells an entire lifestyle.

Three thousand miles away from Heather MacLean's home in Mendocino, Laura Allen is obsessed with a towel. A tall, slim blond with pale blue eyes and no nose jewelry, she could be the poster child for the Pottery Barn lifestyle. The 34-year-old California mother of two says that she enjoys entertaining, describes herself as being "holistic," and has just bought the company's Westport sectional sofa, with its kid-resistant tufted ottomans. She also happens to be Pottery Barn's president.

"I feel how great this is," says Allen, pulling a large white bath towel from a stack. "It's thick. It's got a beautiful dobby (the woven band a few inches from the towel's edge). It's highly absorbent, and it's 50¢. I can say with great confidence that you can't top this." To some merchants, a towel is just a towel. But to Allen, the towel is a fully icon of the lifestyle to which Pottery Barn customers aspire: upscale but casual, active but laid back, family-



Pottery Barn sells more than just home furnishings. It sells a lifestyle to customers across the country. In some of the product on display at Pottery Barn's store in Boston, Heather MacLean's husband, Doug, fell in love with a mahogany sleigh bed that Heather had spotted in the store's catalog. The couple was so pleased with how great it looked in their Dutch Colonial home that they hurried back to the store for a set of end tables. And then they bought a table. And a mirror for the living room. And some stools for the dining room. "We got kind of addicted," Heather confesses.


Keys To Success: Our Learning Approach

Learning the aids located throughout each chapter help students review, link, and apply marketing concepts:

Road Map: Previewing the Concepts. A section at the beginning of each chapter briefly previews chapter concepts, links them with previous chapter concepts, outlines chapter-learning objectives, and introduces the chapter-opening vignette.

Speed Bump: Linking the Concepts.

“Concept checks” are inserted at key points in each chapter as “speed bumps” to slow students down to be certain they are grasping and applying key concepts and links. Each speed bump consists of a brief statement and a few concept and application questions. By utilizing the Study Guide optional supplement, students can review feedback on the Speed Bump concept checks for reinforcement.



Linking the Concepts

Stop here for a moment and stretch your legs. What have you learned so far about marketing? For the moment, set aside the more formal definitions we've examined and try to develop your own understanding of marketing.

- In your own words, what is marketing? Write down your definition. Does your definition include key concepts such as customer value and relationships?
- What does marketing mean to you? How does it affect your daily life?
- What marketing management philosophy appears to guide NASCAR? How does this compare with the marketing philosophy that guides Johnson & Johnson? Can you think of another company guided by a very different philosophy? Is there one marketing management philosophy that's best for all companies?

Rest Stop: Reviewing the Concepts. A summary of key concepts at the end of each chapter reviews chapter concepts and summarizes each chapter objective.

Navigating the Key Terms. A list of the chapter's key terms.

Travel Log. “Discussing the Issues” and “Applications Questions” help students keep track of and apply what they've studied in the chapter.

- ★ **NEW Under the Hood: Focus on Technology.** Application exercises and questions focus attention and discussion on important marketing technologies in this digital age.
- ★ **NEW Focus on Ethics.** Situation descriptions and questions highlight important issues in marketing ethics. This feature can be used to begin classroom discussions or as a basis for group projects.

- ★ **NEW Marketing Plan.** New to this edition—a sample marketing plan with annotations of key highlights is now included as Appendix 2.

Glossary and Indexes. At the end of the book, an extensive glossary provides quick reference to the key terms found in the book. Subject, company, and author indexes reference all information and examples in the book.

APPENDIX 2 Marketing Plan

■ The Marketing Plan: An Introduction

As a marketer, you'll need a good marketing plan to provide direction and focus for your brand, product, or company. With a detailed plan, any business will be better prepared to launch a new product or build sales for existing products. Nonprofit organizations also use marketing plans to guide their fundraising and outreach efforts. Even government agencies put together marketing plans for initiatives such as building public awareness of proper nutrition and stimulating area tourism.

The Purpose and Content of a Marketing Plan

Unlike a business plan, which offers a broad overview of the entire organization's mission, objectives, strategy, and resource allocation, a marketing plan has a more limited scope. It serves to document how the organization's strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point. It is also linked to the plans of other departments within the organization. Suppose a marketing plan calls for selling 200,000 units annually. The production department must gear up to make that many units, the finance department must have funding available to cover the expenses, the human resources department must be ready to hire and train staff, and so on. Without the appropriate level of organizational support and resources, no marketing plan can succeed.

Although the exact length and layout will vary from company to company, a marketing plan usually contains the sections described in Table X on page Y. Smaller businesses may create shorter or less formal marketing plans, whereas corporations frequently require highly structured marketing plans. To guide implementation effectively, every part of the plan must be described in considerable detail. Sometimes a company will post its marketing plan on an internal Web site, which allows managers and employees in different locations to consult and collaborate on revisions or updates.

From Marketing Plan to Marketing Action

Companies generally create yearly marketing plans, although some plans cover a longer period. Marketers start planning well in advance of the implementation date to allow time for marketing research, thorough analysis, management review, and coordination between departments. Then, after each action program begins, marketers monitor ongoing results, compare them with projections, analyze any differences, and take corrective steps as needed. Some marketers design contingency plans, as in the sample plan below, for implementation if certain conditions emerge. Because of inevitable and sometimes unpredictable environmental changes, marketers must be ready to update and adapt marketing plans as you time.

toward objectives and identify areas for improvement if results fall short of projections. Finally, marketers use marketing research to learn more about their customers' requirements, expectations, perceptions, and satisfaction levels. This deeper understanding provides a foundation for building competitive advantage through well-informed segmenting, targeting, and positioning decisions. Thus, the marketing plan should outline what marketing research will be conducted and how the findings will be applied.

The Role of Relationships

The marketing plan shows how the company will establish and maintain profitable customer relationships. In the process, however, it also shapes a number of internal and external relationships. First, it affects how marketing personnel work with each other and with other departments to deliver value and satisfy customers. Second, it affects how the company works with suppliers, distributors, and strategic alliance partners to achieve the objectives listed in the plan. Third, it influences the company's dealings with other stakeholders, including government regulators, the media, and the community at large. All of these relationships are important to the organization's success, so they should be considered when a marketing plan is being developed.

Teaching and Learning Support

A successful marketing course requires more than a well-written book. Today's classroom requires a dedicated teacher and a fully-integrated teaching package. A total package of teaching and learning supplements extends this edition's emphasis on effective teaching and learning. The following aids support *Marketing: An Introduction*:

For Instructors

What's new? Easier access to more innovative resources!

What's Online?

- ★ **NEW Instructor's Resource Center** (www.prenhall.com/marketing)
 - Instructor's Manual
 - Test Item File
 - TestGen EQ for PC/MAC
 - Image bank
- ★ **NEW Three sets of PowerPoints**
 - Basic
 - Image/Media Rich
 - Personal Response System (PRS)
- ★ **NEW OneKey** (ISBN: 0-13-142606-0)—A student access code can be shrink-wrapped FREE with new copies of this textbook.

For Students

What's Online?

- ★ **NEW OneKey**—A student access code is available FREE when shrink-wrapped with this text.
 - Marketing ToolKit
 - ADventure exercises
 - Interactive and animated figures and tables
 - MarketingUpdates powered by Research Navigator
 - Self Study Quizzes

Gary Armstrong
Philip Kotler

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