

MBA精选教材·英文影印版

PEARSON

A FRAMEWORK FOR MARKETING MANAGEMENT

[第4版]

# 营销管理架构

[美] Philip Kotler 著  
Kevin Lane Keller



北京大学出版社  
PEKING UNIVERSITY PRESS

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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 项目成为企业发展壮大之源,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,同时也为了配合北大 MBA 教育工作的展开,光华管理学院与北京大学出版社联合推出本套《MBA 精选教材·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名誉院长

潘心寿

## 出版者序言

自2001年12月加入世界贸易组织以来,中国进一步加强了与世界各国的政治、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问题,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取胜的决定性因素。因此,制定和实施人才战略,培养大批优秀人才,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教育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,得到社会的广泛承认和高度评价。MBA教育在我国虽起步较晚,但在过去十余年里,我国的MBA教育事业发展非常迅速,也取得了相当显著的成绩。

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。其中一个就是教材的问题。目前,国内市场上国外引进版教材在一定程度上还存在新旧好坏参差不齐的现象,这就需要读者在使用引进版教材时进行仔细的甄别。

北京大学出版社推出的《MBA精选教材·英文影印版》弥补了国内MBA教材市场的缺憾,给国内MBA教材市场注入了一股新鲜的血液。全套丛书基本覆盖了北京大学MBA的主修课程,包括:管理学、营销学、战略管理、管理信息系统、运作管理、人力资源管理、商务沟通、国际金融、金融管理、决策分析、货币银行学、会计学等。另外,在十几门主课的基础上又增加了几门高级选修课程,包括:国际会计学、组织行为学、投资学、商务学、财务报表解析、管理会计、管理沟通、商业伦理学、企业家精神等。

本套丛书的筛选大体上本着以下几点原则:(1)出“新”。克服以往教材知识陈旧、落后的弊端,大部分教材都与国外原版书同步出版。(2)出“好”。本套丛书收入了美国哈佛大学、斯坦福大学、麻省理工学院等著名院校所采用的教材,如《管理学》、《营销管理架构》、《管理信息系统》、《人力资源管理》、《财务会计》、《管理会计》、《面向管理的数量分析》等;本套丛书还收入了著名学术界宗师包括斯蒂芬·罗宾斯(《管理学基础》)、菲利普·科特勒(《营销管理架构》)、查尔斯·霍恩格伦(《财务会计》)等人的学术巨著。(3)出“精”。大多数教材都是再版多次,经过不断的修改和完善而成的。

本套《MBA精选教材·英文影印版》集合了美国经济学界和管理学界各个学科领域专家的权威巨著,该丛书经过北京大学光华管理学院及其他著名高校知名学者的精心选编,包括了大量精深的理论指导和丰富的教学案例,真正称得上是一套优中选精的MBA教材。

### 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,北京大学出版社英文影印版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:

北京大学光华管理学院:符国群、李东、梁钧平、陆正飞、王建国、王其文、杨岳全、于鸿君、  
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本套丛书的顺利出版还得到了培生教育出版集团(Pearson Education)北京办事处的大力支持,对他们的付出我们也致以深深的谢意。

## 教辅材料说明

教材,顾名思义教学之材料,它和普通的书籍有一个很大的区别,就是必须“方便教师教学”。所以,好的教材更需有完备的教学辅助材料相匹配,且每一本教材都要有教辅材料,只有配备了齐全的辅助材料才能称其为完整的教材。《MBA 精选教材·英文影印版》系北京大学出版社获全球最大的教育出版集团——美国培生教育出版集团(Pearson Education)独家授权之英文影印版本。培生教育出版集团旗下的国际知名教育图书出版公司 Prentice Hall/Addison Wesley/Longman 出版的高品质的经济管理类出版物,已成为全美乃至全球高校采用率最高的教材,享誉全球教育界、工商界。我社在选择这套教材的过程中,尽量选择了教辅材料齐全的教材,这些教辅材料包括:教学指导用书、教学提纲、测试题、解答题、课堂演示文稿等,以书、幻灯片、CD、CD-ROM 等形式出现。同时,这些材料还可通过访问培生教育出版集团的相关网址:<http://www.prenhall.com>、<http://www.pearsoned.com>、<http://www.aw.com> 免费下载。

欲获得相关教辅材料的教师烦请填写每本书后面所附的《教学支持说明》,以确保此教辅材料仅为教师获得。

## 出版声明

本套丛书是对国外原版教材的直接影印,由于各个国家政治、经济、文化背景的不同,原书中出版者和作者所持观点及结论尚需商榷,请广大读者在阅读过程中加以认真分析和鉴别。我们希望本套丛书的出版能够促进中外文化学术交流,推进国内经济与管理专业的教学,为中国经济走向世界作出一份贡献。

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  
2006年1月

# 关于本书

## 适用对象

本书适用于 MBA 以及本科生和研究生的营销管理和营销战略课程,也可用作企业管理人员的培训教材和参考书。

## 内容简介

本书是营销学大师科特勒所著的最畅销教材《营销管理》(第 13 版)的精缩版。全书由七部分组成:第 1 部分是了解营销管理;第 2 部分是与客户相联系;第 3 部分是塑造强大的品牌;第 4 部分是打造市场供应品;第 5 部分是提供价值;第 6 部分是传播价值;第 7 部分是实现成功的长期增长。

## 作者简介

菲利普·科特勒,西北大学凯洛格管理学院终身教授,被誉为“现代营销之父”。凯文·莱恩·凯勒,达特茅斯大学塔克商学院营销学教授。

## 本书特色

本书是营销学大师科特勒所著的最畅销教材《营销管理》(第 13 版)的精缩版,对当今营销管理实践作出了权威性介绍,而且篇幅适中,教师在授课过程中可以根据需要自行加入案例、模拟和项目练习,本书与其以前版本一样,旨在帮助公司、社会团体和个人调整自身的营销战略和管理以适应 21 世纪的营销现状。

## 本版更新

- 新主题——本版强调创新的作用以及技术发展对营销的影响。
- 新思想——本书加入相关学术研究取得的新概念和新思想。
- 新案例——本书加入大量现实生活中的最新案例。

## 教辅资源

- 教师手册
- 教学用 PPT
- 试题库
- 试卷生成软件

上述教辅资源教师可通过填写并邮寄本书后的《教学支持说明》免费获取。

# Preface

**A** *Framework for Marketing Management* is a concise paperback adapted from Philip Kotler and Kevin Lane Keller's number-one text, *Marketing Management, Thirteenth Edition*. Its streamlined approach will appeal to those professors who want an authoritative account of current marketing management practices and theory plus a text that is short enough to allow the incorporation of outside cases, simulations, and projects. Like previous editions, *A Framework for Marketing Management, Fourth Edition* is dedicated to helping companies, groups, and individuals adapt their marketing strategies and management to the marketplace of the twenty-first century.

## FEATURES OF THE FOURTH EDITION

### *Major Themes*

Building on the broad theme of holistic marketing, this new edition explores the vital role of creativity and innovation in successful marketing. Other major themes include customer value creation, marketing ethics and social responsibility, and marketing accountability. Another key theme is the impact of technology on contemporary marketing, driving developments as diverse as podcasts and marketing dashboards. And in updating every chapter, we have incorporated the latest concepts and ideas drawn from recent academic research studies.

### *Major Features*

This edition is filled with numerous real-world examples of marketing management in action at a wide variety of companies, from Amazon.com to Zara.

- *Marketing Management at . . .* chapter-openers examine the challenges and opportunities faced by marketers of all kinds of goods and services, from health care (Mayo Clinic) and entertainment (ESPN) to coffee (Starbucks) and consumer electronics (Royal Philips).
- *Breakthrough Marketing* boxes highlight the innovative and insightful marketing accomplishments of such well-known businesses as IKEA, Nike, UPS, Ideo, Tesco, GE, eBay, Ocean Spray, Samsung, and Yahoo!
- *Marketing Skills* boxes discuss how marketers can develop skills they need to succeed in today's marketing environment, such as spotting trends (Chapter 3); finding new product ideas (Chapter 10); and starting a buzz fire (Chapter 17).



## THE TEACHING AND LEARNING PACKAGE

### *Marketing Management Cases*

Through Prentice Hall Custom Business, instructors can create Custom Coursepacks or CustomCaseBooks for each course. Resources include top-tier cases from Darden, Harvard, Ivey, NACRA, and Thunderbird, plus full access to a database of articles. For details on how to order these value-priced packages, contact your local rep or visit the Prentice Hall Custom Business Web site at [www.prenhall.com/custombusiness](http://www.prenhall.com/custombusiness). To aid in your case selection, we have provided the following list of cases from our custom business Web site:

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9-505-056	Unilever in India: Hindustan Lever’s Project Shakti—Marketing FMCG to the Rural Consumer	V. Kasturi Rangan, Rohithari Rajan	International Markets	Harvard Business School Publishing

### *Instructor’s Manual*

This component contains chapter overviews and teaching objectives, plus suggested lecture outlines—providing structure for class discussions around key issues. A listing of key contemporary articles is included, along with synopses and ideas for class/course utilization of the materials. Harvard case analyses are also provided, integrating the current topic areas.

### *Test Item File*

The Test Item File includes more than 70 questions per chapter, consisting of multiple-choice, true/false, essay, and mini-cases. Page references and suggested answers are provided for each question. Prentice-Hall’s TestGen test-generating software is also available (online only) for this edition and is easily customizable for individual needs.

### ***PowerPoint Basic***

This simple presentation consists of 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 email.

### ***PowerPoint Media Rich***

This presentation includes basic outlines and key points from each chapter, plus art from the text, discussion questions, and Web links.

### ***Marketing Management Video Gallery***

Make your classroom “newsworthy.” Using today’s popular newsmagazine format, students are taken on location and behind closed doors. Each news story profiles a well-known company leading the way in its industry. Highlighting various companies, the issue-focused footage includes interviews with top executives and objective reporting by real news anchors, industry research analysts, and marketing and advertising experts. A video guide, including synopses and discussion questions, is available. The video library is offered on DVD, and instructors can choose to have it shrink-wrapped with this text.

### ***Companion Web Site***

The companion Web site, available at [www.prenhall.com/kotler](http://www.prenhall.com/kotler), offers students valuable resources, including two quizzes per chapter. The Concept Check Quiz is to be administered prior to reviewing the chapter, in order to assess students’ initial understanding. The Concept Challenge Quiz is to be administered after studying the chapter, allowing students to determine the areas they need to review further. Also featured is the text glossary, as well as a link to Case Pilot. Case Pilot is a one-of-a-kind interactive tool that helps students develop the fundamentals of case study analysis. Three sample cases from the high-technology, service, and consumer-product sectors enable students to write problem statements, identify key marketing issues, perform SWOT analysis, and develop solutions.

### ***Instructor’s Resource Center (IRC)***

The IRC is available online at [www.prenhall.com/kotler](http://www.prenhall.com/kotler), where instructors can access an array of teaching materials, consisting of the Instructor’s Manual, Test Item File, TestGen, Video Guide, and Basic PowerPoint slides. These materials are also available on CD-ROM (except TestGen), where the Media Rich PowerPoint slides and an Image Library can be found as well.

### ***The Marketing Plan Handbook, 3rd edition with Marketing Plan Pro***

Marketing Plan Pro is a highly rated commercial software program that guides students through the entire marketing plan process. The software is totally interactive

**Marketing  
PlanPro**

and features ten sample marketing plans, step-by-step guides, and customizable charts. Customize your marketing plan to fit your marketing needs by following easy-to-use plan wizards. Follow the clearly outlined steps from strategy to implementation. Click to print, and your text, spreadsheet, and charts come together to create a powerful marketing plan. The new *The Marketing Plan Handbook*, by Marian Burk Wood, supplements the in-text marketing plan material with an in-depth guide to what student marketers really need to know. A structured learning process leads to a complete and actionable marketing plan. Also included are timely, real-world examples that illustrate key points, sample marketing plans, and Internet resources. The Handbook and Marketing Plan Pro software are available as value-pack items at a discounted price. Contact your local Prentice Hall representative for more information.

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## INTERPRETIVE SIMULATIONS AT-A-GLANCE

### **PharmaSim**

---

**Predominantly used in:** Marketing Management, Brand Management, and Marketing Strategy.

**Take the role of a Brand Manager in the over-the-counter cold medicine market.**

This leading marketing management online simulation drives home the Four P's of Marketing: Pricing, Promotion, Product, and Place (distribution), while introducing students to the concepts of brand equity and marketing planning for multiple product lines.

In PharmaSim, students take the role of a Brand Manager in the over-the-counter pharmaceutical industry and manage 'Allround,' the leading multi-symptom cold medicine. Over the course of up to 10 simulated periods, students may reformulate their brand, introduce a line extension, and launch a new product. PharmaSim is modeled from a brand management perspective, but the issues raised apply to marketers in any industry.

## SIMULATIONS FOR MARKETING COURSES



## SUGGESTED COURSES:

- Marketing management
- Brand management

Take the roll of a brand manager in the over-the-counter cold medicine industry.

PharmaSim demonstrates how the Four P's of marketing. This simulation covers segmentation and positioning, management of a portfolio of brands, integrated marketing communications, and multiple channels with intermediaries. Students learn how to measure outcomes and channel partners measuring their progress through marketing research. Co-authored with Thomas Klauar of the University of Michigan.



## SUGGESTED COURSES:

- Marketing strategy
- Marketing management
- Other advanced marketing courses

Use a market-oriented strategy to navigate the fast-paced automobile industry.

StratSimMarketing demonstrates the impact of marketing decisions on the other functional areas of the business. Teams target consumer segments and B2B opportunities based on market attractiveness and core competencies. Students have the opportunity to utilize advanced marketing research techniques such as conjoint analysis, perceptual mapping, and concept testing. Co-authored with Thomas Klauar of the University of Michigan.



## SUGGESTED COURSES:

- International marketing
- International business
- Courses with international perspectives.

A manufacturer of consumer products is determined to expand into Latin American markets.

CountryManager explores the modes of market entry, segmentation and targeting, and the Four P's in an international context. Establish an international presence in Argentina, Brazil, Chile, Mexico, Peru, and Venezuela. Co-authored with Larry Field of the University of Pittsburgh and Martin Koch of the University of South Carolina.



## SUGGESTED COURSES:

- Marketing principles
- Intermediate level marketing courses

Develop a sound understanding of the 4P's of marketing.

MarketShare is based on the leading marketing management simulation PharmaSim, but simplified to be applicable for use as a marketing principles or intermediate level marketing class. Students develop a basic level understanding of market opportunities, multiple channels, intermediaries and promotional concepts. Co-authored with Hester Sporn of Western New England College.



## SUGGESTED COURSES:

- Introduction to marketing
- Marketing principles

Introduce the 4P's at a basic level.

NewShoes covers marketing concepts at a basic level, focusing on the roles of price, product, promotion and place. With straightforward analysis and decisions to set online browser environments, NewShoes provides an engaging interactive experience for an introduction to marketing or marketing principles class. Co-authored with James Helgeson, William Topping and Michael Orisk of Georgia University.

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## StratSim

**Predominantly used in:** Marketing Strategy, Marketing Management, and other advanced marketing courses.

**Use a market-oriented strategy to navigate the fast-paced automobile industry.**

**This competitive marketing strategy simulation allows teams to target consumer segments and B2B opportunities based on market attractiveness and core competencies.** Students have the opportunity to utilize advanced marketing research techniques such as conjoint analysis, perceptual mapping, and concept testing to enhance their understanding of the environment and consumers.

**StratSimMarketing also highlights the importance of integrated decision-making** by demonstrating the impact of marketing decisions on other functional areas of the business such as operations and finance.

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