

THIRD EDITION

# *Marketing Management*

*An Asian Perspective*



**Philip Kotler  
Swee Hoon Ang  
Siew Meng Leong  
Chin Tiong Tan**

## Praise for the **Book**

This latest edition provides additional improvements to an already outstanding textbook. *Marketing Management: An Asian Perspective* is the number one textbook in its category. It is filled with up-to-date examples and mini-cases of marketing practices in Asia. In addition, this textbook contains data on Asia (such as on population trends, languages, religions, and economics) which is not found in any other textbook. Furthermore, the illustrations of print advertising along with TV commercial storyboards enable the reader to understand both the creation and the execution of promotional campaigns targeting various Asian markets.

The new chapter "Adapting Marketing to the New Economy" is a significant and helpful addition in this edition. Using up-to-date cases such as NTT DoCoMo, Priceline.com, the Roman Catholic Church in the Philippines, Cathay Pacific's Asia Miles Program, Kyobo Books in Korea, Mustafa's in Singapore, and Aetna Malaysia, this chapter demonstrates the successful use of electronic commerce in developing innovative marketing strategies in Asia.

I highly recommend *Marketing Management: An Asian Perspective*, third edition, to anyone interested in learning about contemporary marketing management practices in Asia.

*Howard Combs*  
Professor of Marketing and Chair  
Department of Marketing  
San Jose State University

This third edition continues the excellence of the previous editions. The authors fit contemporary marketing management issues into the unique nature of Asian markets through a variety of techniques. New and updated examples are provided throughout the entire text and bring to life the practice of marketing in Asia. End-of-chapter exercises and feature boxes further add to the understanding of Asian marketing practices. The student will appreciate the unique challenges of conducting market research, branding, promoting, pricing, and distributing goods and services in Asian cultures and have a contemporary framework to guide further study in marketing. The importance and application of 21st century marketing practices such as branding, customer relationship management, internet marketing, and marketing research to Asian markets is an important feature of this text.

*Michael J. Houston*  
Curtis L. Carlson School of Management  
University of Minnesota

In the age of globalization, understanding the specifics of world markets is essential for anyone engaged in international business. Equally important will be a knowledge of the customer vocabulary and concepts behind marketing. Now in its third edition, *Marketing Management: An Asian Perspective* provides an excellent example of segmentation, targeting, and positioning, one of the central themes in the field. The Segment: Asia. The Target: Marketers throughout the world interested in Asian business markets. The Positioning: Providing the tools to address the challenges and issues faced by these marketers.

Professors Philip Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan have done a tremendous job of tying the content of this book together with the rapid development of 21st century marketing management. They take the reader from the fundamental concepts to a new economy issues in an organized and systematic manner.

Everyone trying to better understand marketing in the Asian markets, no matter what country or culture, should have this book close at hand. It uniquely mixes theory and practice, using both models and real-world examples, to help the reader visualize the various techniques or practices needed to market products and services.

Professor Kotler and his team of authors have attempted to answer almost any and all of the questions that the reader, whether a neophyte or an experienced professional, could possibly have about marketing-with this book. They have also provided the added benefit of being targeted to Asia.

*Dipak C. Jain*  
*Dean*  
*Kellogg School of Management*  
*Northwestern University*

*Marketing Management:An Asian Perspective* is a marvelously comprehensive examination of marketing that is filled with rich concepts and insightful examples and case studies. Highly relevant and practical, it will undoubtedly make you a better marketer in the Asian market or anywhere, for that matter.

*Kevin Lane Keller*  
*E.B. Osborn Professor of Marketing*  
*Amos Tuck School of Business*  
*Dartmouth College*

*Marketing Management:An Asian Perspective*, third edition, is a treasure chest. It offers valuable insights into Asian marketing management practices and abounds with real marketing examples and classic mini-cases. Excellent work!

*Vijay Mahajan*  
*Dean*  
*Indian School of Business*

*Marketing Management* by Professor Kotler is the worldwide standard as a marketing textbook. And the Asian edition is the best marketing textbook for Asian markets. The work is comprehensive, educational, and fun to read. Most important, through its new edition, it contains relevant concepts and examples for marketing in Asia today.

*Bernd Schmitt*  
*Professor, Columbia Business School*  
*Director, Center on Global Brand Leadership*

As a long time user of Kotler's books on Marketing Management and its Asian editions, I am very delighted to see the timely release of the third edition. This book provides an excellent integration of the fresh thinking about marketing in the Digital Age with the marketing fundamentals, as well as a balanced presentation of the global trend and an Asian perspective in the book. I am glad that we now have a classic textbook with enough fresh concepts and examples to keep up with the fast changing business environment.

The restructuring of some of the chapters also makes it more consistent with the logical sequence of a course on marketing management.

*Tu Ping*  
*Associate Dean and Professor of Marketing*  
*Guanghua School of Management*  
*Peking University*

Dear Dr Mahathir,  
Our small effort to Asianize business education.  
You'll see Malaysian + other Asian examples  
through out this popular textbook.

Regards,  
Chin Tiong  
11/10/2004.

# MARKETING MANAGEMENT

## AN ASIAN PERSPECTIVE

Third Edition

Philip Kotler  
Swee Hoon Ang  
Siew Meng Leong  
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*Chin Tiong*



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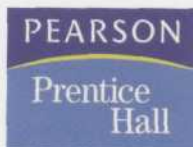
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