



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

BUSINESS ADMINISTRATION CLASSICS

市场营销学

英文版·第3版

杜鲁弗·格雷瓦尔 (Dhruv Grewal) 著
迈克尔·利维 (Michael Levy)

Marketing

Third 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,双语教学的规模和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

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marketing

overview of marketing

LEARNING OBJECTIVES

- L01** Define the role of marketing in organizations.
- L02** List the elements of the marketing mix.
- L03** Describe how marketers create value for a product or service.
- L04** Understand why marketing is important both inside and outside the firm.

Think of all the people you know who own—or wish they owned—an iPod or an iPad. What makes these such hot items? After all, iPods are just one of the many portable media players on the market, and Apple's mobile tablet offers essentially the same functions as a smartphone.¹

The difference is in Apple's award-winning commitment to innovation.² Innovation isn't just about building a better mousetrap. As Apple knows, it's about combining technology and design into an end result that quickly and reliably meets customers' needs.³ Apple's products integrate well with one another, which makes it easy for customers to obtain music, photos, and content on all their different devices, which they can

do at ever increasing speed in more and more mobile environments.

The various iPod models are designed to appeal to different types of users, ranging from those who want music while they exercise and need only a small device and limited features, to game players and movie buffs who need a larger display, more storage capacity, Internet connectivity, and a video camera. To offer value to another group of customers, namely, advertisers, Apple launched an advertising platform that will make interactive ads available on the iPod touch.⁴ These solutions all constitute great value, because users want them and are willing to pay for them. They also have helped keep iPod at the top of the MP3 market ever since its introduction.⁵

continued on p. 4

“ Good marketing is not a random activity; it requires thoughtful planning with an emphasis on the ethical implications of any of those decisions on society in general.

continued from p. 3

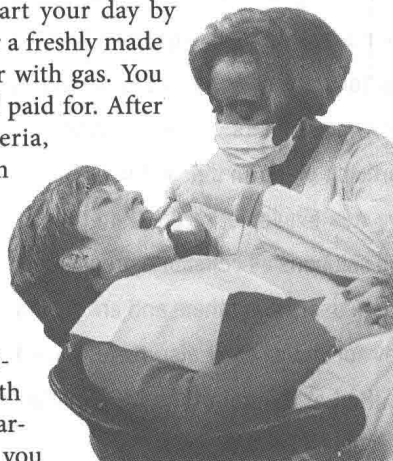
The latest introduction from Apple, iPads provide easy touchscreen access to the web, e-mail, music, videos, and photos on a high-resolution 9.7-inch display. These devices can be personalized for work or play (or both), because owners can turn to the nearly 150,000 apps available through the company's App Store. They also can purchase thousands of books, television episodes, and movies through iTunes and iBookstore. Again, Apple is not so shortsighted that it forgot its advertisers: The iPad provides a far more interesting and interactive way for advertisers to reach potential customers on a nicer, larger, clearer screen than any smartphone currently achieves.

While these products are new, the actual technology is not what earns Apple its position as an innovator. As a former CEO noted years ago, "People talk about the technology, but Apple was a marketing company. It was the marketing company of the decade."⁶ Apple succeeds because the revolutionary products it releases to the market provide the best value to customers. ■

L01 Define the role of marketing in organizations.

WHAT IS MARKETING?

Unlike other subjects you may have studied, marketing already is very familiar to you. You start your day by agreeing to do the dishes in exchange for a freshly made cup of coffee. Then you fill up your car with gas. You attend a class that you have chosen and paid for. After class, you pick up lunch at the cafeteria, which you eat while reading a book on your iPad. Then you leave campus to have your hair cut and take in a movie. On your bus ride back to school, you pass the time by buying a few songs from Apple's iTunes. In each case, you have acted as the buyer and made a decision about whether you should part with your time and/or money to receive a particular service or merchandise. If, after you



return home, you decide to sell some clothes you don't wear much anymore on eBay, you have become a seller. And in each of these transactions, you were engaged in marketing.

The American Marketing Association states that "marketing is the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."⁷ What does this definition really mean? Good marketing is not a random activity; it requires thoughtful planning with an emphasis on the ethical implications of any of those decisions on society in general. Firms develop a **marketing plan** (Chapter 2) that specifies the marketing activities for a specific period of time. The marketing plan is broken down into various components—how the product or service will be conceived or designed, how much it should cost, where and how it will be promoted, and how it will get to the consumer. In any exchange, the parties to the transaction should be satisfied. In our previous example, you should be satisfied or even delighted with the song you downloaded, and Apple should be satisfied with the amount of money it received from you. The core aspects of marketing are shown in Exhibit 1.1. Let's see how these core aspects look in practice.

Marketing Is about Satisfying Customer Needs and Wants

Understanding the marketplace, and especially consumer needs and wants, is fundamental to marketing success. In the



Crest developed Whitestrips to satisfy its customers who want white teeth.

▼ **EXHIBIT 1.1** Core Aspects of Marketing



marketing
an organizational function and a set of processes for creating, capturing, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

marketing plan
a written document composed of an analysis of the current marketing situation, opportunities and threats for the firm, marketing objectives and strategy specified in terms of the four Ps, action programs, and projected or pro forma income (and other financial) statements.

exchange the trade of things of value between the buyer and the seller so that each is better off as a result.

broadest terms, the marketplace refers to the world of trade. More narrowly, however, the *marketplace* can be segmented into groups of people who are pertinent to an organization for particular reasons. For example, the marketplace for toothpaste users may include most of the people in the world, but the makers of Crest could also divide them into adolescent, adult, and senior users or perhaps into smokers, coffee drinkers, and wine drinkers. If you manufacture a toothpaste that removes coffee stains, you want to know for which marketplace segments your product is most relevant, and then make sure that you build a marketing strategy that targets those groups. Certain coffee-drinking customers may prefer Crest Whitestrips, whereas others, who also drink coffee, may opt for GoSmile to obtain a more high-end at-home whitening procedure, and still others choose to purchase professional whitening treatments from a licensed dentist.

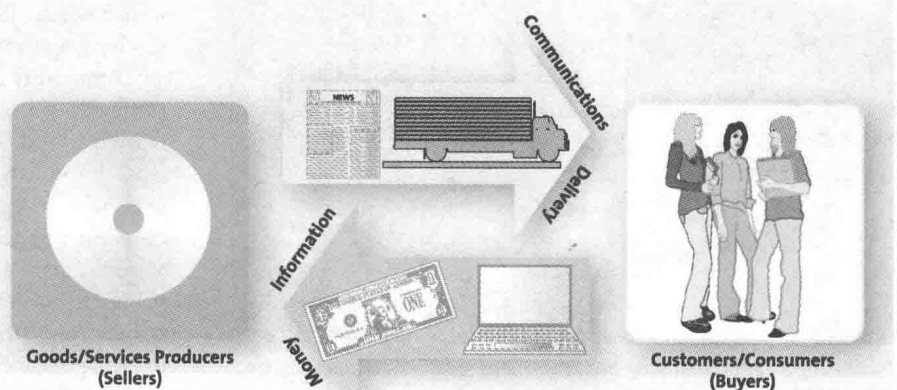
Although marketers would prefer to sell their products and services to everyone, it is not practical to do so. Because marketing costs money, good marketers carefully seek out potential customers who have both an interest in the product and an ability to buy it. For example, most people need some form of transportation, and many people would probably like to own the new hybrid from Lexus. At over \$100,000, the Lexus LS 600h L is one of the most sophisticated hybrid cars on the market. But Lexus is not actually interested in everyone who wants an LS 600h L, because not everyone can afford to spend that much on a car. Instead, Lexus defines

its viable target market as those consumers who want and *can afford* such a product.⁸ Although not all companies focus on such a specific, and wealthy, target, all marketers are interested in finding the buyers who are most likely to be interested in their offers.

Marketing Entails an Exchange

Marketing is about an **exchange**—the trade of things of value between the buyer and the seller so that each is better off as a result. As depicted in Exhibit 1.2, sellers provide products or services, then communicate and facilitate the delivery of their offering to consumers. Buyers complete the exchange by giving money and information to the seller. Suppose you learn about

▼ **EXHIBIT 1.2** Exchange: Underpinning of Seller–Buyer Relationships



marketing mix

(four Ps) product, price, place, and promotion—the controllable set of activities that a firm uses to respond to the wants of its target markets.

goods items that can be physically touched.

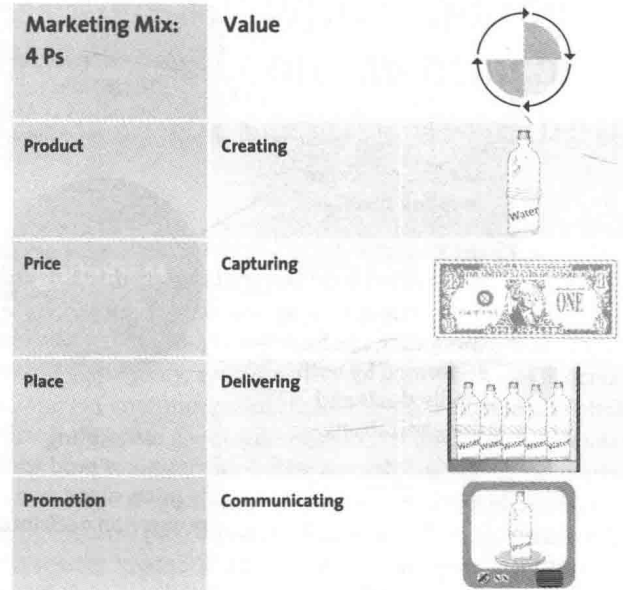
service any intangible offering that involves a deed, performance, or effort that cannot be physically possessed; intangible customer benefits that are produced by people or machines and cannot be separated from the producer.

ideas intellectual concepts—thoughts, opinions, and philosophies.

a new Taylor Swift album by hearing one of her songs on XM Satellite radio. The same day, a friend tweets that she loves the new album on her Twitter account, and you visit the Taylor Swift Facebook fan page, which is full of recommendations. From there, you click into the iTunes Store, where you can purchase the song you heard, multiple songs, or the entire new album. You begin with the song you heard, which you continue to love after hearing it several times, and go back to iTunes and take advantage of its offer to complete the album by downloading the rest of the songs to your iTunes library. Your billing information is already in the company's system, so you do not have to enter your credit card

number or other information. Furthermore, iTunes creates a record of your purchase, which it uses, together with your other purchase trends, to create personalized recommendations of other albums or songs that you might like. Thus, Apple uses the valuable information you provide to facilitate future exchanges and solidify its relationship with you.

EXHIBIT 1.3 The Marketing Mix



L02 List the elements of the marketing mix.

Marketing Requires Product, Price, Place, and Promotion Decisions

Marketing traditionally has been divided into a set of four interrelated decisions known as the **marketing mix**, or **four Ps**: product, price, place, and promotion (as defined in Exhibit 1.3).⁹ The four Ps, or marketing mix, are the controllable set of activities that the firm uses to respond to the wants of its target markets. But what does each of the Ps mean?

Product: Creating Value Although marketing is a multifaceted function, its fundamental purpose is to create value by developing a variety of offerings, including goods, services, and ideas, to satisfy customer needs. Take water, for example. Not too long ago, consumers perceived this basic commodity as, well, simply water. Water came out of a faucet and was consumed for drinking and washing. But taking a cue from European firms like Perrier (France) and San Pellegrino (Italy), several U.S.-based firms such as Poland Springs, Smartwater, and Pepsi's Aquafina created a product, bottled water, with benefits that consumers find valuable. In addition to easy, portable access to water, an essential part of this newly created value is the



Purchasing a Taylor Swift song from the iTunes store entails an exchange. The customer gets the song, and Apple gets money and information.