

PEARSON

21世纪经济管理经典原版教材

市场营销 原理

PRINCIPLES OF
MARKETING:
AN ASIAN
PERSPECTIVE

亚洲版

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Professor Kotler was named the first recipient of two major awards: the *Distinguished Marketing Educator of the Year Award* given by the American Marketing Association and the *Philip Kotler Award for Excellence in Health Care Marketing* presented by the Academy for Health Care Services Marketing. His numerous other major honors include the Sales and Marketing Executives International *Marketing Educator of the Year Award*; The European Association of Marketing Consultants and Trainers *Marketing Excellence Award*; the *Charles Coolidge Parlin Marketing Research Award*; and the *Paul D. Converse Award*, given by the American Marketing Association to honor "outstanding contributions to science in marketing." A recent *Forbes* survey ranks Professor Kotler in the top 10 of the world's most influential business thinkers. And in a recent *Financial Times* poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century.

Dr. Kotler has served as chairman of the College of Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities.

GARY ARMSTRONG is the Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and master's degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management, and marketing strategy.

But Professor Armstrong's first love is teaching. His Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. Through the years, he has worked closely with business student groups and has received several campuswide and Business School teaching awards. He is the only repeat recipient of the school's highly regarded Award for Excellence in Undergraduate Teaching, which he has received three times. Most recently, Professor Armstrong received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the sixteen-campus University of North Carolina system.





SWEE HOON ANG is an Associate Professor at the NUS Business School, National University of Singapore. She received her Ph.D. from the University of British Columbia. She was a Visiting Professor at the University of California, Berkeley, Helsinki School of Economics and Business Administration, and the China-Europe International Business School. She is also a co-author of *Marketing Management: An Asian Perspective*. In addition, she has written numerous articles for journals and conferences, including *Journal of Advertising*, *Marketing Letters*, *Long Range Planning*, *Journal of Business Ethics*, *Psychology & Marketing*, and *Journal of Cross-Cultural Psychology*. Her research and teaching interests are in Asian advertising and consumer behavior. She has consulted and conducted training for such companies as Glaxo-Wellcome Pharmaceuticals, Johnson & Johnson Medical, Caterpillar, and Wipro-Unza.



SIEW MENG LEONG is a Professor at the NUS Business School, National University of Singapore. He received his MBA and Ph.D. from the University of Wisconsin, Madison. He is a co-author of *Marketing Management: An Asian Perspective*. He was awarded the *Best Professor in Marketing Management* by the CMO Council. He has published in *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of International Business Studies*, *Marketing Letters*, and other international journals and conference proceedings. His research focuses on consumer behavior, sales management, and marketing research. Professor Leong is an advisory board member of *Behavioral Marketing Abstracts*, and an editorial board member of *International Journal of Research in Marketing*, *Journal of Consumer Psychology*, and *Journal of Marketing Communications*. He was an advisory council member of the Association for Consumer Research and served on the Academic Standards Council of u21 Pedagogica. He has consulted for such clients as Citibank, DuPont, Philips, and Singapore Pools.



CHIN TIONG TAN is President of the Singapore Institute of Technology, a new initiative under the Ministry of Education, Singapore. He was the Founding Provost and Deputy President of the Singapore Management University. He received his Ph.D. from Pennsylvania State University. He has taught at the Helsinki School of Economics and Business Administration and the University of Witwatersrand, and was a Visiting Scholar at the Stanford Business School. He has published in *Journal of Consumer Research*, *Journal of International Business Studies*, *Journal of Business and Industrial Marketing*, *International Marketing Review*, *European Journal of Marketing*, and other international journals and conference proceedings. Professor Tan is also the co-author of *New Asian Emperors: The Business Strategies of the Overseas Chinese*, *The Chinese Tao of Business: The Logic of Successful Business Strategy*, and *Strategic Marketing Cases for 21st Century Asia*. He is on the board of Citibank Singapore Ltd, and is the non-executive chairman of Superior Multi-Packaging Ltd. Professor Tan is also the independent director of several publicly listed companies. He is the Past President of the Marketing Institute of Singapore.

OLIVER YAU HON-MING is Chair Professor Emeritus of Marketing and Director of the Unit for Chinese Management Development, Faculty of Business at the City University of Hong Kong (CityU). He holds an International Teacher's Certificate from CESA (now HEC), France, and a Ph.D. degree in marketing from the Management Centre, Bradford University, England.

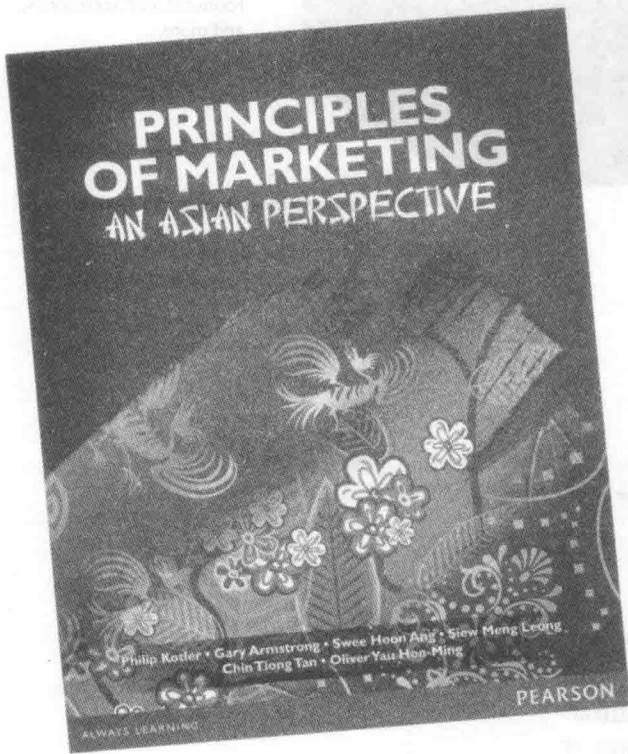
He has held teaching and research positions in four continents, including South America, Australia, Europe and Asia. Before he joined CityU, he was with the Chinese University of Hong Kong, University of Queensland, and the University of Southern Queensland, Australia. He was appointed as a visiting or consulting professor by more than 10 major universities in Mainland China, Australia, Taiwan, and England.

He has published over 200 articles in refereed international journals and conferences, including the *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Business Ethics*, *Journal of Business Research*, and the *European Journal of Marketing*. He has also published more than 60 books in both Chinese and English. Being a renowned consultant in services and marketing research, he has assisted over 50 companies in various countries by conducting surveys and providing consulting and training services.

He is now a member of the editorial board for more than 10 international journals. He was the Chairman of the Southeast Asia Region of the Academy of International Business (AIBSEAR) and Honorary President of the Hong Kong Institute of Marketing. Currently, he is the advisor of the Hong Kong Professional Validation Council of Hong Kong Industries, and also an adviser of the Academy of Chinese Marketing.



About the Book



A good mix of Asian and international cases and vignettes to give your students a stronger understanding of global marketing, with an Asian focus.



An enhanced learning designed to make learning more efficient.



Added coverage on contemporary marketing issues with new and updated material.



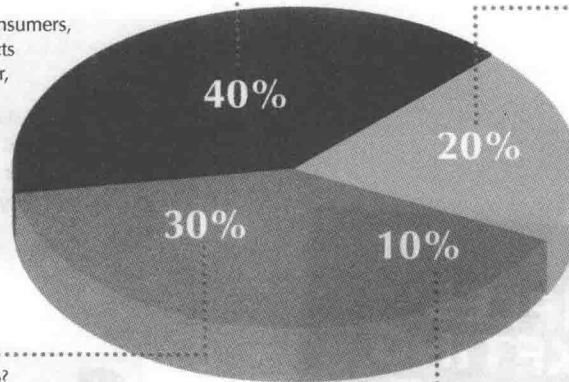
An improved instructor's resources to help you with your lesson planning and preparation.

Marketing with a Focus on Asia: An Enhanced Learning Design

The cases and examples in *Principles of Marketing: A Global Perspective* are carefully selected to give your students a comprehensive understanding of marketing in today's globally connected way.

Asian Brands in an Asian Context

- Jollibee: A Passion for Understanding its Customers
- FairPrice Supermarket: Consumers, Link to Low-Priced Products
- Tata Nano: Smaller, Lighter, Cheaper, and more...



Asian Brands in an International Context

- Samsung: From Gallop to Run
- UNIQLO: The Thrifty Route in Fashion
- Charles & Keith: Creating a Lifestyle in Fashion Footwear and Accessories, and more...

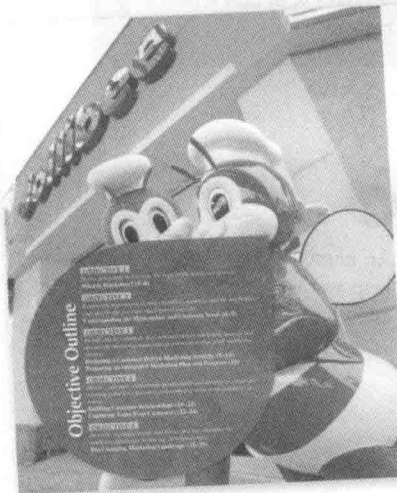
International Brands in an International Context

- Toyota Prius: Hero to Zero?
- Caterpillar: Working in Harmony to Bring Value to Customers
- Nike's Mission: Creating Valued Brand Experiences and Deep Brand Community, and more...

International Brands in an Asian Context

- L'Oréal: Brand Building in India
- Procter & Gamble: Pampers in China
- Google in China: Running the Global Marketing Gauntlet, and more...

These cases and examples are presented in each chapter as one of the following:



1 Opening Cases

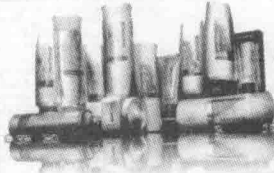
These opening cases set the stage for each chapter and use examples of well-known brands that your students can identify with in order to ease them into the topic.

2 Real Marketing

Give your students a taste of the real world marketing with these specially written case studies that show concept in action and reveal the drama of modern marketing.

Real Marketing 7.2

Procter & Gamble:
Competing with Itself—and Winning



Procter & Gamble is one of the world's premier consumer goods companies. It sells multiple brands of laundry detergent, soft soap, shampoo, babywipes, detergent, tissues, and paper towels, toothpaste, baby, feminine hygiene, and paper towels, in each category for P&G's international brands in each category.

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Company Case

Toyota Prices Here to Stay



American consumers have been a steady source of revenue for Toyota. The company's success in the U.S. market is largely due to its ability to offer a wide range of vehicles that meet the needs of a diverse customer base. Toyota's focus on reliability and quality has helped it build a strong reputation in the U.S. market.

3 Company Cases

Wrap up the chapter effectively with Company Cases. These in-depth studies, together with the engaging discussion questions at the end of the case, hone students' critical thinking through applying marketing principles to real companies in real situations.

4 Case Vignettes

Help your students stay current in the world of marketing. These in-text vignettes present students with up-to-date perspectives in contemporary marketing.

Product Mix Pricing Strategies

When a company introduces a new product, it often uses a strategy of product mix pricing. This involves offering different versions of a product at different price points to appeal to various segments of the market. For example, a company might offer a premium version of a product at a higher price and a budget version at a lower price. This strategy allows the company to capture a wider range of market segments and maximize its overall revenue.

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5 Focus on Technology

Enable your students to better harness the emerging marketing technologies of this digital age. These application exercises provide students with valuable discussion on the development and effective use of these technologies

Focus on Technology

Small businesses account for 90 percent of all companies in the United States, and more than half have websites to assist in promoting their products. As a result, today, the yellow pages have been replaced by online directories for local businesses, but their use for expansion as a whole, many businesses are turning to the Internet. One survey found that over one-half of small businesses using the Internet are using it to maintain a website, and 40 percent are using sites such as Facebook, Twitter, and FourSquare. However, social networking sites can be daunting to a small business owner. MyNetworkPlace offers a network that links companies and local businesses together. Founded in 2005, MyNetworkPlace is now the largest online network of local business owners, with 1.2 million members. Companies can join by the size or search for local businesses and local business members. MyNetworkPlace business members can interact with each other to help grow their businesses.

1. Visit www.mynetworkplace.com and search for a provider in your city or state or other city. What information is provided? Are any providers in your

6 Focus on Ethics

Imagine a young family driving to Disney World. Along the route, the children see billboards with Mickey, Donald, Kermit the Frog, and other Disney characters. Cinderella, Ariel, and the other princesses are to be found. They cruise billboards with other beautiful women—only they are actually children in their car. In fact, several states have passed such billboards. But in Missouri, South Carolina, and Kansas, federal courts have overturned these laws. Cash-strapped states cannot afford the legal battles and seem to have little chance of winning because of First Amendment protection. The states are suing because they must cover the expense of their laws to prevent “secondary effects,” which might include decreased property values or increased crime. Then, a law recently introduced in Michigan is not attempting to ban the advertising but, instead, attempting to restrict the content of ads to the only a business’s name, location, and hours of operation.

1. Should these types of ads have the same protection that individuals receive under the First Amendment?
2. Set up, and a list of advertising laws, even on products or services that are not sexually oriented. Why are lawmakers more concerned with sexually explicit ads on billboards than such ads in other media?

(LMS: Communications/Ethical Reasoning)

6 Focus on Ethics

It’s not easy being a marketer with good morals. Equip your students with the mindset to deal with ethical challenges and dilemmas by exploring these difficult issues through the use of situational descriptions and analysis. Questions are provided to guide students in their quest for what’s right or wrong.

7 Enhanced-learning design

The book features annotated, illustrated chapter-opening vignettes to introduce key chapter concepts. For each chapter, the Objectives Outline shows what students will need to know and where to find it. The Key Terms summary tie back to the chapter objectives, with page numbers guiding you to exactly where they are covered.

Reviewing Objectives and Key Terms

A company's overall product line (product strategy) will be replaced by the most profitable. For some products, the life cycle is long and the market is large. For others, the life cycle is short and the market is small. The key to successful marketing is to know the market and the product.

OBJECTIVE 1 Explain how companies find and develop new product ideas. (pp. 10-16)

Companies find and develop new product ideas in a variety of ways. Many companies ideas come from internal sources. Companies also search for ideas in the market and can gain ideas from external sources. Companies seek new ideas through advertising and other ideas from customers and suppliers. The key to successful marketing is to know the market and the product.

OBJECTIVE 2 Explain the importance of new products. (pp. 10-16)

New products are important because they allow companies to stay ahead of their competitors. Many companies use new products to differentiate themselves from their competitors. Companies also use new products to enter new markets. The key to successful marketing is to know the market and the product.

For the new product, it developed from the product line. For the new product, it developed from the product line. For the new product, it developed from the product line. For the new product, it developed from the product line.

OBJECTIVE 3 Describe the stages of the product life cycle (PLC) and how marketing strategies change during the PLC. (pp. 10-16)

The product life cycle (PLC) is a model that describes the stages of a product's life. The stages are introduction, growth, maturity, and decline. The key to successful marketing is to know the market and the product.

OBJECTIVE 4 Explain the importance of the product life cycle. (pp. 10-16)

The product life cycle (PLC) is a model that describes the stages of a product's life. The stages are introduction, growth, maturity, and decline. The key to successful marketing is to know the market and the product.

Objective Outline

- OBJECTIVE 1** Explain how companies find and develop new product ideas. (pp. 10-16)
- OBJECTIVE 2** Explain the importance of new products. (pp. 10-16)
- OBJECTIVE 3** Describe the stages of the product life cycle (PLC) and how marketing strategies change during the PLC. (pp. 10-16)
- OBJECTIVE 4** Explain the importance of the product life cycle. (pp. 10-16)

Preface

Still Creating More Value for You!

The goal of every marketer is to create more value for customers. So it makes sense that our goal for the third edition of *Principles of Marketing: An Asian Perspective* is to continue creating more value for you—our customer. Specifically, we want to introduce new marketing students the fascinating world of modern marketing in an innovative yet practical and enjoyable way. We've pored over every page, table, figure, fact, and example in an effort to make this the best text yet to learn about and teach marketing. This text provides the fundamental principles and puts them in the context of Asian businesses and contemporary MNCs. Enhanced by the option of MyMarketingLab, our online homework and personalized study tool which you can learn more about at www.pearsoned-asia.com/kotler, this edition creates exceptional value for both students and professors.

Marketing is much more than just an isolated business function—it is a philosophy that guides the entire organization. The marketing department cannot create customer value and build profitable customer relationships by itself. This is a company-wide undertaking that involves broad decisions about who the company wants as its customers, which needs to satisfy, what products and services to offer, what prices to set, what communications to send, and what partnerships to develop. Marketing must work closely with other company departments and with other organizations throughout its entire value-delivery system to delight customers by creating superior customer value.

Marketing: Creating Customer Value and Relationships

Top marketers at outstanding companies share a common goal: putting the customer at the heart of marketing. Today's marketing is all about creating customer value and building profitable customer relationships. It starts with understanding customer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity.

Five Major Value Themes

From beginning to end, *Principles of Marketing: An Asian Perspective* develops an innovative customer-value and customer-relationships framework that captures the essence of today's marketing. It builds on five major value themes:

- **Creating value for customers to capture value from customers in return.** Asian marketers must be good at creating customer value and managing customer relationships. They must attract targeted customers with strong value propositions. Then, they must keep and grow customers by delivering superior customer value and effectively managing the company-customer interface. Outstanding marketing companies in Asia understand the marketplace and customer needs, design value-creating marketing strategies, develop integrated marketing programs that deliver customer value and delight, and build strong customer relationships. In return, they capture value from customers in the form of sales, profits, and customer loyalty. 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.
- **Building and managing strong, value-creating brands.** Well-positioned brands with strong brand equity provide the basis upon which to build customer value and profitable customer relationships. Asian marketers must position their brands powerfully and manage them well.
- **Measuring and managing return on marketing.** Marketing managers in Asia must be good at measuring and managing the return on their marketing investments to 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 and customer response returns on their spending. But all that is changing rapidly. Measuring and managing return on marketing investments has become an important part of strategic marketing decision making. This emphasis on marketing accountability is addressed throughout the third edition.

- **Harnessing new marketing technologies.** New digital and other high-tech marketing developments are dramatically changing how Asian consumers and marketers relate to one another. Marketers in Asia must know how to leverage new computer, information, communication, and distribution technologies to connect more effectively with customers and marketing partners in this digital age. The third edition explores the new technologies impacting marketing including digital marketing and online technologies in Chapters 1, 15, and 17 to the exploding use of online social networks and customer-generated marketing in Chapters 1, 5, 14, 15, 17, and elsewhere.
- **Sustainable marketing around the globe.** As technological developments make the world an increasingly smaller place, Asian marketers must be good at marketing their brands globally and in socially responsible ways that create not just short-term value for individual customers but also long-term value for society as a whole. New materials throughout the third edition emphasizes the concept of sustainable marketing.

New in the Third Edition

Principles of Marketing: An Asian Perspective reflects the major trends and forces impacting marketing in this era of customer value and relationships. We've thoroughly revised the text. This new edition builds on and extends the innovative customer-value framework from previous editions. No other marketing text presents such a clear and comprehensive customer-value approach. Here are just some of the major and continuing changes you'll find in this edition:

- Throughout the third edition, you will find revised coverage of the rapidly **changing nature of customer relationships** with companies and brands. Today's marketers aim to create deep consumer involvement and a sense of community surrounding a brand—to make the brand a meaningful part of consumers' conversations and their lives. Today's 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.
- The third edition contains new material on the continuing trend toward two-way interactions between customers and brands, including such topics as **customer-managed relationships, crowdsourcing, and consumer-generated marketing**. Today's customers are giving as much as they get in the form of two-way relationships (Chapter 1), a more active role in providing customer insights (Chapter 4), crowdsourcing and shaping new products (Chapter 9), consumer-generated marketing content (Chapters 1, 14, and 15), developing or passing along brand messages (Chapters 1 and 15), interacting in customer communities (Chapters 5, 15, and 17), and other developments.
- New material throughout the third edition highlights the increasing importance of **sustainable marketing**. The discussion begins in Chapter 1 and ends in Chapter 20, which pulls marketing together under a sustainable marketing framework. In between, frequent discussions and examples show how sustainable marketing calls for socially and environmentally responsible actions that meet both the immediate and the future needs of customers, companies, and society as a whole.
- The third edition continues its emphasis on **measuring and managing return on marketing**, including many new end-of-chapter financial and quantitative marketing exercises that let students apply analytical thinking to relevant concepts in each chapter and link chapter concepts to the text's innovative and comprehensive *Appendix 2: Marketing by the Numbers*.
- The third edition provides revised and expanded coverage of the developments in the fast-changing areas of **integrated marketing communications and direct and online marketing**. It tells how marketers are blending new digital and direct technologies with traditional media to create more targeted, personal, and interactive customer relationships. No other text provides more current or encompassing coverage of these exciting developments.
- Restructured **pricing** chapters (Chapters 10 and 11) provide improved coverage of pricing strategies and tactics in an uncertain economy. And a reorganized products, services, and brands chapter (Chapter 8) helps

to promote the text's coverage of **services marketing** and better applies the branding strategy discussions that follow to both products and services.

- The third edition continues to improve on its **innovative learning design**. The text's active and integrative presentation includes learning enhancements such as annotated chapter-opening stories, and a chapter-opening objective outline. The chapter-opening layout helps to preview and position the chapter and its key concepts. End-of-chapter features help to summarize important chapter concepts and highlight important themes, such as marketing and the economy, marketing technology, ethics, and financial marketing analysis. In all, the innovative learning design facilitates student understanding and eases learning.
- The phenomenal success of online market site Taobao.com in China is discussed; so is Li & Fung's supply chain that has expanded in the U.S. We've discussed how Japan's UNIQLO's customer-centric approach has seen to its marketing success. Similarly, the likes of Cebu Pacific Air, Samsung, Hyundai, and the launch of Tata Nano as the cheapest car in the world are highlighted.

Principles of Marketing: An Asian Perspective also includes expanded material on a wide range of other topics, including managing customer relationships and CRM, brand strategy and positioning, SWOT analysis, data mining and data networks, consumer research, marketing and diversity, generational marketing, buzz marketing, supplier satisfaction and partnering, environmental sustainability, cause-related marketing, socially responsible marketing, global marketing strategies, and much, much more.

Countless new examples have been added within the running text. All tables, examples, and references throughout the text have been updated. *Principles of Marketing: An Asian Perspective* contains mostly new images and advertisements that illustrate key points and make the text more effective and appealing. All new or revised company cases and many new video cases help to bring the real world directly into the classroom. The text even has a new look, with freshly designed figures. We don't think you'll find a fresher, more current, or more approachable text anywhere.

An Emphasis on Real Marketing

Principles of Marketing: An Asian Perspective features in-depth, real-world examples and stories that show concepts in action and reveal the drama of modern marketing. In this edition, chapter-opening cases and Real Marketing highlights have been updated or replaced to provide fresh and relevant insights into actual marketing practices.

Learn how:

- Jollibee prepares itself for McDonald's entry into the Philippines.
- Procter & Gamble understands the psyche of Chinese mothers and convinces them to switch from cloth to disposable diapers for their babies.
- L'Oréal adapts its products for the Indian market.
- Li & Fung manages supply chains for its multinational clients in a "flat" world.
- Google's odyssey into mainland China—and back out again—which vividly illustrates the prospects and perils of going global.

These and countless other examples and illustrations throughout each chapter reinforce key concepts and bring marketing to life.

Valuable Learning Aids

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

- *Previewing the Concepts*. As part of the active and integrative chapter-opening design, a brief section at the beginning of each chapter previews chapter concepts, links them with previous chapter concepts, and introduces the chapter-opening story.
- *Chapter-opening marketing stories*. Each chapter begins with an engaging, deeply developed marketing story that introduces the chapter material and sparks student interest.
- *Objective outline*. This chapter-opening feature provides a helpful preview outline of chapter contents and learning objectives, complete with page numbers.

- **Real Marketing highlights.** In every chapter, these highlights provide an in-depth look at the actual marketing practices of large and small companies.
- **Reviewing the Objectives and Key Terms.** A summary at the end of each chapter reviews major chapter concepts and chapter objectives. Key terms which are highlighted within the text, are clearly defined in the margins of the pages in which they first appear, and listed at the end of each chapter.
- **Discussing the Concepts and Applying the Concepts.** Each chapter contains a set of discussion questions and application exercises covering major chapter concepts.
- **Marketing and the Economy.** End-of-chapter situation descriptions provide for discussion of the impact of recent economic trends on consumer and marketer decisions.
- **Focus on Technology.** Application exercises at the end of each chapter provide discussion on important and emerging marketing technologies in this digital age.
- **Focus on Ethics.** Situation descriptions and questions highlight important issues in marketing ethics at the end of each chapter.
- **Marketing by the Numbers.** An exercise at the end of each chapter lets students apply analytical and financial thinking to relevant chapter concepts and links the chapter to Appendix 2: Marketing by the Numbers.
- **Video Case.** Short vignettes and discussion questions appear at the end of every chapter, to be used with the set of 4- to 7-minute videos that accompany this edition.
- **Company Cases.** All new or revised company cases for class or written discussion are provided at the end of each chapter. These cases challenge students to apply marketing principles to real companies in real situations.
- **Marketing Plan appendix.** Appendix 1 contains a sample marketing plan that helps students to apply important marketing planning concepts.
- **Marketing by the Numbers appendix.** An innovative Appendix 2 introduces students with a comprehensive introduction to the marketing financial analysis that helps to guide, assess, and support marketing decisions.

More than ever before, *Principles of Marketing: An Asian Perspective* creates value for you—it gives you all you need to know about marketing in an effective and enjoyable total learning package!

A Valuable Total Teaching and Learning Package

A successful marketing course requires more than a well-written book. A total package of teaching supplements extends this edition's emphasis on creating value for both the student and instructor. The following aids support *Principles of Marketing: An Asian Perspective*, and can be found on its Companion Web site at www.pearsoned-asia.com/kotler.

Supplements for Instructors

The following supplements are available to adopting instructors.

Instructor's Manual with Video Case Notes

The Instructor's Manual includes the following features:

- **Resource Map.** This is a "Cheat Sheet" for instructors, correlating all resources by use type and chapter/section.
- **Chapter Overview.** The Chapter Overview summarizes each chapter of the textbook and is consistent with the chapter summary in the book.
- **Chapter Objectives.** Each chapter's objectives are listed as they appear in the textbook.
- **Chapter Outline.** This teaching outline is mapped to the textbook topics and provides a snapshot of the chapter and its resources. The outline integrates references to exhibits and key terms in the book, as well as end-of-chapter concepts, Web links, and more!
- **End-of-chapter Answer Guide.** This section includes answers to all end-of-chapter questions in the book. This will include discussion questions, objective-based questions, application questions, as well as case studies.
- **Additional Material.** This section offers barriers to effective learning, suggestions for students projects and assignments (individual and group assigned), as well as outside examples.

- **Web Resources.** This is a list of useful web links and resources the student can use for additional research, support, and career information.
- **Video Case Notes.** This separate section of the Instructor's Manual includes a brief summary, discussion questions (with suggested answers), and other useful information for each segment included in the video library that accompanies the textbook. It also includes teaching ideas on how to present the material in class.

Test Item File

The Test Item File offers 3,000 questions. Each chapter consists of multiple-choice, true/false, short answer, and essay questions. Page references, learning objective, concept versus application, relevant AACSB topic, and difficulty level are provided for each question.

Additionally, the questions are offered in two categories—General Concept and Application. The application questions provide real-life situations that take students beyond basic chapter concepts and vocabulary and ask them to apply their newly learned marketing skills. Available in both Microsoft Word and TestGen formats for PC and Mac.

PowerPoint

This version of PowerPoint includes basic outlines and key points from each chapter, plus advertisements and art from the text, discussion questions, Web links, and embedded video snippets from the accompanying video library. Instructors can further customize this presentation using the image library featured on the Instructor's Resource Center online and on the CD-ROM.

Custom Videos

The video library features 20 exciting segments for this edition. All segments are available online and in MyMarketingLab, at www.pearsoned-asia.com/kotler. Here are just a few of the videos that are offered:

- Stew Leonard's Customer Relationships
- Eaton's Dependable Customer Service
- GoGurt's Winning Brand Management
- FiberOne's Exponential Growth
- Nestlé Waters' Personal Selling

Image and Ad Bank

Access many of the images and illustrations featured in the text, which are ideal for PowerPoint customization, from the Instructor's Resource Center online.

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