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工商管理经典教材·英文影印版

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MARKETING
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A

亚洲营销管理

(第3版)

AN ASIAN PERSPECTIVE

(Third Edition)

Philip Kotler 菲利普·科特勒
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出版说明

进入 21 世纪，随着中国加入 WTO，中国已全面融入国际社会。在当今中国，任何企业、任何组织，如果脱离政治、经济、文化等联系日益紧密的国际舞台，将寸步难行。任何企业和组织都不可避免地要应对来自全球范围的更加激烈的挑战。熟悉、了解国际经济环境，掌握国际企业运作规律，并能运筹帷幄、在潮起潮落中立于不败之地，是每一个企业家和创业者的追求。正因为如此，从 20 世纪八九十年代起，人们对学习国外工商管理知识的渴望与日俱增，工商管理教育的发展如火如荼。

中国人民大学出版社从 1996 年开始系统地引进国外工商管理教材，推出了“工商管理经典译丛”。该套译丛所选的都是国外商学院反复再版的经典教材。这些教材的出版，不仅引领了国内引进翻译国外工商管理著作的潮流，满足了国内商学院选用教材的需要，而且其所提供的新的管理知识和理念在实践中极大地提高了我国工商管理的水平。

为了强化这套书的品牌，近年来我社在以下几个方面做了更深入的工作。

一、及时跟踪翻译出版已有版本的后续版。我们最先引进的教材在国外都是一版再版，原作者不断追踪管理学科理论的最新发展，并追踪瞬息万变的管理实践，将前沿理论、最新案例不断补充到教材中。我们将在今后陆续推出《管理学》、《管理经济学》、《组织行为学》、《人力资源管理》等书的最新版，使国内读者能与国外读者同步领略世界管理大师的最新风采。

二、在原有核心课程教材的基础上，按照专业细分，适时推出它们的子系列，如：市场营销系列、跨国企业管理系列、国际质量管理系列等。

三、选择部分教材，出版英文影印版。为了满足高校管理学教学中推行双语教学的需要，我社聘请了熟悉国内外教学和学科发展的专家，从欧美现行教材中遴选、引进了一批具有国际领先水准的英文原版教材，以影印形式出版，供开设相应课程的高等学校选用。

四、引进出版与教材配套的教辅材料。我们引进的经典教材，其英文原版大部分都配有教师用书、光盘、学生用书等。对学生用书，我们会翻译出版；对教师用书等教辅材料，我们将根据教师填写的反馈表，通过网络或邮寄等形式免费向使用教材的教师提供。

“出教材学术精品，育人文社科英才”是我们的出版理念。希望通过我们的努力，不断推出更多更好的经济和管理类出版物，推动我国工商管理教育的发展，提升我国工商管理的实践水平，并培育出一批能为我国经济和社会发展做出杰出贡献的职业经理人。

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2003 年 9 月

前 言

欢迎阅读《亚洲营销管理》(第3版)。自从我们的第二版于1999年问世以后,世界发生了翻天覆地的变化。我们目睹了网络经济的盛衰、世界经济持续的不景气、耸人听闻的9·11事件及其产生的深远后果、中国加入世界贸易组织。亚洲的营销者为了在各种情况下维持区域经济飞速增长,不得不尽其全力。他们必须权衡亚洲的基本优势与长期发展潜力。如今,在这种严酷的商务环境中制胜的法宝是:战略的灵活性,创造性的客户和市场导向思维,创新性的价值方案开发与占有,以及竞争营销。

考虑到亚洲市场的运作节奏,亚洲企业的商务活动必须更加注重以客户和市场作为驱动因素。它们必须承认并且及时响应当今市场中的新型元素。互联网为消费者购买、商家出售,以及公司之间的交易提供了很多新的方式。它提高了顾客的价格敏感度,顾客在市场上的价格意识越来越强烈。随着地区市场的开放和管制的放松,亚洲企业面临着越来越多国家的竞争者,它们提供了同质但低价的产品和服务。我们目睹了在传播渠道爆炸的冲击下,大众广告的效果出现了明显的滑坡。某些公司在减少使用销售中最贵的人员推销方式,鼓励顾客使用低成本的订货渠道(电话订购和网上订购)。亚洲的零售者们,诸如小书店、音像店和旅行社等,每天都面临着来自网上的激烈竞争。所有产业都经历着竞争过度 and 狗咬狗的价格战。公司的毛利显著减少,亚洲市场主宰力量更多地转移到了顾客的身上。他们能够告诉公司,他们需要什么样的产品特性,能够忍受怎样的沟通方式,期待怎样的消费刺激,以及愿意支付多少价钱。

相应地,亚洲公司正在从管理产品投资组合向管理顾客关系组合转移。当今的重心是客户关系管理(CRM)。公司致力于维持和发展老顾客而不是去寻找新顾客。它们建立了基于顾客个人信息的数据库,以便更好地理解他们的需求,从而提供个性化的供应品和信息。它们在产品和服务的标准化上做得少了,而在顾客定制化上的心思多了。它们用与顾客的对话代替了单向的独白。它们改进了衡量顾客盈利率和顾客生命价值的方法。它们专注于测量市场投资回报及其对利益关系人价值的影响。

亚洲公司已不再仅把互联网看做一个信息渠道或销售渠道。互联网使人们对一家公司的营销战略和商业模式的建立进行再思考。在亚洲的每一家公司在连接顾客、员工、供应商、分销商和交易者长长的价值链中占有一席之地。当今,局域网改进了公司的内部沟通,而广域网则便利了其与交易伙伴的沟通。

随着市场的变化,营销也发生了改变。营销不再是公司的一个部门来管理有限的任务:管理广告,寄发邮件,找出市场领导者,为顾客提供服务。营销必须是整个公司范围的事业,

它驱动着公司的远景、使命和战略计划。营销为以下事情提供决策的依据：公司需要怎样的顾客；顾客要满足什么方面的需求；公司提供多少产品和服务；怎样确定价格；怎样传播和接受信息；使用哪些分销渠道；怎样发展合作者。

营销处理以下整个过程：进入市场，确立可获利的市场定位，建立忠诚的顾客关系。这只有在公司所有部门的共同合作下才能实现：工程部门设计合适的产品，财务部门筹集需要的资金，采购部门购买高质量的材料，生产部门及时地生产优质的产品，而会计部门则测算出每个顾客、产品和地区的利润率。

关于本书

营销无处不在，企业可以营销商品、服务、财产、人物、地方、事件、信息、观念或组织。本版旨在帮助公司、团体和个人制定适应于新技术和全球化的营销战略，并实施相应的管理。

本书的重点在于：

- 亚洲 12 个国家和地区的营销：中国大陆、中国香港、印度、印度尼西亚、日本、韩国、马来西亚、菲律宾、新加坡、中国台湾、泰国和越南
- 亚洲的互联网和高科技产品的营销
- 营销实践中的跨文化分析
- 亚洲的关系营销和客户关系管理
- 亚洲的品牌管理
- 亚洲渠道的选择和供应链管理
- 亚洲的高绩效企业研究
- 亚洲新兴的市场公司研究

同时，本版继续保留了以往版本的基本特点：

- **管理导向。**本书集中讨论营销经理和高级管理层在使本企业的目标、能力、资源与市场需要、机遇相协调的努力中所面临的主要决策。
- **分析的方法。**本书为分析当前营销管理中的问题提供了一个框架，用案例和事例描述了行之有效的营销原理、战略和实践。
- **多学科的视角。**本书充分利用了多门学科——经济学、行为科学、管理理论、数学的丰富内容，并将这些内容作为其基础性的理念和工具。
- **广泛的适用性。**本书把营销理念运用于各种营销环境：从产品到服务，从消费者市场到企业市场，从营利性组织到非营利性组织，从国内公司到国外公司，从小企业到大企业，从制造业到中介行业，从技术含量低的产业到技术含量高的产业。
- **亚洲视野。**本书通过吸纳区域思想家和商业领导人（从孔子、孙子到盛田昭夫、卡洛斯·戈森等）、机构（韩国和日本的财团等）、亚洲趋势（中国“入世”、人口变化等）、影响亚洲营销的因素（关系、面子、风水、假货、对销贸易、灰色营销等）等内容，提供了具有亚洲特点视野。

- **全面均衡的论述**：本书包括了一个有素养的营销经理所需要认识的所有论题，即包括了在战略、战术和管理营销中的重要问题。

本版特点

本版在整体保留和发展经典的案例的同时，在深度上以更尖锐的视角引入了新观念案例。

新的论题和新的结构

第2章“新经济中的适应营销”是一个全新的章节，它的产生源于互联网对市场和消费者的影响。驱动新经济的主要力量是什么？商业上的理论和实践是怎样因之变化的？市场营销者是怎样利用互联网、顾客数据库和客户关系管理的？这一新章节着重于这些问题，网络公司的案例和网络营销也自始至终贯穿于全书之中。以前的第19章“管理广告、销售促进和公共关系”以及第21章“管理直接营销和在线营销”，由于都与营销的传播功能有关，在本版中被合并起来。

同时，第二版的六章在本版中被合并成三章。第8章“分析行业与竞争者”和第13章“为市场领先者、挑战者、追随者和补缺者设计营销战略”合并营销竞争问题中。由此增加了第9章“参与竞争”。第10章“营销提供物的差异化与定位”和第12章“管理生命周期战略”合并进第11章“在产品生命周期中定位和差异化市场供应品”。第21章“管理广告、销售促进和公共关系”和第23章“管理直接营销和网上营销”合并营销传播中。由此产生了第20章“管理广告、销售促进、公共关系和直接营销”。

新的概念和观点

书中增加了大量的新概念并更详细地发展了原有的概念：新经济、互联网营销、反向营销、体验营销、交叉营销、病毒营销、游击队营销、高科技产品营销、产业集中、电子消费者、客户关系管理、顾客化和定制化、顾客权益、顾客生命价值、顾客份额、顾客活动周期、顾客价值分析、数据库营销和数据仓库、电话营销、股东价值、价值链、品牌建设、品牌资产管理、自我服务技术、移动营销、损益份额订价、动态价格、关系忠诚程序、交叉渠道和需求链。本版对每一个论题都增加了新的研究成果。

窗口特点

本版仍然有三个窗口板块：“营销备忘”提示参考资料，以及对于经理们在营销管理各个阶段的建议。“营销视野”集中反映当今营销管理最新的成果。全新的“新经济营销”着重于市场和科技的变化对于营销和营销管理的影响。

“营销备忘”的论题包括：“生物技术创造了无穷的机会”，“为何开发高科技产品特别困难”，“如何在亚洲管理合资企业”，“构筑国际亚洲品牌的清单”，“服务管理的七个致命缺陷”，“互换交易守则”，“设计顾客驱动分销系统”和“传闻式营销”等。

“营销视野”包括了以下论题：“激进营销的十条原则”，“无法以客户为中心的五种途径”，“韩国的政府采购”，“打击假货”，“民族文化对新品开发的影响”，“关系及其在大中国营销中的运用”，“文化与关系营销”和“儒家思想和东亚的营销”等。

“新经济营销”的内容包括：“对每个人的细分：大众化定制时代已经来临”，“I-mode 的差异化方式”，“中国‘入世’以后”，“对于卖方和买方，互联网是怎样在定价上引起革命的”，“拓展亚洲的网上购物业务”，“现代亚洲的广告守则”和“客户中心和客户关系管理”等。

教材案例和微型案例

200 多个亚洲案例和微型案例作了更改和增加，并着重于电子商务、互联网的应用、新型企业和服务性公司。新的微型案例涉及的公司包括：埃特娜马来西亚，阿穆尔，Bumrungrad 酒店，电子贸易韩国公司，好孩子，海尔，Hutchison-Priceline，华为科技，联想，李和方，NTTDoCoMo，珠江钢琴，Quanta，三星，Shinsegae 和 Tsutaya。更新的微型案例涉及的公司有：宏碁，佐丹奴，乔利比，雀巢，日产，宝洁，新加坡航空公司，索尼，泰泰，丰田和沃尔玛。保留的经典微型案例有：7—11 日本，阿伯苏罗特伏特加，阿维特工厂，雅芳印度尼西亚，柯达/富士，小松/卡特彼拉和斯沃琪等。这些公司既包括传统的亚洲公司，也包括跨国公司在亚洲的分公司或子公司。彩色插图包括印刷广告、电视画面和经本版挑选的亚洲营销案例的画面。

章末练习

应用材料包括一些新类型的特别实用的练习，为学生们提供锻炼。

- 每章中的“营销辩论”都会提出一个问题，让学生们用本章中所涉及的营销问题扮演一个角色参加辩论。
- 每章中的“亚洲营销案例”集中分析亚洲企业的营销活动。这些简短的案例和练习要求学生分析所提供的营销广告内容，努力在广泛的行业 and 市场中认识和应用所学的营销观念和工具。
- 从第 4 章起，“你是营销者”让学生们利用假设案例（索尼克公司的 PDA 产品）来设计营销计划。

教学与学习软件

《亚洲营销管理》（第 3 版）包括大量的专为教师和学生准备的辅导材料，这些辅导材料将会使营销管理课程学习成为一种令人兴奋的、生动的和双向互动的经历。

- **综合性的《教师手册》。**它包括每章小结/概要，教学关键内容目录，章末观念应用题的答案，详细的辅助资料建议和应用练习题。
- **《测验题汇编》。**包含 2 000 多道题目，类型有多项选择、是非题和论述题。
- **PowerPoint 文件。**这套讲座以本书章节为蓝本，突出了关键概念，并包含文中的重要

数据。

- **相关网站** www.pearsoned-asia.com/kotler。该网站资源为教授及学生提供了个性化的课程网站，包含一系列完整的教学材料。对于教师而言，可以下载各种版本的“教师手册与 PowerPoint 幻灯片”；而针对学生提供了一个互动的“学生学习向导”并附有测验。
- **亚洲电视广告**。在 Batey Advertising 与 BBDO 的帮助下，我们收集了这个区域中的电视商业广告并录制成一张光碟。
- **案例书**。与本教材配套的《营销管理：亚洲案例》，它由赫尔穆特·许特、洪瑞云、梁绍明和陈振忠共同编著。

Praise for the **Book**

This latest edition provides additional improvements to an already outstanding textbook. *Marketing Management: An Asian Perspective* is the number one textbook in its category. It is filled with up-to-date examples and mini-cases of marketing practices in Asia. In addition, this textbook contains data on Asia (such as on population trends, languages, religions, and economics) which is not found in any other textbook. Furthermore, the illustrations of print advertising along with TV commercial storyboards enable the reader to understand both the creation and the execution of promotional campaigns targeting various Asian markets.

The new chapter "Adapting Marketing to the New Economy" is a significant and helpful addition in this edition. Using up-to-date cases such as NTT DoCoMo, Priceline.com, the Roman Catholic Church in the Philippines, Cathay Pacific's Asia Miles Program, Kyobo Books in Korea, Mustafa's in Singapore, and Aetna Malaysia, this chapter demonstrates the successful use of electronic commerce in developing innovative marketing strategies in Asia.

I highly recommend *Marketing Management: An Asian Perspective*, third edition, to anyone interested in learning about contemporary marketing management practices in Asia.

Howard Combs
Professor of Marketing and Chair
Department of Marketing
San Jose State University

This third edition continues the excellence of the previous editions. The authors fit contemporary marketing management issues into the unique nature of Asian markets through a variety of techniques. New and updated examples are provided throughout the entire text and bring to life the practice of marketing in Asia. End-of-chapter exercises and feature boxes further add to the understanding of Asian marketing practices. The student will appreciate the unique challenges of conducting market research, branding, promoting, pricing, and distributing goods and services in Asian cultures and have a contemporary framework to guide further study in marketing. The importance and application of 21st century marketing practices such as branding, customer relationship management, internet marketing, and marketing research to Asian markets is an important feature of this text.

Michael J. Houston
Curtis L. Carlson School of Management
University of Minnesota

In the age of globalization, understanding the specifics of world markets is essential for anyone engaged in international business. Equally important will be a knowledge of the customer vocabulary and concepts behind marketing. Now in its third edition, *Marketing Management: An Asian Perspective* provides an excellent example of segmentation, targeting, and positioning, one of the central themes in the field. The Segment: Asia. The Target: Marketers throughout the world interested in Asian business markets. The Positioning: Providing the tools to address the challenges and issues faced by these marketers.

Professors Philip Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan have done a tremendous job of tying the content of this book together with the rapid development of 21st century marketing management. They take the reader from the fundamental concepts to a new economy issues in an organized and systematic manner.

Everyone trying to better understand marketing in the Asian markets, no matter what country or culture, should have this book close at hand. It uniquely mixes theory and practice, using both models and real-world examples, to help the reader visualize the various techniques or practices needed to market products and services.

Professor Kotler and his team of authors have attempted to answer almost any and all of the questions that the reader, whether a neophyte or an experienced professional, could possibly have about marketing with this book. They have also provided the added benefit of being targeted to Asia.

Dipak C. Jain
Dean
Kellogg School of Management
Northwestern University

Marketing Management: An Asian Perspective is a marvelously comprehensive examination of marketing that is filled with rich concepts and insightful examples and case studies. Highly relevant and practical, it will undoubtedly make you a better marketer in the Asian market or anywhere, for that matter.

Kevin Lane Keller
E.B. Osborn Professor of Marketing
Amos Tuck School of Business
Dartmouth College

Marketing Management: An Asian Perspective, third edition, is a treasure chest. It offers valuable insights into Asian marketing management practices and abounds with real marketing examples and classic mini-cases. Excellent work!

Vijay Mahajan
Dean
Indian School of Business

Marketing Management by Professor Kotler is the worldwide standard as a marketing textbook. And the Asian edition is the best marketing textbook for Asian markets. The work is comprehensive, educational, and fun to read. Most important, through its new edition, it contains relevant concepts and examples for marketing in Asia today.

Bernd Schmitt
Professor, Columbia Business School
Director, Center on Global Brand Leadership

As a long time user of Kotler's books on Marketing Management and its Asian editions, I am very delighted to see the timely release of the third edition. This book provides an excellent integration of the fresh thinking about marketing in the Digital Age with the marketing fundamentals, as well as a balanced presentation of the global trend and an Asian perspective in the book. I am glad that we now have a classic textbook with enough fresh concepts and examples to keep up with the fast changing business environment.

The restructuring of some of the chapters also makes it more consistent with the logical sequence of a course on marketing management.

Tu Ping
Associate Dean and Professor of Marketing
Guanghua School of Management
Peking University

Preface

Welcome to the third edition of *Marketing Management: An Asian Perspective*. The world has turned over many times since our second edition was published in 1999. We have witnessed the dot-com boom and bust, continued weakness in the global economy, the horrific events of September 11 and its aftermath, and China's entry into the World Trade Organization. Asia's marketers will have to bring out their best to meet the challenge of sustaining the region's rapid development under vastly different circumstances. They must leverage Asia's fundamental strengths and long-term potential. Strategic flexibility, innovative customer- and market-oriented thinking, creative value proposition development and appropriation, and competitive marketing are requisite to success in such a demanding business environment.

Asian businesses must be more customer- and market-driven given these marketplace dynamics. They must acknowledge and respond to the new elements in today's marketplace. The Internet has multiplied the number of ways consumers buy and companies sell and how companies carry on their businesses. It has increased customer price sensitivity in a region where consumers have historically been price conscious. With increased liberalization and deregulation of regional markets, Asian businesses face competitors from a growing number of countries, who offer lower prices and superior product quality. We are witnessing a decline in the effectiveness of mass advertising as a result of the explosion of communication channels. Some companies are reducing their costly sales forces by encouraging customers to use lower-cost channels (telephone and online ordering). Store-based retailers in Asia, such as small bookstores, music stores, and travel agencies, are competing with online operators. Industries are experiencing hypercompetition and dog-eat-dog pricing. Company margins have thinned considerably, and power is clearly shifting to Asian consumers, who are increasingly telling companies what product features they want, what communications they will tolerate, what incentives they expect, and what prices they will pay.

In response, forward-thinking Asian companies are shifting gears from managing product portfolios to managing customer portfolios. The focus today is on customer relationship management (CRM). Companies emphasize keeping and growing customers in addition to finding new ones. They are compiling databases on individual customers so they can understand them better and construct individualized offerings and messages. They are doing less product and service standardization and more niching and customization. They are replacing monologues with customer dialogues. They are improving their methods of measuring customer profitability and customer lifetime value. They are intent on measuring the return on their marketing investment and its impact on shareholder value.

Asian companies should stop thinking of the Internet as an information channel or a sales channel. The Internet requires a complete rethinking of a company's marketing strategy and the models on which it builds its business. Every company in Asia occupies a position in a long value chain connecting customers, employees, suppliers, distributors, and dealers. Today Intranets improve internal communication and Extranets facilitate communicating with partners.

As markets change, so does marketing. Marketing is no longer a company department charged with a limited number of tasks: managing advertising, sending out direct mail, finding sales leads, providing customer service. Marketing must be a company-wide undertaking. It must drive the company's vision, mission, and strategic planning. Marketing is about deciding who the company wants as its customers; which needs to

satisfy; what products and services to offer; what prices to set; what communications to send and receive; what channels of distribution to use; and what partnerships to develop.

Marketing deals with the whole process of entering markets, establishing profitable positions, and building loyal customer relationships. This can happen only if all departments work together: engineering designs the right products, finance furnishes the required funds, purchasing buys quality materials, production makes quality products on time, and accounting measures the profitability of different customers, products, and areas.

This Edition

Marketing is of interest to everyone in Asia, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. So the third edition is dedicated to helping companies, groups, and individuals adapt their marketing strategies and management to the new technological, global, and regional realities.

This edition emphasizes:

- Marketing in the Asia-12 countries/districts: China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and Vietnam
- The Internet and the marketing of high-tech products in Asia
- Cross-cultural analyses of marketing practices
- Relationship marketing and customer relationship management in Asia
- Managing brands in Asia
- Alternative go-to-market channels and supply chain management in Asia
- High-performing Asian businesses
- Emerging market companies in Asia

At the same time, it builds on the fundamental strengths of past editions:

- **Managerial Orientation.** This book focuses on the major decisions marketing managers and top management face in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities.
- **Analytical Approach.** This book presents a framework for analyzing recurrent problems in marketing management. Cases and examples illustrate effective marketing principles, strategies, and practices.
- **Multidisciplinary Perspective.** This book draws on the rich findings of various scientific disciplines—economics, behavioral science, management theory, and mathematics—for fundamental concepts and tools.
- **Universal Applications.** This book applies marketing thinking to the complete spectrum of marketing: products and services, consumer and business markets, profit and nonprofit organizations, Asian and non-Asian companies marketing in Asia, Asian companies marketing outside Asia, small and large firms, manufacturing and intermediary businesses, and low- and high-tech industries.
- **Asian Insights.** This book provides insights with an Asian flavor, drawing from regional thinkers and business leaders (from Confucius and Sun Tzu to Akio Morita and Carlos Ghosn, among others), institutions (*chaebol*, *keiretsu*, and so on), Asian trends (China's WTO entry, demographic changes, etc.), and practices which impact Asian marketing (*guanxi*, *mianzi*, *feng shui*, counterfeiting, countertrading, gray marketing, etc.).

- **Comprehensive and Balanced Coverage.** This book covers all the topics an informed marketing manager needs to understand to carry out strategic, tactical, and administrative marketing.

Features of the Third Edition

This edition has been both streamlined and expanded to bring essentials and classic examples into sharper focus while covering new concepts and ideas in depth.

New Topics, New Organization

Chapter 2, "Adapting Marketing to the New Economy," is a new chapter addressing the impact of the Internet on Asian marketing and Asian consumers. What are the major forces driving the new economy? How is business theory and practice changing as a result? How are Asian marketers using the Internet, customer databases, and customer relationship management? This new chapter focuses on these questions, and examples of online companies and marketing have been added throughout the book.

Moreover, six chapters in the second edition have been combined into three in this edition. Chapter 8, "Analyzing Industries and Competitors," and Chapter 13, "Managing Life-Cycle Strategies," have been combined as both address competitive issues in marketing. The resulting Chapter 9 of this edition is titled, "Dealing with the Competition." Chapter 10, "Differentiating and Positioning the Market Offering," and Chapter 12, "Managing Life-Cycle Strategies," have been combined into Chapter 11, "Positioning and Differentiating Through the Product Life Cycle." Chapter 19, "Managing Advertising, Sales Promotion, and Public Relations," and Chapter 21, "Managing Direct and Online Marketing" have been combined because both deal with marketing's communication function. The resulting Chapter 20 of this edition is titled, "Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing."

New Concepts and Ideas

Many concepts have been added or explored in greater detail: the new economy, Internet marketing, reverse marketing, experiential marketing, buzz marketing, viral marketing, guerrilla marketing, high-tech product marketing, industry convergence, cyberconsumers, customer relationship management, customization and customerization, customer equity, customer lifetime value, customer share, customer activity cycles, customer value analysis, database marketing and datamining, telemarketing, shareholder value, value chains, brand building, brand asset management, brand relationship management, self-service technologies, mobile marketing, gain-and-risk sharing pricing, dynamic pricing, tiered loyalty programs, hybrid channels, and demand chains. New published research findings have been added to every topic.

Boxed Features

This edition also has three box series. Marketing Memos present tips and suggestions for managers at all stages of the marketing management process. Marketing Insights highlight current conceptual thinking and practice, as well as research findings in marketing management. Marketing for the New Economy boxes focus on the effects of market and technological changes on marketing and marketing management.

Marketing Memo boxes include such topics as “Biotech is Unleashing Unlimited Opportunities,” “Why Developing Hi-Tech Products is Especially Difficult,” “Guidelines for Managing Joint Ventures in Asia,” “A Checklist for Developing Global Asian Brands,” “The Seven Deadly Sins of Service Management,” “Guidelines for Countertraders,” “Designing a Customer Driven Distribution System,” and “Buzz Marketing.”

Marketing Insight boxes include such topics as “The 10 Rules of Radical Marketing,” “Five Ways of Failing to Be Customer-Centric,” “Government Procurement in Korea,” “Counteracting Counterfeiting,” “The Effects of National Culture on New-Product Development,” “*Guanxi* and Its Application to Marketing in Greater China,” “Culture and Relationship Marketing,” and “Confucius and Marketing in East Asia.”

Marketing for the New Economy boxes include such topics as “The Network Economy,” “Segments of One: Mass Customization Comes of Age,” “Differentiation the i-mode Way,” “China Post-WTO,” “How the Internet is Revolutionizing Pricing—for Sellers and Buyers,” “Enhancing Online Shopping in Asia,” “Advertising Guidelines for Modern Asia,” and “Customer-Centricity and CRM Success.”

Examples and Mini-Cases

Over 200 new Asian examples and mini-cases have been updated and added to include e-business, uses of the Internet, emerging market companies, and service businesses. New mini-cases include Aetna Malaysia, Amul, Bumrungrad Hospital, E*TRADE Korea, Goodbaby, Haier, Hutchison-Priceline, Huawei Technologies, Legend, Li & Fung, NTT DoCoMo, Pearl River Piano, Quanta, Samsung, Shinsegae, and Tsutaya. Updated mini-cases include Acer, Giordano, Jollibee, Nestlé, Nissan, Procter & Gamble, Singapore Airlines, Sony, Tata, Toyota, and Wal-Mart. Classic mini-cases such as Seven-Eleven Japan, Absolut Vodka, Arvind Mills, Avon Indonesia, Kodak/Fuji, Komatsu/Caterpillar, and Swatch have been retained. Full-color illustrations such as print advertisements, TV commercial storyboards, and depictions of Asian marketing scenes accompany selected examples and mini-cases throughout the text.

End-of-Chapter Exercises

The Applications section includes several new types of extremely practical exercises to challenge students:

- **Marketing Debate** in each chapter now features a question asking students to take sides on a marketing issue covered in that chapter.
- **Asian Marketing Case** in each chapter focuses on real Asian companies and companies marketing in Asia. The short cases and exercises require the student to analyze the marketing objectives advertising is trying to realize, apply marketing concepts and tools in addressing marketing issues confronting businesses in a wide variety of industries and markets, and make Web site visits to complete e-marketing assignments.
- **You're the Marketer** asks students to make a formal marketing plan using the Sonic PDA hypothetical example from Chapter 4.