

# 《营销管理分析、计划、执行与控制（ 》

## 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

出版社：清华大学出版社

作者：（美）科特勒

页数：789

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu111.com](http://www.tushu111.com)

## 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

# 《营销管理分析、计划、执行与控制（）》

## 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 Tescing ?Marketing Strategy Development ?Business Analysis ? Product Development ?Market Testing ? Commetcialization

### ?THE CONSUMER-ADOPTION PROCESS

Stages in the Adoption Process ?Factors Influencing rhe Adoprion 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 Cuscomers' Desired Service Output Levels ? Establishing the Channel Objectives and Constraints ?

Identifying the Major Channel Akernatives ?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 ofIndividual 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

# 《营销管理分析、计划、执行与控制（）》

Annual-Plan Control ?Profitability Control  
Efficiency Control ?Strategic Control  
SUMMARY

# 《营销管理分析、计划、执行与控制（）》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu111.com](http://www.tushu111.com)