

图书基本信息

书名：<<营销管理分析、计划、执行与控制（第九版）>>

13位ISBN编号：9787302024699

10位ISBN编号：7302024693

出版时间：1997-03

出版时间：清华大学出版社

作者：（美）科特勒

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## 内容概要

### 内容提要

本书作者是美国营销学界权威人士之一，这本《营销管理 - 分析、计划、执行与控制》已取得营销学界的普遍认可，并广泛地应用于教学和实践。

第九版由介绍营销管理的原理概念、分析营销机会、制定营销战略、营销计划和组织执行市场营销等五个部分组成，继续保持了以往各版的一些基本出发点和特征，包括：

- 1.面向管理者，重点在于决策协调；
- 2.提供分析营销管理中常见问题的一个框架，以真实的案例说明原理；
- 3.引用许多经济学、行为科学和数学方面的基本原理；
- 4.把营销思想应用于市场的各个方面、而不只是指产品和服务；
- 5.覆盖面广而内容安排均衡，包括了一个营销管理人员需要知道的所有课题。

作者看到了营销中非常重要的一些趋势，如全球营销观点的进一步兴起、电子网上销售、高技术产业营销地位的加强、公众及企业对市场及营销行为道德的呼吁等等，并如多年前提出著名的营销组合概念一样，又提出了许多新的营销观点和概念。

可以说，作者捕捉新信息的能力是非凡的。

这本书堪称营销方面的最新著作，对将来或许产生深远的影响。

本书可以作为大学商学院本科生和研究生教学的优秀教科书，也可用作研究和实际工作的参考。

书籍目录

BRIEF CONTENTS

UNDERSTANDING MARKETING MANAGEMENT

- 1 Assessing Marketing's Critical Role in Organizational Performance
- 2 Building Customer Satisfaction Through Quality, Service, and Value
- 3 Winning Markets Through Market-Oriented Strategic Planning

ANALYZING MARKETING OPPORTUNITIES

- 4 Managing Marketing Information and Measuring Market Demand
- 5 Scanning the Marketing Environment
- 6 Analyzing Consumer Markets and Buying Behavior
- 7 Analyzing Business Markets and Business Buying Behavior
- 8 Analyzing Industries and Competitors
- 9 Identifying Market Segments and Selecting Target Markets

DEVELOPING MARKETING STRATEGIES

- 10 Differentiating and Positioning the Market Offering
- 11 Developing New Products
- 12 Managing Life-Cycle Strategies
- 13 Designing Marketing Strategies for Market Leaders, Challengers, Followers, and Nichers
- 14 Designing and Managing Global Marketing Strategies

PLANNING MARKETING PROGRAMS

- 15 Managing Product Lines, Brands, and Packaging
- 16 Managing Service Businesses and Product Support Services
- 17 Designing Pricing Strategies and Programs
- 18 Selecting and Managing Marketing Channels
- 19 Managing Retailing, Wholesaling, and Market Logistics
- 20 Designing and Managing Integrated Marketing Communications
- 21 Managing Advertising, Sales Promotion, and Public Relations
- 22 Managing the Sales Force
- 23 Managing Direct and Online Marketing

MANAGING THE MARKETING EFFORT

Organizing, Implementing, Evaluating, and Controlling Marketing Activities

TECHNICAL APPENDIXES

- Appendix 1. The Theory of Effective Marketing-Resource Allocation
- Appendix 2. Statistical Methods for Future Demand Projection

AUTHOR INDEX

COMPANY/BRAND INDEX

SUBJECT INDEX

Preface

Part I

UNDERSTANDING MARKETING

MANAGEMENT

CHAPTER 1 Assessing Marketing's Critical Role in Organizational Performance

DOING BUSINESS IN THE GLOBAL ECONOMY

The Global Economy ?The Income Gap ?The

Environmental Imperative and Other Business Trends ? Technological Advances ? Focus on the Customer ? Other Issues

WHAT IS MARKETING? THE CORE CONCEPTS

Needs, Wants, and Demands ? Products (Goods, Services, and Ideas) ? Value, Cost, and Satisfaction ? Exchange and Transactions ? Relationships and Networks ? Markets ? Marketers and Prospects

MARKETING MANAGEMENT

COMPANY ORIENTATIONS TOWARD THE MARKETPLACE

The Production Concept ? The Product Concept ? The Selling Concept/Sales Concept ? The Marketing Concept ? The Societal Marketing Concept

THE RAPID ADOPTION OF MARKETING MANAGEMENT

In the Business Sector ? In the Nonprofit Sector ? In the Global Sector

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 2 Building Customer Satisfaction Through Quality, Service, and Value

DEFINING CUSTOMER VALUE AND SATISFACTION

Customer Value ? Customer Satisfaction

DELIVERING CUSTOMER VALUE AND SATISFACTION

Value Chain ? Value-Delivery Network

ATTRACTING AND RETAINING CUSTOMERS

Computing the Cost of Lost Customers ? The Need for Customer Retention ? Relationship Marketing:

The Key

CUSTOMER PROFITABILITY: THE ULTIMATE TEST

IMPLEMENTING TOTAL QUALITY MARKETING

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 3 Winning Markets Through Market-Oriented Strategic Planning

THE NATURE OF HIGH-PERFORMANCE BUSINESSES

Stakeholders ? Processes ? Resources ? Organization and Organizational Culture

CORPORATE AND DIVISION STRATEGIC PLANNING

Defining the Corporate Mission ? Establishing Strategic

Business Units ? Assigning Resources to Each SBU ? Planning New Businesses ? Downsizing Older Businesses

BUSINESS STRATEGIC PLANNING

Business Mission ? External Environment Analysis

(Opportunity and Threat Analysis) ? Internal Environment

Analysis (Strengths/Weaknesses Analysis) ? Goal

Formulation ? Strategy Formulation ? Program

Formulation ?Implementation ?Feedback and Control

## THE MARKETING PROCESS

Analyzing Marketing Opportunities ?Developing Marketing Strategies ?Planning Marketing Programs ?Managing the Marketing Effort

## PRODUCT PLANNING: THE NATURE AND CONTENTS OF A MARKETING PLAN

Executive Summary and Table of Contents ?Current Marketing Situation ?Opportunity and Issue Analysis ?Objectives ?Marketing Strategy ?Action Programs ?Projected Profit-and-Loss Statement ? Controls

## THE SHAPE OF MARKETING PLANNING IN THE 1990s

### SUMMARY

### CONCEPT APPLICATIONS

### NOTES

Part 11

## ANALYZING MARKETING

### OPPORTUNITIES

## CHAPTER 4 Managing Marketing Information and Measuring Market Demand

### WHAT IS A MARKETING INFORMATION SYSTEM?

#### INTERNAL RECORDS SYSTEM

The Order-to-Payment Cycle ?Sales Reporting Systems

#### MARKETING INTELLIGENCE SYSTEM

#### MARKETING RESEARCH SYSTEM

Suppliers ofMarketing Research ?The Marketing Research Process ?The Characteristics ofGoodMarketing Research ?Overcoming Barriers to the Use ofMarketing Research

#### MARKETING DECISION SUPPORT SYSTEM

## AN OVERVIEW OF FORECASTING AND DEMAND MEASUREMENT

Measures of Market Demand ?Which Market to Measure? ?A Vocabulary for Demand Measurement ?Estimating Current Demand ?Estimating Future Demand

### SUMMARY

### CONCEPT APPLICATIONS

### NOTES

## CHAPTER 5 Scanning the Marketing Environment

### ANALYZING NEEDS AND TRENDS IN THE MACROENVIRONMENT

### IDENTIFYING AND RESPONDING TO THE MAJOR MACROENVIRONMENT FORCES

Demographic Environment ?Economic Environment

?Natural Environment

?Political/Legal Environment

Environment

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 6 Analyzing Consumer Markets and Buying

Behavior

A MODEL OF CONSUMER BEHAVIOR

MAJOR FACTORS INFLUENCING BUYING

BEHAVIOR

Cultural Factors ?Social Factors ?Personal

Factors ?Psychological Factors

?Technological Environment

?Social/Cultural

THE BUYING PROCESS

Buying Roles ?Buying Behavior

the Buying Decision Process

SUMMARY

CONCEPT APPLICATIONS

NOTES

?The Stages of

CHAPTER 7 Analyzing Business Markets and Business Buying

Behavior

WHAT IS ORGANIZATIONAL BUYING?

The Business Market versus the Consumer Market ? Buying Situations ?Participants in the Business Buying

Process ?Major Influences on Business Buyers ? The Purchasing/Procurement Process

INSTITUTIONAL AND GOVERNMENT MARKETS

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 8 Analyzing Industries and Competitors

IDENTIFYING COMPETITORS

Industry Concept of Competition ?Market Concept of

Competition

IDENTIFYING COMPETITORS' STRATEGIES

DETERMINING COMPETITORS' OBJECTIVES

ASSESSING COMPETITORS' STRENGTHS AND

WEAKNESSES

ESTIMATING COMPETITORS' REACTION PATTERNS

DESIGNING THE COMPETITIVE INTELLIGENCE

SYSTEM

SELECTING COMPETITORS TO ATTACK AND AVOID

BALANCING CUSTOMER AND COMPETITOR

ORIENTATIONS

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 9 Identifying Market Segments and Selecting Market

Targets

MARKET SEGMENTATION

Levels of Market Segmentation ?Patterns of Market

Segmentation ?Market-Segmentation Procedure ? Bases for Segmenting Consumer Markets ?Bases for Segmenting Business Markets ?Requirements for Effective

Segmentation

MARKET TARGETING

Evaluating the Market Segments ?Selecting the Market

Segments ?Additional Considerations in Evaluating and

Selecting Segments

SUMMARY

CONCEPT APPLICATIONS

NOTES

Part III

DEVELOPING MARKETING STRATEGIES

CHAPTER 10 Differentiating and Positioning the Market

Offering

TOOLS FOR COMPETITIVE DIFFERENTIATION

Product Differentiation ?Services Differentiation

Personnel Differentiation ?Channel Differentiation

?Image Differentiation

DEVELOPING A POSITIONING STRATEGY

How Many Differences to Promote? ?Which Differences to Promote?

COMMUNICATING THE COMPANY'S POSITIONING

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 11 Developing New Products

CHALLENGES IN NEW-PRODUCT DEVELOPMENT

EFFECTIVE ORGANIZATIONAL ARRANGEMENTS

MANAGING THE NEW-PRODUCT DEVELOPMENT

PROCESS

Idea Generation ?Idea Screening ?Concept

Development and Testing ?Marketing Strategy

Development ?Business Analysis ? Product Development ?Market Testing ? Commercialization

?THE CONSUMER-ADOPTION PROCESS

Stages in the Adoption Process ?Factors Influencing the Adoption Process

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 12 Managing Life-Cycle Strategies

THE PRODUCT LIFE CYCLE

Demand/Technology Life Cycle ?Stages in the Product

Life Cycle ?Product-Category, Product-Form, Product,  
and Brand Life Cycles ?Other Shapes of the Product Life

Cycle The International Product Life Cycle

MARKETING STRATEGIES THROUGHOUT THE PLC

Introduction Stage ?Growth Stage ?Maturity

Stage ?Decline Stage

the Product Life-Cycle Concept

MARKET EVOLUTION

Stages in Market Evolution

Competition

SUMMARY

CONCEPT APPLICATIONS

NOTES

?Summary and Critique of

?Dynamics of Attribute

CHAPTER 13 Designing Marketing Strategies for Market Leaders,  
Challengers, Followers, and Nichers

MARKET-LEADER STRATEGIES

Expanding the Total Market ?Defending Market Share

?Expanding Market Share ?Two Case Studies:

Procter & Gamble and Caterpillar

MARKET-CHALLENGER STRATEGIES

Defining the Strategic Objective and Opponent(s) ? Choosing a General Attack Strategy ?Choosing a Specific  
Attack Strategy

MARKET-FOLLOWER STRATEGIES

MARKET-NICHER STRATEGIES

Niche Specialization

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 14 Designing and Managing Global Marketing  
Strategies

DECIDING WHETHER TO GO ABROAD

DECIDING WHICH MARKETS TO ENTER

DECIDING HOW TO ENTER THE MARKET

Indirect Export ?Direct Export ?Licensing

?Joint Ventures ?Direct Investment ?The

Internationalization Process

DECIDING ON THE MARKETING PROGRAM

Product ?Promotion ?Price ?Place

(Distribution Channels)

DECIDING ON THE MARKETING ORGANIZATION

Export Department ?International Division ? Global Organization

SUMMARY

CONCEPT APPLICATIONS

NOTES

Part IV



PLANNING MARKETING PROGRAMS

CHAPTER 15 Managing Product Lines, Brands, and Packaging

WHAT IS A PRODUCT?

Five Levels of a Product ?Product Hierarchy ? Product Classifications

PRODUCT-MIX DECISIONS

PRODUCT-LINE DECISIONS

Product-Line Analysis ?Product-Line Length ? Line Modernization ?Line Featuring ?Line Pruning

BRAND DECISIONS

What Is a Brand? ?The Concept and Measurement of Brand Equity ?Challenges in Branding

PACKAGING AND LABELING DECISIONS

Packaging ?Labeling

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 16 Managing Service Businesses and Product Support Services

THE NATURE AND CLASSIFICATION OF SERVICES

CHARACTERISTICS OF SERVICES AND THEIR MARKETING IMPLICATIONS

Intangibility ?Inseparability ?Variability

Perishability

MARKETING STRATEGIES FOR SERVICE FIRMS

Managing Differentiation ?Managing Service Quality

?Managing Productivity

MANAGING PRODUCT SUPPORT SERVICES

Postsale Service Strategy

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 17 Designing Pricing Strategies and Programs

SETTING THE PRICE

Selecting the Pricing Objective ?Decermining Demand

?Estimating Costs ?Analyzing Competitors' Costs,

Prices, and Offers ?Selecting a Pricing Method ? Selecting the Final Price

ADAPTING THE PRICE

Geographical Pricing (Cash, Countertrade, and Barter) ? Price Discounts and Allowances ?Promotional Pricing

512 ?Discriminatory Pricing ?Product-Mix Pricing

INITIATING AND RESPONDING TO PRICE CHANGES

Initiating Price Cucs ?Initiating Price Increases ? Reactions to Price Changes ?Responding to Competitors'

Price Changes

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 18 Selecting and Managing Marketing Channels

## WHAT ARE MARKETING CHANNELS?

Why Are Marketing Intermediaries Used? ?Channel Functions and Flows ?Channel Levels ?Channels in the Service Sector

## CHANNEL-DESIGN DECISIONS

Analyzing Customers' Desired Service Output Levels ? Establishing the Channel Objectives and Constraints ? Identifying the Major Channel Alternatives ?Evaluating the Major Channel Alternatives

## CHANNEL-MANAGEMENT DECISIONS

Selecting Channel Members ?Motivating Channel Members ?Evaluating Channel Members ? Modifying Channel Arrangements

## CHANNEL DYNAMICS

Vertical Marketing Systems ?Horizontal Marketing Systems Multichannel Marketing Systems ? Roles of Individual Firms in a Channel

## CHANNEL COOPERATION, CONFLICT, AND COMPETITION

Types of Conflict and Competition ?Causes of Channel Conflict ?Managing Channel Conflict ?Legal and Ethical Issues in Channel Relations

## SUMMARY

## CONCEPT APPLICATIONS

## NOTES

CHAPTER 19 Managing Retailing, Wholesaling, and Market Logistics

## RETAILING

Types of Retailers ?Retailer Marketing Decisions ? Trends in Retailing

## WHOLESALE

The Growth and Types of Wholesaling ?Wholesaler Marketing Decisions ?Trends in Wholesaling

## MARKET LOGISTICS

Market-Logistics Objectives ?Market-Logistics Decisions ?Organizational Lessons About Market Objectives

## SUMMARY

## CONCEPT APPLICATIONS

## NOTES

CHAPTER 20 Designing and Managing Integrated Marketing Communications

## A VIEW OF THE COMMUNICATION PROCESS

## DEVELOPING EFFECTIVE COMMUNICATIONS

Identifying the Target Audience ?Determining the Communication Objectives ?Designing the Message ?Selecting the Communication Channels ? Establishing the Total Promotion Budget ?Deciding on the Promotion Mix ?Measuring the Promotion's Results ?Managing and Coordinating Integrated Marketing Communications

## SUMMARY

## CONCEPT APPLICATIONS

NOTES

CHAPTER 21 Managing Advertising, Sales Promotion, and Public Relations

DEVELOPING AND MANAGING AN ADVERTISING PROGRAM

Setting the Advertising Objectives ?Deciding on the Advertising Budget ?Choosing the Advertising Message ?Deciding on the Media ?Evaluating Advertising Effectiveness

SALES PROMOTION

The Rapid Growth of Sales Promotion ?Purpose of Sales Promotion ?Major Decisions in Sales Promotion

PUBLIC RELATIONS

Major Decisions in Marketing PR

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 22 Managing the Sales Force

DESIGNING THE SALES FORCE

Sales Force Objectives ?Sales Force Strategy ? Sales Force Structure ?Sales Force Size ?Sales Force Compensation

MANAGING THE SALES FORCE

Recruiting and Selecting Sales Representatives ?Training Sales Representatives ?Supervising Sales Representatives 696 ?Motivating Sales Representatives ?Evaluating Sales Representatives

PRINCIPLES OF PERSONAL SELLING

Sales Professionalism ?Negotiation ?Relationship Marketing

SUMMARY

CONCEPT APPLICATIONS

NOTES

CHAPTER 23 Managing Direct and Online

Marketing

THE GROWTH AND BENEFITS OF DIRECT

MARKETING

The Growth of Direct Marketing and Electronic Shopping ? The Benefits of Direct Marketing

CUSTOMER DATABASES AND DIRECT

MARKETING

MAJOR CHANNELS FOR DIRECT MARKETING

Face-to-Face Selling ?Direct-Mail Marketing ? Catalog Marketing ?Telemarketing ?Television and Other Major Media Direct-Response Marketing ? Kiosk Marketing ?Online Channels

MARKETING IN THE TWENTY-FIRST CENTURY: ONLINE

MARKETING

The Benefits of Online Marketing ?Online Marketing Channels

THE GROWING USE OF INTEGRATED DIRECT

MARKETING

PUBLIC AND ETHICAL ISSUES IN THE USE OF DIRECT  
MARKETING

SUMMARY

CONCEPT APPLICATIONS

NOTES

Part V

MANAGING THE MARKETING EFFORT

CHAPTER 24 Organizing, Implementing, Evaluating, and  
Controlling Marketing Activities

COMPANY ORGANIZATION

MARKETING ORGANIZATION

The Evolution of the Marketing Department ?Ways of

Organizing the Marketing Department ?Marketing's

Relations with Other Departments ?Strategies for

Building a Companywide Marketing Orientation

MARKETING IMPLEMENTATION

CONTROLLING MARKETING ACTIVITY

Annual-Plan Control ?Profitability Control

Efficiency Control ?Strategic Control

SUMMARY

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