

市场营销原理(第七版)



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内容提要

本书作为市场营销学入门的基本教材在美国和中国都被广泛使用。柯特勒教授本人在美国营销学界享有盛誉，尤以出版营销学教科书著称，他的另一本教秘书《营销管理—分析、计划、执行与控制》(Marketing Management: Analysis, Planning, Implementation and Control) 主要用在研究生教学，亦已出到第九版，在美国和中国均被广泛使用。

中国自80年代初引进市场营销学后，实际一直以柯特勒教授的上述两本教科书作为蓝本。柯特勒教授本人亦多次应邀访问中国，与中国营销学术界有一定的来往。由于上述原因，相信本书的英文影印版肯定将受到欢迎，尤其适合在MBA教学中作为教材使用，进一步也可在管理学本科生中作为专业教材或专业英语教材使用。该书共分六部分二十二章，主要内容包括营销原理与过程、营销机会分析、选择

目标市场、营销组合、营销管理、营销的扩展。直接使用影印本比译本效果更直观，且该书语言也较通俗易懂，并附有大量案例和图片。

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