



美国商学院原版教材精选系列

PEARSON

所罗门营销学

真实的人，真实的选择

(第6版)

Marketing

Real People, Real Choices

Sixth Edition

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出 版 说 明

为了适应经济全球化的发展趋势，满足国内广大读者了解、学习和借鉴国外先进管理经验和掌握经济理论前沿动态的需要，清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书，基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材，绝大部分是该领域中较具权威性的经典之作。在选书的过程中，我们得到了很多专家、学者的支持、帮助和鼓励，在此表示谢意！

由于原作者所处国家的政治、经济和文化背景等与我国不同，对书中所持观点，敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助，对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议，同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社

英/双语教学的成功路径与商科英文原版教材的效用

(代序)

在我国高校,用英语或双语教授专业课程(以下简称:英/双语教学)始于改革开放引进热潮,历经30年,虽发展不快,仍在缓慢推进。20世纪80年代,改革开放后留学归来的教育界学者们不仅引进了各学科先进的研究成果,也随之引进了西方高校的教材。以清华大学出版社为领军的国内出版社适时地引进了西方优秀教材的影印版,推动了一些高校开始在专业课程中开展英/双语教学。2007年以来,国家教育工程质量专设的“国家高校双语教学示范课程建设点”的评定项目被视为政府教育发展的政策风向标,正有力地推动着高校英/双语教学的发展。

但对英/双语教学的必要性,我国高校内部一直争议不断。争议首先围绕着中国人用英语教学的必要性。在公认英语是目前世界通用语言的前提下,英/双语教学的必要性取决于我国高校师生是否有必要及时汲取世界最新的研究成果。答案是不言而喻的。况且英/双语教学省却了翻译过程,可以避免常见的信息减损和曲解问题。不过,信息发布者——教师的英语演讲能力和信息接收者——学生的英语解读能力不足又成为开展英/双语教学的障碍。因而常见的反对意见是,开展英/双语教学,课堂教学内容就会缩水,因为讲授者和听众都得花费精力和时间解译内容。如此看来,我国开展英/双语教学的高校教师必须应对挑战,洞察在我国现有条件下用英文原版教材开展英/双语教学的利和弊,并找到可行的扬长避短的路径。

在经济开放和全球化的大趋势推动下,我国中小学英语教学分量加重,英语普及程度逐年提高,高校新生的英语基础愈益扎实;教师的英语能力也随着师资的新陈代谢而日见增强。这一趋势无疑在为英/双语教学营造越来越有利的条件。尽管如此,不同于以英语为主要语言或官方语言的一些国家,英语在我国的普及率仍较低。在青少年中,英语的普及程度和英语应用能力还仅处于初级水平;高校中能用英语演讲的教师尚属少数,且熟练程度还有待大幅提高。这样的师生英语基础,使得英/双语教学面临巨大的挑战。

同时,在多数的中国高校课堂里,教学任务多被视为逐章讲解某本教材的内容。本土中文教材通常是400~500页的32开本,含理论框架、主要知识点、计算方法和习题,但案例和故事不在其中,多由教师在讲解时添加,以演示和诠释理论要点。迄今仍然普遍盛行的“填鸭式”、“满堂灌”的传统教学法侧重于传授知识,从多数评教指标可见,只要学生感觉教师讲得精彩、有条理、能解惑,就算教学成功。

而引进的国外教材篇幅通常较长,16开大本,500~800页。习惯于上述传统教学法和评价标准的人们自然会产生一个疑问:在有限的课时内,这么厚的教材,怎么讲得完?其实,发达国家多数高校对学生阅读量的要求远远大于我国高校(即使是中文课本和资料),名校更是如此。它们的教材不仅涵盖理论框架和基本概念,而且富含长短不一、详简各异的演示性案例、故事和大量习题,总之它便于学生自学。课堂讲解只占一半课时,其余课时常被用于师生讨论和互动。于是,教师的讲解主要是勾勒理

论框架,阐释重点和难点,还需针对事先布置的阅读资料和讨论题,引导学生展开讨论。可见,大厚本的教材适合于能力培训教学法。两者相辅相成,致力于调动学生的主动性:他们必须大量阅读和思考,才能在课堂上有上好的表现,真正成为学习的主人。结果,他们的能力获得了必要和切实的磨炼。

由此可见,英/双语教学不只是教学语言的改变,它可以达到三重效用:传授专业知识;传授英语知识;同时训练专业方法和英语的应用技能。也因此,一些非英语国家的高校不惜成本,开展英/双语教学,使用与之相配的教材。对我国高校来说,要想成功开展英/双语教学,恐怕首先需要改变传统的教育思想和教学方法。换言之,如果高校想要使教育、教学接近世界先进水准,用英文原版影印教材开展英/双语教学是有效的途径。

迄今为止,原版英文教材的缺点也很明显。鉴于发达国家的作者是以其母国为背景,多数教材不涉及中国国情。教师必须在教学中紧密结合中国国情,提供相关案例、资料和思考讨论题,适时引导师生思辨现有理论的普适性,激励师生发现和创作适合我国国情的经济学、管理学、营销学规律。在我国作者编写和出版足量的优质英文教材之前,这些额外的工作必须由开展英/双语教学的教师来承担。

古今中外,成才之士都乐于阅读和探索,而这种氛围却在当今我国的大学校园里愈见淡化。加之中国学生相对薄弱的英语基础,目前英/双语教学仍面临很大的挑战:“填鸭式”的讲授与之相悖;仅靠课堂讲授和互动也很难奏效。但如能培养学生阅读和探索真理的兴趣,并营造一个全方位的孵化温床或生态环境,英/双语教学是有望成功的。根据能力培育过程的所需,这个生态环境包含师生对教育、教学的共识,好学求知的校风,富有挑战和师生互动的课堂教学,从课外讲座、项目操作到校园竞赛等第二课堂活动,便于师生交流的校园互联网等。

要做到这些,教师亟待与时俱进。随着师资的年轻化和高学历化,如今年轻教师的英语基础更好。但逆水行舟,不进则退。英语能力的进退取决于使用频率的多寡,其实英/双语教学过程既是加强英语使用、提高英语能力,也是汲取世界新知的最佳机会。不过,这一过程通常比用汉语教学的付出大得多,且因学生也需成倍地付出,英/双语教学的课程不容易像汉语教学课程那样容易在短期内获得学生的好评。因此给予英/双语教学的教师足够的激励成为生态环境的首要组成部分;缺乏对教师的足够激励,上述英/双语教学的生态环境就无法营造。

诚然,在教育体制和环境不够理想的情况下,教师和学生仍然有个人自训和奋斗的条件。英语原版教材影印版在我国的出版和更新就是对英/双语教学的及时支持。清华大学出版社近期又有一批英文原版影印教材出版,相信必将更进一步推动英/双语教学的发展。如今,已有一些本土高校的教师与英语国家的教师合著英文教材;在可见的将来,还会有中国教师编写发行到世界各地的英文教材。总之,及时用好英文原版影印教材,编写优质的英文教材是我国高校教师的历史责任。

愿英/双语教学的师资队伍愈益壮大,愿英/双语教学更加有力地推动我国教学方法与国际接轨,愿我国高校各级学生在英/双语教学中受益良多,茁壮成长!

对外经济贸易大学
傅慧芬

► Preface

WHAT'S **NEW** IN THE 6TH EDITION?

To keep you on top of the world of marketing, we've **updated** and **expanded** our coverage of countless marketing topics. Here's just a sample of what's new (new concepts are in **bold**):

CHAPTER 1:

The triple bottom line
The accelerating importance of social networks in marketing
Open source business models
Microcelebrity
Instapreneurs
The power of crowds
 A new section to address some common criticisms of marketing

CHAPTER 2:

Integration of the crucial issue of sustainability into our overall discussion of the marketing planning process

CHAPTER 3:

We've refocused the entire chapter around global issues. As many of our adopters requested, we've significantly beefed up our coverage of ethical issues in every chapter rather than focusing on these concerns in a stand-alone section.

CHAPTER 4:

We've linked the emerging practice of behavioral targeting to database marketing.
 We've added more examples specific to on-line research and connections to on-line communities to gather consumer intelligence.
Prediction markets

CHAPTER 5:

Tribal marketing
Shopmobbing
Metrosexuals
Greenwashing

CHAPTER 6:

Additional clarity on differences in B2B versus B2C and why the differences matter
 An enhanced treatment of stages in the organizational buyer decision-making process
Customer reference programs

CHAPTER 7:

More focus on Gen Y than before, and on teens and children
 Additional attention to psychographic and behavioral segmentation
 Overall enhancement of CRM section
Customer experience management (CEM)

CHAPTER 8:

More focus on gaming, technology, and telecom products

CHAPTER 9:

New discussion of the "dark side" of having too many brands in a family

CHAPTER 10:

More focus on technology-related services
 More coverage of gaps in service quality

CHAPTER 11:

Hybrid EDLP
Freenomics
Network externalities
Prestige pricing and the price-placebo effect

CHAPTER 12:

Expanded coverage of consumer-generated media
Experiential marketing
Share of customer

CHAPTER 13:

We've revised our section on media to include material on indirect forms of advertising such as product placement and advergaming.

CHAPTER 14:

Enhanced attention to technology issues in personal selling
Opt-in services for mail catalogs

CHAPTER 15:

We've added new material on electronic distribution issues.
On-line distribution piracy
 We've added more emphasis on new technologies related to the supply chain.

CHAPTER 16:

RFID in-store information
 Video enabled expert advice through in-store kiosks
 Updated e-commerce data
 Merging on-line and in-store sales
 Downloading movies
 What's new in vending machines
 Pop-up motels
 High fashion e-commerce
 Blue-light specials on-line
 E-menus
 Activity stores
 Extended coverage of ethical issues in retailing: shrinkage due to shoplifting, employee theft, retail borrowing, and ethical treatment of customers

Features of the 6th Edition of Real People, Real Choices

Meet Real Marketers

Many of the “Real People, Real Choices” vignettes are new to this edition, featuring a variety of decision makers, from CEOs to brand managers. Here is just a sample who we feature:

- Julie Cordua, (RED)
- Thomas Connerty, NutriSystem
- Thomas J. Petters, Petters Group Worldwide/Polaroid
- Lara L. Price, The Philadelphia 76ers
- Walter (Walt) F. Judas, Tourism Vancouver
- Joe Chernov, BzzAgent

NEW! Ethics in Marketing

Because the role of ethics in business and in marketing is so important, we focus on ethics not just in a single chapter but in EVERY CHAPTER of the book, providing coverage in two distinct ways:

- Topical coverage of ethical issues integrated with relevant content within every chapter.
- In every chapter, you have an opportunity to make a decision based on an ethical dilemma that we have “pulled from the headlines.” Each “Ethical Decisions in the Real World” feature is based on a recent news story about an ethical or unethical decision.

Here’s a sample of our chapter by chapter coverage of ethics:

- In Chapter 1, we begin with a discussion of the Relationship Era of marketing, the social marketing concept and sustainability.
- In Chapter 2, we discuss business ethics in general and how firms develop codes of ethics.
- Chapter 3 covers differences in both the perception and practice of ethical business behavior in different parts of the world and discusses how bribery and extortion are special problems in global marketing.
- We discuss consumerism, the Consumer Bill of Rights, and environmental stewardship in Chapter 5.
- Chapter 9 includes coverage of legal and ethical issues in packaging and labeling, gray goods, product knockoffs, and intellectual property rights.
- We discuss ethical issues in pricing in Chapter 11 including bait-and-switch tactics, price-fixing, price discrimination, and predatory pricing.
- Chapter 12 discusses ethical issues in buzz marketing.
- In Chapter 13 we consider some of the criticisms of advertising (that advertising is manipulative, is deceptive, creates stereotypes, and causes people to buy things they don’t need). We also discuss corrective advertising and puffery.
- In Chapter 16, we talk about shrinkage due to shoplifting, employee theft, and retail borrowing, and about the ethical treatment of customers.

An Easy-to-Follow Marketing Plan Template

Chapter 2 includes a pullout template of a marketing plan you can use as you make your way through the book. The template provides a framework that will enable you to organize marketing concepts by chapter and create a solid marketing plan of your own. On the back of the template is a world map. We encourage you to keep this pullout as a handy reference after the class.

NEW! Consumer-Generated Value: By the People, for the People

One of the most significant (and still evolving) marketing stories today is the avalanche of consumer-generated marketing activity. Largely because of advances in technology, everyday people are involving themselves with companies as they seek to become part of a dialogue with marketers rather than just passive recipients of information. Consumers are voting on new product designs, submitting their own amateur commercials, and writing reviews of products and services on thousands of Web sites, blogs, and social networking applications like Facebook. So that students understand all the ways that marketing activities are changing and will continue to change as this trend continues, we've introduced a new chapter feature we call "By the People, for the People." Each box highlights a current example relevant of a marketing activity that originates with material that customers, rather than company employees, generate.

Measuring the Value of Marketing through Marketing Metrics

Just how do marketers add value to a company and can that value be quantified? More and more, businesses demand accountability and marketers respond as they develop a variety of "scorecards" that show how specific marketing activities directly affect their company's ROI—return on investment. And on the job, the decisions that marketers make increasingly come from data and calculations and less from instinct. Throughout the book you'll find numerous *Metrics Moment* boxes that provide real-world examples of the measures marketers use to help them make good decisions.

Learning How to Market Yourself: Brand You

You are a product. That may sound weird, but we often talk about ourselves and others in marketing terms. It is common for us to speak of "positioning" ourselves for job interviews, or to tell our friends not to "sell themselves short." You'll learn more about the most effective way to market yourself by following the advice provided in a dynamic and helpful *Brand You* handbook. You'll find concrete advice you can use today that will help you to thrive in a competitive marketplace tomorrow.

All New and Updated End-of-Chapter Cases in this Edition

Each chapter concludes with an exciting "Marketing in Action" mini-case about a real firm facing real marketing challenges. Questions at the end let you make the call to get the company on the right track.

Student Resources

PEARSON mymarketinglab

mymarketinglab gives you the opportunity to test themselves 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.

Features Include:

- Personalized study plans—Pre and Post Tests with remediation activities directed to help you understand and apply the concepts where you need the most help.
- Self-assessments—Prebuilt self-assessments allow 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 on-line ebook where you can search for specific keywords or page numbers, highlight specific sections, enter notes right on the ebook page, and print reading assignments with notes for later review or with other materials including Real People Real Choices Video Cases, online End of Chapter activities, Active Flashcards and much more.
- iQuizzes—Study anytime, anywhere iQuizzes work on any color-screen iPod and are comprised of a sequence of quiz questions, specifically created for the iPod screen

www.mypearsonmarketinglab.com

Study Guide

The study guide is a one-of-a-kind companion for students. It includes detailed chapter outlines and student exercises, as well as solutions. This guide serves as a great review tool in preparing for exams.



VangoNotes

Study on-the-go with VangoNotes. Just download chapter reviews from your text and listen to them on any MP3 player. Now wherever you are—whatever you're doing—you can study by listening to the following for each chapter of your textbook:

- Big Ideas: Your “need to know” for each chapter
- Practice Test: A gut check for the Big Ideas—tells you if you need to keep studying
- Key Terms: Audio “flashcards” to help you review key concepts and terms
- Rapid Review: A quick drill session—use it right before your test

VangoNotes are flexible; download all the material directly to your player, or only the chapters you need. And they're efficient. Use them in your car, at the gym, walking to class, wherever. So get yours today and get studying. www.VangoNotes.com.

Brand You Handbook

Products aren't alone in benefiting from branding—people can benefit, too. Branding strategies help professionals get noticed and position them for exciting new career opportunities. Prepared by Kim Richmond of Saint Joseph's University, the *Brand You* handbook gives you concrete advice on how to thrive in a competitive marketplace and provides a hands-on approach to achieving career success. *Brand You* boxes appear throughout this textbook to help you plot your own branding strategies. This separate *Brand You* supplement can be purchased at www.mypearsonstore.com.

▶ About the Authors



Michael R. Solomon, Elnora W. Stuart, Greg W. Marshall

MICHAEL R. SOLOMON

MICHAEL R. SOLOMON, PhD, joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. From 1995 to 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon's primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; and the development of visually oriented on-line research methodologies. He currently sits on the editorial boards of the *Journal of Consumer Behaviour*, the *European Business Review*, and the *Journal of Retailing*, and he recently completed a six-year term on the Board of Governors of the Academy of Marketing Science. In addition to other books, he is also the author of Prentice Hall's text *Consumer Behavior: Buying, Having, and Being*, which is widely used in universities throughout the world. Professor Solomon frequently appears on television and radio shows such as *The Today Show*, *Good Morning America*, Channel One, the *Wall Street Journal* Radio Network, and National Public Radio to comment on consumer behavior and marketing issues.

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