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营销学 核心概念

(美) Roger A. Kerin Steven W. Hartley William Rudelius 著

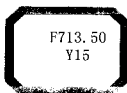
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The Core

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北京

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Marketing: the Core

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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经济管理理论和管理经验的需要,清华大学出版社与国外著名出版公司McGraw-Hill教育出版集团合作影印出版了一系列商科英文版教材。鉴于大部分外版教材篇幅过长,且其中部分内容与我国的教学需要不符,我们请专家学者结合国内教学的实际要求,对所选图书进行了必要的删节。我们所选择的图书,基本上是在国外深受欢迎、并被广泛采用的优秀教材的缩编版,其主教材均是该领域中较具权威性的经典之作。在选书和删节的过程中,我们得到了清华大学胡左浩老师的支持、帮助和鼓励,在此表示谢意!

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。

我们根据国内的教学实际,删去了本书的第4章。我们在对原版图书进行删节的同时仍采用了原书的页码,因此读者在阅读过程中可能会发现有漏页、跳页的现象,而且文中提到的页码或内容有可能已被删掉从而无法找到,由此给读者带来的诸多不便,我们深表歉意。

我们期望这套影印书的出版对我国经济管理科学的发展能有所帮助,对我国商科的教学,尤其是高学本科的教学能有所促进。

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。

清华大学出版社经管事业部

2004.12

中国的学生要不要使用英文版的教材，一直有争议。有人认为，我们应该使用自己编写的教材，这样才能更准确地反映我们在课堂上所要表达的观点。用国外的原版教材，有些隔靴搔痒，不能解决中国实际问题。持不同意见的观点认为，尽管各国在管理体制上有意识、制度、文化等差异，但管理本身是在国际环境下具有共同性的问题。特别是，中国的企业在经济全球化的环境下，需要更多地了解国外的管理理论与现状。在这种情况下，就需要引进一些外版的教材。一则，用于满足我们教学的部分需求；二则，更好地了解外版教材的教学服务体系；三则，为我们的师生创造英语教学的环境。

在进行2004年本科教指委的工作规划时，我曾特别谈及，要加强对本科教育中教书育人、服务于学生的使命的认识，继续优化专业课程设计，扩大精品课程建设，增加专业导向课程，尤其要加强对国际商科与经济管理学科教学进展的研究，并引进最新的教学成果，包括教材及教学资源。这一切都是为了更好地为国家与社会培养更好的人才。

为此，清华大学出版社与美国麦格劳·希尔教育出版公司的合作，引进出版这套“精编版”的英文工商管理教材，也是体现这一理念。这套教材吸收国际最新教学成果，提供全方位的教学资源，并借助英语的语言媒介，将会大力提升与发展中国工商管理教学水平，提高学生使用英语语言和网络手段获得长久的终生学习的能力和兴趣，进而提高我国工商界的国际竞争力。这是一件具有重大意义的工作。

讲到美国麦格劳·希尔教育出版公司，就要提到该公司的中国首席代表姜峰先生。我同他认识已经多年了。1995年，他供职西蒙与舒斯特公司北京代表处。从那时起，他便开始来学校拜访，打破出版社坐等教师上门的惯例。他这种服务教学的理念就是直接同我们的教师见面，为教师提供教学资源，从早期的印刷版图书到磁盘、光盘，到在线资源、在线系统。这些年，姜峰先生尽管已经换到目前的公司工作，但他始终坚持这一服务教学的理念，认真实践着他的教育出版观。

在同姜峰先生讨论引进国际上在工商管理教学的最新成果时，基本上确定了引进本套教材及教学资源的基本格调，即对“国际最新教学成果”的几个共同认识：一是国际上教学技术的进展究竟走到了哪一步，我们就引进到哪一步；二是要注意教学技术的发展给教学及教材带来的影响，我们要借鉴新的教学辅助手段。

最近几年，我在美国授课的过程中，注意到教学网络技术：CMS（课程管理系统）。通过这个教学辅助系统，教师可以将所要讲授的课程内容简单地张贴到一个系统化的

网页上,包括教学演示文件 PPT、章节提要 (Lecture Notes)、在线阅读资料,以及问答题、简答题还有课后大作业等,还可以很简单地开设自己课程的在线论坛 BBS。学生在注册后,便成为在线学生,通过该平台与教师交互,完成习题、在线提交作业,在线考试,自动出评测分析报告。这一切是以教师为中心,完全解决了教师对于自己教学内容,以及对学生和教学过程的网络化数字化管理的问题,并可多次复用、异地复用。这个在线学习系统 (BlackBoard, WebCT, eCollege) 等不同于国内各高校自己研发的以学籍管理或基于录像、课件的远程教学为中心的校园管理平台,直接解决大学的核心问题,即“大师”们对课程教学内容的管理问题,成为对教师授课最好的在线数字化辅助支持平台。

2003年12月底,从姜峰先生处得知BlackBoard在中国落地,便通过他与赛尔毕博公司接触,很快决定在中国人民大学商学院引进该平台支持教学。2004年的春季学期,我商学院247位教师,所有364门课程全面上线,2000多名学生在线注册学习,引发了人大商学院一场真正意义上的“教学革命”。教师与学生实现了很好的沟通与互动,学生之间也有了很好的学习谈论的天地。目前,我商学院的经验,已经成为赛尔毕博支持国内院校教学上线发展的典范,成为BlackBoard在国内的示范教学网站。

课堂教学同网络平台结合之后,又给教学带来了新的挑战,也给教材和教材的出版商们带来了新的机遇。历史悠久的麦格劳-希尔教育出版公司积极适应这种挑战,在商科及经管教材的出版上做了战略性的调整:即将教材本身做“薄”,出版一批新型的、跨媒介的教材;将研讨性、探索性、展开式的学习内容放到网上,将动态交互性的内容放到网上;印刷版的教材从过去强调各章节内容全面,呈现教学过程、学习环节,转向注重概念性及引导性,展现学习的核心内容。同时,他们将教材配套的教学资源做得更“全”,将更多的内容上线后全面依托网络,更加动态地呈现教学内容及教学过程;并为不同的教学平台提供完全解决方案,提供跨平台的不同版本的内容“子弹”。无论采用BlackBoard还是WebCT等平台,教师们都可以从出版商处获得标准的教学资源包,为自己采用的教材轻松搭建课程网站,实现教学的在线革命。

总之,教学在革命,教学的手段也在革命。我们要看到工商管理教学在国际上的各种变化,努力跟上时代的发展变化,使我们的学生真正获得国际水准的教育。为此,我衷心地感谢这批教材的国外作者们,正是他们不懈的教学实践,给我们学科的发展带来源源的活力;同时感谢国内外的出版界人士,感谢他们对教材、教材市场的永恒追求,不断地帮助我们提升教学的水准;衷心希望这批适应新的教学需要的国际最新教材的出版能抛砖引玉,再次带动整个工商管理教育,无论是本科、高职高专教学还是MBA、EMBA教学的发展。

子曰:“学而时习之,不亦说乎。”在这场教学革命中,我们有更大的勇气面临新的教学挑战,将中国的工商管理教育推向世界一流的前列!

徐二明

教育部高校工商管理类教学指导委员会主任委员
中国人民大学商学院院长

2004年金秋于北京

PREFACE

Welcome to the exciting, dynamic, and challenging field of marketing! If you've been on the Web, in a store, part of a company, or a consumer of any of the thousands of products and services available in our marketplace, you've probably already noticed many of the extraordinary changes taking place. Personalized advertising, multichannel retailing, cashless vending, customized products, online coupons, web-based surveys, and interactive media are just a few of the many indications that marketing is racing into a new era. At the same time, many traditional elements of the discipline such as segmentation, new-product development, and pricing are growing in importance and use. The combination of the contemporary and the traditional elements of marketing create a truly exceptional topic to study and understand.

Marketing: The Core draws upon the content and highly successful approach we've used in seven editions of our other, longer, text entitled *Marketing*. Our goal with this new text is to present the basic concepts essential to an introductory marketing course, yet retain the pedagogy that has made *Marketing* a best-selling text.

What is our pedagogical framework? First, we use an active-learning approach that involves students in the text by combining facts, figures, information, cases, exercises, and photos in an engaging, experiential fashion. Second, we incorporate many current examples using firms, products, and services that students recognize and may have purchased as consumers. Third, our in-chapter study aids and design elements—such as concept checks and easy-to-read figures—are developed to match the learning styles of today's students. Finally, we have invested in the most effective educational technologies.

We are gratified by the growing interest in our approach to the study of marketing. Feedback from students and instructors from around the world continues to reinforce our pedagogical style. *Marketing* and its translations and adaptations are now used extensively throughout the United States and in Canada, Poland, Russia, China, and many Spanish- and Portuguese-speaking countries. We hope that you will find *Marketing: The Core* a useful companion in your exploration of the knowledge, skills, and tools of the marketing discipline.

DISTINCTIVE FEATURES FOR MARKETING STUDENTS

Through our own classroom experiences we have developed many important, student-focused features that are prominent in every chapter:

- **Engaging writing style.** Our easy-to-read writing style engages students through active-learning techniques, timely and interesting examples, and challenging applications.
- **Personal look at marketing professionals.** Our text provides vivid and accurate descriptions of contemporary marketing professionals—through cases, extended examples, and testimonials—that allow students to personalize marketing and identify possible career interests and role models.
- **Contemporary and classic real-world examples.** We use up-to-date examples that students are likely to recognize from their own experiences in the marketplace, plus classic examples that students of business and marketing can easily relate to text concepts and typical marketing decisions.
- **Built-in learning aids.** Learning objectives, concept checks, marginal key terms, chapter summaries, Internet exercises, and application questions are used to reinforce learning and to allow students to self-assess their progress.

ORGANIZATION AND CONTENT

Marketing: The Core is divided into four 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 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 industrial and organizational buyers 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 are 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 the existing products, services, and brands (Chapter 11). Pricing is discussed in terms of the way organizations set prices (Chapter 12). Two chapters address the place (distribution) aspects of marketing: “Managing Marketing Channels and Supply Chains” (Chapter 13) and “Retailing and Wholesaling” (Chapter 14). Chapter 15 discusses integrated marketing communication 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 16. Personal selling and sales management are covered in Chapter 17. The text concludes with a description of specific techniques and issues related to creating customer value through interactive and multichannel marketing approaches (Chapter 18).

CHAPTER HIGHLIGHTS

- **The role of the Internet and technology in marketing today.** We recognize that the Internet and other digital technologies provide us with powerful new tools that can greatly enhance communication and commerce. From cover to cover, all chapters integrate coverage of e-commerce topics such as e-marketplaces, dynamic pricing, viral marketing, personalization, multichannel retailing, eCRM, collaborative commerce, file sharing and peer-to-peer communication, cyberservices, Internet appliances, interactive television, online secondary data sources, and virtual advertising.
- **Emphasis on customer value.** Chapter 1 presents an enhanced emphasis on customer value, the role of brands and how they make firms accountable to consumers, new products, the breadth of marketing and how it is used by many

- types of organizations, and a complete update of Rollerblade's marketing program.
- **Creating an effective marketing plan.** Howling Coyote Chili's marketing plan follows Chapter 2 in Appendix A, to provide context for the student through an early example of a marketing plan.
 - **Overview of the marketing environment.** Chapter 3 now includes a discussion of the dramatic impact of file-sharing on the music industry; the shifting age distribution of the population; and the changing attitudes and roles of men and women. It also provides an introduction to current electronic business technologies, including the Internet, the World Wide Web, e-commerce, and the growth of collaborative commerce.
 - **Ethics in marketing.** Chapter 4 is devoted to the topic of ethics and social responsibility in marketing. In addition, most chapters also integrate ethics coverage in the Ethics and Social Responsibility Alert boxes.
 - **Consumer behavior.** Chapter 5 includes current examples related to the stages of the consumer-decision process; it provides discussions of customer satisfaction and retention and looks at marketing strategies for high- and low-involve-ment products.
 - **Organizational buying.** Chapter 6 features sections on online buying in organizational markets, e-marketplaces, and online auctions.
 - **Global coverage.** Chapter 7 includes discussions of the emergence of a networked global marketplace and the influence of the World Trade Organization on the global rules of trade between nations.
 - **Market research technology.** Chapter 8 includes discussions of creative research techniques, such as hiring "cool hunters" to identify important cultural trends, and coverage of Internet and fax survey techniques, data mining, and the impact of research on marketing actions.
 - **Brand equity.** Chapter 11 includes the customer-based brand equity pyramid, which helps explain the relationship between brand awareness and how consumers think and feel about a brand. This helps students understand how the added value of a brand name gives a product competitive and price advantage.
 - **Channels coverage.** Chapter 13 includes examples related to multiple channels of distribution, strategic alliances, vertical marketing, exclusive distribution, slotting allowances, and satisfying buyer requirements. Current examples, such as "Dell Computer Corporation: A Responsive Supply Chain," and "Wal-Mart, Inc.: An Efficient Supply Chain," are used to explain the role of supply chains and logistics management in marketing and how a firm balances distribution costs against the need for effective customer service.
 - **Retailing and wholesaling coverage.** Chapter 14 discusses the repositioning of Target as an upscale discount store; it also covers the global expansion of many retailers and e-tailers and popular retail formats such as franchising. This chapter also provides coverage of important new technologies, such as cashless vending systems, as well as new concepts such as everyday fair pricing and multichannel retailing.
 - **Advertising coverage.** Chapter 16 discusses virtual advertising, interactive television, satellite radio, and Internet advertising. Up-to-date examples of the latest forms of promotion, including sweepstakes, product placement, and online coupons, are also provided.
 - **Interactive and multichannel marketing.** Chapter 18 provides a framework for how to think about and implement marketing strategy in an Internet/Web-enabled marketplace. Emphasis is placed on interactive marketing practice and the growing application of multichannel marketing. Students will also find this chapter of interest because they will see how important it is for companies to forge collaborative channel relationships to improve their global market competitiveness.

AN INSTRUCTOR'S GUIDE TO SUPPLEMENTS

With this greatly enhanced package, you and your students are covered from the basic supplements to the latest in educational technologies. Check it out for yourself.

LECTURE PREPARATION TOOLS



Instructor's Box—All of your resources in one package. The new Instructor's Box is a convenient way for you to keep all of your class materials in one place. This box contains the fully integrated Instructor's Manual in a loose-leaf, three-hole-punched format along with two three-ring binders that allow you to carry only what you need to class. Color tab dividers are also included in the package to help you organize your class materials. The box is designed with an easy-to-carry handle and also comes with your PowerPoint CDs, instructor CDs and VHS video library inside. It's everything you need in one easy package.

Instructor's Manual. The thoroughly revised Instructor's Manual includes lecture notes; discussions of the Marketing NewsNet boxes, Ethics and Social Responsibility Alerts, and Internet Exercises; answers to the Applying Marketing Concepts and Perspectives questions; case teaching notes; in-class activities; supplemental lecture notes; teaching suggestions; and detailed information about integrating other supplements into the course and classroom.

Instructor's CD-ROM. The CD-ROM includes the print and electronic supplements, so you have access to all of the supplements on one disk. It also contains the Computest package.

Online updates and current events. Adopters can sign up to be e-mailed updates on cases and material specific to the text and postings of new *BusinessWeek* articles, all accompanied with teaching notes and new PowerPoint slides as appropriate.

LECTURE PRESENTATION TOOLS



Video case studies. A unique series of 18 contemporary marketing cases is available on cassette. Each video case corresponds with chapter-specific topics and an end-of-chapter case in the text.

PowerPoint presentation and digital assets. Featured is a high-quality photo and art program, including figure slides, commercials, product shots, advertisements, marketing-in-practice shots, and video segments from the video package.



ASSESSMENT TOOLS

3,000+ question test bank. The test bank contains 3,000 questions categorized by topic and level of learning (definitional, conceptual, or application). The instructor-friendly format allows easy selection of questions from any part of the text, boxed materials and cases.

Computest program. This Computest contains all of the multiple-choice questions and the short essay questions from the test bank, and questions from the web quizzes. The Computest program allows you to select any of the questions, make changes if desired, or add new questions—and quickly print out a finished set customized to your course.

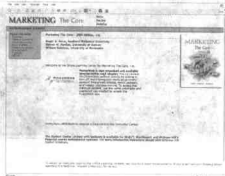
PageOut quizzes with instructor gradebook. Assign quizzes in PageOut to give students incentive to read the text and prepare for class. Grades for each student will automatically post to your class gradebook.

Online learning center and Web quizzes. These tools help to prepare students for taking tests: www.mhhe.com/tesm. Fifty percent of the questions in each Web quiz are also in the test bank to reward students who utilize this study aid.

ONLINE TECHNOLOGY

Online Learning Center with PowerWeb

This robust book-specific website includes resources for both instructors and students. For the instructor, we offer downloadable supplement materials and continuous updates. Students have a 24-7 study center to keep them up-to-date, to provide examples for application, and to prepare for a test. The website also includes PowerWeb, featuring its online readings and daily newsfeed.



Instructor Center

- **"Ask the Authors"**
- **Instructor's Manual**
- **PowerPoint.** Includes concept screens and art from the text and notes on other digital assets available in the PowerPoint Presentation Assembly Guide.
- **Content updates and current events.** You can sign up for e-mail updates on material specific to the text, postings of new *BusinessWeek* articles, and new case updates on PowerWeb—all accompanied with teaching notes and new PowerPoint slides as appropriate.
- **Test bank.** This is available through PageOut.



Student Center with PowerWeb

- **BusinessWeek updates.** Important articles related to marketing will be posted.
 - **Internet exercises**
 - **Key term flash cards**
 - **Self-quizzes with feedback**
 - **Online video cases.** Includes video case text and several video clips.

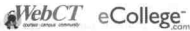




PowerWeb

- **Daily news feed.** Headlines with annotations from the leading periodicals and news sources—searchable by topic.
- **Weekly case updates.** Each week a new short case dealing with a company in the headlines is presented.
- **Readings in Marketing.** A collection of important articles selected by a team of marketing professors provides deeper topical study.
- **PowerSearch current journals and periodicals.** Search engine powered by Northern Lights.
- **Career resources**
- **Web research**
- **Study tips**

PowerWeb elements have been integrated into the OLC to give students quicker access to additional online resources.



Fully Compatible

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This unique point-and-click course website tool enables you to create a high-quality course website without knowing HTML coding. With PageOut you can post your syllabus online, assign McGraw-Hill Online Learning Center or e-Book content, add links to important off-site resources, and maintain student results in the online gradebook.

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