

<<整合营销传播--一种系统的视角>>

图书基本信息

书名：<<整合营销传播--一种系统的视角>>

13位ISBN编号：9787302032632

10位ISBN编号：7302032637

出版时间：1998-11-01

出版时间：清华大学出版社

作者：M.Joseph Sirgy

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：<http://www.tushu007.com>

## <<整合营销传播--一种系统的视角>>

### 内容概要

整合营销传播  
一种系统的视角

本书主题为整合营销传播，即通过系统的方式将营销传播与战略性营销结合起来。

书中回顾和评价了整合营销沟通理论的权威舒尔茨（Don E. Shultz）等人的理论框架，指出其价值和存在的缺点。

在此基础上

作者提出了以系统性为特点的新的整合营销沟通策划和监控模式。

这一模式为营销经理们提供了有关建立与企业营销目标一致的沟通目标的指导意见，并指出了建立具体的定量目标，用相关的测量尺度监控实施情况的方式。

本书揭示了企业和营销决策是营销沟通策划和管理过程的组成部分。

本书在向读者介绍营销沟通知识的同时，试图使他较多地了解营销沟通的策划和管理过程。

通过提供从战略角度策划和管理营销沟

通的概念化工具（方法），帮助负责营销沟通的经理们完善他们的业务操作方法。

本书适合用作营销专业研究生、本科高年级学生的教材。

MBA

的学生也完全可以充分地理解和欣赏本书内含的概念。

对于营销传播

的实际工作者，本书是很好的参考读物。

书籍目录

Brief Contents

Preface xv

Acknowledgments xix

PART I: INTRODUCTION

Chapter 1 Integrated Marketing Communications

Chapter 2 Systems Concepts

Chapter 3 A Systems Model for Integrated Marketing Communications

PART II: STRATEGIES AND TACTICS

Chapter 4 Corporate Strategies and Tactics

Chapter 5 Marketing Strategies and Tactics

Chapter 6 Marketing Communications Strategies and Tactics

PART III: OBJECTIVES, RESOURCES, AND CONTROL

Chapter 7 Objectives and Performance Measures

Chapter 8 Budget

Chapter 9 Monitoring and Control

PART IV: ANALYSIS AND PLANNING

Chapter 10 Analysis and Planning: Selecting a Strategy

Chapter 11 Analysis and Planning: Setting Objectives

Chapter 12 Analysis and Planning: Budgeting for Marketing Communications

PART V: THE MARKETING COMMUNICATIONS SYSTEM AT LARGE

Chapter 13 Lessons in Integration

Glossary

Credits

Index

Preface xv

Acknowledgments xix

PART 1: INTRODUCTION

CHAPTER 1 Integrated Marketing Communications

Definition of IMC

Characteristics of an IMC Campaign

A Developmental View of IMC

Conditions or Trends That Paved the Way for IMC

Approaches to Planning IMC

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 2 Systems Concepts

Strategies and Tactics

Setting Objectives

Budgeting

Monitoring and Control

Analysis and Planning

<<整合营销传播--一种系统的视角>>

System Integration

Summary

Questions for Discussion

Suggested Reading

CHAPTER 3 A Systems Model for Integrated Marketing

Communications

A Systems Model

Strategy -?Objective -> Tactics

Budgeting

Setting Objectives

Monitoring and Control

Analysis and Planning

Marketing Communications Integration

Summary

Questions for Discussion

Notes

Suggested Reading

PART II STRATEGIES AND TACTICS

CHAPTER 4 Corporate Strategies and Tactics

Strategies and Tactics at the Corporate Level

The Growth Strategy and Corresponding Tactics

The Maintain Position Strategy and Corresponding Tactics

The Harvest Strategy and Corresponding Tactics

The Innovation Strategy and Corresponding Tactics

The Divestment Strategy and Corresponding Tactics

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 5 Marketing Strategies and Tactics

The Differentiation Strategy and Corresponding Tactics

The Cost Leadership Strategy and Corresponding Tactics

Focus-Related Strategies and Corresponding Tactics

Summary

Questions for Discussion

Notes

Suggested Reading

Appendix 5.1: Selecting Important Product Attributes

Appendix 5.2: Selecting Message Claims that are Competitor Oriented

Appendix 5.3: Selecting the Most Effective Relative Price

Appendix 5.4: Measuring Store Image

Appendix 5.5: Selecting an Effective Celebrity Endorser

Appendix 5.6: Selecting the Most Effective Low Price

Appendix 5.7: Selecting Important Customer Benefits

Appendix 5.8: Selecting Important User/Customer Images

Notes

CHAPTER 6 Marketing Communications Strategies and Tactics

<<整合营销传播--一种系统的视角>>

Strategies and Tactics Related to Marketing Communications

The Informative (Thinker) Strategy and Tactics

The Affective (Feeler) Strategy and Tactics

The Habit Formation (Doer) Strategy and Tactics

The Self-Satisfaction (Reactor) Marketing Communications Strategy and Tactics

Summary

Questions for Discussion

Notes

Suggested Reading

PART III OBJECTIVES, RESOURCES, AND CONTROL

CHAPTER 7 Objectives and Performance Measures

Advantages of Stating and Quantifying Objectives

Setting Objectives

Examples of Objectives

Measures of Corporate Objectives

Measures of Marketing Objectives

Measures of Marketing Communications Objectives

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 8 Budget

Traditional Budgeting Methods of Marketing Communications

Recommended Budgeting Method

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 9 Monitoring and Control

Failing to Meet Marketing Communications Objectives

Failing to Meet Marketing Objectives

Failing to Meet Corporate Objectives

Summary

Questions for Discussion

Notes

Suggested Reading

PARTIV ANALYSIS AND PLANNING

CHAPTER 10 Analysis and Planning: Selecting a Strategy

Situation Analysis in Selecting a Corporate Strategy

Situation Analysis in Selecting a Marketing Strategy

Situation Analysis in Selecting a Marketing Communications Strategy

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 11 Analysis and Planning: Setting Objectives

Using Situation Analysis to Set Corporate Objectives

Using Situation Analysis to Set Marketing Objectives

Using Situation Analysis to Set Marketing Communications Objectives

Objectives

Summary

Questions for Discussion

Notes

Suggested Reading

CHAPTER 12 Analysis and Planning: Budgeting for Marketing

Communications

Using Situation Analysis in Budgeting for Marketing

Communications

Organizational Factors

Industry Factors

Product Factors

Customer Factors

Summary

Questions for Discussion

Notes

Suggested Reading

PART V THE MARKETING COMMUNICATIONS SYSTEM AT LARGE

CHAPTER 13 Lessons in Integration

Integrating the Marketing Communications System

Summary

Questions for Discussion

Suggested Reading

Glossary

Credits

Index

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:<http://www.tushu007.com>