高等学校商务英语系列教材

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新编商务英语听说教程（第2册）

教师用书

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Business English Listening & Speaking

Teacher's Book

清华大学出版社 ·北京交通大学出版社

内 容 简 介

本教程是与《新编商务英语听说教程学生用书》第 2 册配套的教师用书，主要内容包括与各单元主题相关的背景材料及听力部分的文字材料和练习答案。

本教程可供高等学校经贸和商务英语专业的学生使用，同时也可作为具有相应英语水平的商务工作者及商务英语爱好者的参考书。

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前　言

《新编商务英语听说教程》是针对高等学校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材。本教程突破了传统的教材模式，综合考虑了高等学校经贸、商务英语专业学生的特点，力求把经贸和商务知识的传授与英语听说技能的培养结合起来。

本教程从学生的实际水平出发，始终遵循“学用结合，重在运用”的原则。本教程循序渐进，通过内容丰富、专业面广、程度适宜、趣味性强的商务材料，促使学生积极参与有关商务实践的听说活动，在提高其口语表达能力的同时，了解商务活动的各个主要环节，拓宽视野，获取新知识。

为适应商务英语听说教学紧扣时代脉搏、满足社会需求的发展趋势，本教程编写人员在听取汇总来自语言教学专家、商务专业人士和教学一级的广大师生等多方面的意见及建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程精选了24个商务活动中最常用的主题，采用全新的结构，分两册编排，使其更具系统性和可操作性。本教程在单元主题的择取和确立上兼顾了社会需求、专业培养目标、学生的认知程度和语言技能。本教程设计了 Preliminary Listening、Pre-listening、Listening、Speaking、Further Listening 和 Home Listening 等教学模块，力求突出教材的专业性、商务性及练习的多样性、趣味性和实用性等特点。

《新编商务英语听说教程》分两册，每册12个单元，按主题编排各单元的内容。每册配有相应的教师用书和录音光盘。各单元的基本构成如下。

1. Preliminary Listening：该部分以“spot dictation”的形式对单元主题（unit topic）进行概括性的介绍，旨在导入单元主题并让学生对单元主题有初步的认识和了解，激发学生进一步学习的兴趣和积极性。

2. Listening & Speaking：该部分为每个单元的主体构成部分，围绕单元主题对学生进行听与说的综合训练。该部分含两个结构基本相同、内容相对独立的教学模块：Section A 和 Section B。每个教学模块均具有其独立的且与单元主题紧密关联的副主题（sub-topic），并配有相关的一揽子听说活动。这样的编排化整为零，模块交替，听说结合，师生互动，既保证了教学内容的丰富性和多样性，也便于教师根据自己的实际需求，灵活机动地组织课堂教学。因此，本教程在借鉴国外同类教材先进经验的基础上，更好地兼顾了教学的灵活性和系统性，弥补了通常按主题定单元所编写的教材在教学系

统性方面的缺陷。

Section A 和 Section B 主要包含以下内容。

（1）Pre-listening：针对听力材料中出现的热点问题提问，以导入后续的听说活动。

（2）Listening：分成对话（conversation）和语篇（passage）两部分对学生进行针对性的听力训练。每部分分别配有两项练习，一项侧重培养学生捕捉细节信息的能力，另一项侧重培养学生对信息进行整体把握和综合归纳的技能。

（3）Speaking：围绕教学模块的副主题（sub-topic）设计的综合性的口语活动。活动的形式多样，有小组讨论、看图说话、班级辩论、个案讨论、角色扮演等，旨在培养学生对英语语言和单元所涉及的商务文化背景知识的综合运用能力。

3．Further Listening：该部分按照特定的商务场景编排了相互关联的 5 个短篇（如电话留言、语音信息、财经新闻简报等）听力练习，帮助学生进一步熟悉真实场景下的商务活动及办公用语。

4．Home Listening：该部分安排了相关财经新闻报道一篇，突出了商务英语的时效性和在日常生活中的实用性。

《新编商务英语听说教程》的编写是以 6 学时完成一个单元为基础的，教师也可根据学生的实际情况灵活使用本教程。

本教程由华东师范大学联合上海对外贸易学院、上海立信会计学院、上海理工大学、上海外国语大学院等院校编写而成。虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的，但仍可能存在不妥之处和有待进一步完善的地方，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编　者

于华东师范大学

2011 年 1 月

目录 Contents

Unit 1

Marketing

Preliminary Listening

Dictation

Listen to the following short paragraph and fill in the blanks with what you hear.

The average consumer would probably define marketing as (1) <u>a combination of advertising and selling</u>. It actually includes a good deal more. Modern marketing is most simply defined as activities that (2) <u>direct the flow of goods and services</u> from producers to consumers. It encompasses, however, a broad range of activities including (3) <u>product planning, new-product development, organizing the channels</u> … In advanced industrial economies, marketing considerations play a major role in determining corporate policy. Once primarily concerned with increasing sales through (4) <u>advertising and other promotional techniques</u>, corporate marketing departments now focus on credit policies, product development, (5) <u>consumer support, distribution, and corporate communications</u>. Marketers may look for outlets through which to sell the company's products, including (6) <u>retail stores, direct mail marketing, and wholesaling</u>. Marketing is used both to (7) <u>increase sales of an existing product</u> and to (8) <u>introduce new products</u>.

Listening & Speaking

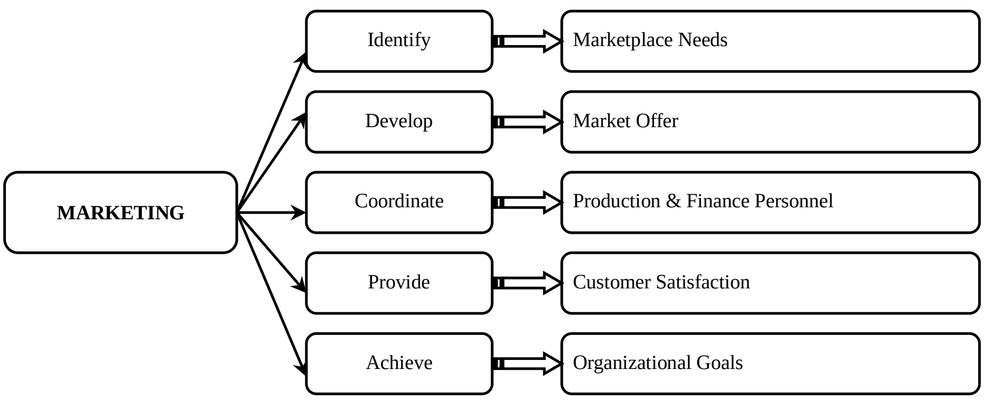
SECTION A Marketing Mix

Pre-listening

Background Information

1. Role of marketing

The role of marketing in the success of a business has only recently been recognized. In earlier years, marketing was viewed as not much different from selling. Many companies' focus was on the products sold, and the major emphasis of marketing was on maximizing profitability by generating sales volume through advertising and personal selling. They believed that with enough effort and expense, almost any product could be sold by high-powered selling and aggressive advertising. As time went by, a number of firms recognized that they needed to increase marketing efficiency to equal production efficiency and capabilities. They had gradually become aware that good sales techniques could no longer compensate for mistakes that resulted in producing the wrong products, and that the satisfaction of particular customer needs was essential for success. Essentially, the marketing concept focuses all the activities of the organization on satisfying customer needs by integrating these activities with marketing to accomplish the organization's long-range objectives.



2. Marketing mix

The term *marketing mix* refers to the four major areas of decision making in the marketing process that are blended to obtain the results desired by the organization. The four elements of the marketing mix are sometimes referred to the four Ps of marketing. The marketing mix shapes the role of marketing within all types of organizations, both profit and nonprofit. Marketing managers make numerous decisions based on the elements of the marketing mix, all in an attempt to satisfy the needs and wants of consumers. Although some marketers have added other Ps, such as personnel and packaging, the fundamental dogma of marketing typically identifies the four Ps of the marketing mix as referring to:

- ❑ Product — an object or a service that is mass produced or manufactured on a large scale with a specific volume of units. A typical example of a mass produced service is the hotel industry. Typical examples of mass produced objects are the motor car and the disposable razor.
- ❑ Price — the amount a customer pays for a product. It is determined by a number of factors including market share, competition, product identity and the customer's perceived value of the product.
- ❑ Place — the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.
- ❑ Promotion — all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements — advertising, public relations, word of mouth and point of sale. Advertising covers any communication that is paid for, from television and cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum.

Broadly defined, optimizing the marketing mix is the primary responsibility of marketing. By offering the product with the right combination of the four Ps marketers can improve their results and marketing effectiveness. Making small changes in the marketing mix is typically considered to be a tactical change. Making large changes in any of the four Ps can be considered strategic. For example, a large change in the price, say from $129.00 to $39.00 would be considered a strategic change in the position of the product. However a change of $129.00 to $131.00 would be considered a tactical change, potentially related to a promotional offer.

3. Internet marketing

Overview: Internet marketing is a component of electronic commerce and has become popular as Internet access is becoming more widely available and used. It ties together both the creative and technical aspects of the Internet, including design, development, advertising and marketing. Internet marketing methods include search engine marketing (both search engine optimization and pay per click advertising), banner advertising, e-mail marketing, affiliate marketing, interactive advertising, and email advertising.

Business models: Internet marketing is associated with several business models. The main models include business-to-business (B2B) and business-to-consumer (B2C). B2B consists of companies doing business with each other, whereas B2C involves selling directly to the end consumer. A third, less common business model is peer-to-peer (P2P), where individuals exchange goods between themselves. Internet marketing can also be seen in various formats. One version is name-your-price (e.g. Priceline.com). With this format, customers are able to state what price range they wish to spend and then select from items within that price range. With find-the-best-price websites (e.g. Hotwire.com), Internet users can search for the lowest prices on items. A final format is online auctions (e.g. Ebay.com) where buyers bid on listed items.

Benefits: Some of the benefits associated with Internet marketing include the availability of information. Consumers can log onto the Internet and learn about products, as well as purchase them, at any hour. Companies that use Internet marketing can also save money because of a reduced need for a sales force. Overall, Internet marketing can help expand from a local market to both national and international marketplaces. And, in a way, it levels the playing field for big and small players. Unlike traditional marketing media (like print, radio and TV), entry into the realm of Internet marketing can be a lot less expensive. Furthermore, since exposure, response and overall efficiency of digital media is much easier to track than that of traditional "offline" media, Internet marketing offers a greater sense of accountability for advertisers.

Limitations: Limitations of Internet marketing create problems for both companies and consumers. Slow Internet connections can cause difficulties. If companies build overly large or complicated web pages, Internet users may struggle to download the information. Internet marketing does not allow shoppers to touch, smell, taste or try on tangible goods before making an online purchase. Some e-commerce vendors have implemented liberal return policies to reassure customers. Germany for example introduced a law in 2000 that allows any buyer of a new product over the internet to return the product on a no-questions-asked basis and get a full return. Another limiting factor, particularly with respect to actual buying and selling, is the adequate development (or lack thereof) of electronic payment methods like e-checks, credit cards, etc.

Security concerns: For both companies and consumers that participate in online business, security concerns are very important. Many consumers are hesitant to buy items over the Internet because they do not trust that their personal information will remain private. Recently, some companies that do business online have been caught giving away or selling information about their customers. Several of these companies have guarantees on their websites, claiming customer information will be private. Some companies that buy customer information offer the option for individuals to have their information removed from the database (known as opting out). However, many customers are unaware that their information is being shared and are unable to stop the transfer of their information between companies. Encryption is one of the main methods for dealing with privacy and security concerns on the Internet.

4. Affiliate marketing

Affiliate marketing is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts. The Affiliate Marketing industry has four core players at its heart: the Merchant, the Network, the Publisher and the Consumer. Eighty percent of affiliate programs today use revenue sharing or cost per sale (CPS) as a compensation method, nineteen percent use cost per action (CPA), and the remaining programs use other methods such as cost per click (CPC) or cost per mille (CPM). Merchants favor affiliate marketing because in most cases it uses a "pay for performance" model, meaning that the merchant does not incur a marketing expense unless results are accrued. Some businesses owe much of their success to this marketing technique, a notable example being Amazon.com. Amazon launched its associate program in July 1996. Amazon associates could place banner or text links on their site for individual books, or link directly to the Amazon home page. When visitors clicked from the associate's website through to Amazon and purchased a book, the associate received a commission. Amazon was not the first merchant to offer an affiliate program, but its program was the first to become widely-known and serves as a model for subsequent programs. Affiliate marketing has grown quickly since its inception.

5. Canon

Canon Inc. has ranked as one of the world's leading manufacturers of electronics, principally optical electronics, since the late 1970s. This multinational manufacturer of film, video, television, and X-ray cameras and a wide range of increasingly sophisticated office equipment was established by Goro Yoshida and Saburo Uchida as the Precision Optical Research Laboratories. Registering the Canon trademark for its products in 1935 the company produced its first 35-millimetre camera, the Kwanon. In 1947 the company changed its name to the Canon Camera Co., intending to unify its brand and image as a platform for penetrating Western export markets. In 1969 Canon was taken up as the corporate name. Takeshi Mitarai, the company president from 1942 to 1974, did much to ensure the company's foundations for future success. Year in and year out one of the top three companies receiving US patents, Canon has a history of innovation that has brought it a leadership position in copiers, laser and ink-jet printers, fax machines, scanners, multifunction devices, film-based and digital cameras, and camcorders. Canon has been involved in an important alliance with Hewlett-Packard Company (HP) since 1985 whereby Canon produces laser printers that are sold by HP under the HP LaserJet brand; approximately one-fifth of Canon's total revenues are derived from this partnership. Canon still manufactures the majority of its products in Japan, while also operating manufacturing subsidiaries in the United States, Germany, France, Taiwan, China, Malaysia, Thailand, and Vietnam along with a manufacturing joint venture in Korea. Fully 73 percent of the firm's revenues are generated outside Japan, with the Americas and Europe accounting for about 30 percent each.

Canon has been keen to promote itself through sponsorship, as with its official sponsorship of the 1984 Olympic Games in Los Angeles, through a commitment to active recycling policies in the following decade, and the exhibition of its products, technological prowess, and visions of the future as at the Canon Expo 2000 seen in New York, Paris, and Tokyo.

Listening

Conversation

Tapescript

Jim Daniels started his online business with just $300. Six months later he was earning enough to quit his day job and his "web income" is now well into six figures a year. In this interview with Julia Caron, Jim will show you how to make a living online, right from the comfort of your own homes.

Julia: Jim, I know you started back in 1995, and how long did it take you to start successfully achieving your marketing objectives?

Jim: Actually, it was February 1996 when I got started. I worked part-time on my computer each night when I got home from my regular job. But by May I started seeing some decent income. By November that same year I was making more on my PC working from 7 to 12 PM than I was making 40 hours a week on my job. So that's when I made up my mind and went full time online. It was scary at first, but I'm glad I did it.

Julia: Surely, you are lucky you did it. Jim, if I were just starting my online venture, what key elements do you think would bring me success?

Jim: First of all, you need a hot selling product or service. If you can develop your own, that is the best road to take. And while you're doing that, jump into affiliate marketing. You can do really well if you select the right programs. Even with my own products now I still pull in $70,000 to $80,000 a year from affiliate programs. Number two is a professional site of your own. Even if you plan to promote mostly affiliate programs, you need a site of your own. That's a big key to long-term success online.

Julia: Jim, most marketers just starting out have a limited budget. If someone had only $200 a month, where would they get the best bang for their money?

Jim: Simple. Find medium-sized magazines and buy top sponsorship ads. As long as they choose magazines that are read by a good percentage of the readership they will get traffic and make sales. If they do not, something is wrong with their sales letter or site.

Julia: One last question, Jim. The pop-up script that I used from your *Make a Living Online Member Site* has increased my subscriber base considerably. Other than e-books and free reports where else could one find subscribers for their magazine?

Jim: Yeah, that baby doubled my sign-up rate since the day I added it to my site too. I now get 5,000 subscribers a month easily. As far as other places to get subscribers, consider joint ventures with other publishers in your industry. I've teamed up with a few other publishers over the years and it always works well. As long as they get about the same number of subscribers each month or week you can simply do a cross-recommendation on your signup process and you'll both benefit.

I. Listen to the conversation and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

1. (T) 2. (F) 3. (F) 4. (T) 5. (T) 6. (F) 7. (F) 8. (T) 9. (F) 10. (T)

II. Listen to the conversation again and complete the following notes with what you hear.

The Key to E-marketing Success

The road leading to achievement of marketing objectives:

- In Feb. 1996: starting to (1) work part-time on the computer at night
- By May 1996: starting to (2) make some decent income online
- By Nov. 1996: starting to (3) make more money online than laboring 40 hours a week on the regular job and deciding to go full time online

The elements bringing success to online-venture starters:

- (4) A hot selling product or service
  - ✓ the best road to take: (5) developing your own product or service
  - ✓ in the meantime, (6) taking affiliate marketing programs
- (7) A professional site of your own

The way to start out with a limited budget:

- To find (8) medium sized magazines
- To buy (9) top sponsorship ads

The sources of magazine subscribers:

- E-books
- Free reports
- (10) Joint ventures with other publishers in the industry

Passage

Tapescript

The Marketing Mix describes the specific combination of marketing elements used to achieve an organization's or individual's objectives and satisfy the target market. The mix depends on a number of decisions with regard to four major variables: product, place, promotion, and price.

Product decisions involve determining what goods, services, and ideas to market, the level of quality, the number of items to sell, the innovativeness of the company and the packaging. They also include features such as options and warranties, the level and timing of research, and when to drop existing offerings.

Place decisions include whether to sell through intermediaries or directly to consumers, how many outlets to sell through, whether to control or cooperate with other channel members, supplier selections, determining which functions to assign to others, and identifying competitors.

Promotion decisions include the selection of a combination of selling tools, whether to share promotions and their costs with others, how to measure effectiveness, the image to pursue, the level of customer service, and the choice of media, such as newspaper, television, radio and magazine. They also include the format of messages and advertisement timing throughout the year or during peak periods.

Price decisions include determining the overall level of price, the range of prices, the relationship between price and quality, the emphasis to place on price, how to react to competitors' prices, when to advertise prices and how prices are computed.

When developing a marketing mix, product, place, promotion, and price decisions must be compatible with the desires of the selected target market and with the company's resource capabilities.

Canon, a leading manufacturer of cameras and other products, is one of many firms that apply the marketing-mix concept well. Canon uses distinctive marketing mixes for different target markets, such as beginners, serious amateurs, and professional photographers. For beginners, Cannon offers very simple cameras with automatic focus and a built-in flash. These cameras are sold through all types of retailers, including discounters and department stores. Advertising is concentrated on television and general magazines. These cameras retail for under $100. For serious amateur photographers, Canon offers relatively advanced cameras with superior features and a number of attachments. These cameras are sold via camera stores and finer department stores. Advertising is concentrated on specialty magazines, with some television advertising. These cameras retail for several hundred dollars. In sum, Canon markets the right products in the right stores, promotes them in the right media, and has the right prices for its various target markets.

I. Listen to the passage and choose the best answers to the questions you hear.

1. Which of the following is NOT among the PRODUCT decisions? (D)
2. What is PLACE in the Marketing Mix mainly about? (C)
3. Which of the following is NOT mentioned as a choice of PROMOTION media in the passage? (B)
4. Which of the following is NOT categorized as a PRICE decision? (D)
5. What can be concluded from the passage? (C)

II. Listen to the passage again and complete the following notes with what you hear.

The Marketing Mix & Canon

What to Know about Marketing Mix

- The marketing mix is defined as a combination of marketing elements used to (1) achieve an organization's or individual's objectives and (2) satisfy the target market.
- What marketing mixes to use is determined by (3) the desires of the selected target market and (4) the company's resource capabilities.

Marketing Mixes Used by Canon

Target / 4Ps	For Beginners	For Serious Amateur Photographers
Product	offering (5) simple cameras with automatic focus and a built-in flash	offering (6) relatively advanced cameras with superior features and a number of attachments
Place	selling through (7) all types of retailers, including discounters and department stores	selling through (8) camera stores and finer department stores
Price	retailing for (9) under $100	retailing for (10) several hundred dollars
Promotion	concentrating advertisement on (11) television and general magazines	concentrating advertisement on (12) specialty magazines, with some television advertising
In conclusion	Canon markets (13) the right products in the right stores, promotes (14) the right products in the right media, and has (15) the right prices for its various target markets.	

SECTION B Marketing Strategies

Pre-listening

Background Information

1. International marketing considerations

International marketing occurs when companies plan and conduct transactions across international borders in order to satisfy the objectives of both consumers and the company. While company managers may try to employ the same basic marketing strategies used in the domestic market when promoting products in international locations, those strategies may not be appropriate or effective. Company managers must adapt their strategies to fit the unique characteristics of each international market. Unique environmental factors need to be explored by company managers before going global. The first factor to consider in the international marketplace is each country's trading system. All countries have their own trade system regulations and restrictions. Common trade system regulations and restrictions include tariffs, quotas, embargoes, exchange controls, and non-tariff trade barriers. The second factor to review is the economic environment. There are two economic factors which reflect how attractive a particular market is in a selected country: industrial structure and income distribution. Industrial structure refers to how well developed a country's infrastructure is while income distribution refers to how income is distributed among its citizens. Political-legal environment is the third factor to investigate. For example, the individual and cultural attitudes regarding purchasing products from foreign countries, political stability, monetary regulations, and government bureaucracy all influence marketing practices and opportunities. The last factor to be considered before entering a global market is the cultural environment. Since cultural values regarding particular products will vary considerably from one country to another around the world, managers must take into account these differences in the planning process.

2. Marketing effectiveness

Improved marketing effectiveness can be achieved by employing a superior marketing strategy. By positioning the product or brand correctly, the product/brand will be more successful in the market than competitors'. On the other hand, by improving marketing execution, marketers can achieve significantly greater results without changing their strategy. At the marketing mix level, marketers can improve their execution by making small changes in any or all of the 4Ps without making changes to the strategic position. At the program level marketers can improve their effectiveness by managing and executing each of their marketing campaigns better. Whether it's improving direct mail through a better call-to-action or whether it is editing website content to improve its organic search results, marketers can improve their marketing effectiveness for each type of program. Understanding and taking advantage of how customers make purchasing decisions can help marketers improve their marketing effectiveness too. Groups of consumers act in similar ways leading to the need to segment them. Based on these segments, they make choices based on how they value the attributes of a product and the brand, in return for price paid for the product. Consumers build brand value through information, which is received through many sources, such as advertising or word-of-mouth. There are many factors outside of our immediate control that can impact the effectiveness of our marketing activities. These can include the weather, interest rates, government regulations and many others. Understanding the impact these factors can have on our consumers can help us to design programs that can take advantage of these factors or mitigate the risk of these factors if they take place in the middle of our marketing campaigns.

3. Logo design

Logo design is commonly believed to be one of the most difficult areas in graphic design. It's not just an image. It is the face of an organization, which is the visual representation of a brand. For brand continuity, and because of the expense involved in changing it, a "good" logo is expected not to be too trendy, but ideally to last many years before needing a redesign. A "good" logo:

- ❑ is distinctive, and is not subject to confusion with another logo among customers;
- ❑ is clearly and instantly recognizable, in different contexts;
- ❑ usually includes a brand name;
- ❑ evokes an emotional response;
- ❑ associates the brand with positive qualities, in line with the target audience's needs.

For certain brands, bold use of primary colors, especially red and yellow, is used to draw attention. This is especially important for logos that are used in signage along roads, where the objective is to attract customers to the immediate location. e.g. *McDonalds*, *Denny's*, etc. When designing a logo, practices to encourage include:

- ❑ using few colors;
- ❑ avoiding gradients as a distinguishing feature;
- ❑ producing alternatives for different contexts;
- ❑ not using the face of a (living) human being;
- ❑ avoiding culturally sensitive imagery, such as religious icons or national flags, unless the brand is committed to being associated with any and all connotations such imagery may evoke.

4. Footstar & THOM McAN®

Footstar Inc. is principally a specialty retailer conducting business in the discount and family footwear segment through its Meldisco business, and in the branded athletic footwear and apparel segment through its Footaction and Just For Feet businesses. The retailer's Meldisco division operates leased footwear departments in about 5,800 US stores and offers shoes under private labels as well as licensed brands Everlast, Route 66, and Thom McAn. Since 1922, the THOM McAN® brand has represented classic fashion, top-quality leather shoes and accessories for the whole family. The quality of THOM McAN® footwear is apparent in the earmarks of the brand — comfortable, flexible outsoles that make each step a comfortable step; padded insoles and a comfortable sock that cushions the foot; and fashionable yet breathable leather constructions that represent the latest styles and colors. The THOM McAN® brand of leather footwear for the family is available in Kmart stores nationwide, select Wal-Mart stores and all Shoe Zone stores.

5. NIKE

NIKE Inc. is engaged in the design, development and worldwide marketing of footwear, apparel, equipment and accessory products. The Company sells its products to retail accounts and through a mix of independent distributors, licensees and subsidiaries in over 120 countries around the world. NIKE's athletic footwear products are designed primarily for specific athletic use, although some of its products are worn for casual or leisure purposes. The Company creates designs for men, women and children. Running, basketball, children's, cross-training and women's shoes are the Company's top-selling product categories. NIKE also markets shoes designed for outdoor activities, tennis, golf, soccer, baseball, football, bicycling, volleyball, wrestling, cheerleading, aquatic activities, hiking and other athletic and recreational uses.

Listening

Conversation

Tapescript

Michelle Ross is the creator of *ceogo.com*, a website devoted exclusively to CEO news and information. Roy Young spoke with her recently about what marketers can do to have influence at the very highest level of an organization.

Young: In general, how do you believe that CEOs think about the marketing function?

Ross: I believe that they think about marketing their products, services and overall corporate brand frequently. Unfortunately, many companies focused too heavily on Wall Street and forgot about communicating with their customers. CEOs today should better understand the importance of marketing themselves to a portfolio of audiences.