

# MBA

英文影印版

当代全美MBA经典教材书系（英文影印版）  
北大光华管理学院 IMBA、MBA推荐用书  
汤姆森学习出版集团精选教材系列

# 当代营销学

## Contemporary Marketing

### 第 11 版

*Louis E. Boone*

University of South Alabama

*David L. Kurtz*

University of Arkansas



北京大学出版社

<http://cbs.pku.edu.cn>



市场营销类



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## · 院长寄语 ·

北京大学光华管理学院秉承北大悠久的人文传统、深邃的学术思想和深厚的文化底蕴,经过多年努力,目前已经站在中国经济发展与企业管理研究的前列,以向社会提供具有国际水准的管理教育为己任,并致力于帮助国有企业、混合所有制企业和民营企业实现经营管理的现代化,以适应经济全球化趋势。

光华 MBA 项目旨在为那些有才华的学员提供国际水准的管理教育,为工商界培养熟悉现代管理理念、原理和技巧的高级经营管理人才,使我们的 MBA 项目成为企业发展致富之源,为学员创造迅速成长和充分发挥优势的条件和机会。

为了适应现代人才需求模式和建立中国的一流商学院,北京大学光华管理学院正在推出国际 MBA“双语双学位”培养方案;同时,为了配合北大 MBA 教育工作的展开,光华管理学院与北大出版社联合推出本套《当代全美 MBA 经典教材书系(英文影印版)》,并向国内各兄弟院校及工商界人士推荐本套丛书。相信我们这些尝试将会得到社会的支持。而社会对我们的支持,一定会使光华 MBA 项目越办越好,越办越有特色。

北京大学光华管理学院院长

陈以宁

## 出版者序言

2001年12月10日中国加入了世界贸易组织,从此,中国将进一步加大与世界各国的政治、经济、文化各方面的交流与合作,这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而,中国经济的发展正面临着前所未有的人才考验,在许多领域都面临着人才匮乏的现象,特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才,更是中国在未来国际竞争中所必需的人才。因此,制定和实施人才战略,培养并造就大批优秀人才,是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士(MBA),1910年首创于美国哈佛大学,随后MBA历经百年风雨不断完善,取得了令世人瞩目的成绩。如今,美国MBA教育已经为世界企业界所熟知,受到社会的广泛承认和高度评价。中国的MBA教育虽起步较晚,但在过去10年里,中国的MBA教育事业发展非常迅速,也取得了相当显著的成绩。现在国内已经有50多所高等院校可以授予MBA学位,为社会培养了3000多名MBA毕业生,并有在读学员2万多人。

目前,国内的MBA教育市场呈现一片繁荣景象,但繁荣的背后却隐藏着种种亟待解决的问题。其中很大一部分问题的成因是因为目前我国高校使用的教材内容陈旧,与国外名校的名牌教材差距较大,在教学内容、体系上也缺乏与一流大学的沟通。为适应经济全球化,国家教育管理部门曾要求各高校大力推广使用外语讲授公共课和专业课,特别是在我国加入WTO后急需的上百万人才中,对MBA人员的需求更是占1/3之多,所以,大力开展双语教学,适当引进和借鉴国外名牌大学的原版教材,是加快中国MBA教育步伐,使之走向国际化的一条捷径。

目前,国内市场上国外引进版教材也是新旧好坏参差不齐,这就需要读者进行仔细的甄别。对于国外原版教材的使用,在这里我们要提几点看法。国外每年出版的教材多达几万种,如果不了解国外的教材市场,不了解国外原版教材的品质就可能找不到真正适合教学和学习的好的教材。对于不太了解外版教材的国内读者来说,选择教材要把握以下几点,即:选择国外最新出版的书;选择名校、名作者的书;选择再版多次并且非常流行的书。综合以上几点来看,目前国内市场上真正出新、出好、出精的MBA教材还是不多的。基于以上认识,北京大学出版社推出了《当代全美MBA经典教材书系(英文影印版)》,本套丛书的筛选正是本着以上提到的几点原则,即:出新、出好、出精。经过北京大学及国内其他著名高校的知名学者的精心挑选,本套丛书汇集了美国管理学界各个学科领域专家的权威巨著,称得上是一套优中选精的丛书。本套丛书现在已经推出了MBA主干课程、会计专业、金融专业课程教程三个系列,共45个品种。以后,我们还将陆续推出更多专业的英文影印版书籍。

### 致谢

本套教材是我社与国外一流专业出版公司合作出版的,是从大量外版教材中选出的最优秀的一部分。在选书的过程中我们得到了很多专家学者的支持和帮助,可以说每一本书都经过处于教学一线的专家、学者们的精心审定,本套教材的顺利出版离不开他们的无私帮助,在此,我们对审读并对本套图书提出过宝贵意见的老师们表示衷心的感谢,他们是(按拼音排序):

北京大学光华管理学院：符国群、贾春新、江明华、李东、刘力、梁钧平、  
陆正飞、王建国、王立彦、王其文、伍丽娜、杨岳全、  
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本套丛书的顺利出版还得到了培生教育集团(Pearson Education)北京代表处、汤姆森学习出版集团(Thomson Learning)北京代表处的大力支持,在此对他们也表示真诚的感谢。

## 出版声明

本套丛书是对国外原版教材的直接影印,由于各个国家和地区的政治、经济、文化背景的不同,原作者所持观点还请广大读者在阅读过程中加以分析和鉴别。我们希望本套丛书的出版能够促进中外文化交流,加快国内经济管理专业教学的发展,为中国经济走向世界做出一份贡献。

我们欢迎所有关心中国 MBA 教育的专家学者对我们的工作进行指导,欢迎每一位读者给我们提出宝贵的意见和建议。

北京大学出版社经济与管理图书事业部

2004 年 4 月

# 关于本书

## 适用对象

本教材适用于本科生、研究生、MBA 的营销学课程。

## 内容简介

Boone 和 Krutz 合著的《当代营销学》的各个版本一直是最重要的营销学入门教材。在每一版中,这支精英作者团队都会在以往创新的基础上进行改进和新的创新,使得这本教材在技术上最为先进、对学生十分友好,而且非常有利于教师的授课。第 11 版继续提供最新、最及时的内容,其中包括成书前一年发生的各种事件,例如经济衰退、美国的“9·11”恐怖袭击事件以及安然丑闻这类道德危机。鉴于学生需要深入地理解这些事件对营销的影响,作者将这一内容贯穿新版教材的始终。这版教材的改动非常大,以至于它更像是一本新的教材,而不只是一个修订本。

## 作者简介

在过去的 35 年中,Louis E. Boone 和 David L. Kurtz 一直在各自的学术领域多有建树。他们二位都曾执教过许多重要的美国 and 外国大学,而且二人曾合著过多本畅销的专著。他们的著作被翻译成汉语、法语、印度尼西亚语、意大利语、波兰语、葡萄牙语和西班牙语出版。他们还曾在北美洲、欧洲、亚洲和大洋洲的多个国家和地区进行过演讲。

Boone 是南亚拉巴马大学(University of South Alabama)的工商学荣誉退休教授。Kurtz 在费耶特维尔附近的阿肯色大学(University of Arkansas)拥有大学教授职位。

## 关键特色

**最新的内容和教学法:**《当代营销学》的新版本反映了当今经济中发生的所有最新的变化。教材为学生提供了有关近期经济变化对营销的影响等最新内容。例如,教材讲述了经济衰退对购买者行为的影响以及解雇和失业问题。另外,教材还涵盖了为减少消费者安全方面的顾虑而通过的新法律等内容。

**解决道德争议:**教材的每一章中都有道德争议方面的讨论,以求为课堂讨论提供便利,并为学生介绍当下的道德问题。每一个“解决道德争议”专栏的开头都会有一个简短的背景介绍,然后列举一系列优劣之处,讨论的话题十分广泛,例如“酒类广告适合网络电视吗”、“处方药的公平价格是什么”等等。

**小组练习和项目:**每一章的最后都会提供各种小组练习和各种项目,学生可以在课堂上或课堂之外一起利用章节内讲述的内容和技巧做练习,处理各种场景下的问题。

**两个新附录:**第 11 版新增了两个新的附录。“营销中的财务分析”和“制定营销计划”这两部分内容进行了全面的改写,学生可以有机会更深入地探讨这些领域中的问题。

**更新:**所有的例子、表格、数据和图形都进行了全面的修改或替换,学生可以得到最新的信息,了解当下发生的各种营销趋势和问题。

**章节的开篇简介:**每一章的开篇简介都是全新的,而且内容都是现实生活中的真实情景。这

些开篇为章节的内容奠定了良好的基础,可以促使学生进行更多的阅读。

**学习目标和学习目标小结:**每一章开头都会有关键的学习目标,学生应该在学完一章内容之后达到这些要求。在每一章的始末,在关键论点的附近都会再次标注对应的学习目标。在章节末尾会有一个学习目标小结,这一内容将一章的内容结合在一起,帮助学生理解讨论过的最重要的话题。

**营销学词典:**教材中的关键术语都可以在“营销学词典”中找到定义,以期强调重要的概念和名词。

**WebCT 平台/网络公告牌上的 WebTutor Advantage:**学生可以在 WebCT 或网络公告牌上使用 WebTutor Advantage 在线学习。WebTutor Advantage 提供富有深度的内容、数字化的章末案例录像带、教师讲义、教学用抽认卡、测验、讨论问题、学习指南、电子邮件等。

**录像带:**第 11 版一共有 19 张有关章末案例的录像带。这些录像带使得学生能够理解真实的公司是如何处理各种不同的营销问题的。涉及的公司包括:Caribou Coffee、Annie's Home-grown 及 Fossil 等。

**更多地涉及营销道德问题:**在意识到当前的商业道德危机之后,《当代营销学》(第 11 版)扩充了道德方面的内容,为学生提供道德问题处理方法,并讲述这些问题对营销的影响。教材在第一章介绍了道德,在第三章做了更细致地分析。第五章集中围绕在线营销讨论道德问题,紧接着在第六章确立了遵守道德规范的营销关系。第十八章和第十九章还讨论了道德与广告的关系以及道德与销售的关系。全书都有“解决道德争议”专栏,学生可以全面地了解道德与营销之间的相互影响。

**连续的 Krispy Kreme 视频案例:**教材提供一个特别的视频案例,该案例分为七部分,分别出现在每一部分的末尾,涉及内容为近期最为知名的营销成功案例——Krispy Kreme。与录像带一同提供的书面案例重点强调战略,学生能够从单一公司的案例中了解各种不同的营销功能。

**新的更注重战略的教材重点:**应读者的要求,《当代营销学》的新版本进行了重大的修改,全书更加关注营销中的战略问题。新版将“营销计划”一章提前,以便为学生打下见识的战略思考基础。另外,每一章中都加入了一个新的专栏——“营销在 21 世纪的战略含义”,讨论章节中涉及的各种概念在当今社会中如何影响营销行为。

**扩充了客户关系管理、多元化和分类管理等方面的内容:**新版教材中的第九章加入了扩充之后的多元化和营销方面的内容,第六章则对客户关系管理进行了详细地探讨。而第十二章则对分类管理进行了深入地分析,使得教材内容可以保持在营销领域最新趋势的最前端。

**每章两个案例:**通过听取每一章末尾的视频案例并运用其技巧解决这些案例所涉及的问题,学生可以对每章中谈到的主题有更为深入的理解。现在,第 11 版还在每一章末尾加入了书面案例,案例的教学效果大大提升。

**完全重写了“规划营销职业生涯”一章:**作者完全重写了“规划营销职业生涯”一章,并把这一章提到教材的前面。因此,学生可以有更多的实践方面的认知,从而可以为今后成功的职业生涯做好准备。

**营销成功与失误:**贯穿全书的专栏“营销成功与失误”将重点集中在个人或公司上,对营销战略的执行结果——既包括好的成果,也包括不良影响——进行了简要的说明。

**促销术创新:**第十八章涵盖了许多当下十分热门的促销术创新成果,如游击式营销、产品的摆放等,并用 Code Red、近期百事的成功及很多其他相关案例对此做了详细说明。

**InfoTrac 大学版(ICE)和 InfoTrac 网络练习题:**新教材的每一章都配有免费的 InfoTrac 大



学版。这一带有强大搜索功能的在线数据库使得教师和学生可以 24 小时全天候地获得各种知名期刊和学术杂志上的论文全文。在教材的网站上还可以找到与课文内容紧密联系的网络练习题。这些练习题为学生提供学习上的帮助,并引导他们进行在线调查。

**网络练习题:**每一章中的习题带领学生在线学习,以期帮助他们巩固教材中涉及的关键概念,并让他们深入观察真实公司的营销行为。

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16. 直接营销和营销再贩卖者:零售商与批发商

### 第七部分 促销战略

17. 整合营销沟通
18. 广告、促销与公共关系
19. 个人销售和销售人员管理

附录 A:制定营销计划

附录 B:营销中的财务分析

## 教辅产品

1. ExamView 测试软件 \ 0-324-18949-4
2. 教师指导手册 \ 0-324-18942-7
3. 教师资源光盘 \ 0-324-18947-8
4. 连续的 Krispy Kreme 案例录像带 \ 0-324-19217-7
5. PowerPoint 讲义 \ 0-324-18946-X
6. 学习指南 \ 0-324-18941-9

7. 习题库 \ 0-324-18945-1
8. 幻灯片 \ 0-324-18944-3
9. 录像带 \ 0-324-18948-6
10. 网络公告牌上的 WebTutor Advantage \ 0-324-19122-7
11. WebCT 平台上的 WebTutor Advantage \ 0-324-19123-5



*To the two million students around the globe who began their  
marketing studies using **Contemporary Marketing** in their classes*

*and*

*to the Text and Academic Authors Association, which awarded  
**Contemporary Marketing**  
the William Holmes McGuffey Award for Excellence and Longevity,  
the only basic marketing text to receive this prestigious award.*



# Boone & Kurtz

Dear Fellow Principles of Marketing Instructor:

The first course Dave Kurtz and I taught at our first full-time academic position was principles of marketing. I was a member of the marketing faculty at Auburn University, and Dave was teaching at Eastern Michigan University. As a neophyte instructor, I found it to be a fascinating, often frustrating, and constantly challenging assignment. Questions were posed about every aspect of marketing, and students wanted to know the strategies behind current popular ads as well as the impact of broader political and economic events on marketing, causing me to often respond with "I don't know the answer to that question, but I'll find out and let you know." It was a memorable experience, one that played an important role in my decision to remain in academia.

In fact, I liked everything about teaching the class except the textbook. It was one of the market leaders at the time, almost 900 pages long, filled with lists and definitions, and appeared to cover the subject adequately. What it lacked was the heartbeat of marketing—its vitality, its ability to solve societal and ethical problems, its importance in determining the standards of living we enjoy, and its choices of meaningful careers in which each student could achieve personal and professional goals and contribute to society. I hoped that one day I would have the opportunity to create a book that would convey this to college and university students.

Dave and I talked about this need for a number of years and eventually we formed a writing partnership that began with academic papers and journal articles and culminated in the publication of *Contemporary Marketing*—a book that vaulted to market leadership and has never wavered from its position as the unquestioned market leader. At last count, two million students have begun their academic careers using *Contemporary Marketing* as their text. We are also especially proud that our U.S. and Canadian colleagues who write college textbooks recently honored our text with the McGuffey Award as one of the best business texts published in the past 50 years.

Dave and I understood and practiced the concept of continuous improvement years before it became a management buzzword. We are convinced that leadership of any industry is accompanied by a commitment to make each new edition better than its predecessor. Rather than resting on the laurels of the success of the current edition, we practice the philosophy embodied in the statement, "First, we will be best. Then we will be first."

The process of making each new edition better than the last involves inputs from a variety of sources: Our own classrooms become real-life laboratories in which to experiment with new chapter materials, new teaching approaches, and new assignments. Although Dave and I visit dozens of classrooms on college campuses throughout the nation and use market research feedback, check-off questions on mail questionnaires can never replace the immediacy of conducting classroom sessions and receiving feedback firsthand from students and other faculty members.

The result of this classroom experimentation, combined with feedback from students and marketing professors and numerous other colleges and universities, is the new 11th edition. The new edition responds to these requests:

- "We want more emphasis on business ethics and social responsibility in the new edition."
- "All the leading marketing texts are too long to cover in a single term. We want a shorter text."
- "We want a text that is more strategic in focus than the overly descriptive nature of so many marketing texts."
- "We want an up-to-the-minute text that deals with such major issues as the current recession, the terrorist attacks on America, and the shocking ethical scandals that are devastating the image of business and marketing."
- "We want a book with more emphasis on technology, the most complete teaching package, the largest—and highest quality—test bank, two cases at the end of each chapter, and more experiential, hands-on assignments for our students."

As Dave and I will demonstrate in the following pages, we have worked hard to serve our instructor and student customers by addressing these requests. We are confident that you will be delighted with the results.

Sincerely,

**GENE BOONE**  
Louis E. Boone

**DAVE KURTZ**  
David L. Kurtz

## Preface

Every faculty member teaching the principles of marketing course is painfully aware that the text he or she used last term is both inadequate and terribly out of date in the wake of the early years of the 21st century. Three significant events ended the prosperous decade of the 1990s, which featured expanding corporate revenues, dot.com billionaires, rising incomes and low unemployment levels, and public perception of business leaders as modern-day heroes.

The first—and by far the most tragic—event involved the terrorist attacks on America, how they affected marketing, and how business and government responded to halt the spread of international terrorism and to reduce the possibility of repeats of these horrific events.

It was the best of times, it was the worst of times . . .

Charles Dickens, in *A Tale of Two Cities*

The second event was an ethical disaster of historic proportions as leaders of such corporate giants as Enron, WorldCom, and Tyco quickly turned from heroes to villains in the wake of disclosures of legal and ethical misdeeds covered up by auditors with conflicts of interest and indirectly aided by corporate boards exhibiting a shocking lack of corporate governance. The result was an almost daily reporting of scandals, bankruptcies, job losses, Congressional investigations, and news coverage of arrested executives taking the so-called “perp walk” in front of TV cameras, a form of humiliation previously reserved for drug and violent crime offenders. Not surprisingly, a recent Harris Poll found that only 16 percent of parents want their children to become CEOs, down from 28 percent a year earlier.

The third event was the recent recession and the resulting surge in unemployment rates, a global economic slowdown, a plummeting stock market that threatened retirement savings of millions, and reduced business investment that reverberated throughout industry after industry.

But the typical pre-2003 marketing text mentions none of these events. Any text discussions of current economic conditions are likely to describe the economy as in a period of prosperity. Realizing that our students—and your students—need a solid and thorough treatment of these events in their introductory marketing course, the authors began to work on providing this coverage in *Contemporary Marketing, 11e*. And it's all here.

Far from a simple updating of the previous edition, *Contemporary Marketing, 11e* is replete with changes, updates, and improvements. In fact, the changes are so significant that the new edition is more a new text than a new edition. And this is what users of the text have come to expect. After all, from the first edition, *Contemporary Marketing* has been a book of firsts.

## Contemporary Marketing Firsts

Previous users will recognize the significant improvements and up-to-the-minute currency of *Contemporary Marketing, 11e* as the latest installment of a trend we established back in the first edition—to lead the principles of marketing market with new “firsts.” We know that keeping several steps ahead of the competition is the way we became the best-selling basic marketing text. We plan to keep it that way.

Consider our record of providing instructors and students with “firsts”:

- The FIRST marketing text written specifically for the student—rather than the professor—featuring a clear, concise style that students readily understand and enjoy.
- The FIRST marketing text based on marketing research, written the way instructors actually teach the course.
- The FIRST marketing text to integrate computer applications—and later, Internet assignments—into each chapter.
- The FIRST marketing text to employ extensive pedagogy—such as opening vignettes and boxed features—to breathe life into the exciting concepts and issues of marketing.
- The FIRST marketing text to offer end-of-chapter cases written by the authors and then filmed by professional producers who include text concepts in each chapter video.
- The FIRST marketing text to offer early services, international, and marketing planning chapters and to thoroughly integrate these topics throughout with literally hundreds of examples.
- The FIRST marketing text to utilize multimedia technology to integrate all components of the principles of marketing ancillary program, videos, overhead transparencies, and PowerPoint® CD-ROMs for both instructors and students—enabling instructors to custom create lively lecture presentations.
- The FIRST marketing text to include an entire, separate chapter on relationship marketing and customer relationship management (CRM).
- The FIRST marketing text to include coverage of category management—the fast-growing industry trend in product management—in Chapter 12 and to include it as part of the chapter title.

## Key Features of the New 11th Edition

The new edition of *Contemporary Marketing* is packed full of innovations. Here are some of the exciting new features of the 11th edition.

### Major Expansion of Marketing Ethics

In the wake of the current crisis in business ethics, business programs in colleges and universities are examining their curricula and evaluating the extent and quality of their coverage of ethical issues. A number of universities, including Rutgers University and Ohio State University, are either adding new courses or expanding existing elective courses in ethics. Still others advocate the integration of ethics throughout the courses that comprise their business core curriculum. Many of the latter are currently engaged in extensive review of course contents to determine the adequacy of current coverage.

The new 11th edition of *Contemporary Marketing* provides instructors and students with a thorough treatment of ethical issues affecting marketing, both from a macro perspective and in relation to specific aspects of marketing. The value of marketing ethics is introduced in Chapter 1 and then followed with a detailed analysis in Chapter 3, which focuses specifically on ethical and social responsibility issues. Topics discussed in this chapter include ethical problems in marketing research, product decisions, pricing, distribution, and promotional strategy.

Chapter 5 analyzes the ethical issues surrounding online marketing and the Internet. Topics examined here include copyright issues and a lengthy discussion of privacy issues and the potential misuse of customer information by e-commerce firms. The importance of acting in an ethical manner as a key to developing effective marketing relationships is discussed in Chapter 6. A separate section in Chapter 18 examines advertising ethics and ethical issues in sales promotion and public relations. Ethical issues in personal selling are examined in a separate section in Chapter 19.

Every chapter includes a special experiential feature called **Solving an Ethical Controversy**. This feature is designed to facilitate class debates on current ethical issues. Each begins with a brief background and is followed by a series of pro and con points designed to elicit class discussion of the issues. Examples of this feature in the 11th edition include:

- "Do Not Call!"
- "Liquor Advertising and Network Television: Socially Unacceptable or Fair Play?"
- "Is the Web Spying on You?"
- "Dumpster Diving at Unilever"
- "What's a Fair Price for Prescription Drugs?"
- "What to Do about Pop-Up Ads?"
- "Secret Costs of Shelf Space"
- "Should Marketing Promotions Target Children?"

### Solving an Ethical Controversy

#### What's a Fair Price for Prescription Drugs?

Americans spend more than \$150 billion each year on prescription drugs, creating profits in excess of 30 percent for the big five pharmaceutical companies. Meanwhile, insurers and patients struggle to pick up the tab. Yet while drug makers take in huge returns, they also spend millions in research and development, since the cost of bringing a blockbuster drug to market can top \$880 million.

Even so, spiraling R&D costs do not fully explain why drug prices are soaring. Once a drug is approved for sale, it typically enjoys 12 to 14 years under patent. This monopoly position allows its maker to charge as much as the market will bear. Camptosar, Pharmacia's colon cancer medication, for example, prices out at more than \$600,000 per patient per year, while Gleevec, a leukemia drug from Novartis, costs \$28,000. As soon as a drug comes off patent, knockoffs take over the market and prices plummet. Four out of five sales are

treating conditions that otherwise lead to chronic illnesses and costly hospitalizations. Moreover, the drug giants known as Big Pharma do their part to lower costs—Glaxo-Smith Kline offers discounts of up to 40 percent to elderly Americans, while Novartis provides Gleevec free to leukemia patients who can't afford it. Most drug companies now either give away or sell AIDS-related drugs in Africa at a fraction of their cost.

Considering the escalating costs of health care, should drug companies be allowed to set high prices for their patented products?

**PRO**

1. In a free market, marketing prescription drugs is a business—companies have a duty to shareholders to maximize profits.
2. If prices are squeezed, big pharmaceutical companies lose incentive to create better drugs.

**CON**

## Current Events and Their Impact on Marketing

The twin blows of the recent recession and the terrorist attacks of September 11, 2001, are a part of almost every chapter. The economic environment section of Chapter 3 includes detailed coverage of the recession's impact on buyer behavior and the problems of layoffs and increased unemployment rates. The Chapter 14 opening vignette, "Zero-Percent Financing Revs Up Auto Sales," describes the U.S. auto industry's successful efforts to stimulate sales during an economic slowdown.

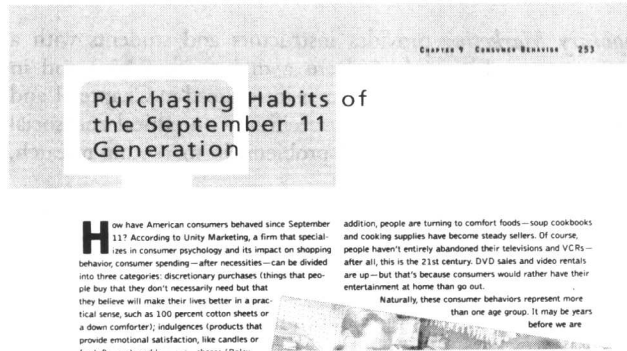
Terrorism continues to impact marketing in various ways, and its shadow can be found in most chapters. New laws passed to reduce consumer security concerns and lessen the threat to marketers are introduced in the legal environment section of Chapter 3. Several terrorism-related **Marketing Hits** are included in the new edition:

- "How Can Marketing Help in the Midst of Disaster?" (Chapter 1)
- "How Marriott Recovered from Disaster" (Chapter 2)

## Marketing Hit

### How Can Marketing Help in the Midst of Disaster?

**Background.** When disaster strikes, it's hard to imagine how marketers can help. True, the first assistance usually comes from medical and relief workers, but marketers can contribute their expertise by communicating important information to the public.



Marketing responses to the attacks also appear in the opening vignettes of several chapters:

- “Terrorism Lands a Body Blow to the Airline Industry” (Chapter 3)
- “Shoppers Beat a Path to the Web” (Chapter 5)
- “Purchasing Habits of the September 11 Generation” (Chapter 9)

## A New, More Strategic Focus

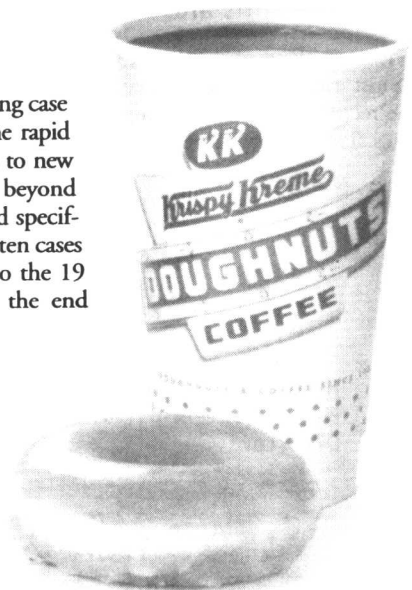
“More strategic, less descriptive.” In response to numerous instructors who made complaints about the overly descriptive nature of the typical principles of marketing text, the new 11th edition of *Contemporary Marketing* has made significant changes. First, the marketing planning chapter has been relocated so that it can be assigned much earlier in the term, helping to equip students with a solid foundation of strategic thinking. In addition, a new section on strategic implications of marketing concepts discussed in each chapter has been included in every chapter in the new edition. Two new appendices, **Developing a Marketing Plan** and **Financial and New-Product Analysis**, provide additional strategic tools for the reader.

## Two Cases for Every Chapter

Many reviewers of the previous edition requested alternative cases to provide more flexibility for different assignments from one academic term to the next. The new 11th edition now includes two case assignments for every chapter. For example, Case 1.1, “Dracula Park Wants YOU,” is accompanied by Video Case 1.2, “How Burton Snowboards Built a Sport—and a Customer Base.” The second case in each chapter is accompanied by a professionally created video to augment the written case materials.

## Krispy Kreme Doughnuts: An Exciting New Continuing Video Case

Each Part of the new 11th edition is linked with a continuing case featuring one of the major recent marketing successes: the rapid expansion of Krispy Kreme beyond its southeastern origins to new markets throughout the United States and Canada, and beyond North America. A special seven-segment video was created specifically for *Contemporary Marketing, 11e* to add to the written cases for each Part. This continuing case video is in addition to the 19 videos available with the newly written video cases at the end of each chapter.



## Every Chapter Has a Video Case!

Professionally written and produced, the new video case package provides intriguing, relevant, and current real-world insights into the modern marketplace. Tied directly to chapter concepts, the videos highlight how real-world organizations struggle with the challenges of the 21st century marketplace. Each video is supported by a written case with applications questions. They include:

- **Video Case 1.2** How Burton Snowboards Built a Sport—and a Customer Base
- **Video Case 2.2** Caribou Coffee Brews Up a Fine Cup of Strategy
- **Video Case 3.2** Equal Exchange: Fair Pay Is Fair Play
- **Video Case 4.2** Fallon Worldwide: Going Global, Targeting Local
- **Video Case 5.2** Tower Records Uses Bricks—and Clicks—to Survive Troubled Times
- **Video Case 6.2** Dunkin' Donuts and Hill, Holliday: A Recipe for Good Relationships
- **Video Case 7.2** Fisher-Price: Marketing Research Is More than Child's Play
- **Video Case 8.2** Annie's Homegrown: A Natural Success
- **Video Case 9.2** WBRU Sounds Good to Listeners
- **Video Case 10.2** UPS Delivers for Its Business Customers
- **Video Case 11.2** Fossil Is a Reminder of Good Times
- **Video Case 12.2** Stride Rite Keeps Its Brands in Step
- **Video Case 13.2** Cybex International Whips Pricing into Shape
- **Video Case 14.2** Bombardier Lets Prices Soar
- **Video Case 15.2** Ipswich Shellfish Delivers Fresh Lobster
- **Video Case 16.2** Neiman Marcus Takes Care of Its Customers
- **Video Case 17.2** Cherry Capital Airport Keeps People Flying
- **Video Case 18.2** Oxygen Media and Mullen Advertising Team Up for Women's Programming
- **Video Case 19.2** Concept2 Rows to Success

VC-14 Video Case 11.2 Fossil Is a Reminder of Good Times



### VIDEO CASE 11.2

#### Fossil Is a Reminder of Good Times

Twenty million dollars for a one-week vacation on the U.S.-Russian space station? If you had \$20 million to burn—and someone had just perfected time travel—you might put your money down on a quick trip back 50 years ago. What a trip seeing your grandparents as youngsters and raving at all those retro fashions. And if you checked out the watches they wore then, you'd notice that watches were considered jewelry. They were expensive, often jewel bedecked, and usually sold at retail jewelry stores.

But then along came Times—and market segmentation came to visit the watch industry and never left. Times was inexpensive, highly utilitarian, almost disposable, and possessed an

TV and print advertising and keeps on selling low-priced comers were carefully. In fact, the dial, which permitted the purchasing different es, continued to be feared such as Cartier and Rolex. But Fossil wasn't content to make and sell just one watch. Instead, the company wanted to create and market watches of different designs to match the different tastes of everyone, all at affordable prices. So the firm developed several lines of Fossil watches. Among the more than 500 styles of Fossil watches available today you can find watches for men, women, and children—even watches for collectors. If you're an Elvis fan, you're in luck: You can pick up a Fossil watch commemorating the 25th anniversary of his death for about \$95. If you're hung up on Batman, a Batman Dark Knight model will set you back \$125 (but hurry: It's part of a limited edition of 2,000). You can even join the Fossil Collectors' Club to get monthly updates on new and upcoming Fossil collectible items.

Fossil also offers specialty watches like the Kaleido, which comes in several models at prices ranging from \$45 to \$75. With the touch of a button, the Kaleido dial changes colors just like a Kaleidoscope. Of course, conservative customers can set the dial color to remain constant as well. If you want the dial numbers in Chinese characters, you can purchase the Chinese Tic for about \$65. And for the more technologically advanced watch buyers, Fossil offers two new high-tech models: the Wrist PDA and the Wrist PDA, used as a companion to a PDA.

VC-2 Video Case 1.2 How Burton Snowboards Built a Sport—and a Customer Base



### VIDEO CASE 1.2

#### How Burton Snowboards Built a Sport—and a Customer Base

No one would deny that Jake Burton is an innovative guy. But he's quick to dispel the myth that he invented snowboarding or snowboards. He points out that the snowboard—a single board that looks and operates like a cross between a skateboard and a surfboard that athletes ride down snow-covered mountains—has been around since the 1920s. And Jake himself experimented with the Snurfer, a precursor to the snowboard, as a kid. But the Snurfer, a short fat ski with a rope tied to the tip that the rider would hold like a rein in one hand—was marketed more like a toy, on the order of a snow tube or one-person toboggan. Certainly, no one thought of Snurfing as a full-blown sport.

No one, that is, except Jake Burton. Burton had grown up skiing, and after graduating from college in 1977 with a degree in economics, he moved from New York to Vermont to follow a hunch. "I felt like [snowboarding] could be a sport, but it wasn't a sport for the company that was manufacturing [Snurfers]," he recalls. So he set out to do two things simultaneously: build the board and the market. "I was blindly optimistic," he says. In addition to developing a new product, he needed to develop the market for his product. He had to find a way to show people how to use it and how to create uti-


had to develop a third type of marketing relationship, one with distributors and dealers.

Today, Burton Snowboards, which is still based in Burlington, Vermont, is both the pioneer and the world leader in the development and sale of snowboards and related products. Burton markets its snowboards and accessory gear through a network of about 3,000 dealers around the world. The company continues to develop relationships with consumers by staging promotions featuring demonstrations at ski resorts—about 400 demos a round the world per year, according to vice president and director of sales, Dave Schmidt. These events are conducted by Burton representatives who show up at a resort, unload Burton products, and let people try them for free. In addition, for the past 20 years the firm has sponsored a number of snowboarding competitions—including the U.S. Open for snowboarding—as another effective technique for developing relationships with its customers. Finally, Burton's Learn-to-Ride (LTR) program teaches snowboarding to anyone who wants to learn from instructors. The program includes lessons taught by certified American Association of Snowboard Instructors (AASI) instructors. Burton also has developed equipment specifically designed for beginners and program—thanks Burton's




## Additional Features of the New 11th Edition

*Contemporary Marketing, 11e* is packed full of innovations. Here are some of the exciting new features:

 **NEW!** The rapid growth of the African-American and Hispanic-American market segments is discussed in detail in the market segmentation chapter and in the Marketing Hits feature, “Procter & Gamble Taps the Hispanic Market,” in Chapter 9.


**REVISED!** The relationship marketing chapter has been completely revised to include coverage of customer relationship management (CRM).

 **NEW!** Category management, a major organizational development among firms with extensive product lines, is discussed in detail in Chapter 12. Its importance is communicated in the new chapter title, “Category and Brand Management, Product Identification, and New-Product Planning.”

**EARLY COVERAGE!** “Planning a Career in Marketing” has been completely rewritten and moved to the front of the textbook. In an environment characterized by limited jobs for entry-level business graduates, it offers practical insights to help students prepare for a successful business career.

**REVISED!** The materials at the end of each chapter have been completely revised. A new Summary of Chapter Objectives replaces the Achievement Check Summary to provide improved summary materials. New Projects and Teamwork Exercises have been included, and all of the netWork assignments are new.

 **NEW!** All opening vignettes, Marketing Hits, and Marketing Misses are new to this edition.

 **NEW!** Two important promotional innovations—guerrilla marketing and product placement—are included in Chapter 17. The Marketing Hits feature in this chapter focuses on Code Red, a recent Pepsi success story of guerrilla marketing in action.

## Unparalleled Resource Package

Like the ten editions before it, *Contemporary Marketing, 11e* is filled with innovations. The result: the most powerful marketing package available.

Boone & Kurtz lead the market with precedent-setting learning materials, as well as continuing to improve on our signature package features—equipping students and instructors with the most comprehensive collection of learning tools, teaching materials, and innovative resources available. As expected, the new 11th edition delivers the most extensive, technologically advanced, user-friendly package on the market.

## For the Professor

### Test Bank and Examview® Testing Software

Providing over 4,000 total questions, the test bank fills every need you have in testing your students on the chapter contents. Each chapter of the test bank is organized following the chapter objectives, and every question is categorized by type of question (including application, comprehension, and knowledge-based multiple choice, true/false, and essay) and text page reference. The Examview Testing Software is a Windows-based software program that is both easy to use and attractive. You won't believe that testing software has come this far!