

图书基本信息

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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。

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