

商务英语立体化系列教材
Business English Series



普通高等教育“十一五”国家级规划教材

总主编 陈准民 陈建平

International Marketing

国际市场营销

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前言

随着全球化进程的加速，中国经济的快速发展，中国企业进入国际市场、参与国际竞争的意识越来越强，社会和企业对复合型管理人才的需求也越来越迫切。所谓复合型管理人才是指既有扎实的经济管理理论基础，又能熟练地用英语进行日常的商务活动，具有创新思维、受过高等教育和专业训练的人员。

在这样的一个人才市场需求前提下，作为申报教育部“十二五”计划系列教材之一，我们借鉴西方高等商科院校的营销学、管理学等教材，编辑了这本英语版《国际市场营销》。本书主要以营销知识介绍为主，英语阅读技能训练为辅，旨在向学生介绍现代营销学的基本理论和发展趋势，提高学生用英语了解、思考和解决商务问题的能力。

本书主要目的有：第一、向商科学生介绍国际营销学的核心理论和基础知识；二、通过阅读原汁原味的英文原文专著和教材来提高学生用英语进行专业学术研究的能力；三、通过大量的真实商务实践和案例，拓宽学生的视野，深入了解西方，尤其是美欧发达国家的经济、社会、文化全景。毕竟，营销学起源于美国和欧洲等西方发达国家。本书以西方大专院校的国际营销学教材为基础，经过节选和整理，适当结合我国的一些实际案例，并提供必要的中文概念解释，旨在让学生感受和了解西方发达国家，尤其是美国消费经济、消费文化的发展和现实；四、每章后设计的思考题、应用题旨在培养学生解决问题和观察事物的能力。由于本书的主旨是介绍营销学知识，而该学科的实践性很强，所以练习题未采用一般的语言教学中阅读理解模式，如判断题、选择题等题型，而是提供了启发学生回顾和思考每章主要内容的复习思考题以及鼓励学生进行实地考察和社会实践，学会用营销学的观点和思维方式来观察和理解生活中事务、解决现实问题的概念运用题。营销学与生活关系密切，生活中无处不存在营销活动。所以，这些概念运用题具有较强的操作性。这些运用题以任务为导向，以小组为单位，有利于培养学生团队合作的能力。

全书由四个部分组成，共15章，各章设四个小节，并提供了辅助阅读栏（Box）。对主要概念进行了中文解释和翻译。教材选自书后所列的参考书目，在此谨向原文的作者表达我们的真诚谢意。由于水平有限，错误之处在所难免，恳请学者、专家和广大读者提出意见和批评，以便改进和提高。

编者

2011年10月30日

出版说明

改革开放30多年来,中国政治、经济、文化、社会等方面都发生了翻天覆地的变化。尤其是2001年中国加入WTO(世界贸易组织)之后,作为一个经济大国,中国在经济全球化的进程中正发挥着越来越重要的作用。“中国离不开世界,世界离不开中国”已成为广泛共识。北京奥运会和上海世博会这两件国际大事成为时代背景下的两个亮点,也是中国在国际上扮演的角色的最好注解。中国社会、经济的飞速发展,对外语教学发展提出了更高的时代要求。

与这种时代背景相契合,商务英语教材的编写和出版也随着时代的变化而发展。2000年前后,中国国际贸易学会国际商务英语研究会和高等教育出版社合作,联合对外经济贸易大学、广东外语外贸大学等高校,启动了“普通高等教育‘十五’国家级规划教材”——“商务英语系列教材”的编写工作。2002年至2006年间,陆续出版了《商务英语听说》(上、下)、《商务英语阅读》、《商务英语写作》、《商务英语翻译》(英译汉)、《商务英语口译》等商务英语技能类教材和《工商导论》、《国际经济导论》、《国际贸易实务》、《金融英语阅读》等商务英语专业类教材。该系列教材自出版以来在全国高等院校广泛使用,并且得到普遍认可。

自2007年开始,高等教育出版社组织专家、作者对该系列教材进行修订,并根据教学需求增补了部分教材,并成功申报了“普通高等教育‘十一五’国家级规划教材”——“商务英语立体化系列教材”。新的系列教材旨在为商务英语专业、英语专业商务方向以及商科相关专业英语课程提供更为完整的、成体系的教学资源。总主编陈淮民教授对教材的修订和编写提出了“特、新、精、自、立”的五字要求,即具有中国特色、内容更新、成为精品、拥有自主知识产权和立体化的特点。总主编陈建平教授积极提倡“大商务”的概念,认为商务英语教学应该立足英语,走向国际,培养综合素质高、应用能力强、善于商务交际的人才,并提出应该建立比较系统的课程体系,以适应中国经济发展的需要。此外,应该设定能力培养框架,该框架应具有复合知识结构和技能特征,可以采取模块式结构。

根据本系列教材编委会讨论的结果,并结合院校的使用反馈,该系列的选题范围有所扩展,教材体系结构有所调整。主要包括三个模块——商务英语综合课、听说/视听说课、阅读课教材以引进改编的《体验商务英语》系列为主;商务英语技能类教材以原有教材的修订版为主,增加了《大学商务英语口语》、《商务英语翻译》(汉译英)等;商务英语专业类教材以原有教材的修订版为主,增加了《国际商务谈判》、《国际市场营销》等。

21世纪是数字技术和网络技术广泛应用的时代,数字化学习、网络化学习已经成为一种趋势。为了满足相关需求,为师生提供快捷方便的服务,“商务英语立体化系列教材”将力求突出立体化的特色。高等教育出版社将针对该系列教材在教学网站(中国外语网www.cflo.edu/com.cn)上提供与教材/课程相关的网页,方便读者查询教材/课程的介绍和相关教学资源。部分教材还将提供配套电子/数字教学资源,如录音、录像、电子教

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Part One

A Conceptual Overview

Chapter **1**

Marketing: A Universal Discipline

Chapter Objectives:

- ▶ Introduce the core concepts on marketing
- ▶ Identify the three principles of marketing
- ▶ Look at the development of domestic marketing to global marketing
- ▶ Understand the importance of global marketing

The foundation for a successful marketing program is a sound understanding of the marketing discipline. Marketing is the process of focusing the resources and objectives of an organization on environmental opportunities. The first and most fundamental fact about marketing is that it is a universal discipline. It is as applicable in New York of United States as it is in Tokyo of Japan. Marketing is a set of concepts, tools, theories, practices and procedures, and experience. This chapter first introduces the core concepts and principles of marketing; and then defines domestic marketing and international marketing; in the end, the chapter stresses the necessity and importance of international marketing

1.1 ▶

The Core Concepts on Marketing

What is marketing? Many people think that marketing just involves selling

something or advertising for something. Indeed, marketing can be found in every aspect of human life. As Philip Kotler, one of the world leading authorities of marketing says, "...every day, we are bombarded with television commercials, newspaper ads, direct mail campaigns and sales calls." However, marketing is more than just selling and advertising which only constitute the tip of the marketing iceberg. Though fairly important, they are merely two of many marketing functions, and could not be regarded as the most important ones.

The Original Marketing Concept

During the long history of the development of marketing thought and practice, the concept of marketing has changed dramatically. *The original concept of marketing focused marketing on the product, on making a "better" product for the objective of profits, and the means to achieving the objective was selling, or persuading the potential customer to exchange his or her money for the company's product.* In fact, marketing practice has passed different stages and is guided by different concepts. Table 1.1 shows the evolution of the various marketing concepts.

市场营销的原始概念认为市场营销重点研究的是产品，是制造出“更好”的产品来获利，而实现获利的途径是销售产品或说服潜在客户购买公司产品。

Table 1.1 The Evolution of Marketing Concept

	Concept		
	Old	New	Strategic
Era	pre—1960	1960—1990	1990—now
Focus	product	customer	way of doing business
Means	telling and selling	integrated marketing mix	knowledge and relationships
End	profit	value	mutually beneficial relationship
Marketing is	selling	a function	everything

Source: Warren Keegan Associates, Inc., 1994 (此表选自 *Global Marketing*, by Warren J. Keegan, p5)

The New Concept of Marketing

It is believed that the new concept of marketing appeared around 1960, since then, the focus of marketing shifted from the product to the customer.

市场营销组合 (4Ps): 一组结合起来使用以影响市场的营销工具, 包括产品、价格、地点(分销)和促销等四部分。

Marketing people found that marketing can no longer be understood in the old sense—“telling and selling”—but in the new sense of satisfying customers. If the marketer does well in understanding customer needs, wants, and desires, and develops products that provide superior value, prices, distributes, and promotes them effectively, these products will find ready market and sell easily. The objective was still profit, but the means to achieve it has been expanded to include the entire “*marketing mix*” or the “*Four Ps*”, which includes a set of marketing tools that work together to affect the marketplace, including product, price, place (distribution) and promotion.

The Strategic Concept of Marketing

市场营销的战略概念: 市场营销理论发展史上的重大革命, 营销的焦点由此从消费者或产品转移至更广外部背景下的消费者。

It was clear by the 1990s that the “new” concept of marketing was again out of date and the new era required a strategic concept. *The strategic concept of marketing*, a major revolution in history of marketing thought, shifted the focus of marketing from the customer or the product to the customer in the context of broader external environment. By this concept, marketers must know the customer in a context consisting of the competition, government policy and regulation, and the macro economic, social, cultural, and political forces that affect markets.

利益相关者: 在公司行为中有利益关系的个人或组织, 最主要的利益相关者有员工、管理层、客户、社会和政府等。

Meanwhile, the objective of marketing also experienced a revolutionary change in strategic marketing concept, shifting from profit to stakeholder benefits. *Stakeholders* are individuals or groups who have an interest in the activity of a company. They include the employees and management, customers, society, and government, to mention only the most prominent. More and more people recognize that *profits* are a reward for performance (defined as satisfying customers in a socially responsible or acceptable way). To survive in today’s competitive market, it is necessary to build up a team which is devoted to continuing innovation and to producing superior products. This means marketing must focus on the customers, the stakeholders’ benefits and deliver value to them.

利润是对公司业绩 (以对社会负责的或得到社会认可的方式满足客户需求) 的回报。

According to Philip Kotler, *marketing can be defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.* To explain this definition, we first examine the following important terms: needs, wants, and demands.

所谓市场营销，是指个人和组织通过创造并同他人交换产品价值换取可以满足其需要和欲望的一种社会性管理过程。

Needs, Wants and Demands

The most basic concept underlying marketing is that of human needs. *Human needs are states of felt deprivation.* They describe basic human requirements including physical needs for food, clothing, shelter, and safety, social needs for belonging and affection, and individual needs for knowledge and self-expression. These needs are not invented by marketers; they are a basic part of human makeup.

人类需要是指感觉到没有得到满足的各种状态。

Needs become wants when they are directed to specific objects that might satisfy the needs. *Wants can be defined as the form taken by human needs as they are shaped by culture and individual personality.* A hungry American may want a hamburger, French fries, and a Coke. A hungry Chinese may want a bowl of rice with sweet and sour fish and a cup of tea after the meal. Wants are described in terms of objects that satisfy needs.

欲求是由文化和个体的个性共同形成的人类需要表现形式。

People have almost unlimited wants, but have limited resources. Thus, they want to choose products that provide the most value and satisfaction for their money. *When backed by buying power, wants become demands.* Thus, a Mercedes means comfort, luxury, and status. Many people want them, but not all of them are able and willing to buy one. Companies must measure not only how many people want their product but also how many people would actually be willing to buy and can afford it.

在购买力的支持下，欲求就变成了需求。

Box 1.1 Customer Relationships: Keeping Customers Satisfied

Some companies go to extremes to coddle their customers. Consider the following examples:

- An L.L. Bean customer says he lost all his fishing equipment—and nearly

his life—when a raft he bought from the company leaked and forced him to swim to shore. He recovered the raft and sent it to the company along with a letter asking for a new raft and \$700 to cover the fishing equipment he says he lost. He gets both.

- An American Express cardholder fails to pay more than \$5,000 of his September bill. He explains that during the summer he'd purchased expensive rugs in Turkey. When he got home, appraisals showed that the rugs were worth half of what he'd paid. Rather than asking suspicious questions or demanding payment, the American Express representative notes the dispute, asks for a letter summarizing the appraisals' estimates, and offers to help solve the problem. And until the conflict is resolved, American Express doesn't ask for payment.
- Under the sultry summer sun, a Southwest Airlines flight attendant pulls shut the door and the Boeing 737 pushed away. Meanwhile, a ticket holder, sweat streaming from her face, races down the jet way, only to find that she's arrived too late. However, the Southwest pilot spies the anguished passenger and reruns to the gate to pick her up. Says Southwest's executive vice president for customers, "It broke every rule in the book, but we congratulated the pilot on a job well done."
- A frustrated homeowner faces a difficult and potentially costly home plumbing repair. He visits the nearby Home Depot store, prowls the aisles, and picks up an armful of parts and supplies—\$67 worth in all—that he thinks he'll need to do the job. However, before he gets to the checkout counter, a Home Depot salesperson heads him off. After some coaxing, the salesperson finally convinces the do-it-yourselfer that there's a simpler solution to his repair problem. The cost: \$5.99 and a lot less trouble.

From a dollars-and-cents point of view, these examples sound like a crazy way to do business. How can you make money by giving away your products, providing free extra services, talking your customers into paying less, or letting customers get away without paying their bills on time? Yet studies show that going to such extremes to keep customers happy—although

costly—goes hand in hand with good financial performance. Satisfied customers come back again and again. Thus, in today's highly competitive marketplace, companies can well afford to lose money on one transaction if it helps to cement a profitable long-term customer relationship.

1.2

The Three Principles of Marketing

We can summarize the essence of marketing in three great principles. The first principle identifies the purpose and task of marketing, the second the competitive reality of marketing, and the third the principal means for achieving the first two.

Principle 1: Customer Value and Satisfaction

The product or offering will be successful if it delivers value and satisfaction to the target buyer. The buyer chooses between different offerings on the basis of which is perceived to deliver the most value. We define *customer value* as the customer's assessment of the product's overall capacity to satisfy his or her needs. It is the difference between the value that customer gains from owning and using a product and the cost of obtaining the product. For example, UPS customers gain a number of benefits. The most obvious are fast and reliable package delivery. However, when using UPS, customers may also receive some status and image values. When deciding whether to send a package via UPS, customers will weigh these values against the money, effort, and psychic costs of using the service. Moreover, they will compare the value of using UPS against the value of using other shippers—Federal Express, the U.S. Postal Service—and select the one that gives them the greatest delivered value.

客户价值指的是客户对产品满足其需要的总体能力的评价。客户价值是客户从拥有和使用某种产品中得到的价值与其获得该产品的成本之间的差额。

Very often, customers do not make accurate or objective judgement on

product values and costs. They tend to act on the value perceived. For example, does UPS really provide faster, more reliable delivery? If so, is this better service worth the prices that the firm charges? The FedEx argues that its express service is comparable. However, in terms of market share, most consumers prefer UPS, which dominates relatively larger share of the global express-delivery market, compared with other American shippers. The FedEx and the Postal Service's challenges are to change these customer value perception on express delivery service.

One of the important objectives of marketing activities is to make customers satisfied so that they can become repeat or loyal customers. But how can marketers keep their customers pleased and how to measure the degree of satisfaction? In fact, *customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectation*. If the product's *performance* falls short of the customer's *expectations*, the buyer is dissatisfied. If the performance matches expectations, the buyer is satisfied. If the performance exceeds expectations, the buyer is delighted. Smart companies aim to delight customers by promising only what they can deliver, then delivering more than they promise.

顾客满意度取决于产品在传递价值的过程中相对于买主预期的可感知性能。

Principle 2: Competitive or Differential Advantage

Another key principle of marketing is *competitive advantage*, which is a *total offer vis-à-vis relevant competition that is more attractive to customers*. This strength exists in any element of the company's offering: the product, the price, the advertising and point-of-sale promotion, the distribution channels, and the brand image.

As is known by marketing people, one of the most powerful strategies for penetrating a new market is to offer a superior product at a lower price. The price advantage may get immediate customer attention from price-sensitive consumers, while for those who are more concerned with life quality, the superior performance and brand reputation will come first.

竞争优势：企业为客户提供、比同类产品更具吸引力的产品和服务的总和。

Principle 3: Focus

The third marketing principle is focus, or the concentration of attention. *Focus is required to succeed in the task of creating customer value at a competitive advantage.* Any companies, large or small, achieve success because they have understood and applied this great principle. IBM, having long been regarded as a great company in the emerging data processing industry, found itself in crisis in the early 1990s. The major reason was that its competitors had become much more focused on customer needs and wants. Dell and Compaq, for example, focused on giving customers computing power at low prices, whereas IBM was offering the same computing power with higher prices.

要成功实现在竞争优势的基础上为客户创造价值的目标，重点战略不可或缺。

Therefore, marketing managers need to have a clear focus on customer needs and wants, and on the competitive offering so as to mobilize the effort necessary to maintain a differential advantage. This can be accomplished only by focusing company's resources and efforts on the needs and wants of its target customers, and on the way to deliver a product that meets those needs and wants.

1.3

From Domestic to Global Marketing

Now we have learned the marketing concepts and the principles, we also need to understand the dynamic typology of the stages of development of global/transnational corporations. This section outlines the differences between domestic and global marketing.

Domestic Marketing

A company engaged in production and marketing of its product only for domestic consumers is believed to do domestic marketing. **Domestic marketing** is targeted exclusively on the home-country market. Companies may be doing

国内市场营销是指仅面向国内消费者的市场营销活动。

this consciously as a strategic choice or it may be unconsciously focusing on the domestic market in order to avoid the challenge it will meet in the markets outside the home country. Fifty years ago, most companies, especially those in a large country like the United States or China, could be quite successful practicing domestic marketing. Today, there are fewer and fewer industries where a company practicing domestic marketing can survive, let alone prosper.

Global Marketing

It is widely accepted that the most fundamental fact about marketing is that it is a universal discipline. This discipline applies equally from America to Nigeria, from Japan to Australia. In this global era, many companies restructure themselves into multinational companies and actively engage in global marketing. Although marketing discipline is universal, markets and customers in various countries are quite different. So *global marketing should focus upon leveraging company's assets, experience, and products globally and upon adapting to what is truly unique and different in each country*. Global marketing recognizes cultural universals and unique market differences. Instead of a domestic company approach of applying the communications campaign developed for home country, the global/transnational company would distinguish between what was global and universal and what was country specific and unique. For example, a global company might conclude based on in-depth research that it should develop a global creative platform for a product which better meet the local customer needs and wants and could gain market penetration successfully. The task of each country marketing team in this case would be to develop a unique R&D plan, drawing upon global creative strategies and combine that with national attributes.

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However, global marketing does not mean entering every country in the world. The decision to enter foreign markets depends upon a company's resources and the potential opportunities and threats. Coke operates in 195 countries because it began their international expansion over 50 years ago and has had the resources to establish itself wherever there is opportunity. Now Coca-cola is the best-known, strongest brand in the world; its enviable