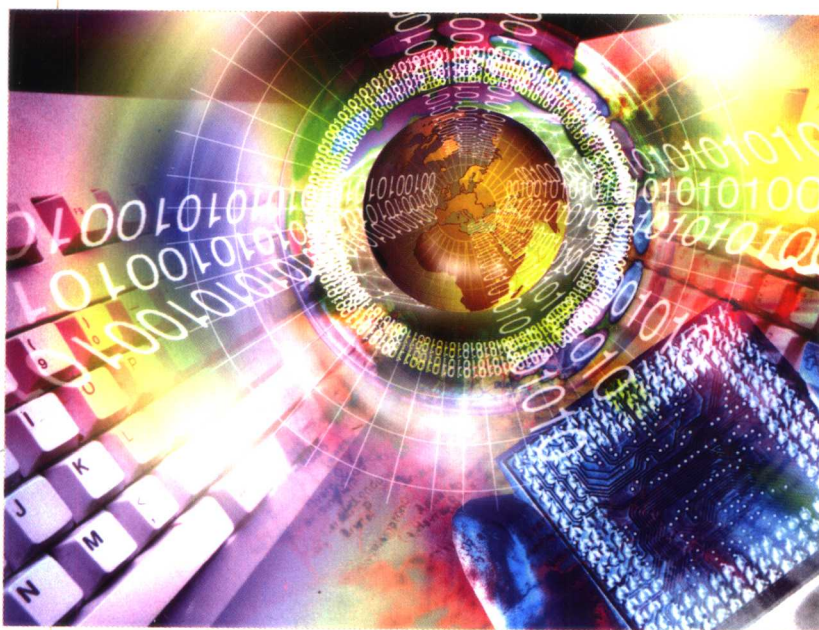


管理学经典入门教材 (英文影印版)

营销学导论

[英] Rosalind Masterson David Pickton / 著



Marketing

An Introduction

管理学经典入门教材 (英文影印版)

营销学导论

[英] Rosalind Masterson David Pickton /著

Marketing

An Introduction



北京大学出版社
PEKING UNIVERSITY PRESS

北京市版权局著作权合同登记图字: 01-2005-0568 号

图书在版编目(CIP)数据

营销学导论/(英)马斯特森(Masterson, R.)等著. 一影印本. 一北京: 北京大学出版社, 2005. 3
(管理学经典入门教材)

ISBN 7-301-08665-2

I. 营… II. 马… III. 市场营销学—英文 IV. F713.50

中国版本图书馆 CIP 数据核字(2005)第 019892 号

Ronsalind Masterson, David Pickton

Marketing: An Introduction

ISBN: 0-07-709876-5

Copyright © 2004 by McGraw-Hill Education(UK) Limited.

Original language published by The McGraw-Hill Companies, Inc. All rights reserved. No part of this publication may be reproduced or distributed by any means, or stored in a database or retrieval system, without the prior written permission of the publisher.

Authorized English language reprint edition jointly published by McGraw-Hill Education(Asia) Co. and Peking University Press. This edition is authorized for sale in the People's Republic of China only, excluding Hong Kong, Macao SARs and Taiwan. Unauthorized export of this edition is a violation of the Copyright Act. Violation of this Law is subject to Civil and Criminal Penalties.

本书英文影印版由北京大学出版社和美国麦格劳-希尔教育出版(亚洲)公司合作出版。此版本仅限在中华人民共和国境内(不包括中国香港、澳门特别行政区及中国台湾地区)销售。未经许可之出口,视为违反著作权法,将受法律之制裁。

未经出版者预先书面许可,不得以任何方式复制或抄袭本书的任何部分。

本书封面贴有 McGraw-Hill 公司防伪标签,无标签者不得销售。

书 名: 营销学导论

著作责任者: [英]Ronsalind Masterson, David Pickton 著

责任编辑: 何耀琴

标准书号: ISBN 7-301-08665-2/F·1040

出版者: 北京大学出版社

地址: 北京市海淀区成府路 205 号 100871

网 址: <http://cbs.pku.edu.cn> 电子信箱: em@pup.pku.edu.cn

电 话: 邮购部 62752015 发行部 62750672 编辑部 62752926

排 版 者: 北京浩德博文信息科技有限公司

印 刷 者: 北京中科印刷有限公司

经 销 者: 新华书店

850 毫米×1168 毫米 16 开本 29.25 印张 585 千字

2005 年 3 月第 1 版 2005 年 3 月第 1 次印刷

定 价: 45.00 元

出版者序言

在当前经济全球化的背景下,中国经济的发展需要大量具备扎实理论功底、了解国际规则、能够适应国际竞争需要的优秀的经济管理人才,所以,大力开展双语教学,适当引进和借鉴国外优秀的原版教材,是加快中国经济管理教育步伐,使之走向国际化的一条捷径。为此,北京大学出版社与国外著名出版公司麦格劳-希尔教育出版公司和汤姆森学习出版集团合作推出了《经济与金融经典入门教材》和《管理学经典入门教材》两套系列丛书,这两套丛书的大部分均同时包含英文版和翻译版,主要针对本科层次,目前首先推出英文版(英文影印版/英文改编版)。丛书的筛选完全是本着“出新、出好、出精”的原则,均经过北京大学及国内其他著名高校相关学者的精心挑选,分别汇集了国外经济与金融和管理学领域的经典教材,称得上是一套优中选精的丛书。

鉴于外版教材大多篇幅过长,且其中某些内容不适合我国的教学实际需要,因而我们对部分所选图书进行了必要的删节,成为英文改编版。在选书和删节的过程中,我们得到了许多老师的大力支持和帮助,在此,我们对他们表示衷心的感谢:

北京大学光华管理学院: 张一弛、张志学、杨云红、雷明、武常岐、张红霞、陆正飞、黄慧馨

中国人民大学: 李先国、杨波、胡波

中国农业大学管理学院: 陆娟

中山大学岭南学院: 贾佳

天津财经大学财政系: 张进昌

哈尔滨工业大学工商管理学院: 张莉、李国鑫

这两套丛书是对国外原版教材的直接或删节后影印,由于各个国家政治、经济、文化背景的不同,对于书中所持观点还请广大读者在阅读过程中注意加以分析和鉴别。另外,我们在对原版图书进行删节、重新编排页码的同时,为了便于读者核对使用索引,仍保留了原书的页码,因此读者在阅读过程中可能会发现有跳页现象,而且由于删节,某些文中提到的页码或内容有可能无法找到,对于由此给读者带来的诸多不便,我们深表歉意,恳请您的谅解。

我们期望本套教材的出版可以对我国经济管理学科的教学,尤其是经济管理专业本科的教学有所裨益,能够对我国经济管理学科的发展有所贡献。

一套丛书的推出和不断完善离不开大家的支持和帮助,我们也欢迎所有关心中国经济管理学科教育和发展的专家和学者及广大读者,给我们提出宝贵的意见和建议,诚挚地希望您能向我们推荐您所接触到的国外优秀的经济管理类图书。

北京大学出版社
经济与管理图书事业部
2005年1月

PREFACE

About the book

This is an introductory text and it is squarely aimed at students who are just starting out on their studies. It is the product of years of experience in teaching first year undergraduates and other new students. It has been produced by the Marketing Department at the Leicester Business School, host to one of the largest (if not **the** largest) introductory marketing courses in the UK. Explanations are simply phrased and technical terms defined in everyday language – no prior knowledge is assumed.

That's not to say it may not prove useful to students in the later stages of their careers. Nor is it to say that this is a cut down version of other, weightier texts. With this book the authors set out to do two things:

- ▶ to get students engaged in the study of marketing
- ▶ to provide a solid foundation for further study – and that means filling some important gaps that we believe are fundamental to good marketing but which many longer books still don't tackle.

As well as the essentials of each topic, the book includes a number of learning aids: lists of key concepts, illustrations and deeper explanations set apart from the text, definitions of key terms, activities, questions, further reading and mini case studies. We have also covered many of the key concerns of modern marketing. In particular, there are five key themes running through this text that we considered significant enough to warrant special attention (see focus boxes below).

Key Features

Focus boxes

Each chapter contains a number of coloured boxes, which show how these key concepts affect, and are affected by, the chapter's topic:

- ▶ global focus
- ▶ crm focus
- ▶ e-focus
- ▶ b2b focus
- ▶ ethical focus

These are all issues that challenge today's marketers. The focus boxes explain and illustrate their impact on modern marketing.

There are three other types of boxes in the book: insight boxes, activity boxes and glossary boxes.

Insight boxes

These are asides designed to shed further light on a topic. They may contain more detail, explain a specialist angle or provide an example.

Activity boxes

The activities are designed to help readers understand the subject in more depth. They are

not traditional academic exercises but practical things that students can do to see how marketing actually works.

Glossary boxes

Some terms are highlighted as they appear in the text. These are terms that appear in the glossary. If they are terms that are important at that point, then they may be explained in a small box by the side as well.

Key concepts

Each chapter starts with a list of the most important things that the chapter will cover, as well as related issues covered in other chapters.

Marketing is a vast subject and it does not break down into neat little boxes. However you try to split it up, there are overlaps in topics. Students find it helpful to have subjects broken down into manageable chunks as this facilitates learning – even though it is not always realistic. Also books are traditionally written in chapters.

So some of the items in the key concepts list will not be covered in depth (or at all) in that particular chapter. In those cases, a chapter reference is given so that readers can look the terms up in their respective chapters. Alternatively, they can ignore them in the first instance, then look back at all the key concepts later in the course (or at the end, approaching exam time) and see how things fit together.

Marketing Challenges

At the beginning of each chapter there are some 'marketing challenges'. These are designed to show why the topic in question is significant and give an indication of some of the things the reader should be able to do by the end of the chapter (learning outcomes). It is assumed that novice students will not be able to answer them at first and it is not intended that they should. These challenges are food for thought – designed to provide some real-world settings to show why the chapter's contents are important and how they can be applied.

It is hoped that students will go back and look at the challenges again when they have read the chapter. They should look much easier than they did at the start.

Alternatively, these challenges can be the basis for class discussion – either before or after the topic is studied – or both.

Self-review questions

At the end of each chapter there are self-review questions. These relate directly to topics covered in the chapter. They are designed to make sure that students have understood the chapter, and can also be used as revision aids.

It is better to write down the answers before looking back in the chapter. Students who look the answers up before really trying to answer the questions themselves may get a false impression of how much they know. It is very easy for a person to think they knew an answer already when they've just been told what it is. It is not always so easy to know the answer without a prompt.

Case studies

There are mini case studies at the end of each chapter. Most of these are based upon real-life situations and all are written with their associated chapter in mind.

These case studies are designed to help students to apply their knowledge and to improve analysis skills.

The postscript: careers in marketing

Many people study marketing as part of another degree, often business. Others are specialist marketing students (as are many at the Leicester Business School). Whether the reader is planning a career in marketing or not, it is *helpful to know what careers are available and what marketers actually do*. After all, marketing may be an academic discipline but it is primarily a business function. At the end of this book there is a postscript that provides further insight into the practicalities of marketing and possible future careers.

All these features have been designed with a view to blending the academic and the practical. We want students to understand their subject well, to be able to analyse situations and select appropriate marketing tools, to evaluate proposed courses of action and justify their choices. We also hope that many of them will go on to great marketing careers.

Rosalind Masterson and David Pickton
October 2003

ACKNOWLEDGEMENTS

The publishers would like to thank the following reviewers for their comments at various stages in the text's development:

John Crosbie Glasgow Caledonian University
Aidan Daly, National University of Ireland, Galway, Ireland
Charles Dennis, Brunel University
Chris Dodd, Heriot-Watt University
David Evans, University of Lincoln
Mel Godfrey, South Bank University
Ian Grieg, Lancaster University
Anthony Henry, University of Central England
Steve Hogan, University of Brighton
William Mott, Wolverhampton University
Lindsey Muir, Liverpool John Moores University
Sue O'Neil, University of Westminster
Brendan Richardson, University College Cork, Ireland
Jill Ross, Teesside University
Peter Simcock, Liverpool John Moores University
Nick Wilde, University of Greenwich
Frank Withey, University of Huddersfield

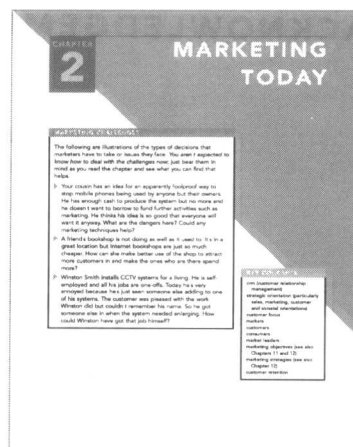
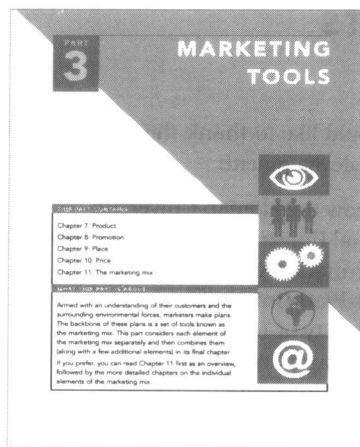
We would also like to thank the organizations that granted permission to reproduce material in this textbook.

Thanks also go to members of the Marketing Department at Leicester Business School, De Montfort University for their contributions and support, and particularly to Leuela Rickard for her work on the early stages of the manuscript.

GUIDED TOUR

Part opening page – each part opens with a schematic that highlights the area of marketing under study, and with an outline of the chapters that make up the part.

Chapter opening page – each chapter opens with a set of ‘marketing challenges’. These are real-life challenges that you could face as a marketing professional. As you read the chapter, think about how you would tackle each challenge.

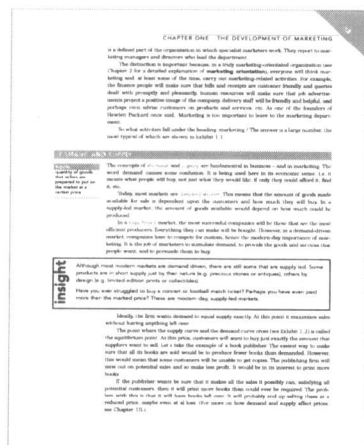


Margin notes – to help you to spot the important terms you will need for revision purposes, each new concept is defined in the margin where it first appears in the text.

Glossary terms – technical terms highlighted in the text are defined in the glossary at the end of the book.

Insight boxes – insight boxes encourage you to pause from your reading and take time to think about the topic in more detail.

Activity boxes – each chapter contains a number of marketing-related activities, which you can try out on your own or in class.

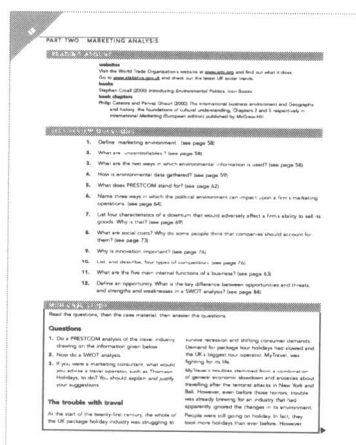
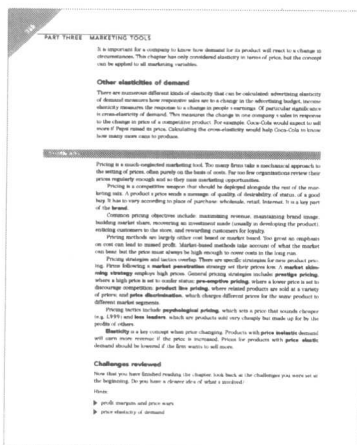


Summary – recaps the key topics for review at the end of each chapter.

Reading around – suggested titles for further reading to enhance your background knowledge.

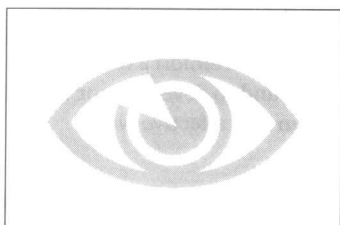
Self-review questions – test your understanding of the key marketing ideas in the chapter.

Case study with questions – apply your marketing knowledge by reading a case example and working through the case questions.



FOCUS BOXES

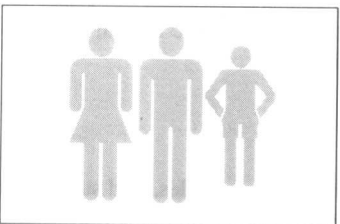
There are five important themes in the book, which are highlighted in these application boxes. These themes are relevant to contemporary marketing and provide examples of how each topic is applicable to marketing practice. The five themes to look out for are:



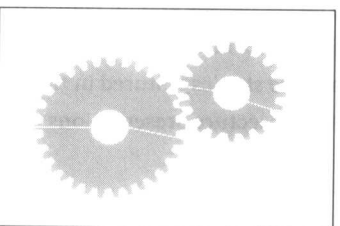
ethical focus – a closer look at marketing and social responsibility



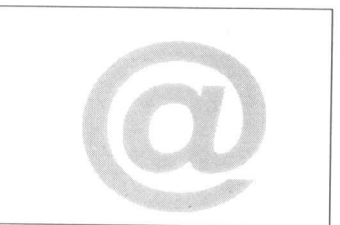
global focus – cases of international marketing in a global economy



crm focus – illustrations that demonstrate customer relationship management in practice



b2b focus – business-to-business marketing examples



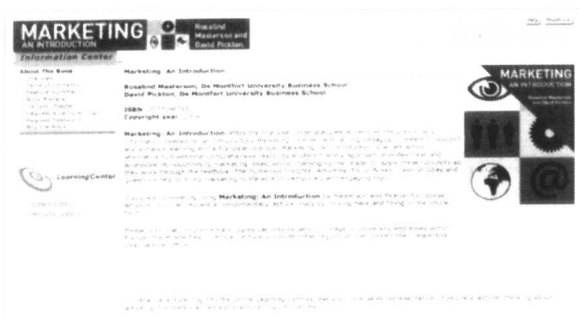
e-focus – examples of how technology impacts marketing

TECHNOLOGY TO ENHANCE TEACHING AND LEARNING

VISIT www.mcgraw-hill.co.uk/textbooks/mastersonandpickton TODAY

Online Learning Centre (OLC)

After completing each chapter, log on to the supporting Online Learning Centre (OLC) website. Take advantage of the study tools offered to reinforce the material you have read in the text, and to develop your knowledge of marketing in a fun and effective way.



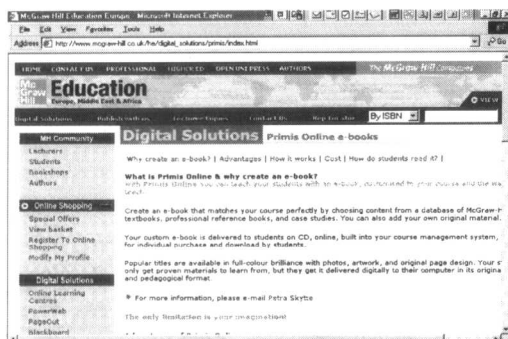
Resources for students include:

- ▶ self-testing multiple-choice questions for each chapter provide quick online tests for revision
- ▶ chapter overviews highlight the key topics within each chapter
- ▶ glossary of all key concepts used within the book, for revision and reference
- ▶ additional case studies with questions to help students to apply their new marketing knowledge in practical situations
- ▶ useful web links for marketing studies, and links to new articles/updates on all of the cases or companies referred to in the text.

Also available for lecturers:

- ▶ lecturer's manual with chapter synopsis and guides, and suggestions for using the textbook's features such as insights, activities and questions
- ▶ PowerPoint slides for use in lecture presentations and on course handouts
- ▶ multiple-choice test bank questions for tests and assessments
- ▶ teaching notes and solutions for the case studies featured in the book
- ▶ artwork from the book for use in class or lecture presentations.

For lecturers: Primis Content Centre

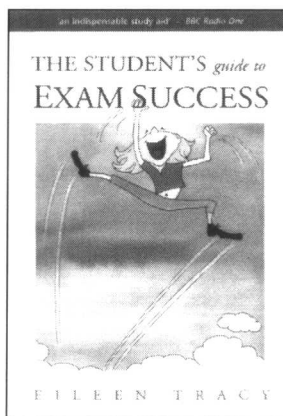
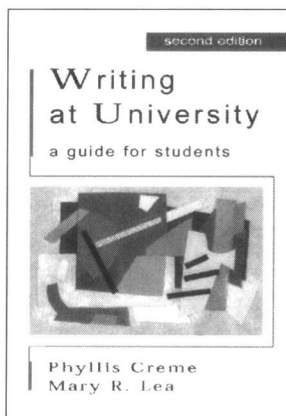


If you need to supplement your course with additional cases or content, create a personalized e-book for your students. Visit www.primiscontentcenter.com or e-mail primis_euro@mcgraw-hill.com for more information.

Study skills

Open University Press publishes guides to study, research and exam skills, to help undergraduate and postgraduate students through their university studies.

Visit www.openup.co.uk/ss/ to see the full selection.



Computing skills

If you'd like to brush up on your computing information technology skills, we have a range of titles covering MS Office applications such as Word, Excel, PowerPoint, Access and more. Get a £2 discount off these titles by entering the promotional code **cit** when ordering online at www.mcgraw-hill.co.uk/cit.

BRIEF TABLE OF CONTENTS

Preface xiii

Acknowledgements xv

Guided tour xvi

Technology to enhance teaching and learning xviii

PART 1: THIS IS MARKETING 3

1. The development of marketing 5
2. Marketing today 29

PART 2: MARKETING ANALYSIS 55

3. The marketing environment 57
4. Market segmentation 91
5. Buyer behaviour 127
6. Marketing research 159

PART 3: MARKETING TOOLS 189

7. Product 191
8. Promotion 227
9. Place 265
10. Price 293
11. The marketing mix 327

PART 4: THE MARKETERS 351

12. Marketing management 353
- What do marketers do? Postscript: Careers in marketing* 383

Glossary 411

Index 425

DETAILED TABLE OF CONTENTS

<i>Preface</i>	xiii
<i>Acknowledgements</i>	xv
<i>Guided tour</i>	xvi
<i>Technology to enhance teaching and learning</i>	xviii

PART 1: THIS IS MARKETING

3

1 The development of marketing	5
Challenges	5
Key concepts	5
Chapter overview	6
Introduction	6
Definitions of marketing	6
What marketing is not	7
Before marketing	9
Modern marketing	11
The marketing function	11
Demand and supply	13
Exchanges	14
Marketing's changing emphasis	15
The rise of consumerism	18
The focus themes	19
Summary	25
Challenges reviewed	25
Reading around	26
Self-review questions	26
Mini case study: Relaunching Liverpool	26
References	27
2 Marketing today	29
Challenges	29
Key concepts	29
Chapter overview	30
Introduction	30
Mixed terminology and mixed claims	30
Markets	32
Market dynamics	33
Marketing strategies	35
Objectives	35
Strategic orientations	36
Focusing on customers	42
Summary	51
Challenges reviewed	51
Reading around	51
Self-review questions	51

Mini case study: Virgin loyalty	52
References	53

PART 2: MARKETING ANALYSIS **55**

3 The marketing environment	57
Challenges	57
Key concepts	57
Chapter overview	58
Introduction	58
Uses of environmental information	58
Situation analysis	60
Marketing environment models	60
PRESTCOM	62
The organizational environment (the internal environment)	63
The external environment	64
The international environment	83
SWOT analysis	84
Stakeholders	86
Summary	87
Challenges reviewed	87
Reading around	88
Self-review questions	88
Mini case study: The trouble with travel	88
References	89
4 Market segmentation	91
Challenges	91
Key concepts	91
Chapter overview	92
Introduction	92
Market attractiveness	92
Why segment and target markets?	94
Segmentation approaches	97
Target marketing	110
Positioning	115
The five-stage process from market segmentation to positioning	121
Summary	123
Challenges reviewed	123
Reading around	124
Self-review questions	124
Mini case study: Auto-Tecnic GmbH	125
References	125
5 Buyer behaviour by Tony Garry	127
Challenges	127
Key concepts	127
Chapter overview	128
Introduction	128

DETAILED TABLE OF CONTENTS

The consumer buyer decision process	128
Types of consumer buying decision	134
Levels of involvement	134
Influences on consumer buyer behaviour	137
The consumer buyer decision process for new products	147
Types of organization and the products they purchase	149
Characteristics of organizational markets	149
Organizational buying situations	150
The buying centre	151
The organizational buying process	152
Organizational purchase criteria	154
Summary	155
Challenges reviewed	155
Reading around	155
Self-review questions	156
Mini case study: Seen and not heard?	156
References	157
6 Marketing research by Len Tiu Wright	159
Challenges	159
Key concepts	159
Chapter overview	160
Introduction	160
Types of marketing research	160
Secondary (desk) research	164
Primary (field) research	166
Two approaches to research: qualitative and quantitative	167
Commercially available research	170
Quality of marketing information	171
Research methods and techniques	172
Forecasting and trends	184
Summary	185
Challenges reviewed	185
Reading around	185
Self-review questions	185
Mini case study: Alcofizz Ltd	186
References	187

PART 3: MARKETING TOOLS**189**

7 Product by Kit Jackson	191
Challenges	191
Key concepts	191
Chapter overview	192
Introduction	192
What is a product?	192
The total product (the offering)	195
Product types	197
Services	200

DETAILED TABLE OF CONTENTS

Branding	204
Product development	211
The product life cycle	216
Product portfolio management	219
Summary	223
Challenges reviewed	223
Reading around	224
Self-review questions	224
Mini case study: The original VW Beetle	224
References	225
8 Promotion by Lynn Stainsby	227
Challenges	227
Key concepts	227
Chapter overview	228
Introduction	228
Promotion management	229
Promotional strategy	230
Setting the promotional budget	232
The marketing communications process	234
Influencing customers (audiences)	236
The marketing communications mix	239
Advertising	240
Public relations (PR)	249
Sales promotion	253
Personal selling	256
Regulations	258
Summary	260
Challenges reviewed	260
Reading around	261
Self-review questions	261
Mini Case Study: British Airways strike wrecks £6000 honeymoon	262
References	263
9 Place by Phil Garton	265
Challenges	265
Key concepts	265
Chapter overview	266
Introduction	266
Getting the place right	267
Members of the supply chain	268
Right space	270
Right time	271
Differing views of place	272
Place management	275
Designing the supply chain	277
Marketing functions in the supply chain	283
E-channels	284
Our technological world	286