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Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics.

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Marketing Management, 14e (Kotler/Keller) Chapter 2 Developing Marketing Strategies and Plans 1) The task of any business is to _____. A) create customer needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate similar value as provided by competitors Answer: C Page Ref: 33

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菲利普·科特勒(Philip Kotler),美国西北大学企业管理研究所教授,著有《营销学原理》、《社会营销》等。

本书列举了数十个世界知名艺术表演团体的真实营销案例,讨论他们所采用的营销策略,并对可能危及艺术表演团体生存的问题进行探讨。

本书讨论的重点是营销经理和高层管理当局在协调其组织的目标、能力、资源与市场需要和机会时所面临的主要决策问题。全书分5篇,介绍了营销管理的基本知识,分析营销机会,开发营销战略,营销战术问题,管理营销工作。

行銷史上改變遊戲規則最重要的關鍵！行銷之父科特勒醞釀6年最新力作 掌握社群、行動年代全通路行銷的路徑 數位行銷、傳統行銷該如何搭配最有效？ 掌握哪些關鍵族群才是最有效的行銷方法？ 為何負面宣傳不見得是壞事？品牌厭惡者是必要之惡？ 行動網路、大數據、擴增實境、beacon、NFC、RFID等不斷冒出來的新科技，改變產業規則，更改變訊息世界，顧客與品牌間、顧客與顧客間的關係都已經改變，也徹底改變行銷。線上線下相互跨越，形成一體，當代行銷之父科特勒提出行銷4.0。面對虛實融合新世界的一套全通路的新行銷思維！從最早由產品帶動的「行銷1.0」，到以顧客為中心的「行銷2.0」，讓消費者滿意，再轉變到以人為本的「行銷3.0」，鼓吹價值、滿足消費者的精神需求。「行銷4.0」做為「行銷3.0」的自然延伸，將告訴企業如何將消費者轉換成品牌的忠實擁護者。科特勒在本書中用具體的案例，簡單快速的讓讀者了解什麼是影響今天訊息與購買的關鍵力量、消費者體驗的路徑有什麼不同，企業該如何訂定行銷策略、有什麼新方式可以評估行銷的成效。在本書中，科特勒結合研究、觀察與行銷的新做法，帶領讀者：認識影響現在溝通傳播最重要的數位次文化了解顧客體驗的新路徑，藉此提升生產力 思考人本行銷、內容行銷、全通路行銷與參與行銷，增進顧客轉換率 掌握新的評量指標，評估愈來愈複雜的行銷嘗試的效果 今天，每個人都需要行銷概念，才能擴大影響力。如果你你是行銷人，想快速掌握今日行銷的遊戲規則，轉換自己的經驗與能力，增加在數位時代的行銷戰力，這本書將完整提供你實用的觀念與做法。 如果你是企業經理人，你可以透過書中策略、組織架構與流程設計，訓練員工做好顧客服務，在行銷4.0的世界中脫穎而出。 各界推薦「科特勒等作者將當今數位市場、互動市場與行銷的新角色做出漂亮的整合。」 唐 舒茲 (Don Schultz)，西北大學整合行銷傳播榮譽教授「對正面臨轉變挑戰的行銷人來說，這本書是絕佳的指導手冊。茫然不知所措的行銷人將從書中了解如何在權力轉移中找到方向，並將數位連結轉換成優勢。」 喬治 戴 (George S. Day)，華頓商學院博西榮譽教授「科特勒對行銷脈動的掌握無人能出其右，他以傑出的能力識別並解讀行銷的新趨勢和發展。在《行銷4.0》這本書中，科特勒等作者再次定義什麼是成功的行銷。這絕對是今年必讀的行銷書籍。」 凱文 凱勒 (Kevin Lane Keller)，塔克商學院行銷學教授「隨著行銷世界朝數位化轉變，《行銷4.0》為行銷人提供令人振奮的架構和運用案例。」 尼爾馬亞 庫瑪 (Nirmalya Kumar)，倫敦商學院行銷學教授「網路和資訊科技大大改變行銷世界，這本書可以幫助新世代行銷人才打開新視野。」 赫曼 賽門 (Hermann Simon)，西蒙顧和管理顧問公司創辦人暨董事長「科技世界日新月异，每一次改變都加速下一次的革新。在這樣的環境下，重要的是能有一套比較基準和參考點，幫助行銷人找到方向。《行銷4.0》建立這樣的學術新基準，也為每一位想創造和了解數位科技及行動科技未來的人，提供一個起點與深具價值的資源。」 霍華 圖爾曼 (Howard Tullman)，芝加哥創業中心1871執行長「即便已經從事行銷顧問工作超過40年，我還是經常因為改變的多樣性和速度感到震撼。很高興在四十多年前出版《行銷1.0》的「大師」科特勒仍與我們同在，再次以《行銷4.0》做出偉大貢獻，為當今轉變提供指引，特別是點出資訊科技革命，以及不斷轉變的消費者樣貌所帶來的改變。」 瓦特 維拉 (Walter Vieira)，國際管理顧問機構前主席「沒有人比行銷之父科特勒更有資格記錄當今市場的巨大改變。行銷的未來就是數位化，而這本書就是指導手冊。」 艾爾 賴茲 (Al Ries)，《定位》作者

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