



新世纪专业英语系列教材
New Century Subject-oriented English

中国人民大学 编著
总主编
张勇先 康成翠

市场营销英语教程

Marketing English

主编 张初愚
编者 张初愚 谢盛艳
刘雪红 刘 强



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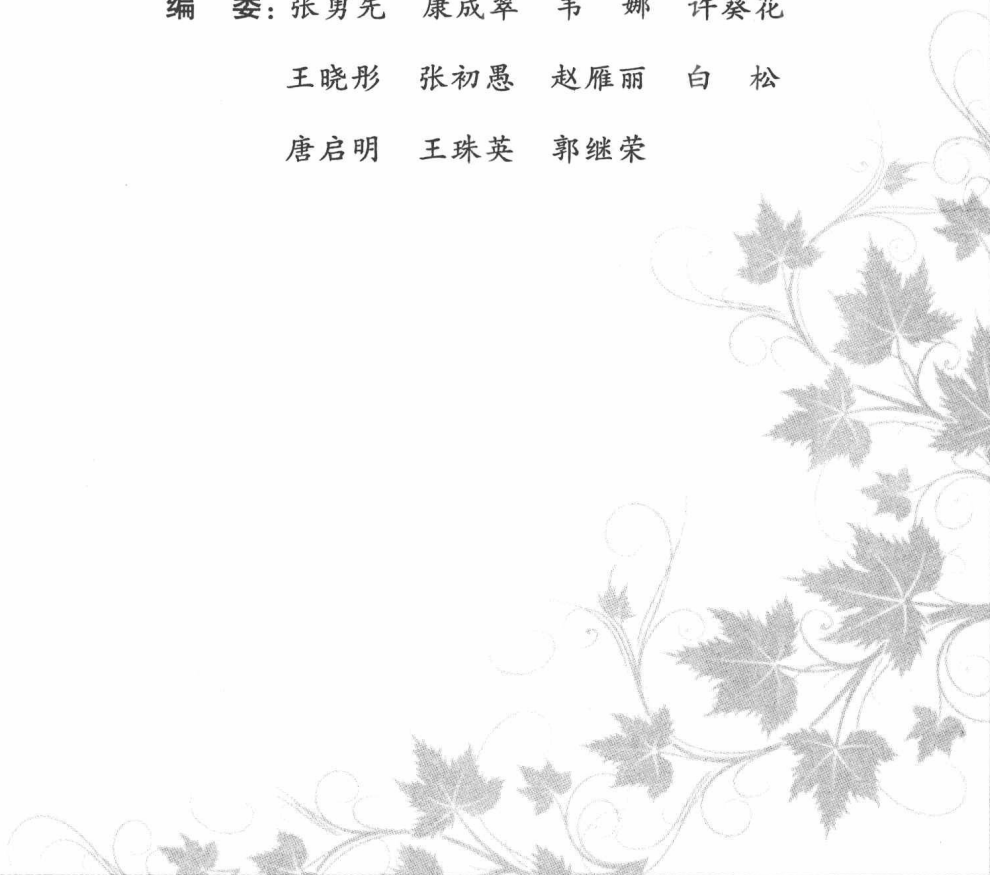
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总序 Preface

“新世纪专业英语系列教材”自2003年出版以来在全国高校使用了6年,受到国内专家学者及广大教师和学生的的好评,其中《工商管理英语教材》被列入教育部“普通高等教育‘十一五’国家级规划教材”。

为更好地推进专业英语教学,强化使用效果,编者遵循教育部《大学英语课程教学要求》(以下简称《课程要求》),结合实际使用中的反馈意见,经过近2年认真仔细地调整与策划,对第1版进行了修订与补充,并在原有基础上增补了6个品种,推出“新世纪专业英语系列教材”(第2版)(总计13种)。

一、编写与修订依据

为适应我国高等教育发展的新形势,满足新时期国家和社会对人才培养的需要,教育部高教司于2007年7月颁布了《课程要求》。

《课程要求》中规定的大学英语阶段的英语教学要求分3个层次,即一般要求、较高要求和更高要求,并规定:“各高等学校应根据本校实际情况确定教学目标,并创造条件,使那些英语起点水平较高、学有余力的学生能够达到较高要求或更高要求”。《课程要求》对听、说、读、写、译均有明确的规定:

听力要求:“能听懂涉及专业知识的学术报告、专题讲座等,并能理解其中阐述的事实或包含的较为抽象的概念。”

口语要求:“能在学术会议或专业交流中较为自如地表达自己的观点和看法,……”

阅读要求:“能较为顺利地阅读所学专业的英语文献和资料。”

写作要求:“能撰写专业文章摘要,能写简短的专业报告和论文。”

翻译要求:“能借助词典翻译所学专业的文献资料和英语国家报刊上有一定难度的科普、文化、评论等文章,……”

“新世纪专业英语系列教材”(第2版)在设计和编写上贯彻《课程要求》对大学英语的“更高要求”的教学目标及大学英语参考词汇等方面所做的界定和

描述,并在此基础上,结合英语教学理论与实际教学要求,进行了修改与增补。

二、修订与增补内容

1. 将原系列中的《国际贸易英语教程》、《工商管理英语教程》、《新闻英语教程》、《旅游英语教程》、《法律英语教程》5个品种的上、下册合为1册,将《财经英语教程》按照专业拆分为《金融英语教程》和《会计英语教程》。

2. 新增《电子商务英语教程》、《人力资源管理英语教程》、《物流管理英语教程》、《市场营销英语教程》、《管理英语教程》和《医学英语教程》,从而更加方便学生与教师的学习与使用。

三、编写原则与特点

本系列教材充分贯彻《课程要求》的基本精神,在内容编排方面,除精心编选课文外,还创新性地设置听、说、读、写、译练习,更加强化了学生英语综合能力的培养。其突出特点如下:

1. **课文选材新颖:**课文中绝大部分文章是2000年以后发表的,具有很强的时代感。

2. **课文语言地道:**课文绝大部分取材于国外著名专家的原版著作,语言地道,具有很高的权威性与可读性。

3. **内容覆盖全面:**内容涉猎面广,具有很丰富的知识性。以工商管理为例,全书包括从工商管理十大原理,如企业经理的作用、策划、计划及组织等,到企业招聘面试,均有涉及。

4. **课文难度适中:**课文深入浅出,避免晦涩艰深,对学生完成从基础到专业的过渡具有很大的帮助。

5. **练习类型多样:**练习融听、说、读、写、译于一体,难易兼顾,符合我国新世纪的最新教学理念,对教师教学具有很强的可操作性。

6. **辅助功能齐备:**教材的附录部分提供了练习答案、参考译文、总词汇表及听力原文,使学生学习及教师教学更加方便与灵活。每册教材均配有由外籍语言专家朗读的MP3听力光盘1张。

四、编写队伍

本系列教材均由专业英语教师与大学英语教师共同编写,课文译文由英语过硬的专业教师负责审定。

总主编由曾在国内出版了大量颇受欢迎的教材、专著及词典等的中国人民大学外语学院张勇先教授与康成翠副教授担任。各分册主编与编者绝大部分为中国人民大学外语学院与商学院等骨干教师。其中《金融英语教程》与《会计英语教程》由韦娜(美国教育学博士)主编;《国际贸易英语教程》由许葵花(语言学博士)主编;《旅游英语教程》由王晓彤(语言学在读博士)主编;《工商管理英语教程》、《物流管理英语教程》和《市场营销英语教程》由张初愚(英国工商管理硕士)主编;《法律英语教程》由赵雁丽(语言学与法学双硕士)主编;《新闻英语教程》由白松(语言学硕士)主编;《电子商务英语教程》由唐启明(语言学硕士)主编;《人力资源管理英语教程》由王珠英(语言学硕士)主编;《管理英语教程》由郭继荣(语言学博士)主编;《医学英语教程》由王小丽(语言学硕士)主编。

此外,还特邀了北京外国语大学、中国社科院、西安交通大学、北京联合大学等单位的著名教授、专家与学者加盟。

本系列教材虽经编者尽心推敲、仔细查阅,纰漏与差错在所难免,恳请各界专家、学者及热心的读者不吝赐教。

编者

2010年3月

前言 Foreword

随着新世纪前进的步伐,中国经济进一步融入世界。为了适应国际国内的需要,我国的英语教学面临着新的更高的要求。高校的专业英语教学尤其肩负着突出的重要责任。编写这本《市场营销英语教程》正是为了适应新形势下的新需求,同时也使得本系列教材更加完善。

为了尽可能满足学校与社会的需要,同时适应我国高校在校生的实际状况,我们在编写教材中十分注意把握以下几个要点:

1. 选材新。本书中百分之八十的内容选自最近新出版的英文原版著作。
2. 以市场营销为中心内容,选材全面。在准确界定市场营销概念的基础上,对各方面做了有侧重的描述介绍。其中涉及顾客导向营销、市场定位、资源配置、问卷调查、企业购买行为、产品与服务的设计、定价策略、营销渠道以及国际营销。还特别介绍了如何避免一些常见的错误营销。
3. 内容丰富。有理论,有实例;有成功,有教训。每单元有主课文一篇,副课文一篇,以利于学生既能严谨细致地学习,又能有充足的材料浏览,拓宽视野。
4. 练习类型多样,形式活泼。听、说、填、选、翻译、写作,难易兼顾。以供根据不同情况选择使用,帮助学生掌握并巩固所学内容。
5. 主要部分选材水平适中,深入浅出,避免了晦涩艰深。本书重点不是放在加强学生钻研高深理论的能力上,而是为了帮助学生建立坚实的市场营销专业基础,并掌握用英语表达专业内容的技能。

本书是人大外语学院和人大商学院的合作成果。

本书主编张初愚,1990年留学英国,获得MBA学位。自1996年回国后,一直担任中国人民大学工商学院专业英语教学任务,同时讲授企业战略管理课程。张初愚在教学过程中潜心钻研,开创了“群谈英语”教学法,帮助学生提高英语口语口头表达能力,专业内容英语表达能力,获得中国人民大学“2000年优秀教

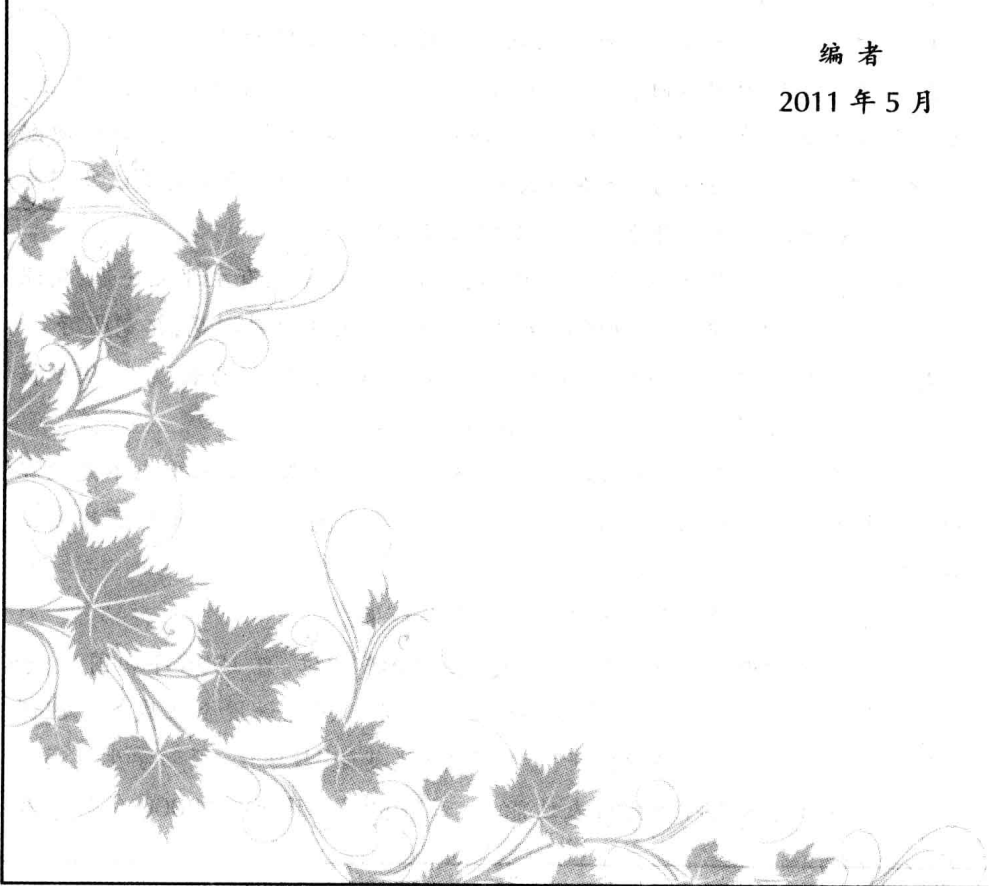
学成果奖”。

本书编写具体分工为:张初愚负责选材、全书总串统稿工作。谢盛艳负责第1、2单元的课文与练习。刘雪红负责第9、13单元的课文与练习。刘强负责第3、4、5、6、7、8、10、11、12单元的课文与练习;李蕊在编辑过程中耐心细致,想方设法克服困难,为本书顺利完成做出了出色贡献。诚挚感谢各位的协同配合,精诚合作。

我们努力浏览搜索本领域的高端论文与教材,试图尽可能体现出市场营销的前沿理论与实践智慧,以满足学习者的需要。虽然我们尽心推敲,仔细检阅,纰漏差错可能依然难免,恳请各方学者专家和热心读者多多指正。

编者

2011年5月



致谢 Acknowledgement

为了让中国的学生有机会阅读和研习当今世界市场营销领域一流水平的原著,本书在编写过程中参考了一些著名学者的优秀作品,并从中选用了一些片断,在此我们特向以下书籍的作者表示崇高的敬意和深深的感谢。

Basic Marketing

William D. Perreault, Jr, E. Jerome McCarthy

Published 2005 by McGraw-Hill

Logistics / An Introduction to Supply Chain Management

Donald Waters

Published 2003 by PALGRAVE MACMILLAN

营销学导论(影印英文版)

Gary Armstrong, Phillip Kotler 人民大学出版社 2006 年 10 月出版

Marketing Strategies for Competitive Advantage

Dennis Adcock

Published 2000 by John Wiley & Sons, Ltd.

Strategic Marketing Management

Mark E. Parry

Published 2001 by McGraw-Hill

Classic Failures in Product Marketing

Donald W. Hendon

Published 1989 by Quorum Book Greenwood Press, Inc.

Marketing

Keith Blois

Published 2000 by Oxford University Press

International Marketing

Philip R. Cateora, John L. Graham

Published 2005 by McGraw-Hill



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Unit 1

What is Marketing?

Today's successful companies at all levels have one thing in common; they are strongly customer focused and heavily committed to marketing. These companies share a passion for understanding and satisfying customer needs in well-defined target markets. They motivate everyone in the organization to help build lasting customer relationships through superior customer value and satisfaction.

🍁 What is Marketing?

Marketing, more than any other business function, deals with customers. Building customer relationships based on customer value and satisfaction is at the very heart of modern marketing. Although we will soon explore more-detailed definitions of marketing, perhaps the simplest definition is this one: marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Wal-Mart[®] has become the world's largest retailer, and the world's largest company, by delivering on its promise, "Always low prices. Always!" Ritz Carlton[®] promises—and delivers—truly "memorable experiences" for its guests. At Disney theme parks[®], "imagers" work wonders in their quest to "make a dream come true today". Dell Computer[®] leads the personal computer industry by consistently making good on its promise to "be direct". Dell makes it easy for customers to custom-design their own computers and have them delivered quickly to their doorsteps or desktops. These and other highly successful companies know that if they take care of their customers, market share and profits will follow.

Sound marketing is critical to the success of every organization—large or

small, for-profit or not-for-profit, domestic or global. Large for-profit firms such as Procter & Gamble[®], Microsoft[®], Sony[®], Wal-Mart, IBM[®], and Marriott[®] use marketing. But so do not-for-profit organizations such as colleges, hospitals, museums, symphony orchestras, and even churches. Moreover, marketing is practiced not only in the United States but also in the rest of the world.

You already know a lot about marketing—it's all around you. You see the results of marketing in the abundance of products in your nearby shopping mall. You see marketing in the advertisements that fill your TV screen, spice up your magazines, stuff your mail-box, or enliven your Web pages. At home, at school, where you work, and where you play, you see marketing in almost everything you do. Yet, there is much more to marketing than meets the consumer's casual eye. Behind it all is a massive network of people and activities competing for your attention and purchases.

This book will give you a more complete and formal introduction to the basic concepts and practices of today's marketing. In this chapter, we begin by defining marketing and the marketplace and consumer needs.

Marketing Defined

What does the term marketing mean? Many people think of marketing only as selling and advertising. And no wonder—every day we are bombarded with television commercials, newspaper ads, direct-mail offers, and Internet pitches. However, selling and advertising are only the tip of the marketing iceberg.

Today, marketing must be understood not in the old sense of making a sale—"telling and selling"—but in the new sense of satisfying customer needs. If the marketer does a good job of understanding consumer needs; develops products that provide superior value; and prices, distributes, and promotes them effectively, these products will sell very easily. Thus, selling and advertising are only part of a larger "marketing mix"—a set of marketing tools that work together to affect the marketplace.

We define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. In a business setting, marketing involves building and managing profitable exchange relationships with customers.

The Marketplace and Consumer Needs

As a first, marketers need to understand customer needs and wants and marketplace within which they operate. We now examine five core marketplace concepts: needs, wants, and demands; marketing offers (products, services, and experiences); value and satisfaction; exchange, transactions, and relationships; and markets.

• Needs, Wants and Demands

The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation[®]. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression. These needs were not created by marketers; they are a basic part of the human makeup.

Wants are the form human take as they are shaped by culture and individual personality. An American needs food but wants a Big Mac, French fries, and a soft drink. A person in Mauritius needs food but wants a mango, rice, lentils, and beans. Wants are backed by buying power, wants become demands. Given their wants and resources, people demand products with benefits that add up to the most value and satisfaction.

Outstanding marketing companies go to great lengths to learn about and understand their customer's needs, wants, and demands. They conduct consumer research and analyze mountains of customer data. Their people at all levels—including top management—stay close to customers. For example, top executives from Wal-Mart spend two days each week visiting stores and mingling with customers. At Disney World, at least once in his or her career, each manager spends a day touring the park.

• Marketing Offers—Products, Services, and Experiences

Consumers' needs and wants are fulfilled through a marketing offer—some combination of products, services, information, or experiences offered to a market to satisfy a need or want. Marketing offers are not limited to physical products. Marketing offers also include services, activities or benefits offered for sale that essentially intangible and do not result in the ownership of anything. Example include banking, airline, hotel, tax preparation, and home repair services. More broadly, marketing offers also include other entities, such as persons, places, organizations, information, and ideas.

Smart marketers look beyond the attributes of the products and services they sell. They create brand meaning and brand experiences for consumers. For example, Coca-Cola means much more to consumers than just something to drink—it has become an American icon with a rich tradition and meaning. And Nike is more than just shoes, it's what the shoes do for you and where they take you. By orchestrating several services and products, companies can create, stage, and market brand experiences. Disney World is an experience.

- **Value and Satisfaction**

Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing offers? Consumers make choices based on their perceptions of the value and satisfaction that various products and services deliver. Customers form expectations about the value of various marketing offers and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the product to others.

Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. If they raise expectations too high, buyers will be disappointed. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships.

- **Exchange, Transactions, and Relationships**

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired object from someone by offering something in return. Whereas exchange is the core concept of marketing, a transaction, in turn, is marketing's unit of measurement. A transaction consists of a trade of values between two parties: One party gives X to another party and gets Y in return. For example, you pay Sears \$ 350 and receive a television set.

In the broadest sense, the marketer tries to bring about a response to some marketing offer. The response may be more than simply buying or trading products and services. A political candidate, for instance, wants votes, a church wants membership, and a social action group wants idea acceptance.

Marketing consists of actions taken to build and maintain desirable exchange relationships with target audiences involving a product, service, idea, or other object. Beyond simply attracting new customers and creating transactions, the goal