

清华营销学系列英文版教材

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# 广告学 简明教程

(美) W. Ronald Lane 著  
J. Thomas Russell

Advertising: A Framework

Pearson  
Education

清华大学出版社

## 内 容 简 介

《广告学简明教程》在当前营销和促销形式越来越多样化和专业化的环境下，讨论了现代广告的核心内容。本书的基本特点是把广告作为营销管理和沟通过程的一部分进行研究，重点指出广告已经成为多种互相联系的专业管理工具中的一种。本书展现了广告业令人兴奋、充满挑战和不断变化的本质特征。

本书可供不同的读者参考和学习，帮助他们完成不同的目标。它可以作为广告学或者相关领域的高年级本科生和研究生的教材，还可作为职业营销人士和广告经理便捷的参考工具。

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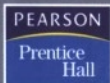
仅限于中华人民共和国境内（不包括中国香港、澳门特别行政区和中国台湾地区）销售发行。

ISBN 7-302-07769-X



9 787302 077695 >

定价：35.00元



<http://www.pearsoned.com>

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广	告	学	
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北京

EISBN: 0-13-085220-1

English reprint edition copyright © 2004 by PEARSON EDUCATION ASIA LIMITED and TSINGHUA UNIVERSITY PRESS.

Original English language title from Proprietor's edition of the Work.

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Published by arrangement with the original publisher, Pearson Education, Inc., publishing as Prentice Hall.

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仅限于中华人民共和国境内(不包括中国香港、澳门特别行政区和中国台湾地区)销售发行。

北京市版权局著作权合同登记号 图字: 01-2003-6857

本书封面贴有 Pearson Education (培生教育出版集团)激光防伪标签, 无标签者不得销售。

图书在版编目(CIP)数据

广告学简明教程 = Advertising: A Framework / 莱恩 (Lane, W. R.), 拉塞尔 (Russell, J. T.) 著. —影印本. —北京: 清华大学出版社, 2003

(清华营销学系列英文版教材)

ISBN 7-302-07769-X

I. 广… II. ①莱… ②拉… III. 广告学—高等学校—教材—英文 IV. F713.80

中国版本图书馆 CIP 数据核字 (2003) 第 114753 号

出 版 者: 清华大学出版社

<http://www.tup.com.cn>

社总机: (010) 6277 0175

地 址: 北京清华大学学研大厦

邮 编: 100084

客户服务: (010) 6277 6969

责任编辑: 江 娅

印 刷 者: 北京四季青印刷厂

装 订 者: 三河市李旗庄少明装订厂

发 行 者: 新华书店总店北京发行所

开 本: 203×260 印张: 25.75

版 次: 2004 年 2 月第 1 版 2004 年 2 月第 1 次印刷

书 号: ISBN 7-302-07769-X/F·690

印 数: 1~5000

定 价: 35.00 元

本书如存在文字不清、漏印以及缺页、倒页、脱页等印装质量问题, 请与清华大学出版社出版部联系调换。联系电话: (010) 62770175-3103 或 (010) 62795704

# 出 版 说 明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与国外著名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。我们所选择的图书,基本上已是再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分是该领域中较具权威性的经典之作。在选书的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!清华营销学系列英文版教材由清华大学经济管理学院和北京大学经济学院李欲晓、刘群艺、赵平、宋学宝、段志蓉、谢赞等老师审阅,在此一并致谢!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议;同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社经营事业部

2003.12

# 总序

世纪之交,中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进,以及经济全球化的激烈挑战。无论是无远弗界的因特网,还是日益密切的政治、经济、文化等方面的国际合作,都标示着21世纪的中国是一个更加开放的中国,也面临着一个更加开放的世界。

教育,特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来,尤其是20世纪90年代之后,为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合,为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者,我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例,2000年,学院顾问委员会成立,并于10月举行了第一次会议,2001年4月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人,其阵容之大、层次之高,超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中,教师和学生与国外的交流机会大幅度增加,越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中,我们的管理教育工作者和经济管理学习者,更加真切地体验到这个世界正发生着深刻的变化,也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展,闭关锁国、闭门造车是绝对不行的,必须同国际接轨,按照国际一流的水准来要求自己。正如朱镕基总理在清华大学经济管理学院成立十周年时所发的贺信中指出的那样:“建设有中国特色的社会主义,需要一大批掌握市场经济的一般规律,熟悉其运行规则,而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段,结合中国的国情,办成世界第一流的经营学院。”作为达到世界一流的一个重要基础,朱镕基总理多次建议清华的MBA教育要加强英语教学。我体会,这不仅因为英语是当今世界交往中重要的语言工具,是连接中国与世界的重要桥梁和媒介,而且更是中国经济管理人才参与国际竞争,加强国际合作,实现中国企业的国际战略的基石。推动和实行英文教学并不是目的,真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求,清华大学经济管理学院正在不断推动英语教学的步伐,使得英语不仅是一门需要学习的核心

课程，而且渗透到各门专业课程的学习当中。

课堂讲授之外，课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段，而且是对学习者思维方式的有效训练。

我们知道，就阅读而言，学习和借鉴国外先进的管理经验和掌握经济理论动态，或是阅读翻译作品，或是阅读原著。前者属于间接阅读，后者属于直接阅读。直接阅读取决于读者的外文阅读能力，有较高外语水平的读者当然喜欢直接阅读原著，这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏，同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础，但又不能完全独立阅读国外原著的读者来说，外文的阅读能力是需要加强培养和训练的，尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书，他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间，他就会在无形中减弱自己的竞争能力。因此，我们认为，有一定外语基础的读者，都应该尝试一下阅读外文原版，只要努力并坚持，就一定能过了这道关，到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时，我们更着重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为，原汁原味的世界级大师富有特色的表达方式背后，反映了思维习惯，反映了思想精髓，反映了文化特征，也反映了战略偏好。知己知彼，对于跨文化的管理思想、方法的学习，一定要熟悉这些思想、方法所孕育、成长的文化土壤，这样，有朝一日才能真正“具备国际战略头脑”。

以往，普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元，多则上百美元，一般读者只能望书兴叹。随着全球经济合作步伐的加快，目前在出版行业有了一种新的合作出版的方式，即外文影印版，其价格几乎与国内同类图书持平。这样一来，读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在1997年，清华大学出版社敢为人先，在国内最早推出一批优秀商学英文版教材，规模宏大，在企业界和管理教育界引起不小的轰动，更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需，也为了向全国更多的MBA试点院校和更多的经济管理学院的教师和学生提供学习上的支持，清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书，也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新；祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院院长  
全国工商管理硕士教育指导委员会副主任



To Sarah, Tommy, and Elizabeth

# Preface

As the title implies, *Advertising: A Framework* seeks to examine the core components of contemporary advertising in an environment of marketing and promotion diversity and specialization. The book is designed to serve a number of readers and objectives. It is a ready reference for professional marketing and advertising managers, a supplement for advanced undergraduate and graduate courses in advertising and related fields, and a core text for students in a number of promotion, marketing, and advertising disciplines.

The basic intent of the book is to present the advertising function as part of the total marketing management and communications process. Chapter 1 outlines the historical significance of the development and later merging of the various components of marketing communications. From its roots as an isolated and narrowly defined discipline, advertising has become one of a diverse number of related specialties that increasingly consolidate as management tools.

In Chapters 2, 3, and 4, we discuss the basic functions of advertising and marketing managers as they attempt to enhance the value of brands and products in a very complex competitive environment. It is obvious that the importance of advertising can be measured in part as a function of brand equity and brand awareness. Among the primary functions of advertising is to increase the public perception of a brand and highlight the positive attributes of that brand. To the degree that advertising positions a product in a positive light, the greater the chances that it will create a buffer for the product against competitive inroads from other brands.

*Advertising: A Framework* recognizes that no single approach will be successful in solving all specific marketing or advertising problems. Consequently, the book discusses advertising in the context of a number of marketing variables including price, product quality, consumer perceptions of a number of brand alternatives, distribution, as well as diverse sociological, cultural, and psychological factors. As is emphasized, the advertising manager of tomorrow will be a person well versed in a host of business and communication disciplines.

In Chapter 5, the rich matrix of communication channels open to the marketing executive is discussed. During the last 20 years the number of advertising media outlets has increased significantly. More important than the number of media choices, however, is the growing importance of consumer-controlled media channels. Led by the Internet, consumers are taking control of who, how, and when they communicate with potential sellers. The term “permission marketing” recently entered the business lexicon to foster the concept that marketers are increasingly guests for the consumer’s time and must be invited before communicating their messages.

Chapter 9 provides a bridge between traditional media outlets (assuming that the Internet is fast becoming mainstream) and the diverse world of sales promotion. In recent years, both consumer and trade promotion expenditures have been greater than those for advertising. More and more, the distinction between advertising and promotion is becoming less important than finding a seamless process to move a consumer from product awareness to purchase.

It is rare that successful advertising is achieved without a foundation of thoughtful, well-executed research. Chapter 10 outlines the basic steps in the advertising process. The chapter outlines how management, media, and creative decisions flow from product, consumer, and media information. Properly conducted research will not only enhance the quality of advertising but will also greatly reduce the risk that comes from improperly designed and executed advertising and marketing plans. Furthermore, without research, the advertiser is left with only speculation about the success or failure of advertising messages.

In Chapter 13, advertising production is discussed with an emphasis on directing the process of moving from initial concepts to final advertising executions. As with other areas of advertising, the production of print advertisements and commercials is open to significant waste if the oversight of the various elements of production is not carefully monitored.

Chapters 14 and 15 discuss some special areas of advertising, each with its own terminology, techniques, and methods. First, is retail advertising with its fast-paced, price and place decision making. In retail marketing, results are known within hours and missed opportunities are often unavailable once they are past. The face of traditional retailing is changing with a host of new competitors and sales methods. Consumer access to direct purchases through the computer may change commonly held notions of how we buy, sell, and deal with retailers as diverse as banks and book sellers.

Perhaps no area of advertising and marketing has undergone the change seen in global marketing in the last two decades. Advertising, once an American monopoly, has been challenged by the emergence of foreign-based multinational companies and agencies vying with American companies for customers and clients. The strength of these overseas competitors has made it imperative that contemporary marketing managers be knowledgeable in the special techniques and expertise of the global selling environment.

We conclude *Advertising: A Framework* with a discussion of the legal, regulatory, social, and public policy environment of modern advertising. Increasingly, marketing success is measured not in sales alone, but, just as importantly, the public perception of a company's corporate citizenship. Factors such as how a company deals with environmental issues, the type of causes with which it is associated, and the methods it uses to promote itself and its products are viewed by many potential buyers of equal importance to the company's bottom line.

As mentioned at the outset, *Advertising: A Framework* is useful to readers with a number of objectives. Regardless of the interests of our readers, we hope that we have conveyed the excitement, challenges, and constantly changing nature of advertising. We hope that you share our enthusiasm for the demanding but never dull world of advertising.

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