



PEARSON

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

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10版

加里·阿姆斯特朗 (Gary Armstrong)
菲利普·科特勒 (Philip Kotler) 著

MARKETING
AN INTRODUCTION

Tenth Edition

中国人民大学出版社

全新版

PEARSON

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

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10版

加里·阿姆斯特朗 (Gary Armstrong)
菲利普·科特勒 (Philip Kotler) 著

MARKETING
AN INTRODUCTION

Tenth Edition

中国人民大学出版社
· 北京 ·

图书在版编目 (CIP) 数据

市场营销学: 第10版: 英文 / 阿姆斯特朗, 科特勒著. —北京: 中国人民大学出版社, 2013.4
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. 工商管理经典教材. 市场营销系列
ISBN 978-7-300-17232-3

I. ①市… II. ①阿…②科… III. ①市场营销学-高等学校-教材-英文 IV. ①F713.50

中国版本图书馆 CIP 数据核字 (2013) 第 057872 号

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
工商管理经典教材·市场营销系列
市场营销学 (英文版·第10版)

加里·阿姆斯特朗 著
菲利普·科特勒

出版发行 中国人民大学出版社

社 址 北京中关村大街31号

邮政编码 100080

电 话 010-62511242 (总编室)

010-62511398 (质管部)

010-82501766 (邮购部)

010-62514148 (门市部)

010-62515195 (发行公司)

010-62515275 (盗版举报)

网 址 [http:// www. crup. com. cn](http://www.crup.com.cn)

[http:// www. ttrnet. com](http://www.ttrnet.com) (人大教研网)

经 销 新华书店

印 刷 三河市汇鑫印务有限公司

规 格 215 mm × 275 mm 16开本

版 次 2013 年 4 月第 1 版

印 张 36.5 插页2

印 次 2013 年 4 月第 1 次印刷

字 数 1 054 000

定 价 68.00 元

版权所有

侵权必究

印装差错

负责调换

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，为使我们的教材更适于教学，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

Preface*

THE TENTH EDITION OF *MARKETING: AN INTRODUCTION*!

ON THE ROAD TO LEARNING MARKETING!

The tenth edition of *Marketing: An Introduction* makes the road to learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. The tenth edition's brand new learning design—with integrative Road Map features at the start and end of each chapter and insightful author comments throughout—enhances understanding. And when combined with mymarketinglab, our online homework and personalized study tool, *Marketing: An Introduction* ensures that you will come to class well prepared and leave class with a richer understanding of basic marketing concepts, strategies, and practices. So fasten your seat belt and let's get rolling!

THE MARKETING JOURNEY: CREATING AND CAPTURING CUSTOMER VALUE

Top marketers all share a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and building profitable customer relationships. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow targeted consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity. In the tenth edition of *Marketing: An Introduction*, you'll see how *customer value*—creating it and capturing it—drives every good marketing strategy.

New in the Tenth Edition

We've thoroughly revised the tenth edition of *Marketing: An Introduction* to reflect the major trends and forces impacting marketing in this era of customer value and relationships. Here are just some of the major changes you'll find in this edition.

- The tenth edition has a **completely new learning design**! The text's more active and integrative presentation includes new in-chapter learning enhancements that help to ease you down the road to learning marketing. The newly designed chapter-opening layout provides a *Road Map* that previews and positions each chapter and its key concepts, outlines chapter objectives and links them by page number to specific chapter sections, and brings important chapter themes to life in an annotated *First Stop* chapter-opening story. Explanatory author comments on major chapter sections and author-annotated figures help to simplify and organize chapter material. End-of-chapter features summarize important concepts and highlight important themes, such as marketing and the economy, technology, ethics, and marketing financial analysis. In all, the new design enhances student understanding and facilitates learning.
- Throughout the tenth edition, you will find important new coverage of the rapidly **changing nature of customer relationships** with companies and brands. Today's marketers aim to create deeper consumer involvement and a sense of community surrounding a brand—to make the brand a meaningful part of consumers'

* 为使读者了解原书的概貌，前言未作删改。

conversations and their lives. 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.

- New coverage in every chapter shows how companies are dealing with **marketing and the turbulent economy** in the aftermath of the recent worldwide economic meltdown. Starting with a major new section in Chapter 1 and continuing with discussions and examples integrated throughout the text, the tenth edition shows how, now more than ever, marketers must focus on creating customer value and sharpening their value propositions to serve the needs of today's more frugal consumers. At the end of each chapter, a new feature—*Rough Road Ahead: Marketing and the Economy*—provides real examples for discussion and learning.
- A revised Chapter 16 pulls marketing together under an important new **sustainable marketing** framework. Additional discussions throughout the tenth edition show how sustainable marketing calls for socially and environmentally responsible actions that meet both the immediate and the future needs of customers, the company, and society as a whole.
- Increasingly, marketing is taking the form of two-way conversations between consumers and brands. The tenth edition contains new material on the exciting trend toward **consumer-generated marketing**, by which marketers invite consumers to play a more active role in providing customer insights (Chapter 4), shaping new products (Chapter 8), developing or passing along brand messages (Chapter 12), interacting in customer communities (Chapters 5, 12, and 14), and other developments.
- This edition provides new and expanded discussions of new **marketing technologies**, from “Web 3.0” in Chapter 1 to neuromarketing in Chapter 5 to RFID in Chapter 10 to the new-age digital marketing and online technologies in Chapters 1, 5, 12, and 14.
- In line with the text's emphasis on **measuring and managing return on marketing**, we've added end-of-chapter financial and quantitative marketing exercises that let you apply analytical thinking to relevant concepts in each chapter and link chapter concepts to the text's innovative *Appendix 2: Marketing by the Numbers*.
- The tenth edition provides refreshed and expanded coverage of the explosive developments in **integrated marketing communications** and **direct and online marketing**. It tells how marketers are incorporating a host of new digital and direct approaches to build and create more targeted, personal, and interactive customer relationships. No other text provides more current or encompassing coverage of these exciting developments.
- A restructured **pricing** chapter (Chapter 9) provides improved coverage of pricing strategies and tactics in an uncertain economy. And a reorganized products, services, and brands chapter (Chapter 7) helps to clarify the role of **services** in today's service economy.

REAL TRAVEL EXPERIENCES: MARKETING AT WORK

Marketing: An Introduction features in-depth, real-world examples and stories that show concepts in action and reveal the drama of modern marketing. In the tenth edition, every chapter contains with a *First Stop* opening vignette and Marketing at Work highlights that provide fresh and relevant insights into real marketing practices. Learn how:

- Web seller Zappos' obsession with creating the very best customer experience has resulted in avidly loyal customers and astronomical growth.
- Upscale discounter Target is shifting its strategy in the aftermath of the recent economic recession, now emphasizing the “pay less” side of its “Expect More. Pay Less.” slogan.

- Google innovates at the speed of light—it's part of the company's DNA.
- Patagonia sets the standard for sustainable marketing—its reason for being is to make the best product and cause no unnecessary environmental harm.
- Nike's customer-focused mission and deep sense of customer brand community have the company sprinting ahead while competitors are gasping for breath.
- Trader Joe's unique "cheap gourmet" price-value strategy has earned it an almost cult-like following of devoted customers who love what they get for the prices they pay.
- McDonald's, the quintessentially all-American company, now sells more burgers and fries outside the United States than within.
- When it comes to sustainability, no company in the world is doing more good these days than Wal-Mart. That's right—big, bad, Wal-Mart.
- ESPN has built a global brand empire as much recognized and revered as megabrands such as Coca-Cola, Nike, or Google.

Beyond these features, each chapter is packed with countless real, relevant, and timely examples that reinforce key concepts. No other text brings marketing to life like the tenth edition of *Marketing: An Introduction*.

MARKETING JOURNAL TRAVEL AIDS

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

- *Chapter-opening Road Maps.* The new, more active and integrative chapter-opening spread in each chapter features a brief *Previewing the Concepts* section that introduces chapter concepts, an *Objective Outline* that outlines chapter contents and learning objectives, and a *First Stop* opening vignette—an engaging, deeply developed, illustrated, and annotated marketing story that introduces the chapter material and sparks student interest.
- *Author comments and figure annotations.* Throughout the chapter, author comments ease and enhance learning by introducing and explaining major chapter sections and figures.
- *Marketing at Work highlights.* Each chapter contains two highlight features that provide an in-depth look at real marketing practices of large and small companies.
- *Rest Stop: Reviewing the Concepts.* A summary at the end of each chapter reviews major chapter concepts and links them to chapter objectives.
- *Navigating the Key Terms.* A helpful listing of chapter key terms by order of appearance with page numbers facilitates easy reference.
- *Travel Log.* Discussing the Issues and Application Questions help you to keep track of and apply what you've learned in the chapter.
- *Under the Hood: Marketing Technology.* Application exercises at the end of each chapter facilitate discussion of important and emerging marketing technologies in this digital age.
- *Staying on the Road: Marketing Ethics.* Situation descriptions and questions highlight important issues in marketing ethics and social responsibility at the end of each chapter.
- *Rough Road Ahead: Marketing and the Economy.* End-of-chapter situation descriptions provide for discussion of the impact of recent economic trends on consumer and marketing decisions.
- *Travel Budget: Marketing by the Numbers.* An exercise at the end of each chapter lets you apply analytical and financial thinking to relevant chapter concepts and links the chapter to Appendix 2, *Marketing by the Numbers*.
- *Drive In: Video Case.* Short vignettes with discussion questions appear at the end of every chapter, to be used with the set of mostly new 4- to 7-minute videos that accompany the tenth edition.

- **Marketing Plan.** Appendix 1 contains a sample marketing plan that helps you to apply important marketing planning concepts.
- **Marketing by the Numbers.** An innovative Appendix 2 provides you with a comprehensive introduction to the marketing financial analysis that helps to guide, assess, and support marketing decisions.

More than ever before, the tenth edition of *Marketing: An Introduction* provides an effective and enjoyable total package for moving you down the road to learning marketing!

A Valuable Learning Package

Custom Videos

The video library on DVD (ISBN: 0136102530) contains 18 exciting segments for this edition, including all new videos featuring:

- Monster.com's global expansion
- Zappo's direct marketing
- Radian6's unique social media monitoring software
- Plus Google, ZIBA, Progressive, Crispin Porter + Bogusky and more!

PEARSON

mymarketinglab™

mymarketinglab (www.mymarketinglab.com) gives you the opportunity to test yourself 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. The MyLab that accompanies *Marketing: An Introduction* includes:

- **Interactive Company Cases** for class or written discussion. These cases challenge you to apply marketing principles to real companies in real situations.
- **Careers in Marketing** information to help you discover what types of marketing jobs might best suit your specific skills and interests, offers tips on job searches, describes the many different marketing career paths available, and suggests other information resources.

Plus:

- Personalized study plans—Pre- and post-tests with remediation activities directed to help you understand and apply the concepts where you need most help.
- Self-assessments—Prebuilt self-assessment allows 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 online e-book where you can search for specific keywords or page numbers, highlight specific sections, enter notes right on the e-book page, and print reading assignments with notes for later review or with other materials.
- iQuizzes—Study anytime, anywhere—iQuizzes work on any color-screen iPod and are comprised of a sequence of quiz sections, specifically created for the iPod screen.

Find out more at www.mypearsonmarketinglab.com

More Stand-Out Resources

CourseSmart is an exciting new *choice* for students looking to save money. As an alternative to purchasing the print textbook, students can purchase an electronic version of the same content and save up to 50 percent off the suggested list price of the print text. With a CourseSmart eTextbook, students can search the text, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review. For more information, or to purchase access to the CourseSmart eTextbook, visit www.coursesmart.com.

Acknowledgments

No book is the work only of its authors. We greatly appreciate the valuable contributions of several people who helped make this new edition possible. We owe extra special thanks to Keri Jean Miksza for her deep and valuable involvement and advice throughout *every* phase of the project, and to her husband Pete and little daughter Lucy for sharing Keri with us during this project. We thank Andy Norman of Drake University for his skillful development of company cases and video cases, and Lew Brown of the University of North Carolina at Greensboro for his able assistance in helping to prepare selected marketing stories. Thanks also go to Laurie Babin of the University of Louisiana at Monroe for her dedicated efforts in preparing end-of-chapter materials and keeping our Marketing by the Numbers appendix fresh; Michelle Rai of Pacific Union College for updating our Marketing Plan appendix for the tenth edition; and our supplement authors, including Test Item File author Bonnie Flaherty; PowerPoint authors Deborah Utter of Boston University and Karen James of Louisiana State University at Shreveport; and Instructor Manual author Tony Henthorne of University of Nevada Las Vegas.

Many reviewers at other colleges and universities provided valuable comments and suggestions for this and previous editions. We are indebted to the following colleagues for their thoughtful inputs:

Tenth Edition Reviewers

George Bercovitz, York College
Sylvia Clark, St. John's University
Datha Damron-Martinez, Truman State University
Ivan Filby, Greenville College
John Gaskins, Longwood University
Karen Halpern, South Puget Sound Community College
Jan Hardesty, University of Arizona
Hella Elona Johnson, Olympic College
Mark Newman, Hocking College

Vic Piscatello, University of Arizona
William M. Ryan, University of Connecticut
Elliot Schreiber, Drexel University
Robert Simon, University of Nebraska, Lincoln
John Talbott, Indiana University
Rhonda Tenenbaum, Queens College
Tom Voigt, Judson University
Terry Wilson, East Stroudsburg University

Previous Reviewers

Chris Adalikwu, Concordia College
Doug Albertson, University of Portland
Christie Amato, University of North Carolina, Charlotte
Corinne Asher, Henry Ford Community College
Bruce Bailey, Otterbein College
Turina Bakken, Madison Area Technical College
David Bambridge, Warner Southern College
Donald Barnes, Mississippi State University
Susan Baxter, Bethune-Cookman College
David Beck, Delaware Valley College
Colleen Bee, University of San Diego
Kenn Bennett, Irvine Valley College
Carl Bergemann, Arapahoe Community College
Donna Bergenstock, Muhlenberg College
Charles Besio, Southern Methodist University
John Bierer, University of Southern Maine

James Black, University of Maine
Alan Blake, New Hampshire Technical Institute
David Bland, Cape Fear Community College
Ross Blankenship, State Fair Community College
Earl Boatwright, Bowling Green State University
Kimberly Boyer, Washington University
Kevin Bradord, Somerset Community College, Laurel North
Donald Brady, Millersville University
Jenell Bramlage, University of Northwestern Ohio
Frederic Brunel, Boston University
Jeff Bruns, Bacone College
Kendrick Brunson, Liberty University
Derrell Bulls, Texas Woman's University
Gary Bumgarner, Mountain Empire Community College
Dale Cake, Pennsylvania State University
Jacqueline Callery, Robert Morris College

- Guadalupe Campos, Borough of Manhattan Community College
 Frank Carothers, Somerset Community College
 Ray Carpenter, Indian River Community College
 Erin Cavusgil, Michigan State University
 Larry Chase, Tompkins Cortland Community College
 Yun Chu, Frostburg State University
 Janet Ciccarelli, Herkimer County Community College
 Patricia Clarke, Boston College
 Joyce Claterbos, University of Kansas
 Gloria Cockerell, Collin County Community College
 D. M. Coleman, Miami University of Oxford
 Kathleen Conklin, St. John Fisher College
 Craig Conrad, Western Illinois University
 Scott Cragin, Missouri Southern State University
 Martha Cranford, Stanly Community College
 Carter Crockett, Westmont College
 John Cronin, Western Connecticut State University
 Julia Cronin Gilmore, Bellevue University
 Stanley Dabrowski, Hudson County Community College
 Richard M. Daiely, University of Texas at Arlington
 Cynthia Davies, Rosemont College
 David Davis, South Dakota State University
 Helen Davis, Jefferson Community College
 Tamara Dawson, Redlands Community College
 Beth Deinert, Southeast Community College
 Lola Dial, Robeson Community College
 Susan Dik, University of Hawaii
 Claudiu Dimofte, Georgetown University
 Dennis Dowds, Hudson Valley Community College
 John Drea, Western Illinois University
 Robert Dreves, University of Notre Dame
 Jose Duran, Riverside Community College
 Robert Eames, Calvin College
 C. R. Echard, Glenville State College
 Robert Erffmeyer, University of Wisconsin, Eau Claire
 Scott Erickson, Ithaca College
 Denis Fiorentino, Fitchburg State College
 Harry Fisher, Eureka College
 Judy Foxman, Southern Methodist University
 Jodi Frank, Harrisburg Area Community College
 Douglas Friedman, Pennsylvania State University, Harrisburg
 Karen Fritz, Bridgewater College
 David Furman, Clayton State University
 Jeff Gauer, Gallaudet University
 John Gauld, University of Georgia
 Paul Gentine, Bethany College
 Katie Ghahramani, Johnson County Community College
 Gaetan Giannini, Cedar Crest College
 John (Jack) Gifford, Miami University of Ohio
 Bill Godair, Landmark College
 Dennis Goecks, Chemeketa Community College
 James Gould, Pace University
 Bryan Greenberg, Elizabethtown College
 Bob Gregory, Bellevue University
 J. D. Griffith, Brigham Young University, Idaho
 Alice Griswold, Clarke College
 Perry Haan, Tiffin University
 Dorothy Harpool, Wichita State University
 Tim Hartman, Ohio University
 Joseph Hartnett, St. Charles Community College
 Tim Heinze, Waynesburg College
 James Hess, Ivy Tech Community College
 Stacey Hills, Utah State University
 Tanawat Hirunyawipada, University of North Texas
 David Houghton, Northwest Nazarene University
 George Hozier, Fort Lewis College
 Doug Hurd, Fort Scott Community College
 Mick Jackowski, Metropolitan State College of Denver
 Donald Jackson, Ferris State University
 Frank Jacobson, Vanguard University of Southern California
 Charles Jaeger, Southern Oregon University
 James Jarrard, University of Wisconsin, Platteville
 Carol Johaneck, Washington University
 Luke Kachersky, Baruch College
 Marlene Kahla, Stephen F. Austin State University
 Karl Kampschroeder, St. Mary's University
 Faye Kao, University of Wisconsin, Eau Claire
 Janice Karlen, LaGuardia Community College
 Eric Karson, Villanova University
 Erdener Kaynak, Pennsylvania State University
 Eileen Kearney, Montgomery County Community College
 Philip Kearney, Niagara Community College
 Jennifer Keeling Bond, Colorado State University
 Wayne Keene, Stephens College
 Jeremy Kees, Villanova University
 William J. Kehoe, University of Virginia
 Dale Kehr, University of Memphis
 DeAnna Kempf, Middle Tennessee State University
 David Kimball, Elms College
 Greg Kitzmiller, Indiana University
 Gary Kritz, Seton Hall University
 Claudia Kubowicz Malhotra, University of North Carolina, Chapel Hill
 Jean Kujawa, Lourdes College
 Chris Lachapelle, Mercyhurst College
 Curt Laird, University of Charleston
 Roger Lali, DePaul University
 Jodi Landgaard, Minnesota West Community & Technical College
 Felix Lao, Baker College
 Robert Lauterborn, University of North Carolina at Chapel Hill

- James Lawson, Mississippi State University, Meridian Campus
David Levy, Des Moines Area Community College - West
Frank Lilja, Pine Technical School
Ingrid Lin, Saint Xavier University
Ann Little, High Point University
Karen Loveland, Texas A&M University, Corpus Christi
Marvin Lovett, University of Texas at Brownsville
Dolly Loyd, University of Southern Mississippi
Leslie Lukasik, Skagit Valley College, Whidbey Island
Kerri Lum, Kapiolani Community College
Larry Maes, Davenport University
Igor Makienko, Loyola University of New Orleans
Jennifer Malarski, Lake Superior College
Manuel Mares, Florida National College
Craig Martin, Western Kentucky University
Deanna Martin, Southwest Mississippi Community College
Nora Martin, University of South Carolina
Wendy Martin, Trinity International University
James Mason, Oklahoma State University
Brenda McAleer, University of Maine at Augusta
Chip Miller, Drake University
Jakki Mohr, University of Montana
Ed Mosher, Laramie County Community College
Jay Mulki, Northeastern University
Lewis Myers, St. Edward's University
Elaine Notarantonio, Bryant University
Gail Olmsted, Springfield Technical Community College
Lois Olson, San Diego State University
John O'Malley, New York University
Carol Osborne, University of Southern Florida
Joseph Ouellette, Bryant University
Karen Pafumbo, University of St. Francis
Glenn Perser, Houston Community College
Karen Petersen, Augustana College
Joanna Phillips, Western Kentucky University
Ray Polchow, Zane State University
Sandra Rahman, Framingham State College
Bobby Reynolds, Troy University Campus
Eric Rios, Eastern University
Chin Robinson, Oral Roberts University
Heidi Rottier, Bradley University
June Roux, Delaware Technical & Community College
Patricia A. Ryan, College of the Canyons
Doreen Sams, Georgia College & State University
Nanette Sanders-Cobb, Craven Community College
William Sannwald, San Diego State University
Anshu Saran, University of Texas of the Permian Basin
Diana Scales, Tennessee State University
Fritz Scherz, Morrisville State College
Jeff Schmidt, University of Oklahoma
Kirk Schueler, University of Michigan
Joe Schwartz, Georgia College and State University
Stephen Schwarz, Saint John's University
Biagio Sciacca, Pennsylvania State University
Del Shepard, Simpson College
Scott Sherwood, Metropolitan State College of Denver
Bill Shockley, Bluefield College
Jonathan Silver, Alvernia College
Rob Simon, University of Nebraska, Lincoln
Ruth Smith, St. Anselm's College
Latanya Smith, Edinboro University of Pennsylvania
Gene Steidinger, Loras College
Alex Stein, Goucher College
Peter Stone, Spartanburg Community College
Chad Storlie, Creighton University
J. P. Stratton, Furman University
Karolina Sudwoj-Nogalska, University of Cincinnati
G. Knude Swensen, Dickinson State University
Albert J. Taylor, Coastal Carolina University
Michael Taylor, Marietta College
Surinder Tikoo, State University of New York, New Paltz
Donna Tillman, California State University, Pomona
Lisa Toms, Southern Arkansas University
Patrick Tormey, Iona College
Jessica Town-Gunderson, St. Cloud Technical College
Carrie Trimble, Illinois Wesleyan University
Carolyn Tripp, Western Illinois University
Leo Trudel, University of Maine
Gary Tucker, Oklahoma City Community College
Joseph Turner, College of the Ablemarle
David Urban, Virginia Commonwealth University
Chandu Valluri, St. Mary's University of Minnesota
Brian Vander Schee, University of Pittsburgh-Bradford
Alexia Vanides, University of California, Berkeley
Richard Vaughan, University of St. Francis
Candace Vogelsong, Cecil Community College
Simon Walls, Fort Lewis College
D.J. Wasmer, Saint Mary-of-the-Woods College
Joyce Whitehorn, University of Alaska, Fairbanks
Bob Willis, Rogers State University
Doug Wilson, University of Oregon
Kelly Wolfe, Webber International University
David Wright, Abilene Christian University
Donna Yancey, University of North Alabama
Joan Zielinski, Northwestern University
Gail Zwart, Riverside Community College, Norco Campus

We also owe a great deal to the people at Pearson Prentice Hall who helped develop this book. Executive Editor Melissa Sabella provided fresh ideas and support throughout to revision. Project Manager Kierra Kashickey provided valuable assistance and ably managed many facets of this complex revision project. Janet Slowik developed the tenth edition's exciting new design. We'd also like to thank Karalyn Holland, Anne Fahlgren, Karin Williams, and Judy Leale. We are proud to be associated with the fine professionals at Pearson Prentice Hall. We also owe a mighty debt of gratitude to Project Editor Lynn Steines and the fine team at S4Carlisle Publishing Services.

Finally, we owe many thanks to our families for all of their support and encouragement—Kathy, Betty, Mandy, Matt, KC, Keri, Delaney, Molly, Macy, and Ben from the Armstrong clan and Nancy, Amy, Melissa, and Jessica from the Kotler family. To them, we dedicate this book.

Gary Armstrong
Philip Kotler

简明目录

第1篇 定义市场营销和市场营销过程

第1章 市场营销：创造并获取顾客价值	2
第2章 企业及市场营销战略：建立良好的客户关系	36

第2篇 理解市场和消费者

第3章 分析营销环境	64
第4章 管理营销信息以获得对顾客的洞察力	98
第5章 理解消费者和产业购买者行为	134

第3篇 设计顾客驱动的营销战略和营销组合

第6章 顾客驱动型营销战略：为目标顾客创造价值	172
第7章 产品、服务和品牌：创造顾客价值	206
第8章 开发新产品和管理产品生命周期	242
第9章 定价：理解和获取客户价值	272
第10章 营销渠道：传递顾客价值	308
第11章 零售和批发	342
第12章 传递顾客价值：广告和公共关系	374
第13章 人员销售和促销	410
第14章 直复营销和在线营销：建立直接的客户关系	442

第4篇 市场营销的拓展

第15章 全球市场	478
第16章 可持续营销：社会责任与道德	508

附录 营销计划	542
术语表	551

Contents

Preface i

Acknowledgments v

Part 1 Defining Marketing and the Marketing Process 2

1 Marketing: Creating and Capturing Customer Value 2

What Is Marketing? 4

Understanding the Marketplace and Customer Needs 6

Designing a Customer-Driven Marketing Strategy 9

Preparing an Integrated Marketing Plan and Program 12

Building Customer Relationships 13

Capturing Value from Customers 20

The Changing Marketing Landscape 24

So, What Is Marketing? Pulling It All Together 30

2 Company and Marketing Strategy: Partnering to Build Customer Relationships 36

Companywide Strategic Planning: Defining Marketing's Role 39

Planning Marketing: Partnering to Build Customer Relationships 46

Marketing Strategy and the Marketing Mix 49

Managing the Marketing Effort 54

Measuring and Managing Return on Marketing Investment 58

Part 2 Understanding the Marketplace and Consumers 64

3 Analyzing the Marketing Environment 64

The Company's Microenvironment 67

The Company's Macroenvironment 70

Responding to the Marketing Environment 92

4 Managing Marketing Information to Gain Customer Insights 98

Marketing Information and Customer Insights 101

Assessing Marketing Information Needs 102

Developing Marketing Information 103

Marketing Research 106

Analyzing and Using Marketing Information 120

Other Marketing Information Considerations 123

5 Understanding Consumer and Business Buyer Behavior 134

Consumer Markets and Consumer Buyer Behavior 136

Business Markets and Business Buyer Behavior 156

Part 3 Designing a Customer-Driven Strategy and Mix 172

6 Customer-Driven Marketing Strategy: Creating Value for Target Customers 172

Market Segmentation 175

Market Targeting 186

Differentiation and Positioning 193

7 Products, Services, and Brands: Building Customer Value 206

What Is a Product? 208

Product and Service Decisions 214

Services Marketing 221

Branding Strategy: Building Strong Brands 228

8 Developing New Products and Managing the Product Life-Cycle 242

- New-Product Development Strategy 244
- The New-Product Development Process 245
- Managing New-Product Development 253
- Product Life-Cycle Strategies 257
- Additional Product and Service Considerations 264

9 Pricing: Understanding and Capturing Customer Value 272

- What Is a Price? 275
- Major Pricing Strategies 275
- Other Internal and External Considerations Affecting Price Decisions 280
- New-Product Pricing 285
- Product Mix Pricing 286
- Price Adjustments 290
- Price Changes 297
- Public Policy and Pricing 301

10 Marketing Channels: Delivering Customer Value 308

- Supply Chains and the Value Delivery Network 310
- The Nature and Importance of Marketing Channels 311
- Channel Behavior and Organization 314
- Channel Design Decisions 321
- Channel Management Decisions 325
- Public Policy and Distribution Decisions 327
- Marketing Logistics and Supply Chain Management 328

11 Retailing and Wholesaling 342

- Retailing 344
- Wholesaling 364