

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

# 营销管理

(英文版·亚洲版·第5版)

## Marketing Management An Asian Perspective (Fifth Edition)

菲利普·科特勒 (Philip Kotler)

凯文·莱恩·凯勒 (Kevin Lane Keller)

洪瑞云 (Swee Hoon Ang) 著

梁绍明 (Siew Meng Leong)

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中国人民大学出版社

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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

## ❖❖ What Is Marketing Management All About?

Welcome to the fifth edition of *Marketing Management: An Asian Perspective*. Since our fourth edition was published in 2006, we have witnessed economic boom and turbulence, and escalating oil prices. This new edition highlights some of these recent environmental factors impacting on marketing, making it the leading marketing text because its content and organization consistently reflect changes in marketing theory and practice.

Asian businesses must acknowledge and respond to the new elements in today's marketplace. The Internet has multiplied the number of ways consumers buy and companies sell and how companies conduct their businesses. With increased liberalization and deregulation of regional markets, Asian businesses face competitors from a growing number of countries. They must exploit the explosion of communication channels to reach their more media-savvy customers. Margins have thinned considerably, and power is shifting to Asian consumers, who are telling companies what product features they want, what communications they will tolerate, what incentives they expect, and what prices they will pay. While the U.S. is reeling from the sub-prime crisis and the increased oil price is affecting the cost of businesses worldwide, attention continues to be diverted to Asia as its consumers experience, in some cases, new-found purchasing power.

In response, forward-thinking Asian companies are shifting gears from managing product portfolios to managing customer portfolios. They are compiling databases on individual customers to better understand them and to construct individualized offerings and messages. They are doing less product and service standardization and more niching and customization. They are improving their methods of measuring customer profitability and customer lifetime value. They are measuring the return on their marketing investment and its impact on shareholder value.

As companies change, so does their marketing organization. Marketing is no longer a company department charged with a limited number of tasks—it is a company-wide undertaking. It drives the company's vision, mission, and strategic planning. Marketing includes decisions like who the company wants as its customers; which of their needs to satisfy; what products and services to offer; what prices to set; what communications to send and receive; what channels of distribution to use; and what partnerships to develop. Marketing succeeds only when all departments work together to achieve goals: when engineering designs the right products, finance furnishes the required funds, purchasing buys high-quality materials, production makes high-quality products on time, and accounting measures the profitability of different customers, products, and areas.

To address all these different shifts, good marketers are practicing holistic marketing. *Holistic marketing* is the development, design, and implementation of marketing programs, processes, and activities that recognize the breadth and interdependencies of today's marketing environment. Four key dimensions of holistic marketing are:

1. **Internal marketing**—ensuring everyone in the organization embraces appropriate marketing principles, especially senior management.
2. **Integrated marketing**—ensuring that multiple means of creating, delivering, and communicating value are employed and combined in the best way.
3. **Relationship marketing**—having rich, multifaceted relationships with customers, channel members, and other marketing partners.
4. **Performance marketing**—understanding returns to the business from marketing activities and programs, as well as addressing broader concerns and their legal, ethical, social, and environmental effects.

These four dimensions are woven throughout the book and at times spelled out explicitly. The text specifically addresses the following tasks that constitute modern marketing management in the 21st century:

1. Developing marketing strategies and plans
2. Capturing marketing insights and performance

## Revision Strategy for the *Fifth Edition*

As marketing techniques and organization have changed, so has this text. The fifth edition is designed not only to preserve the strengths of previous editions, but also to introduce new material and organization to further enhance learning. We retained the key theme of holistic marketing, and the recognition that “everything matters” with marketing and that a broad, integrated perspective is often necessary. This theme is not developed so deeply, however, that it would restrict or inhibit an instructor’s flexibility and teaching approach. To provide flexibility in the classroom, we also retained the new modular structure and eight parts corresponding to the eight key marketing management tasks. The fifth edition was changed to include the following:

- All chapters have brief commentary and new introductory vignettes that set the stage for the chapter material to follow. By covering topical brands or companies, the vignettes serve as great discussion starters.
- Breakthrough Marketing boxes replace the Marketing Spotlight boxes from the fourth edition. Each chapter has one box appearing in an appropriate spot to highlight innovative, insightful marketing accomplishments by leading organizations that businesses, including those in Asia, can learn from.
- Approximately four Marketing Insight and Marketing Memo boxes are included in each chapter; at least half, on average, are new. **Marketing Insight** boxes delve into important marketing topics such as “*Guanxi* and Its Applications to Marketing in Greater China,” often highlighting current research findings. **Marketing Memo** boxes offer practical advice and direction in dealing with various decisions at all stages of the marketing management process. Topics covered include “Guidelines for Managing Joint Ventures in Asia” and “A Checklist for Developing Global Asian Brands.”
- About ten in-text boxes are included in each chapter. These in-text boxes provide vivid illustrations of chapter concepts using actual companies and situations. The boxes cover a variety of products, services, and markets, and many have accompanying illustrations in the form of ads or product shots. These in-text boxes not only cover examples in Asia, but also those in the world that Asian businesses can learn from.
- Chapters are updated throughout, especially in terms of academic references.
- At the end of each chapter, the *Marketing Applications* section has two practical exercises to challenge students: *Marketing Debate* suggests opposing points of view on an important marketing topic from the chapter and asks students to take a side. *Marketing Discussion* identifies provocative marketing issues and allows for a personal point of view.

## Chapter-by-Chapter Changes

Once again, this edition has been both streamlined and expanded to bring essentials and classic examples into sharper focus, while covering new concepts and ideas in depth. Following is an overview of some of the new or expanded material in each chapter:

### Chapter 1

- Role of Chief Marketing Officer (CMO)
- What makes a great marketer
- Internal marketing and effective marketing departments

### Chapter 2

- Market sensing and becoming more market-driven
- Assigning resources to SBUs
- Corporate culture and innovative marketing

### Chapter 3

- Database marketing
- Important new marketplace trends
- Generations and cohorts
- Green marketing

### Chapter 4

- Ethnographic research
- Brain science
- Marketing dashboards
- Marketing-mix modeling

## Chapter 5

- Measuring customer satisfaction
- Methods to calculate customer lifetime value
- The new customer empowerment

## Chapter 6

- New consumer trends
- Consumer decision-making

## Chapter 7

- Customer references
- Lead generation
- Customer value proposition

## Chapter 8

- Niche marketing and the “long tail”
- Consumers trading up and down
- Brand funnel

## Chapter 9

- Brand equity models
- Internal branding
- Brand valuation
- Customer equity

## Chapter 10

- Creating new markets and categories
- Building a breakaway brand

## Chapter 11

- Value innovation (“blue ocean thinking”)
- Selecting customers
- Competing with value-based rivals

## Chapter 12

- Product returns
- Product and product line simplification

## Chapter 13

- Customer empowerment
- Coproduction
- Customer interface systems
- Service strategies for product companies

## Chapter 14

- The changing pricing environment
- “Freemium” pricing strategies
- Price optimization
- Strategies to fight low-cost rivals

## Chapter 15

- Channel stewardship
- E-marketing
- M-marketing

## Chapter 16

- The new retail environment
- “Fast forward” retailers
- RFIDs
- Private-label competition

## Chapter 17

- The changing marketing communication environment
- Interactive marketing
- Word-of-mouth marketing

## Chapter 18

- New developments in place advertising
- New developments in marketing events and experiences

## Chapter 19

- Consumer-generated ads
- Types of interactive marketing
- Word of mouth, buzz and viral marketing, blogs, and podcasts

## Chapter 20

- Innovation imperative
- “Connect and develop” innovation approaches
- Generating ideas from customers
- Designing brainstorming sessions

## Chapter 21

- Emerging markets
- Regionalization
- Gray markets and counterfeit products

## Chapter 22

- New developments in social responsibility
- Cause marketing guidelines
- Marketing metrics
- Marketing creativity and discipline



3. Connecting with customers
4. Building strong brands
5. Shaping the market offerings
6. Delivering and communicating value
7. Creating successful long-term growth

## •• What Makes *Marketing Management* the Marketing Leader?

Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. As it has maintained its respected position among students, educators, and businesspeople, *Marketing Management: An Asian Perspective* has kept up-to-date and remains contemporary. Students (and instructors) feel that the book is talking directly to them in terms of both content and delivery.

*Marketing Management: An Asian Perspective* owes its marketplace success to its ability to maximize three dimensions that characterize the best marketing texts—depth, breadth, and relevance—as measured by the following criteria:

- **Depth.** Does the book have solid academic grounding? Does it contain important theoretical concepts, models, and frameworks? Does it provide conceptual guidance to solve practical problems?
- **Breadth.** Does the book cover all the right topics? Does it provide the proper amount of emphasis on those topics?
- **Relevance.** Does the book engage the reader? Is it interesting to read? Does it have lots of compelling examples?

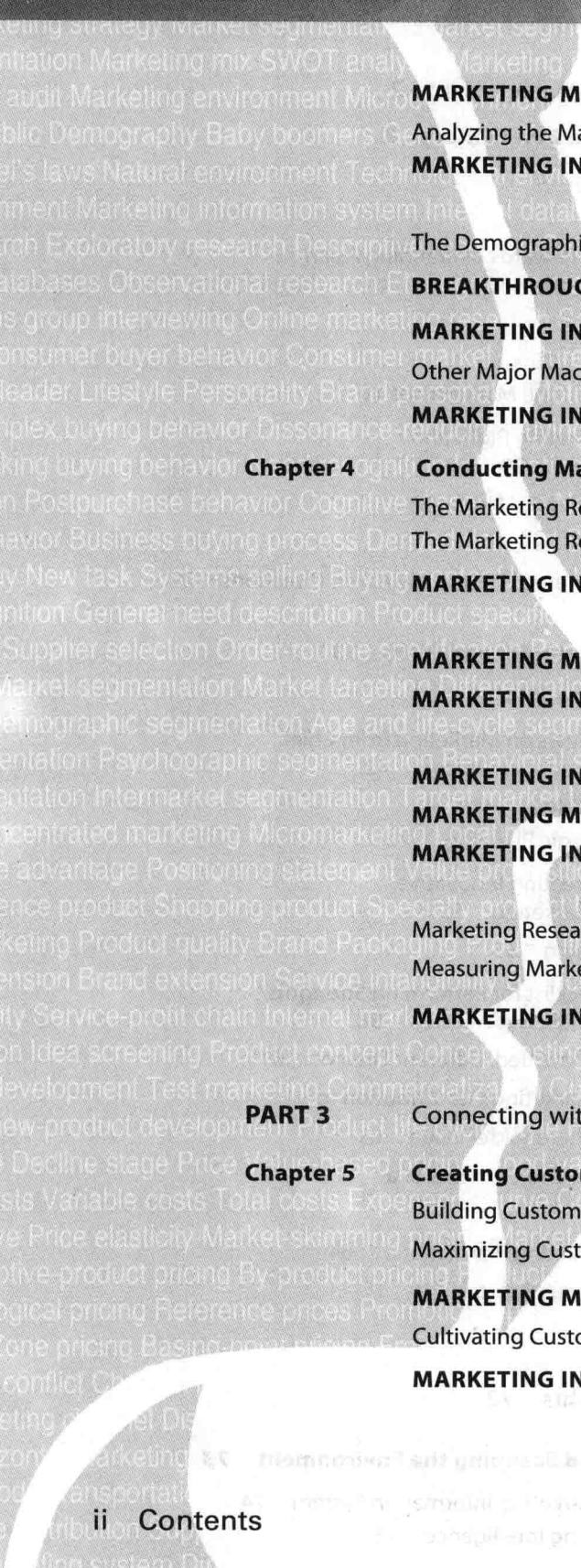
This fifth edition builds on the fundamental strengths of past editions that collectively distinguish it from all other marketing management texts:

- **Managerial Orientation.** The book focuses on the major decisions that marketing managers and top management face in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities.
- **Analytical Approach.** *Marketing Management: An Asian Perspective* presents conceptual tools and frameworks for analyzing recurring problems in marketing management. Cases and examples illustrate effective marketing principles, strategies, and practices.
- **Multidisciplinary Perspective.** The book draws on the rich findings of various scientific disciplines—economics, behavioral science, management theory, and mathematics—for fundamental concepts and tools directly applicable to marketing challenges.
- **Universal Applications.** The book applies strategic thinking to the complete spectrum of marketing: products, services, persons, places, information, ideas and causes; consumer and business markets; profit and nonprofit organizations; domestic and foreign companies; small and large firms; manufacturing and intermediary businesses; and low and high-tech industries.
- **Asian Insights.** This book provides insights with an Asian flavor, drawing from regional thinkers and business leaders (from Confucius and Sun Tzu to Jong-Yong Yun and Carlos Ghosn, among others), institutions (*chaebol*, *keiretsu*, and so on), Asian trends and events (China's WTO entry, Beijing Olympic Games, demographic changes, etc.), and practices which impact Asian marketing (*guanxi*, *mianzi*, *feng shui*, counterfeiting, etc.)
- **Comprehensive and Balanced Coverage.** *Marketing Management: An Asian Perspective* covers all the topics an informed marketing manager needs to understand to execute strategic, tactical, and administrative marketing.

Other features include new concepts, examples, guidelines, and developments as detailed below.

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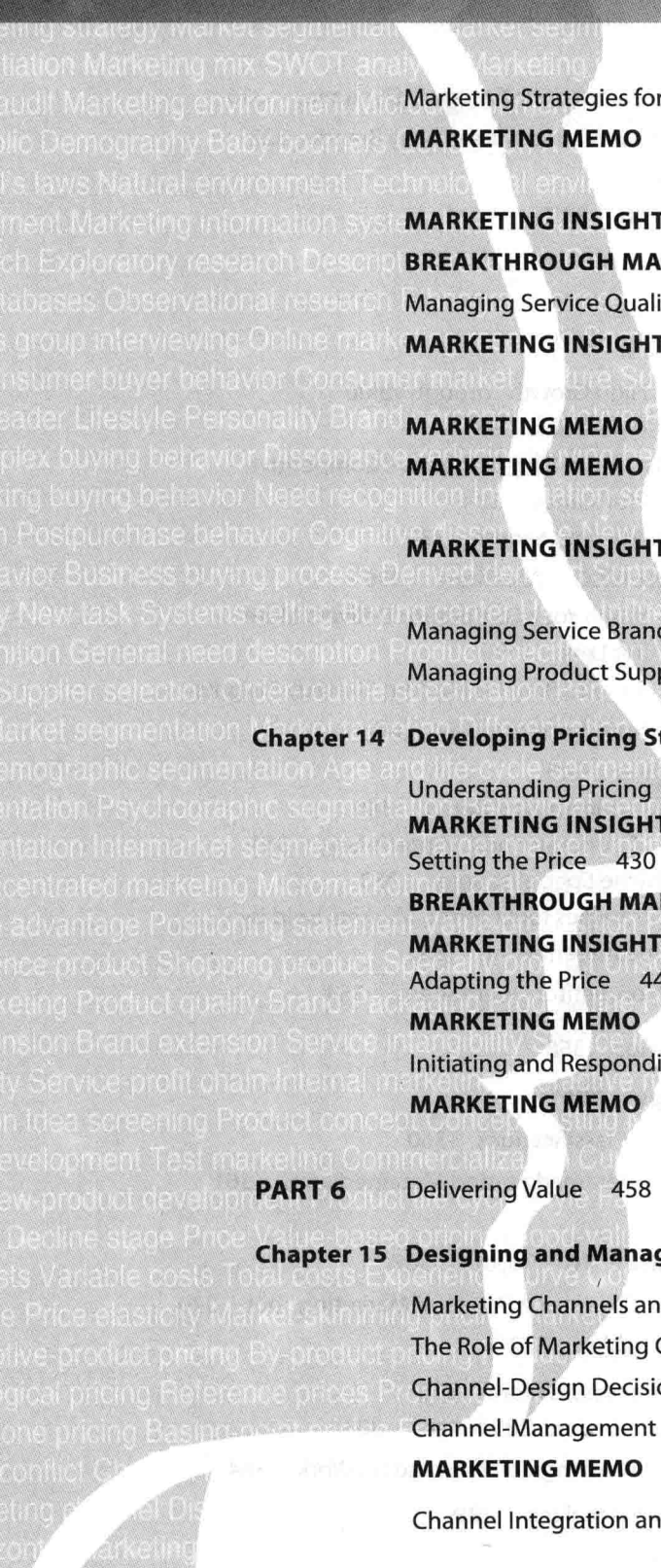
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