



PEARSON

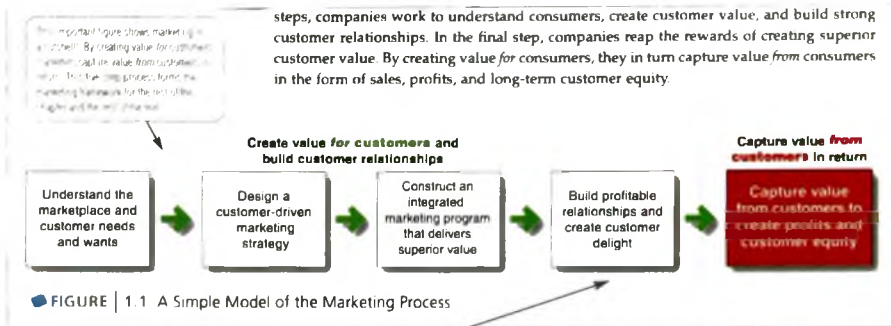


Global Edition

Principles of Marketing

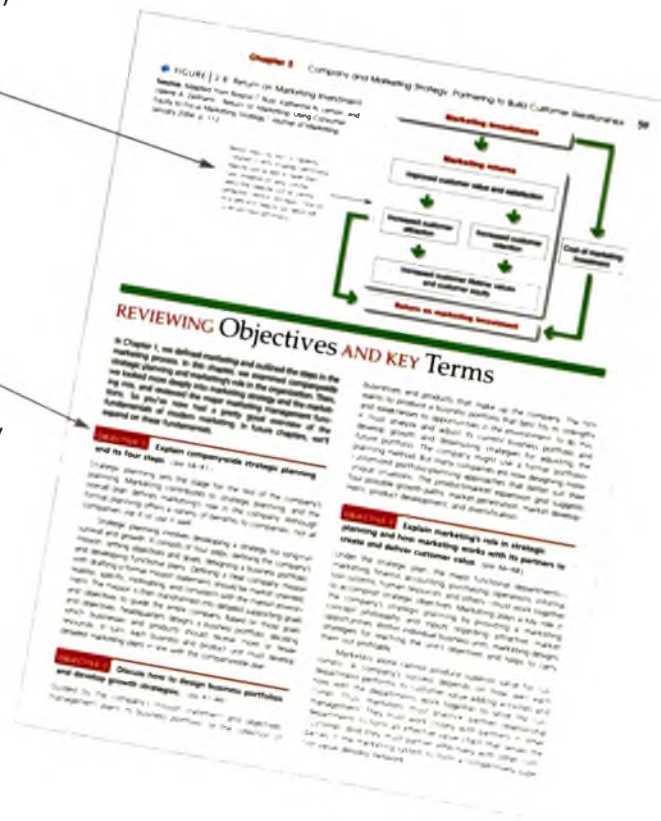
Thirteenth Edition

Philip Kotler
Gary Armstrong



4 Redesigned figures integrate closely with the text, using annotations to connect you to the key points.

5 Summary and Key Terms are tied back to chapter objectives and page numbers – guiding you to exactly where they are covered.



Kotler | Armstrong

PRINCIPLES OF
Marketing



Global Edition

PRINCIPLES OF
Marketing



Global Edition

PHILIP KOTLER

Northwestern University

GARY ARMSTRONG

University of North Carolina

PEARSON

Upper Saddle River Boston Columbus San Francisco New York
Indianapolis London Toronto Sydney Singapore Tokyo Montreal
Dubai Madrid Hong Kong Mexico City Munich Paris Amsterdam Cape Town

Số hóa bởi Trung tâm Học liệu – ĐH TN

<http://www.lrc-tnu.edu.vn>

AVP/Executive Editor: Melissa Sabella
Acquisitions Editor, Global Edition: Steven Jackson
Editorial Director: Sally Yagan
Product Development Manager: Ashley Santora
Editorial Project Manager: Melissa Pellerano
Editorial Assistant: Karin Williams
Media Project Manager: Denise Vaughn
Director of Marketing: Patrice Lumumba Jones
Marketing Manager: Anne K. Fahlgren
Executive Marketing Manager, International: Patrick Leow
Marketing Assistant: Susan Osterlitz
Permissions Coordinator: Charles Morris
Associate Director, Production Editorial: Judy Leale
Production Project Manager: Kerri Tomasso
Senior Operations Specialist: Arnold Vila
Creative Director: John Christiana
Interior Design: Blair Brown
Cover Design: Jodi Notowitz
Art Director: Blair Brown
Cover Photo: © Konstantin Ermolaev / Fotolia.com
Image Manager: Keri Jean Miksza
Director, Image Resource Center: Melinda Patelli
Manager, Rights and Permissions: Zina Arabia
Manager, Visual Research: Beth Brenzel
Image Permission Coordinator: Fran Toepfer
Composition/Full-Service Project Management: GEX Publishing Services
Printer/Binder: Courier/Kendallville
Cover Printer: Lehigh-Phoenix Color/Hagerstown
Typeface: 8.5/11.5 Palatino

Credits and acknowledgments borrowed from other sources and reproduced, with permission, in this textbook appear on the appropriate page within text or on page C1.

If you purchased this book within the United States or Canada you should be aware that it has been wrongfully imported without the approval of the Publisher or the Author.

Copyright © 2010, 2008, 2006, 2004, and 2001 by Pearson Education, Inc., Upper Saddle River, New Jersey, 07458. Pearson Prentice Hall. All rights reserved. Printed in the United States of America. This publication is protected by Copyright and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. For information regarding permission(s), write to: Rights and Permissions Department.

Pearson Prentice Hall™ is a trademark of Pearson Education, Inc.
Pearson® is a registered trademark of Pearson plc
Prentice Hall® is a registered trademark of Pearson Education, Inc.

Pearson Education Ltd., London
Pearson Education Singapore, Pte. Ltd
Pearson Education, Canada, Inc.
Pearson Education–Japan
Pearson Education Australia PTY, Limited

Pearson Education North Asia Ltd., Hong Kong
Pearson Educación de Mexico, S.A. de C.V.
Pearson Education Malaysia, Pte. Ltd.
Pearson Education, Upper Saddle River, New Jersey



10 9 8 7 6 5 4 3 2 1
ISBN-13: 978-0-13-700669-4
ISBN-10: 0-13-700669-1

Dedication

*To Kathy, Betty, Mandy, Matt, KC, Keri, Delaney, Molly, Macy, and Ben;
and Nancy, Amy, Melissa, and Jessica*

About the Authors

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.



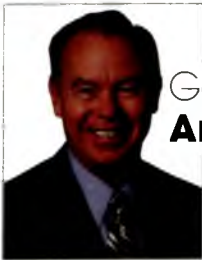
Philip

Kotler

is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr. Kotler is the author of *Marketing Management* (Pearson Prentice Hall), now in its thirteenth edition and the most widely used marketing text book in graduate business schools worldwide. He has authored dozens of other successful books and has written more than 100 articles in 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*.

Professor Kotler 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. His numerous other major honors include the Sales and Marketing Executives International *Marketing Educator of the Year Award*; the European Association of Marketing Consultants and Trainers *Marketing Excellence Award*; the *Charles Coolidge Parlin Marketing Research Award*; and the *Paul D. Converse Award*, given by the American Marketing Association to honor "outstanding contributions to science in marketing." In a recent *Financial Times* poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century.

Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities.



Gary

Armstrong

is the Crist W. Blackwell Distinguished Professor of Undergraduate Education 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 PhD 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 has always been teaching. His Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. He has worked 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 has received three times. Most recently, Professor Armstrong received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the 16-campus University of North Carolina system.

Brief Contents



Preface 16

Part 1 Defining Marketing and the Marketing Process 26

- 1 Marketing: Creating and Capturing Customer Value 26
- 2 Company and Marketing Strategy: Partnering to Build Customer Relationships 60

Part 2 Understanding the Marketplace and Consumers 88

- 3 Analyzing the Marketing Environment 88
- 4 Managing Marketing Information to Gain Customer Insights 122
- 5 Consumer Markets and Consumer Buyer Behavior 158
- 6 Business Markets and Business Buyer Behavior 190

Part 3 Designing a Customer-Driven Marketing Strategy and Mix 214

- 7 Customer-Driven Marketing Strategy: Creating Value for Target Customers 214
- 8 Products, Services, and Brands: Building Customer Value 246
- 9 New-Product Development and Product Life-Cycle Strategies 280
- 10 Pricing: Understanding and Capturing Customer Value 312
- 11 Pricing Strategies 334
- 12 Marketing Channels: Delivering Customer Value 360
- 13 Retailing and Wholesaling 392
- 14 Communicating Customer Value: Integrated Marketing Communications Strategy 424
- 15 Advertising and Public Relations 452
- 16 Personal Selling and Sales Promotion 480
- 17 Direct and Online Marketing: Building Direct Customer Relationships 512

Part 4 Extending Marketing 550

- 18 Creating Competitive Advantage 550
- 19 The Global Marketplace 576
- 20 Sustainable Marketing: Social Responsibility and Ethics 606

Appendix 1 Marketing Plan A1

Appendix 2 Marketing by the Numbers A11

Appendix 3 Careers in Marketing A29

References R1

Glossary G1

Credits C1

Index I1