

教育部高校工商管理类教学指导委员会 双语教学推荐教材

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工商管理经典教材·市场营销系列

Administration Classics

广告学

原理与实务

(第7版)

ADVERTISING
PRINCIPLES

& PRACTICE (Seventh Edition)

威廉·维尔斯 (William Wells)

桑德拉·莫里亚提 (Sandra Moriarty) 著

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何辉 改编

中国人民大学出版社

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中国人民大学出版社
· 北京 ·

图书在版编目 (CIP) 数据

广告学：原理与实务：第7版/维尔斯等著；何辉改编。
北京：中国人民大学出版社，2009
教育部高校工商管理类教学指导委员会双语教学推荐教材
工商管理经典教材·市场营销系列
ISBN 978-7-300-10659-5

- I. 广…
- II. ①维…②何…
- III. 广告学-双语教学-高等学校-教材-英文
- IV. F713.80

中国版本图书馆 CIP 数据核字 (2009) 第 169551 号

教育部高校工商管理类教学指导委员会双语教学推荐教材
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出版发行	中国人民大学出版社	邮政编码	100080
社 址	北京中关村大街 31 号		
电 话	010-62511242 (总编室)	010-62511398 (质管部)	
	010-82501766 (邮购部)	010-62514148 (门市部)	
	010-62515195 (发行公司)	010-62515275 (盗版举报)	
网 址	http://www.crup.com.cn http://www.ttrnet.com (人大教研网)		
经 销	新华书店		
印 刷	北京山润国际印务有限公司		
规 格	215 mm×275 mm 16 开本	版 次	2009 年 10 月第 1 版
印 张	32.25 插页 1	印 次	2009 年 10 月第 1 次印刷
字 数	831 000	定 价	55.00 元

Preface*

WHAT MAKES ADVERTISING EFFECTIVE?

During the 2005 Super Bowl an ad for Anheuser-Busch called “Applause” showed people in an airport spontaneously applauding a group of American troops returning home. Even the audience watching from their living rooms was inclined to join in with applause as part of this graceful display of respect and appreciation. It was touching. Memorable. Beautifully photographed. And the people seemed real. But was it an effective ad? What was it trying to accomplish?

Advertising can cause you to stop and watch, or even stop and think. It can make you laugh, or squirm in your seat, or bring tears to your eyes. It can inspire you to read about a new product or remember a favorite brand when you’re walking down the aisle in a supermarket. Advertising can also leave you free to change the channel or turn a page without being aware of having seen the ad at all.

So what is effective advertising? Is it advertising that gets talked about? Is it advertising like the Anheuser-Busch commercial that inspires you to applaud? In other words, is it advertising that affects people or is it advertising that gets results and can be measured? What, exactly, does it mean to say that an advertisement “works?” Ultimately advertising is evaluated on its ability to generate a desired consumer response based on meeting a set of carefully crafted objectives.

In most cases, you have little idea what the objectives of an ad were because that information generally isn’t made public. However, we contacted the winners of various effectiveness award programs and wrote the stories in this book based on the “briefs,” the documents advertisers write to explain the decisions behind their advertising. That means the strategy becomes more transparent and you can actually read the objectives, as well as the results. These aren’t hypothetical campaigns or stories clipped from magazines. We work with the real planning documents and we talk to the people who developed the advertising.

Advertising is part inspiration and part hard work. In this 7th Edition of *Advertising: Principles and Practice* we take you behind the scenes of many award-winning campaigns to uncover the hard work and explain the objectives, as well as the inspiration behind some great advertising campaigns. You will see how the ideas come together; you will live through the decision-making; and you will understand the risks that the creators of the advertising faced.

* 为保留原书概貌，前言中的文字未作删减。——改编者注

THE FACETS MODEL: PICTURING ADVERTISING EFFECTIVENESS

Advertising is complex and there are many different ways advertising can “affect” people. At the most basic level, advertising works if people pay attention to it, become aware of the brand, and remember both the brand and the advertising. That’s impact at the perceptual level. But an advertisement may also be designed to create five other general types of responses: It may provide useful information, touch emotions, give a brand a personality, change consumer attitudes, and cause people to act.

The 7th Edition of *Advertising: Principles and Practice* has organized this discussion of advertising effects for you in the form of a Facets Model. This illustration and the ideas it represents are used throughout the book to help you remember what we mean by effectiveness when we explain such things as how advertising works, how objectives are decided upon, and how an advertisement is evaluated based on its objectives.

ORGANIZATIONAL CHANGES AND THEMES

Table of Contents

The book is the same length in terms of the number of chapters, however, there are two new chapters dealing with interactive media and evaluation of effectiveness. The international and campaigns chapters have been eliminated as separate chapters; however, their content has been integrated throughout remaining chapters.

Part 1: Foundations

In the 7th edition, former chapters 2 and 3 exchange places. The new organization provides the platform to discuss practicing advertising and marketing communication in socially responsible ways.

- Chapter 1: Introduction to Advertising
- Chapter 2: Advertising’s Role in Marketing
- Chapter 3: Advertising and Society

Part 2: Planning and Strategy

We begin with Chapter 4, “How Advertising Works,” which was Chapter 6 in the previous edition. We also introduce a new model of how advertising works—The Facets Model—that will be used in other chapters, such as planning and message strategy.

- Chapter 4: How Advertising Works
- Chapter 5: The Consumer Audience
- Chapter 6: Strategic Research
- Chapter 7: Strategic Planning

Part 3: Effective Advertising Media

This part now consists of four chapters with a free-standing interactive chapter. In addition, the more complex discussion of planning and buying has been moved to the end of this section.

- Chapter 8: Print and Out-of-Home Media
- Chapter 9: Broadcast Media
- Chapter 10: Interactive and Alternative Media
- Chapter 11: Media Planning and Buying

Part 4: Effective Advertising Messages

The three creative chapters continue here as before, with the direct-response chapter moving to Part V.

Chapter 12: The Creative Side and Message Strategy

Chapter 13: Copywriting

Chapter 14: Design and Production

Part 5: Integration and Evaluation

The three other functional areas of marketing communication—direct response, sales promotion, public relations—continue in this book but are now grouped together in Part V. Retail, business-to-business and international are now combined into one chapter focusing on special advertising situations. The former campaign chapter, which dissected a campaign in-depth, has been eliminated on the advice of our reviewers, and the content that framed the discussion of the campaign is now in the Strategic Planning chapter. We added a summary chapter on evaluating effectiveness.

Chapter 15: Direct Response

Chapter 16: Sales Promotion, Events, and Sponsorships

Chapter 17: Public Relations

Chapter 18: Special Advertising Situations

Chapter 19: Evaluation of Effectiveness

Strong Brand Focus

The launch of the iPod is one example of how the 7th edition addresses strong brands with advertising and IMC. In Chapter 8 you will learn about how the iPod was launched with great print and broadcast ads. The introduction also included partnership programs with companies like Volkswagen and the launch of iTunes, its sister music system. You'll learn about the importance of iPod's buzz marketing programs and the variety of marketing communication tools utilized to get people talking about the new product. Advertising has reached the stage where it sometimes isn't enough to have a great commercial, slogan or jingle. The industry has moved to integrated marketing communication (IMC), which coordinates all the ways an organization communicates about its products, services, or ideas.

Advertising: Principles and Practice was the first advertising or promotion text to feature the topic of IMC. We give it even greater emphasis in this edition by threading the IMC perspective throughout the book. That's why *Advertising: Principles and Practice* has always contained chapters on direct marketing, sales promotion, and public relations. It is important that advertising be planned and evaluated as one element, albeit an important one, within this constellation of messages. Here are some related concepts and techniques used in support of an integrated campaign:

Account Planning: Effective advertising, as well as effective marketing communication in all its forms, is based on an understanding of consumers—what they want from a product, how they relate to a brand, and how they respond to various types of brand messages. Consequently, effective advertising and IMC programs rely on practices, such as account planning, which is a research and planning technique designed to uncover insight into consumer beliefs and behavior. This edition of *Advertising: Principles and Practices* has increased the coverage of account planning in an attempt to better explain how planners derive insight from research. The KFC story in Chapter 7 about how the meaning of the quintessentially American brand was adapted to appeal to British consumers provides insight into the thinking of account planners.

International Context: Chapter 13 explains how Jaguar uses a “London Calling” theme to sell its distinctive British cars in the U.S. As electronic communication has exploded around the globe, advertising has been embedded in a web of international marketing strategies. Even if an advertiser isn't operating internationally, there's a good chance the competition is, which adds to the complexity of the planning, particularly for brands that are being marketed internationally and creates a challenge for a consistent brand strategy—what to change and what to keep the same?

Because of the importance of the international context, we have included an interna-

tional discussion in most of the chapters. In addition, the basic discussion from the old international chapter is now included within Chapter 18, Special Advertising Situations. The goal is to make the international perspective a seamless part of all the discussions. To that end, various chapters have chapter opening stories, A Matter of Practice boxes, and Inside Stories from outside the U.S.

EFFECTIVENESS

It's clear from the headlines in industry publications that advertisers want to know if their ads and other marketing communication efforts work. But of equal concern is the return advertisers get on their investment in advertising. Accountability is the word. Advertising costs money—a lot of money in many cases—and advertisers want proof that their advertising and marketing communication is efficient, as well as effective. That's why we make the claim—and, yes, this is an advertisement—that:

ADVERTISING: PRINCIPLES AND PRACTICE Is the book to read to learn about effective advertising

You will learn in this book that all advertising claims need to be supported. We are making a bold claim, but here is how we back it up:

The Effectiveness Award Winners

Every chapter opens with a story about work that has been recognized as effective, such as the development of the butterfly mascot for the Microsoft network(MSN), which is featured in Chapter 12. Most of these stories are EFFIE awardwinning campaigns recognized by The New York American Marketing Association as outstanding examples of effectiveness, the Direct Marketing Association's Echo Awards, the Public Relations Society of America's Silver Anvil, and the Sales Promotion Association's Reggie Awards.

It's a Wrap

At the end of each chapter we loop back to the opening campaign story and show you why it was successful. We match the results to the objectives and provide the data used by professionals to determine whether the advertising worked. In the MSN "butterfly" story, for example, we document the success MSN had with this campaign in acquiring new customers for its Internet service.

A Matter of Practice

We continue to feature the "A Matter of Practice" box, which discusses effective professional practice. These boxes examine effectiveness tactics, such as the Starbucks' foray into television advertising using a technique that is less intrusive than the usual TV commercial.

A Matter of Principle

Staying true to the book's title—*Advertising: Principles and Practice*—every chapter also features principles that guide the industry of advertising, as well as the issues that complicate it. These boxes may feature a discussion on subliminal advertising in Chapter 4 and the use of cookies in email in Chapter 10. Other times, a principle is a simple statement of a fundamental truth that draws together the discussion of a key point and summarizes it as an important rule that guides professional practice.

Inside Story

Catch the spirit of Sonia Montes, an account executive at Young and Rubicam and graduate of the Michigan State University advertising program, who tells you in her own words why she loves advertising. One of the reviewers' favorite features of *Advertising: Principles & Practice* is The Inside Story, which are boxes that spotlight the thoughts and experiences of young advertising professionals. You'll enjoy the insights of these professionals

from agencies big and small, as well as other companies from all parts of the United States and abroad.

Showcase Work

We collected examples of outstanding work contributed by young professionals who have been nominated by their faculty. We included ads like these in past editions, but this time we are showcasing the work in order to give more credit to these people and the schools and professors who trained them.

Practical Tips

These are ideas that you can apply on the job, in an internship, or in your coursework. Building on past editions, the Tips in this edition include when to use print and broadcast media, tips for creating original ideas, and how to create effective direct mail pieces.

Hands-On Cases

This popular feature continues in the 7th Edition. At the end of the chapter, you have the chance to become advertising decision makers yourself by analyzing a real-world advertising case. You will be challenged to think critically about the many pieces of the puzzle that must work together to create successful ads. New companies examined include Wal-Mart and its corporate image advertising in Chapter 1, AFLAC's duck in Chapter 4, and the BMW "Films" campaign which is revolutionizing Internet advertising in chapter 10.

Part-Ending Cases

Every part ends with an updated Chik-fil-A case. These cases illustrate how the key topics of every chapter must work together to create an advertising campaign with a consistent message.

Suggested Class Projects

To really understand what effective advertising is and how it is done, you have to do it yourself. We help by providing Suggested Class Projects at the end of each chapter that allow you to work together in teams as advertisers do. They also invite you to learn how to use the Internet as a research and creative tool. For example in Chapter 7 you are asked to create a positioning statement for car models, in Chapter 12 you are asked to brainstorm about creative concepts to encourage people to use alternative transportation, and in chapter 13 you are asked to transform print ads into broadcast commercials.

SUPPLEMENTS FOR INSTRUCTORS AND STUDENTS

Instructor's Manual

Contains chapter overviews and key points, plus detailed chapter outlines, incorporating key terms from the text. Also includes support for end-of-chapter material, along with additional class projects and assignments.

- **New feature:** "Outside Examples" offer instructors additional lecture material for each chapter. The examples may include extensions of concepts or company examples briefly mentioned in the chapter, or new material that further develops a key concept in the text.
- **New feature:** "Professors on the Go!" was created with the busy professor in mind. This helpful feature brings key material upfront in the manual, where instructors who are short on time can take a quick look and find key points and assignments to incorporate into a lecture without having to page through all the material provided for each chapter.

Test Item File

Contains over 2,800 questions. Each chapter consists of multiple-choice, true/false, essay,

and short-answer questions, with page references and difficulty levels provided for each question.

- **New feature:** An entire section dedicated to application questions. This resource provides real-life situations that take students beyond basic chapter concepts and vocabulary and asks them to apply their advertising knowledge.

PC/MAC TESTGEN

Prentice Hall's test generating software is available from the *Instructor's Resource Center (IRC) Online* (www.prenhall.com/wellsburnett) or from the *IRC on CD-ROM*.

- PC/Mac compatible; preloaded with all of the Test Item File questions.
- Manually or randomly view test bank questions and drag-and-drop to create a test.
- Add or modify test bank questions using the built-in Question Editor.
- Print up to 25 variations of a single test and deliver the test on a local area network using the built-in QuizMaster feature.

Free customer support is available at media.support@pearsoned.com or 1-800-6-PROFESSOR between 8:00 A.M. and 5:00 P.M. CST.

NEW! Instructor's Resource Center

All instructor resources are password protected and available for download via www.prenhall.com/wellsburnett. For your convenience, these resources are also available on the Instructor's Resource CD-ROM.

- **Instructor's Manual:** View this resource chapter-by-chapter or download the entire manual as a .zip file.
- **Test Item File:** View chapter-by-chapter or download the entire test item file as a .zip file.
- **TestGen for PC/Mac:** Download this easy-to-use software; it's preloaded with the Seventh Edition test questions and a user's manual.
- **Image bank (On CD only):** Access many of the images, ads, and illustrations featured in the text. Ideal for PowerPoint customization.
- **PowerPoints:** When it comes to PowerPoints, Prentice Hall knows one size does not fit all. That's why we offer instructors more than one option.
- **PowerPoint BASIC:** This simple presentation includes only basic outlines and key points from each chapter. It integrates no animation or forms of rich media, which makes the total file size manageable and easier to share online or via email. BASIC was also designed for instructors who prefer to customize PowerPoints and who want to be spared from having to strip out animation, embedded files, or other media rich features.
- **PowerPoint MEDIA RICH (On CD only):** This media rich alternative includes basic outlines and key points from each chapter, plus advertisements and art from the text, images from outside the text, discussion questions, Web links, and embedded video snippets from the accompanying video library. It's the best option if you want a complete presentation solution. Instructors can further customize this presentation using the image library featured on the IRC on CD-ROM.

Color Overheads

Features 15-20 color acetates per chapter selected from the Media Rich set of PowerPoints; includes images from text.

Video

In order to enrich your advertising course, the accompanying video library offers a variety of video segments. Some segments take students on location, profiling well-known companies and their marketing and advertising strategies. Others offer a behind-the-scenes

look at a typical day in the life of various advertising employees at different levels in the agency, providing insight into what skills are really needed to succeed in the field. Additionally, a collection of commercial advertisements are included in the video library. These serve as a great tool to demonstrate to your students what works—and what doesn't—in the field of advertising. You may download the Video Guide from the Instructor's Resource Center.

New! Media Guide

Are your students still struggling with the media aspect of advertising? Are you looking for an innovative new way to introduce the various forms of media to your students? Brand new to this edition, the Media Guide, complete with rate cards, gives an in-depth explanation of each form of media. In addition, you will have many short- and long-term project options to choose from, geared around each of the media channels discussed. After reviewing the various forms of media, your students will then be asked to rate which is best, given the information in the guide, ensuring that they understand the form that can best suit their future business's needs. For electronic manipulation, the rate cards can be downloaded from the Companion Website at www.prenhall.com/wellsburnett. At the request of the professor, the Media Guide can be packaged for FREE with new copies of this textbook. Contact your Prentice Hall representative for the package ISBN.

Companion Website

This FREE site serves as a valuable resource for students in preparing for exams. Two student quizzes per chapter are offered. The Concept Check Quiz is administered prior to reviewing the chapter, in order to assess the students' initial understanding. The Concept Challenge Quiz is administered after reviewing the chapter to assess the students' comprehension. Also featured on the site is the text glossary. You can reach the Companion Website by visiting www.prenhall.com/wellsburnett.

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
中国人民大学商学院

改编者的话

《广告学：原理与实务》这本教材在美国已印行了七版，其受欢迎程度是显而易见的。读者现在看到的这本书是第7版的改编版，改编的目的主要是便于我国师生使用。英文版原书近600页，篇幅很大，若不作改编在我国印行，书的价格比较高，恐会令不少潜在读者望而却步，因此，压缩篇幅是改编的首要目的。另外，由于该书是美国大学的广告学教材，有些内容并不符合我国国情，故改编者对原书略作了删减。

这本教材框架合理，结构紧凑，内容丰富，行文简洁，案例选择得当，章节编排精巧，充分考虑了教学与学习的规律。在诸多引进版广告学教材中，堪称一部特色鲜明的高水平教材。

作者在前言中即开宗明义地提出了一个模型，明确了考察广告是否有效的六个方面：感知、认知（需要）、情感/情绪（欲望）、联想、说服、行为，即考察一则广告是否有效，应看其在这六个方面所达成的具体效果。作者提出的这一模型可以帮助读者理解该教材是通过哪些方面来讨论广告是否有效这一问题的，亦可视为各章节背后另一潜在的写作逻辑。

《广告学：原理与实务》（第7版）的内容相对于第6版而言更加丰富。新增内容有两章，分别探讨互动媒介与广告效果评估。第6版中有关国际性广告与集中性广告活动的内容在第7版中被融入其他章节中加以讨论。

就编写思想而言，该教材注重理论与实践相结合，为读者提供了丰富的广告实例，使广告原理得到了来自实践的有力阐释。尤其值得一提的是，它自始至终都贯穿着强烈的问题意识，即希望使读者通过学习能够解答这样一个问题：是什么使广告产生了效果？为此，在教材中，作者不仅介绍了许多取得良好广告效果的获奖广告，而且联系了这些广告的策划者、创作者，让他们亲自解释在这些成功广告的背后，他们是如何设定广告目标，策划并创作广告的。由此可见作者在讨论这一问题时探赜索隐的精神。

就内容与结构而言，作者继承了经典的广告策划思想，即将广告策划大致分为媒体战略与内容战略两大部分。作者同时考虑到了整合传播理论对于经典广告策划思想的深刻影响以及新媒体对广告实践活动所产生的巨大冲击。作者还强调了整合营销传播的重要性，特别指出，正是基于这一认识，该教材才始终将直接营销、销售促进与公共关系等内容作为重要内容加以探讨。

为了使读者能够通过阅读这本书学习如何创作有效广告，作者在写作思路与内容编排方面可谓用心良苦。在主干内容之外，作者设计了许多教与学的环节，这些环节与内容被安排在一些具体栏目中，有一定的相对独立性，又与教材主干内容息息相关、相辅相成。教师与学生如果能够结合主干内容合理利用这些教学内容，定会获益匪浅。

现将作者精心设计的专栏简单介绍如下：

获奖案例

本书的每一章都以一则有效的获奖广告开始，这使读者能够带着问题，联系实际案例学习具体内容。

成功秘诀

在每一章的末尾，作者又回到本章开头的广告故事，告诉读者这则广告为何称得上是成功的。作者通过将广告效果与广告目标相比较，并以相关数据作为支撑材料，使读者在案例的学习中真正了解到广告是如何产生作用的。

实务性问题

在这一专栏中，作者介绍了广告从业人员的广告实践活动，探讨了从实践中总结出来的有效的广告技巧。

原理性问题

在这一专栏中，作者结合广告实践活动，介绍了用来指导广告行业实践工作的一些重要的广告原理。

业内故事

在这一专栏中，作者将写作的重点聚焦于一些年轻的职业广告人，介绍了他们的思想和经历。这些职业广告人来自美国和世界各地一些或大或小的广告公司。他们的思想和经历对于未进入广告行业从事实践活动的在校学生而言，颇有启发性与借鉴意义。

作品展示

在这一专栏中，作者收集了一些由年轻的职业广告人所创作的优秀广告作品。对于在校的学生而言，这些案例是一些非常不错的学习材料。

实用技巧

在这一专栏中，作者提供了一些可以用于实际工作的实用小建议。它们可以帮助激发广告创意，或者用在直接邮件广告的创作中。

课程项目

在该专栏中，作者设计了一些课程项目，以帮助读者像职业广告人那样，按照小组的方式开展讨论与训练。作者同时提供了如何使用互联网进行调研与如何使用有关创造性工具的建议。

技术的进步、社会的发展正使广告业发生着巨大的变革。广告教学亦不断面临着新的问题和新的挑战。《广告学：原理与实务》（第7版）以其深刻的洞察力捕捉到了影响广告业发展的重要因素。这本教材体现了作者对现实问题的关注，使广告原理与实务通过精巧的构思在教学内容中实现了高度的契合。

需要指出的是，这本书毕竟是美国高校的广告学教材，其中的广告原理虽具有一定的规律性，但是针对美国市场或其他国家与地区市场状况的具体广告技巧与方法并不一定完全适用于我国市场，有些案例的背景不一定为我国读者所熟悉。因此使用本教材的教师、学生应该对此类问题有所注意，当以客观的、实事求是的科学态度对待它们、研究它们。在具体教学过程中，教师可以结合我国国情与市场背景，选择一些本土案例作为补充教学内容，以使学生们能够对广告原理活学活用。

作为改编者，我力图忠于作者原来的编写意图，对原书的结构、章节没有作大

的变动，力求使改编版保持原书的特色。在改编过程中，删去了原书的第3章“Advertising and Society”的大部分内容，同时保留了其中一节“Determining What Is Ethical”，将其移入第1章中。其他章节中的内容、个别字句或段落有所删节。此外，为节省篇幅，改编时删去了所有的注释、各章 Key Terms、Hands-On 栏目中的案例以及原书中的30多幅图片。删减的内容读者可登录中国人民大学出版社工商管理分社网站 www.rdjg.com.cn 下载或阅读。

改编之功实在微薄，故虽为改编，意在引荐。作为改编者，我非常乐意向我国传播学、商学、营销学、广告学及相关专业的广大教师与学生推荐这本优秀的教材。

何 辉

中国人民大学出版社工商管理类英文原版教材

序号	中文书名	英文书名	版次	作者	定价(元)	出版年份	ISBN
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(一) 工商管理经典教材·核心课系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

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(八) 双语教学丛书

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