

《市场营销原理》

图书基本信息

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《市场营销原理》

内容概要

《市场营销原理（英文影印版.第10版）》

本书是世界著名市场营销权威菲利普·科特勒和加里·阿姆斯特朗的力作之一，自出版以来，一直被世界各国主要的工商管理学院作为市场营销学必修课的教材。第10版着重从与顾客建立伙伴关系的角度讲述市场营销的基本知识和实践。本书新增了一个章节——“数字时代的市场营销”，并且全书中包括大量关于数字发展的新信息。本书各章后都提供了练习题，它们将帮助读者更好地理解市场营销学的概念，更熟练地掌握市场营销的技术和方法。本书既适合用作MBA、市场营销及相关专业本科生或研究生教材，也可供市场营销实际工作者参考。

精彩短评

- 1、正在学习柯特勒的营销学。
- 2、说不好我以后就跟着菲利普科特勒做项目了呢
- 3、经典教材。。想起汪明华老师。
- 4、一个字一个字，那要多少稿费！
- 5、经典
- 6、这本读得很水
- 7、王道，但天朝大争之世，王道不行，霸道才管用
- 8、我很困惑这本书
- 9、bachelor_UIBE
- 10、许2货的书~假装我读过了~
- 11、飞利浦·科特勒
名字放到这里，这本书就能卖钱了。。。
- 12、第10版太老了..还停留在Internet penetration in the United States has reached close 66 percent.的阶段。呼唤第13版！
- 13、由这本教材深深的感受到国内外教材的不同。国外教材是案例到思考，推理到总结，让学生真正思考理解并领悟。相反很多国内教材则透着一股不容置疑的霸气
- 14、我买的是第13版的 这个啊呜特了~~~ 我~发~誓~一定要在这个月内读完。在枕边躺两个月了~~~进度还在第二章呢.它给我睡了这么久!!!下个月决逼把它赶下床~~~~
- 15、发现大学管理学的教材==哈哈。全英的，很厚一本书。
- 16、看了睡得书，我太不认真了
- 17、恩恩~
- 18、那可真是白日梦
- 19、清华引进的一张套经管类金融类的影印版教材水准都很高。这本也一样，很受启发。课后看也有意思。

章节试读

1、《市场营销原理》的笔记-第39页

Marketing Now-Prelude case Nike

Nike's biggest obstacle may be its own incredible success, especially when swoosh is becoming too common to be cool.

2、《市场营销原理》的笔记-Chapter 3 the marketing environment

Marketing environment: The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.

Microenvironment: The actors close to the company that affects its ability to serve its customers--the company, suppliers, marketing intermediaries, customer markets, competitors, and publics.

Microenvironment: The larger societal forces that affect the microenvironment-- demographic, economic, natural, technological, political, and cultural forces.

Groups such as top management, finance, research and development (R&D), purchasing, operations, and accounting. All these interrelated groups form the internal environment.

Demography: 1. density 2. location 3. age 4. gender 5. race 6. occupation

Millennial: 千禧之子

Dual-income family: 双收入家庭

Political Environment : Laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society.

Marketing research firms, advertising agencies, media firms, and marketing consulting firms are all referred to as marketing services agencies .

The demographic environment is of major interest to marketers because it involves people, and people make up markets.

3、《市场营销原理》的笔记- chapter 6

Business buyer behavior : The buying behavior of the organizations that buy goods and services for use in the production of other products and services or for the purpose of reselling or renting them to others at a profit .

The buying center and the buying decision process are affected by all of the following factors

:1.Environmental(external environmental factors) 2.Organizational(internal organization factors) 3. Interpersonal 4.Individual

Major influences on business buyer behavior:

Environmental(external environmental factors) :

Economic developments

Supply conditions

Technological change

Political and regulatory developments

Competitive developments

Culture and customs

Organizational(internal organization factors)

Objectives

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Policies

Procedures(程序)

Organizational structure

Systems

Interpersonal(人际)

Authority(权力) PS : 个人理解为授权程度

Status(地位)

Empathy(同理心)

Persuasiveness(说服力)

Individual

Age

Income

Education

Job position

Personality

Risk attitudes

Major types of buying situations:

straight rebuy (直接再购):buyer reorders something without any modifications.

Modified rebuy (调整再购):buyer wants to modify product specifications, prices, terms, or suppliers.

New rebuy (新任务采购):buyer purchases a product or service for the first time .

Systems selling(solutions selling): Buying a packaged solution to a problem from a single seller, thus avoiding all the separate decisions involved in a complex buying situation.

Buying process : 1.Problem recognition 2. General need description 3.Product specification 4.Supplier search 5. Proposal solicitation 6. Supplier selection 7.Order-routine specification 8.performance review

4、《市场营销原理》的笔记-第11页

1,The ultimate goal of relationship marketing is to build a unique company asset called a marketing network. and increasingly, competition is not between companies but rather between whole networks, with the prize going to the company that has built the best network.

2, marketers see the sellers as constituting an industry, the buyers as constituting a market. the sellers send products services and communications to the market, in return, they receive money and information.

5、《市场营销原理》的笔记-第8页

human wants are the form human needs take as they are shaped by the culture and individual personality

6、《市场营销原理》的笔记-第9页

1. as products and service increasingly become commodities, experience have emerged for many firms as the next step in differentiating company's offer.

2. what consumers really want is the offers that dazzle their senses, touch their hearts. and stimulate their minds, declares one expert. they want the offers that deliver an experience

7、《市场营销原理》的笔记-第6页

marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others

8、《市场营销原理》的笔记-第41页

Marketing now- what's marketing

selling only occur after a product is produced, by contrast, marketing starts long before a company has a product. Marketing is the homework that manager undertake to assess needs, measure their extent and intensity and determine whether a profitable opportunity exists.

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