

Seventh Edition

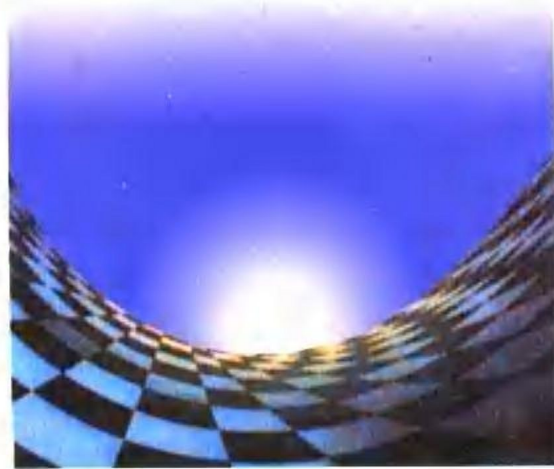
# PRINCIPLES OF MARKETING



# 市场营销原理

(第七版)

Philip Kotler  
Gary Armstrong



清华大学出版社 Prentice-Hall International, Inc.

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# 出版说明

为适应我国社会主义市场经济的建设和发展,为满足国内广大读者了解、学习、借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与 PRENTICE HALL 国际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。我们所选图书均是国外再版多次的书籍。在选书过程中,中国人民大学吕一林教授、荆新教授、王建英博士、胡曙光博士以及清华大学经济管理学院宋学宝博士做了大量工作,在此表示感谢。

由于原作者所处国家的经济、政治及文化背景等与我国不同,希望读者在阅读过程中注意分析和鉴别。

我们希望这套影印书的出版对促进我国经济科学的发展会有所帮助,对我国经济管理专业的教学会有所促进。

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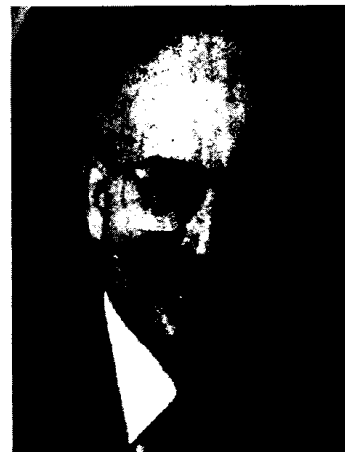
# About the Authors

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As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Kotler is one of the world's leading authorities on marketing. Professor Armstrong is an award-winning teacher of undergraduate business students. Together they make the complex world of marketing practical, approachable, and enjoyable.

**Philip Kotler** is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of *Marketing Management: Analysis, Planning, Implementation, and Control* (Prentice Hall), now in its eighth edition and the most widely used marketing textbook in graduate schools of business. He has authored several other successful books and he has written over 90 articles for leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Dr. Kotler's numerous major honors include the Paul D. Converse Award given by the American Marketing Association to honor "outstanding contributions to science in marketing" and the Stuart Henderson Britt Award as Marketer of the Year. In 1985, he 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. In 1989, he received the Charles Coolidge Parlin Award, which each year honors an outstanding leader in the field of marketing. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences (TIMS) and a director of the American Marketing Association. He has consulted with many major U.S. and foreign companies on marketing strategy.

**Gary Armstrong** is Professor and Chair of Marketing 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. He has been very active in the teaching and administration of North Carolina's undergraduate business program. His recent administrative posts include Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and others. He works 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 won for the third time in 1993.



# Preface

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Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. However, marketing is much more than just an isolated business function—it is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with important customers. The marketing department cannot accomplish this goal by itself. It must team up closely with other departments in the company and partner with other organizations throughout its entire value-delivery system to provide superior value to customers. Thus, marketing calls upon everyone in the organization to “think customer” and to do all they can to help create and deliver superior customer value and satisfaction. As Professor Stephen Burnett of Northwestern puts it, “In a truly great marketing organization, you can’t tell who’s in the marketing department. Everyone in the organization has to make decisions based on the impact on the consumer.”

Many people see marketing only as advertising or selling. But real marketing does not involve the art of selling what you make so much as knowing *what* to make! Organizations gain market leadership by understanding consumer needs and finding solutions that delight customers through superior value, quality, and service. If customer value and satisfaction are absent, no amount of advertising or selling can compensate.

Marketing is all around us, and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesalers, and retailers, but by all kinds of individuals and organizations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals, museums, and performing arts groups. No politician can get the needed votes, and no resort the needed tourists, without developing and carrying out marketing plans. *Principles of Marketing* is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings: in product and service firms, consumer and business markets, profit and nonprofit organizations, domestic and global companies, and small and large businesses.

People throughout these organizations need to know how to define and segment a market and how to position themselves strongly by developing need-satisfying products and services for chosen target segments. They must know how to price their offerings to make them attractive and affordable and how to choose and manage intermediaries to make their products available to customers. And they need to know how to advertise and promote products so customers will know about and want them. Clearly, marketers need a broad range of skills in order to sense, serve, and satisfy consumer needs.

Students also need to know marketing in their roles as consumers and citizens. Someone is always trying to sell us something, so we need to recognize the methods they use. And when students enter the job market, they must do “marketing research” to find the best opportunities and the best ways to “market themselves” to prospective employers. Many will start their careers with marketing jobs in sales forces, in retailing, in advertising, in research, or in one of a dozen other marketing areas.

## APPROACH AND OBJECTIVES

*Principles of Marketing* takes a *practical, managerial* approach to marketing. It provides a rich depth of practical examples and applications, showing the major decisions that marketing managers face in their efforts to balance the organization's objectives and resources against needs and opportunities in the marketplace. Each chapter opens with a major example describing an actual company situation. Boxed Marketing Highlights, short examples, color illustrations, video cases, company cases, and color illustrations highlight high-interest ideas, stories, and marketing strategies.

*Principles of Marketing* tells the stories that reveal the drama of modern marketing; Home Depot's zeal for taking care of customers; Ritz-Carlton's penchant for taking care of those who take care of customers; Levi-Strauss & Co.'s startling success in finding new ways to grow, both in the United States and abroad; Church & Dwight's climb to become "king of the (mole)hill" with Arm & Hammer baking soda products; how Dow Plastics achieved leadership in its business-to-business markets by selling "customer success"; Motorola's quest for customer-driven, "six-sigma" quality; P&G's struggle to bring sanity back to food prices; Black & Decker's new-product success through listening to the customer; how Coca-Cola abandoned Madison Avenue and "went Hollywood" to create its breakthrough, always cool, Always Coca-Cola advertising campaign; how Revlon sells not just products, but hopes and dreams; how Disney gives consumers an America that still works the way it's supposed to; Gerber's difficult social responsibility decisions following a product tampering scare. These and dozens of other examples and illustrations throughout each chapter reinforce key concepts and bring marketing to life.

Thus, *Principles of Marketing* gives the marketing student a comprehensive and innovative, managerial and practical introduction to marketing. Its style and extensive use of examples and illustrations make the book straightforward, easy-to-read, and enjoyable.

## CHANGES IN THE SEVENTH EDITION

The seventh edition of *Principles of Marketing* offers important improvements in organization, content, and style. The revisions emphasize a number of major new marketing themes, including:

- ◆ *Delivering superior customer value, satisfaction, and quality*—market-centered strategy and "taking care of the customer."
- ◆ *Relationship marketing*—keeping customers and capturing *customer lifetime value* by building value-laden customer relationships.
- ◆ *Total marketing quality*—the importance of customer-driven, total quality as a means of delivering total customer satisfaction.
- ◆ *Value-delivery systems*—cross-functional teamwork within companies and cross-company, supply-chain partnerships to create effective customer value-delivery systems.
- ◆ *Global marketing*—chapter-by-chapter integrated coverage, plus a full chapter focusing on international marketing considerations.
- ◆ *Marketing ethics, environmentalism, and social responsibility*—chapter-by-chapter integrated coverage, plus a full chapter on marketing ethics and social responsibility.

A carefully revised Chapter 1 introduces and integrates the above topics to set the stage at the beginning of the course. An innovative Chapter 18 on building customer relationships through value, satisfaction, and quality returns the stu-

dent to these important concepts as a means of tying marketing together at the end of the course. In between, each chapter reflects the current marketing emphasis on delivering customer value and satisfaction and on building customer relationships.

Other major additions to the seventh edition include:

- ◆ *Marketing communications*—major and important new material in Chapter 15 on the *new marketing communications environment*, *direct marketing*, and *integrated marketing communications*.
- ◆ *Sales management*—in Chapter 17, new sections on *sales force strategy and structure*, *team selling*, and *relationship marketing*.
- ◆ *Marketing logistics*—completely revised coverage of physical distribution to include important new issues in *integrated marketing logistics* and *supply-chain management*. Also, a new section on *hybrid channels*.
- ◆ *Product and brand strategy*—significant new material on brand quality and brand strategy, including *co-branding*, *multibranding*, and *packaging and the environment*.
- ◆ *Marketing management and competitive strategies*—Chapter 19 combines with Chapter 18 to provide the most complete coverage of competitive marketing strategy of any introductory marketing text. New material has been added, including a section on customer value disciplines. These chapters help students to integrate what they've learned about marketing strategy and tactics around the key concept of gaining competitive advantage through the delivery of customer value, satisfaction, and quality.

The seventh edition contains many other important changes. This edition has fewer chapters; the two chapters on consumer behavior have been combined to create a single, more streamlined Chapter 5. The text has an exciting new integrated design. Many new chapter-opening examples and Marketing Highlight exhibits illustrate important new concepts with actual business applications. Dozens of new examples have been added within the running text. All tables, figures, examples, and references throughout the text have been thoroughly updated. The seventh edition of *Principles of Marketing* contains dozens of new photos and advertisements that illustrate key points and make the text more effective and appealing. All the real-life company cases in the seventh edition are new or revised, and the text comes with an exciting new collection of company video cases. These company and video cases, and the quality videos that accompany them, help to bring the real world directly into the classroom.

## LEARNING AIDS

Many aids are provided within this book to help students learn about marketing. The main ones are:

- ◆ *Chapter-opening objectives*. Each chapter begins with learning objectives that preview the flow of concepts in the chapter.
- ◆ *Chapter-ending summaries of objectives*. At the end of each chapter, summaries are provided for each chapter objective to reinforce main points and concepts.
- ◆ *Chapter-opening examples*. Each chapter starts with a dramatic marketing story that introduces the chapter material and arouses student interest.
- ◆ *Full-color figures, photographs, advertisements, and illustrations*. Throughout each chapter, key concepts and applications are illustrated with strong, full-color-visual materials.
- ◆ *Marketing highlights*. Additional examples and important information are highlighted in Marketing Highlight exhibits throughout the text.



- ◆ *Review questions and exercises.* Each chapter contains a set of discussion questions covering the main chapter points and “applying the concepts” exercises that build individual and group process and leadership skills.
- ◆ *Key terms.* Key terms are highlighted within the text, defined in page margins, and listed at the end of each chapter with page references.
- ◆ *Company cases.* Company cases for class or written discussion are provided at the end of each chapter, with integrative comprehensive cases following each major part of the text. These cases challenge students to apply marketing principles to real companies in real situations.
- ◆ *Video cases.* Nine written video cases are provided at key points in the text, supported by exciting new and original videos developed especially for the seventh edition of *Principles of Marketing*. The videos and cases help to bring key marketing concepts and issues to life in the classroom.
- ◆ *Appendixes.* Two appendixes, “Marketing Arithmetic” and “Careers in Marketing,” provide additional, practical information for students.
- ◆ *Glossary.* At the end of the book, an extensive glossary provides quick reference to the key terms found in the book.
- ◆ *Indexes.* Subject, company, and author indexes reference all information and examples in the book.

## SUPPLEMENTS

A successful marketing course requires more than a well-written book. Today’s classroom requires a dedicated teacher and a fully-integrated teaching system. *Principles of Marketing* is supported by an extensively revised and expanded system of supplemental learning and teaching aids:

### FOR THE INSTRUCTOR

- ◆ *ON LOCATION! Custom Case Videos for Marketing.* Broadcast journalism and marketing education meet to create a series of custom produced case videos that have all the fast-paced and engaging qualities of TV and focus on the successful marketing activities of nine dynamic companies. Take your students on a field trip to New York City where MTV Networks targets Generation X, or to Alaska, where Mountain Travel, Inc. capitalizes on the adventure travel market. Each video is approximately six to eight minutes in length and is tied directly to the issue-oriented end-of-part video case studies in *Principles of Marketing*.
- ◆ *Instructor’s Resource Manual (ISBN# 0-13-436817-7).* This comprehensive guide includes a chapter summary for a quick overview, a list of key teaching objectives, and answers to all end-of-chapter discussion and case questions. A highly detailed lecture outline cuts preparation time by thoroughly integrating the video material, cases, and transparencies. In addition, the manual includes a comprehensive video guide that summarizes each video and provides answers to the video case discussion questions.
- ◆ *Instructor’s Electronic Resource Manual.* This manual is available electronically on 3.5” disks (IBM version only).
- ◆ *Test Item File.* The test item file contains over 2,000 multiple-choice, true/false, and essay questions.
- ◆ *3.5” IBM Test Manager.* This powerful computerized testing package, available for DOS-based computers, allows instructors to create their own personalized exams using questions from the Test Item File. It offers full mouse support, complete questions editing, random test generation, graphics, and printing capabilities. Toll-free technical support is offered to all users, and the Test Manager is free upon adoption.

- ◆ *Color Transparencies.* Two hundred full-color transparencies highlight key concepts for presentation. Each transparency is accompanied by a full page of teaching notes that include relevant key terms and discussion points from the chapters as well as additional material from supplementary sources.
- ◆ *Electronic Transparencies.* All acetates and lecture notes are available on Powerpoint 4.0. The disk is designed to allow you to present the transparency to your class electronically and also may be used as part of a Presentation Manager lecture.
- ◆ *Presentation Manager for Marketing.* An application of the popular Authorware software program, Presentation Manager allows you to easily prearrange your multimedia classroom lecture by accessing any of our available media materials on laserdisk, VHS tape, CD-ROM, and 3.5" disk. Choose the order of the materials you would like to present in class from a list that appears on-screen, and Presentation Manager for Marketing will do the rest.
- ◆ *New York Times/Prentice Hall "Themes of the Times" Program for Marketing.* Prentice Hall and *The New York Times*, one of the world's top news publications, join to expand your students' knowledge beyond the walls of the classroom. Upon adoption, professors and students receive a specialized "mini-newspaper" containing a broad spectrum of carefully chosen articles that focus on events and issues in the world of marketing as well as on some of the news-making marketing professionals of the 1990s. To ensure complete timeliness, this supplement is updated twice a year.

## FOR THE STUDENT

- ◆ *Learning Guide.* The Learning Guide includes chapter overviews, objectives, key terms and definitions, and detailed outlines for note-taking and review. A special applications section, "Applying Terms and Concepts," is designed to illustrate and apply topics in marketing. Each case in the section either is a synopsis of a recent article in marketing or has been drawn from the author's experiences in the field. To reinforce students' understanding of the chapter material, the guide includes a section of multiple-choice and true/false questions. Additional sections include a marketing research paper, a project outline, and a special careers appendix.
- ◆ *Career Paths in Marketing.* Prentice Hall, in conjunction with Convergence Multimedia, is proud to be the exclusive educational distributor of "Career Paths in Marketing." Winner of the New Media Invision gold medal, this interactive CD-ROM includes over 250 short video clips that highlight marketing professionals, provide information on successful applicant profiles, and outline entry requirements. Special modules focus on interview skills, resumes, networking, and negotiation. Students can ask career questions to successful marketing managers featured in the Kotler text and videocases! This CD-ROM is available at a special discount rate when ordered with *Principles of Marketing*.

## ACKNOWLEDGMENTS

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Finally, we owe many thanks to our families—Kathy, KC, and Mandy Armstrong, and Nancy, Amy, Melissa, and Jessica Kotler—for their constant support and encouragement. To them, we dedicate this book.

Philip Kotler  
Gary Armstrong

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