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工商管理经典教材·市场营销系列

Administration Classics

# 市场营销学

(英文版·第9版)

MARKETING:

AN INTRODUCTION

(Ninth Edition)

加里·阿姆斯特朗 (Gary Armstrong)

菲利普·科特勒 (Philip Kotler)

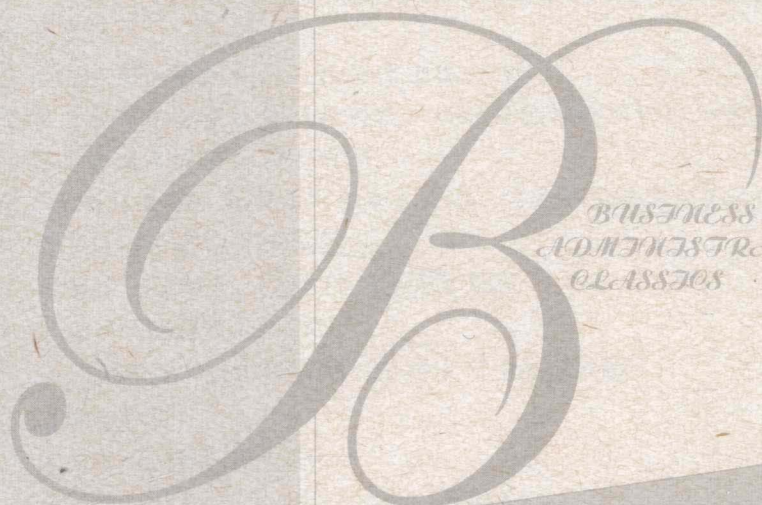
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奚红妹 改编

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# 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,面向大学本科生层次,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生层次。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

市场营销学是一门关于创造顾客价值，建立可盈利顾客关系的学科，其过程包括：理解消费者需要；制定以顾客为中心的市场营销战略；开展整体营销活动；建立可盈利的顾客关系；获得顾客回报。这一过程贯穿 Marketing: An Introduction (9e) 的始终。

原著围绕以下五大主题展开：

1. 创造顾客价值，获得顾客回报。如今卓有成效的公司都是理解消费者需要、制定营销战略、开展整体营销活动、建立长久顾客关系的公司。它们获得了市场，赚取了利润，创建了顾客资产。这一营销过程在第1章和第2章作了详细的阐述，并在后面的章节中得到了淋漓尽致的演绎。

2. 建立和管理强势品牌，创造品牌资产。定位合理并具有强大品牌资产的品牌是建立顾客关系的基础。当今的营销者应格外重视对品牌的管理。本书第7章专门针对建立强势品牌作了详细阐述。

3. 衡量和管理营销回报。过去营销者在营销花费方面大手大脚，很少考虑营销回报，然而，衡量和管理营销回报已成为当今营销战略决策的一项重要内容。本书第2章特别强调了营销投资回报的重要性，并在其他章节中不断提及。

4. 利用营销新技术。数字技术和高科技技术的发展极大地改变了消费者和营销者之间的互动关系。本书探讨了新技术对市场营销活动诸多方面的影响。

5. 开展全球营销，兼顾社会责任。营销者向全球拓展品牌时，必须兼顾社会责任。本书把全球营销和社会责任融为一体，分别在第15章和第16章作了详细阐述。

原著充分反映了市场营销的发展趋势和市场营销环境的重大变化，融合了市场营销领域最新研究成果和企业营销实践经验。与先前的版本相比，其新颖独特之处体现在以下几个方面：

- 顾客价值框架贯穿本书的每一个章节，而不只是在第1章展现。
- 顾客关系瞬息万变，建立顾客关系的办法之一就是和顾客对话，让品牌成为消费者生活的一部分，成为他们日常生活中谈论的话题。
- 与整合营销传播相关的章节作了彻底的改动，以体现当今营销者与顾客沟通方面的快速变化，例如，第12章介绍了新媒体营销，第14章介绍了数字直接营销新技术。
- 新产品开发强调顾客驱动、团队合作，把创造顾客价值这一核心思想落实到新产品开发的每一个阶段。
- 附录部分增加了公司案例，旨在让学生运用所学到的知识分析企业面临的现实问题。

原著脉络清晰、层次分明、内容深刻，但并不晦涩难懂。感谢中国人民大学出版社出版这本英文改编版教材，让中国学生能够原汁原味地体会原版教材的精华。为了进一步降低使用这本教材的成本，删减了章节专栏中的一些小案例和附录中的

部分公司案例，以及附录 2～附录 4。这些案例相对独立，删除以后并不影响教材结构和内容。教师可以根据授课需要补充一些与中国相关的案例，激发学生讨论本土案例的积极性，从而达到更好的学习效果。

在本书的改编过程中，得到了中国人民大学出版社编辑的大力支持和帮助，在此表示诚挚的谢意。因学识有限，对案例的删减难免有不当之处，敬请各位老师和读者批评指正。

奚红妹  
上海对外贸易学院

# Preface\*

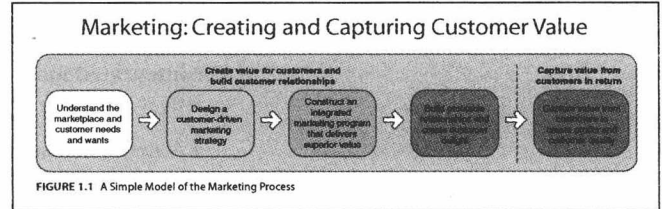
## Five Major Value Themes

The ninth edition of *Marketing: An Introduction* builds on five major value themes:

1. **Creating value for customers in order to capture value from customers in return.** Today's outstanding marketing companies understand the marketplace and customer needs, design value-creating marketing strategies, development integrated marketing programs that deliver value and satisfaction, and build strong customer relationships. In return, they capture value from customers in the form of sales, profits, and customer equity.

This innovative customer value *framework* is introduced at the start of Chapter 1 in a five-step marketing process model, which details how marketing *creates* customer value and *captures* value in return. The framework is carefully explained in the first two chapters, providing students with a solid foundation. The framework is then integrated throughout the remainder of the text.

2. **Building and managing strong brands to create brand equity.** Well-positioned brands with strong brand equity provide the basis upon which to build profitable customer relationships. Today's marketers must position their brands powerfully and manage them well. The ninth edition provides a deep focus on brands, anchored by a Chapter 7 section on Branding Strategy: Building Strong Brands.
3. **Measuring and managing return on marketing.** Marketing managers must ensure that their marketing dollars are being well spent. In the past, many marketers spent freely on big, expensive marketing programs, often without thinking carefully about the financial returns on their spending. But all that has changed—measuring and managing return on marketing investments has become an important part of strategic marketing decision making. The ninth edition specifically addresses return on marketing investment in Chapter 2 and revisits this important topic in sections throughout the text.
4. **Harnessing new marketing technologies.** New digital and other high-tech marketing developments are dramatically changing consumers and marketers and the ways in which they relate to one another. The ninth edition thoroughly explores the new technologies impacting marketing, from “Web 2.0” in Chapter 1 to new-age digital marketing and on-line technologies in Chapters 12 and 14 to the exploding use of social networks and customer-generated marketing in Chapters 1, 5, 12, 14, and elsewhere.
5. **Marketing in a socially responsible way around the globe.** As technological developments make the world an increasingly smaller place, marketers must be good at marketing their brands globally and in socially responsible ways. The ninth edition integrates global marketing and social responsibility topics throughout the text. It then provides focused coverage on each topic in Chapters 15 and 16, respectively.



## What's New in the Ninth Edition?

We've thoroughly revised the ninth edition of *Marketing: An Introduction* to reflect the major trends and forces that are impacting marketing in this age of customer value and relationships. Here are just some of the changes you'll find in this edition.

- This ninth edition continues to build on and extend the innovative **customer-value framework** from previous editions. The customer value model presented in the first chapter is now more fully integrated throughout the remainder of the book. No other marketing text presents such a clear and comprehensive customer-value approach.
- Throughout the ninth edition, we address the rapidly **changing nature of today's customer relationships**—the new emphasis on creating two-way dialogs and making brands

\* 为保留原书概貌,未对前言做相应删减。书后的 References 和 Credits 放在人大经管图书在线网站(www.rdjg.com.cn)上,供读者参考。——改编者注



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The following supplements are available to adopting instructors.

#### **Instructor's Manual with Video Guide (ISBN: 0-13-602114-X)**

The instructor's handbook for this text provides suggestions for using features and elements of the text. This *Instructor's Manual* includes a chapter overview, objectives, a detailed lecture outline (incorporating key terms, text art, chapter objectives, and references to various pedagogical elements), and support for end-of-chapter material. Also included is a "Great Ideas" section that offers barriers to effective learning, student projects/assignments, classroom management strategies, and more, to provide a springboard for innovative learning experiences in the classroom. The Instructor's Manual also features the following elements:

- Support for end-of-chapter material along with additional student projects and "Outside Examples" assignments, offering instructors additional lecture material. The examples may be a further development of a concept or company briefly mentioned in the chapter, or perhaps new material that helps to further develop a concept in the text.
- "Professors on the Go!" serves to bring key material upfront in the manual, where an instructor who is short on time can take a quick look and find key points and assignments to incorporate into the lecture, without having to page through all the material provided for each chapter.
- Annotated Instructor's Notes, which serve as a quick reference for the entire supplements package. Suggestions for using materials from the Instructor's Manual, PowerPoint slides, Test Item File, Video Library, and online material are offered for each section within every chapter. (This content is found on the IRC online only.)

#### **Test Item File (ISBN: 0-13-602125-5)**

Featuring more than 2,000 questions, 100+ questions per chapter, this *Test Item File* has been written specifically for the ninth edition. Questions range from multiple-choice and true/false to essay and application. All questions offer level of difficulty and page references.

For each question that tests a standard from the Association to Advance Collegiate Schools of Business (AACSB), we use one of the following annotations:

- Communication
- Ethical Reasoning
- Analytical Skills
- Use of Information Technology
- Multicultural and Diversity
- Reflective Thinking

#### **Instructor's Resource Center**

Register. Redeem. Login.

At [www.prenhall.com/irc](http://www.prenhall.com/irc) instructors can access a variety of print, media, and presentation resources available with this text in downloadable, digital format. For most texts, resources are also available for course management platforms such as Blackboard, WebCT, and Course Compass.

Once you register, you will not have additional forms to fill out, or multiple usernames and passwords to remember to access new titles and/or editions. As a registered faculty member, you can log in directly to download resource files, and receive immediate access and instructions for installing Course Management content to your campus server.

Need help? Our dedicated technical support team is ready to assist instructors with questions about the media supplements that accompany this text. Visit: <http://247.prenhall.com/> for answers to frequently asked questions and toll-free user support phone numbers.

Available via a password-protected site at [www.prenhall.com/kotler](http://www.prenhall.com/kotler) or on CD-ROM (0-13-602126-3). Resources include:

- *Instructor's Manual*: View 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 (online only)*: Download this easy-to-use software; it's preloaded with the ninth 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. No animation or forms of rich media are integrated, which makes the total file size manageable and easier to share online or via e-mail. BASIC was also designed for instructors who prefer to customize PowerPoints and 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 not included in the text, discussion questions, Web links, and embedded video snippets from the accompanying video library. This is the best option for a complete presentation solution. Instructors can further customize this presentation using the image library featured on the Instructor's Resource Center on CD-ROM.  
*PowerPoints for Classroom Response Systems (CRS)*: These Q&A style slides are designed for classrooms using "clickers" or classroom response systems. Instructors who are interested in making CRS a part of their course should contact their Prentice Hall representative for details and a demonstration. CRS is a fun and easy way to make your classroom more interactive.
- *Online Courses*: See OneKey below. Compatible with BlackBoard and WebCT.

### TestGen Test Generating Software

Prentice Hall's test-generating software is available from the *IRC Online* ([www.prenhall.com/kotler](http://www.prenhall.com/kotler)).

- 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](mailto:media.support@pearsoned.com) or call 1-800-6-PROFESSOR between 8:00 A.M. and 5:00 P.M. CST.

### Custom Videos

The video library features 16 exciting segments for this edition. All segments are available online ([www.prenhall.com/armstrongvideo](http://www.prenhall.com/armstrongvideo)) and on DVD (ISBN: 0-13-602117-4). Here are just a few of the videos offered:

- Meredith and its ability to create relationships with customers through target marketing
- Ziba and its unique approach to designing new products
- Progressive's innovation in direct and Internet marketing
- Crispin Porter + Bogusky successfully integrating marketing communications
- Google and the manner in which it has revolutionized Internet advertising and consumers' online experience

### Transparencies (ISBN: 0-13-602115-8)

Features 15 to 20 color acetates per chapter selected from the Media-rich set of PowerPoints, which includes images from the text.

## Supplements for Students

### OneKey

Available through Course Compass, Blackboard, and WebCT, classroom resources for students are available in one spot. Resources include:

- Quizzing for review
- Case Pilot to aid in analyzing cases
- Marketing Toolkit: Interactive Modules to aid in review of understanding key concepts
- Marketing Updates: Bringing current articles to the classroom



- Much more

OneKey requires an access code, which professors can ask to be shrink-wrapped with new copies of this text. Please contact your local sales representative for the correct ISBN. Codes may also be purchased separately at [www.prenhall.com/marketing](http://www.prenhall.com/marketing).

#### Study Guide (ISBN: 0-13-602121-2)

The 9th edition study guide with flashcards provides students on the go with a valuable resource. It consists of detailed chapter outlines, student exercises, plus exercises correlated to award-winning print advertisements. The study guide is delivered in one compact binder and can be packaged at a low cost with new copies of this text. The study guide can also be purchased separately at [www.prenhall.com/marketing](http://www.prenhall.com/marketing).

#### Companion Website

Found at [www.prenhall.com/armstrong](http://www.prenhall.com/armstrong), the Companion Website offers two student quizzes per chapter. The Concept Check Quiz is to be administered prior to reviewing the chapter, in order to assess the student's initial understanding. The Concept Challenge Quiz is to be administered after reviewing the chapter.

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# PART 1

## DEFINING MARKETING AND THE MARKETING PROCESS

CHAPTER

1

### Marketing: Creating and Capturing Customer Value

#### ROAD MAP Previewing the Concepts



Fasten your seat belt! You're about to begin an exciting journey toward learning about marketing. In this chapter, to start you off in the right direction, we will first introduce you to the basic concepts. What is marketing? Simply put, marketing is managing profitable customer relationships. The aim of marketing is to create value for customers and to capture value in return. Chapter 1 is organized around five steps in the marketing process—from understanding customer needs, to designing customer-driven marketing strategies and programs, to building customer relationships and capturing value for the firm. Understanding these basic concepts, and forming your own ideas about what they really mean to you, will give you a solid foundation for all that follows.

Our first stop: Procter & Gamble, one of the world's largest and most respected marketing companies. P&G makes and markets a who's who list of consumer megabrands, including the likes of Tide, Crest, Bounty, Charmin, Puffs, Pampers, Pringles, Gillette, Dawn, Ivory, Febreze, Swiffer, Olay, Cover Girl, Pantene, Scope, NyQuil, Duracell, and a hundred more. It's also the world's largest advertiser, spending an eye-popping \$8.2 billion each year on advertising worldwide, "telling and selling" consumers on the benefits of using its products. But look deeper and you'll see that this premier marketer does far more than just "tell and sell." P&G's stated purpose is to provide products that "improve the lives of the world's consumers." The company's products really do create value for consumers by solving their problems. In return, customers reward P&G with their brand loyalty and buying dollars. You'll see this creating-customer-value-to-capture-value-in-return theme repeated throughout the first chapter and throughout the text. But for now, let's get things rolling with a good P&G story.