

The Importance of China Marketing

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It is with great pleasure that we welcome the inaugural issue of the International Journal of China Marketing (IJCM). My first reaction was that there would finally be an international academic journal that specializes in marketing in China.

As we all know, China's economy during the past 30 years has changed from a centrally planned system that was largely closed to international trade to a more market-oriented economy that has a rapidly growing private sector that is a major player in the global economy. The restructuring of the Chinese economy and resulting efficiency gains have contributed to a more than tenfold increase in GDP since 1978. Annual inflows of foreign direct investment rose to nearly \$108 billion in 2008. In recent years, China has re-invigorated its support for leading state-owned enterprises in sectors it considers important to "economic security," explicitly looking to foster globally competitive national champions. In the second quarter of 2010, China's economy was valued at \$1.33 trillion, ahead of the \$1.28 trillion of Japan's economy. China could become the world's largest economy as early as 2030. Today's world economy is deeply influenced by the economy of China and tomorrow's Chinese economy may continue to play a dominant role in the world economy.

Recently I read a book by Karl Gerth, As China Goes, So Goes the World. In the book, Karl Gerth provides valuable information and insights about consumer choices and behavior in China and their implications to Chinese and Western businesses operating in China. While the Western world have become increasingly worried about China's competition for jobs in the manufacturing industry and energy resources, they have failed to notice an even more serious fact: China's rapid development of the American-style consumer culture, which is revolutionizing the lives of hundreds of millions of Chinese, will have the potential to reshape the world. It is reasonable to say that marketing in China will create unlimited challenges but also opportunities to the world marketers. As China goes, so goes the world.

The recent global economic downturn reduced foreign demand for Chinese exports for the first time in many years. The Chinese government will continue reforming the economy but emphasize the need to increase domestic consumption in order to make China less dependent on foreign exports for GDP growth in the future. We now have a single market large enough to study in itself such as European and US markets. The Chinese market would need more marketing research scholars to help them market their products and service both domestically and internationally.

As the first international journal about China marketing, almost all aspects of marketing in China could be examined. Recent topics such as multi-channel issues and social media implications in China would be very relevant. I hope that the journal can establish the bridge to connect the marketing scholars in China with the international marketing community and also the marketers all over the world with the marketers in China. I extend my hearty congratulations to this inaugural issue and wish for its steady growth and further contributions to the understanding of the dynamics of international marketing.

EDITORS' NOTE

Dr. Philip Kotler is the S.C. Johnson & Son Professor of International Marketing at the Kellogg School of Management, Northwestern University, Evanston, Illinois. He received his Master's Degree at the University of Chicago and his PhD Degree at MIT, both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago. Professor Kotler is the author of: *Marketing Management: Analysis, Planning, Implementation and Control*, the most widely used marketing book in graduate business schools worldwide; *Principles of Marketing*; *Marketing Models*; *Strategic Marketing for Nonprofit Organizations*; *The New Competition*; *High Visibility*; *Social Marketing*; *Marketing Places*; *Marketing for Congregations*; *Marketing for Hospitality and Tourism*; *The Marketing of Nations*; *Kotler on Marketing, Building Global Biobrand, Attracting Investors, Ten Deadly Marketing Sins, Marketing Moves, and Marketing Insights from A to Z*.

Dr. Kotler has published over one hundred articles in leading journals, several of which have received best-article awards. Professor Kotler was the first recipient of the American Marketing Association's (AMA) "Distinguished Marketing Educator Award" (1985). The European Association of Marketing Consultants and Sales Trainers awarded Kotler their prize for "Marketing Excellence". He was chosen as the "Leader in Marketing Thought" by the Academic Members of the AMA in a 1975 survey. He also received the 1978 "Paul Converse Award" of the AMA, honoring his original contribution to marketing. In 1989, he received the Annual Charles Coolidge Parlin Marketing Research Award. In 1995, the Sales and Marketing Executives International (SMEI) named him "Marketer of the Year".

Dr. Kotler has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC Group, a former member of the Yankelovich Advisory Board, and a member of the Copernicus Advisory Board. He is a Member of the Board of Governors of the School of the Art Institute of Chicago and a Member of the Advisory Board of the Drucker Foundation. He has received honorary doctoral degrees from the Stockholm University, University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, the University of Economics and Business Administration in Vienna, Budapest University of Economic Science and Public Administration, and the Catholic University of Santo Domingo. He has traveled

extensively throughout Europe, Asia and South America, advising and lecturing to many companies about how to apply sound economic and marketing science principles to increase their competitiveness. He has also advised governments on how to develop and position the skill sets and resources of their companies for global competition.

Dr. Kotler is very interested in the marketing development of China and has travelled to China for academic purposes in recent years. When we contacted Dr. Kotler inviting him to write a preface for us, he was very pleased and promised to prepare a brief preface for our journal even though his schedule was full. It is a great honor that Dr. Kotler was willing to write the preface, encouraging us to run the journal well and to establish the bridge connecting the marketing scholars in China with the international marketing community, and connecting the marketers all over the world with the market in China. We are also pleased that Dr. Philip Kotler officially becomes General Advisor of our journal. Our task is important and challenging. We will do our best to run this journal in a way that all of our stakeholders anticipate: making contributions to our understanding of the dynamics of international marketing.