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工商管理经典教材·市场营销系列

BUSINESS ADMINISTRATION CLASSICS

# 市场营销学

英文版·第10版

加里·阿姆斯特朗 (Gary Armstrong)  
菲利普·科特勒 (Philip Kotler) 著

MARKETING  
AN INTRODUCTION

Tenth Edition

中国人民大学出版社

全新版

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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,为使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

# Preface

## THE TENTH EDITION OF *MARKETING: AN INTRODUCTION*!

### ON THE ROAD TO LEARNING MARKETING!

The tenth edition of *Marketing: An Introduction* makes the road to learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. The tenth edition's brand new learning design—with integrative Road Map features at the start and end of each chapter and insightful author comments throughout—enhances understanding. And when combined with mymarketinglab, our online homework and personalized study tool, *Marketing: An Introduction* ensures that you will come to class well prepared and leave class with a richer understanding of basic marketing concepts, strategies, and practices. So fasten your seat belt and let's get rolling!

### THE MARKETING JOURNEY: CREATING AND CAPTURING CUSTOMER VALUE

Top marketers all share a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and building profitable customer relationships. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow targeted consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity. In the tenth edition of *Marketing: An Introduction*, you'll see how *customer value*—creating it and capturing it—drives every good marketing strategy.

### New in the Tenth Edition

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

- The tenth edition has a **completely new learning design!** The text's more active and integrative presentation includes new in-chapter learning enhancements that help to ease you down the road to learning marketing. The newly designed chapter-opening layout provides a *Road Map* that previews and positions each chapter and its key concepts, outlines chapter objectives and links them by page number to specific chapter sections, and brings important chapter themes to life in an annotated *First Stop* chapter-opening story. Explanatory author comments on major chapter sections and author-annotated figures help to simplify and organize chapter material. End-of-chapter features summarize important concepts and highlight important themes, such as marketing and the economy, technology, ethics, and marketing financial analysis. In all, the new design enhances student understanding and facilitates learning.
- Throughout the tenth edition, you will find important new coverage of the rapidly **changing nature of customer relationships** with companies and brands. Today's marketers aim to create deeper consumer involvement and a sense of community surrounding a brand—to make the brand a meaningful part of consumers'

\* 为使读者了解原书的概貌，前言未作删改。

conversations and their lives. New relationship-building tools include everything from Web sites, blogs, in-person events, and video sharing, to online communities and social networks such as Facebook, YouTube, Twitter, or a company's own social networking sites.

- New coverage in every chapter shows how companies are dealing with **marketing and the turbulent economy** in the aftermath of the recent worldwide economic meltdown. Starting with a major new section in Chapter 1 and continuing with discussions and examples integrated throughout the text, the tenth edition shows how, now more than ever, marketers must focus on creating customer value and sharpening their value propositions to serve the needs of today's more frugal consumers. At the end of each chapter, a new feature—*Rough Road Ahead: Marketing and the Economy*—provides real examples for discussion and learning.
- A revised Chapter 16 pulls marketing together under an important new **sustainable marketing** framework. Additional discussions throughout the tenth edition show how sustainable marketing calls for socially and environmentally responsible actions that meet both the immediate and the future needs of customers, the company, and society as a whole.
- Increasingly, marketing is taking the form of two-way conversations between consumers and brands. The tenth edition contains new material on the exciting trend toward **consumer-generated marketing**, by which marketers invite consumers to play a more active role in providing customer insights (Chapter 4), shaping new products (Chapter 8), developing or passing along brand messages (Chapter 12), interacting in customer communities (Chapters 5, 12, and 14), and other developments.
- This edition provides new and expanded discussions of new **marketing technologies**, from “Web 3.0” in Chapter 1 to neuromarketing in Chapter 5 to RFID in Chapter 10 to the new-age digital marketing and online technologies in Chapters 1, 5, 12, and 14.
- In line with the text's emphasis on **measuring and managing return on marketing**, we've added end-of-chapter financial and quantitative marketing exercises that let you apply analytical thinking to relevant concepts in each chapter and link chapter concepts to the text's innovative *Appendix 2: Marketing by the Numbers*.
- The tenth edition provides refreshed and expanded coverage of the explosive developments in **integrated marketing communications** and **direct and online marketing**. It tells how marketers are incorporating a host of new digital and direct approaches to build and create more targeted, personal, and interactive customer relationships. No other text provides more current or encompassing coverage of these exciting developments.
- A restructured **pricing** chapter (Chapter 9) provides improved coverage of pricing strategies and tactics in an uncertain economy. And a reorganized products, services, and brands chapter (Chapter 7) helps to clarify the role of **services** in today's service economy.

## REAL TRAVEL EXPERIENCES: MARKETING AT WORK

*Marketing: An Introduction* features in-depth, real-world examples and stories that show concepts in action and reveal the drama of modern marketing. In the tenth edition, every chapter contains with a *First Stop* opening vignette and Marketing at Work highlights that provide fresh and relevant insights into real marketing practices. Learn how:

- Web seller Zappos' obsession with creating the very best customer experience has resulted in avidly loyal customers and astronomical growth.
- Upscale discounter Target is shifting its strategy in the aftermath of the recent economic recession, now emphasizing the “pay less” side of its “Expect More. Pay Less.” slogan.

- Google innovates at the speed of light—it's part of the company's DNA.
- Patagonia sets the standard for sustainable marketing—its reason for being is to make the best product and cause no unnecessary environmental harm.
- Nike's customer-focused mission and deep sense of customer brand community have the company sprinting ahead while competitors are gasping for breath.
- Trader Joe's unique "cheap gourmet" price-value strategy has earned it an almost cult-like following of devoted customers who love what they get for the prices they pay.
- McDonald's, the quintessentially all-American company, now sells more burgers and fries outside the United States than within.
- When it comes to sustainability, no company in the world is doing more good these days than Wal-Mart. That's right—big, bad, Wal-Mart.
- ESPN has built a global brand empire as much recognized and revered as megabrands such as Coca-Cola, Nike, or Google.

Beyond these features, each chapter is packed with countless real, relevant, and timely examples that reinforce key concepts. No other text brings marketing to life like the tenth edition of *Marketing: An Introduction*.

## MARKETING JOURNAL TRAVEL AIDS

A wealth of chapter-opening, within-chapter, and end-of-chapter learning devices help you to learn, link, and apply major concepts:

- *Chapter-opening Road Maps.* The new, more active and integrative chapter-opening spread in each chapter features a brief *Previewing the Concepts* section that introduces chapter concepts, an *Objective Outline* that outlines chapter contents and learning objectives, and a *First Stop* opening vignette—an engaging, deeply developed, illustrated, and annotated marketing story that introduces the chapter material and sparks student interest.
- *Author comments and figure annotations.* Throughout the chapter, author comments ease and enhance learning by introducing and explaining major chapter sections and figures.
- *Marketing at Work highlights.* Each chapter contains two highlight features that provide an in-depth look at real marketing practices of large and small companies.
- *Rest Stop: Reviewing the Concepts.* A summary at the end of each chapter reviews major chapter concepts and links them to chapter objectives.
- *Navigating the Key Terms.* A helpful listing of chapter key terms by order of appearance with page numbers facilitates easy reference.
- *Travel Log.* Discussing the Issues and Application Questions help you to keep track of and apply what you've learned in the chapter.
- *Under the Hood: Marketing Technology.* Application exercises at the end of each chapter facilitate discussion of important and emerging marketing technologies in this digital age.
- *Staying on the Road: Marketing Ethics.* Situation descriptions and questions highlight important issues in marketing ethics and social responsibility at the end of each chapter.
- *Rough Road Ahead: Marketing and the Economy.* End-of-chapter situation descriptions provide for discussion of the impact of recent economic trends on consumer and marketing decisions.
- *Travel Budget: Marketing by the Numbers.* An exercise at the end of each chapter lets you apply analytical and financial thinking to relevant chapter concepts and links the chapter to Appendix 2, Marketing by the Numbers.
- *Drive In: Video Case.* Short vignettes with discussion questions appear at the end of every chapter, to be used with the set of mostly new 4- to 7-minute videos that accompany the tenth edition.



- **Marketing Plan.** Appendix 1 contains a sample marketing plan that helps you to apply important marketing planning concepts.
- **Marketing by the Numbers.** An innovative Appendix 2 provides you with a comprehensive introduction to the marketing financial analysis that helps to guide, assess, and support marketing decisions.

More than ever before, the tenth edition of *Marketing: An Introduction* provides an effective and enjoyable total package for moving you down the road to learning marketing!

## A Valuable Learning Package

### Custom Videos

The video library on DVD (ISBN: 0136102530) contains 18 exciting segments for this edition, including all new videos featuring:

- Monster.com's global expansion
- Zappo's direct marketing
- Radian6's unique social media monitoring software
- Plus Google, ZIBA, Progressive, Crispin Porter + Bogusky and more!

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# mymarketinglab™

mymarketinglab ([www.mymarketinglab.com](http://www.mymarketinglab.com)) gives you the opportunity to test yourself on key concepts and skills, track your own progress through the course, and use the personalized study plan activities—all to help you achieve success in the classroom. The MyLab that accompanies *Marketing: An Introduction* includes:

- **Interactive Company Cases** for class or written discussion. These cases challenge you to apply marketing principles to real companies in real situations.
- **Careers in Marketing** information to help you discover what types of marketing jobs might best suit your specific skills and interests, offers tips on job searches, describes the many different marketing career paths available, and suggests other information resources.

### Plus:

- Personalized study plans—Pre- and post-tests with remediation activities directed to help you understand and apply the concepts where you need most help.
- Self-assessments—Prebuilt self-assessment allows you to test yourself.
- Interactive elements—a wealth of hands-on activities and exercises let you experience and learn firsthand. Whether it is with the online e-book where you can search for specific keywords or page numbers, highlight specific sections, enter notes right on the e-book page, and print reading assignments with notes for later review or with other materials.
- iQuizzes—Study anytime, anywhere—iQuizzes work on any color-screen iPod and are comprised of a sequence of quiz sections, specifically created for the iPod screen.

Find out more at [www.mypearsonmarketinglab.com](http://www.mypearsonmarketinglab.com)

## More Stand-Out Resources

**CourseSmart** is an exciting new choice for students looking to save money. As an alternative to purchasing the print textbook, students can purchase an electronic version of the same content and save up to 50 percent off the suggested list price of the print text. With a CourseSmart eTextbook, students can search the text, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review. For more information, or to purchase access to the CourseSmart eTextbook, visit [www.coursesmart.com](http://www.coursesmart.com).

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