

- 高等院校商务专业系列教材
- 21世纪商务人士必备工具书
- 内容涵盖当今国际商务最新观点、最新动态
- 帮助您迎接新世纪国际商务业态的新挑战

现代实用商务英语丛书  
Modern Practical Business English

丛书主编\张立玉 主审\罗建生

# 国际市场营销技术

## International Marketing Technology

编著\席波 蔡蔚

全国优秀出版社  
武汉大学出版社

丛书主编 张立玉  
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## 内 容 提 要

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本书的内容涵盖了近年来市场营销领域最新进展,市场营销的基本理念和实施技巧,并提供大量翔实案例和营销领域最新资讯。全书共由十章内容组成,是大学商务英语专业和商务管理专业教材。

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自中国加入 WTO 以来,国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提供了新的挑战。如何充分利用现有教育资源,培养大批社会急需的复合型外经贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,因此,综合目前的形势,为满足广大教师、学生、从业人员的需要,我们有责任为其提供一套全方位的、综合性强的现代商务英语丛书。张立玉院长主编的《现代实用商务英语丛书》在此做了成功的尝试。

本套丛书分为八分册:《商务跨文化交际》、《商务英语英汉口译》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。本套丛书的内容涵盖了当今国际商务最新观点、最新动态。它可以满足读者所需要了解的在全球背景下商务活动的最新进展状况,并提供和帮助读者做好准备迎接新世纪国际商务业态的新挑战。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者花了近两年的时间做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰,理论性和实用性强,通俗易懂、层次分明,其读

者对象虽定位于高等学校商贸英语专业的学生,但对于外贸工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

A stylized handwritten signature in black ink, likely belonging to the publisher or a related official.

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随着中国加入 WTO 及经济全球化进程的加快,国际交流日益频繁和普遍,国际之间的各种商务活动日益增多,从事商务领域活动,包括财贸、金融、经济、法律、外交等部门的专业人员和从业人员亦越来越多。然而,关于如何准确处理商务信息,进行商务谈判,从事各种商务活动的实用书籍不多。为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《现代实用商务英语丛书》。

本套丛书分为八分册,依次为:《商务跨文化交际》、《国际市场营销技术》、《国际贸易结算》、《国际商务英语初级口语》、《商务英语选读》、《商务英语英汉口译》、《国际贸易进出口实务》、《商务合同写作及翻译》。

《商务跨文化交际》力求在叙述、讨论和任务布置时融入情感因素,强调其在商务跨文化交流中的作用,旨在使读者意识到情感因素的重要性并能将其下意识运用于今后的实际工作中。

《国际市场营销技术》涵盖了营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组合等各基本层面的知识和方法。

《国际贸易结算》重点介绍了有关国际贸易结算方面的基本理论、基本知识和基本技能,以及相关的国际贸易惯例和游戏规则。

《国际商务英语初级口语》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖、简明扼要、易学易懂。

《商务英语选读》选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等。不仅具有知识性、实用性,而且内容丰富,练习精当,趣味性强,具有强烈的时代气息。

《商务英语英汉口译》强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务口译工作的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《国际贸易进出口实务》重点介绍了进出口贸易的整个流程,读者可以了解

一笔交易从发生到发展再结束的整个过程。

《商务合同写作及翻译》介绍了我国当前常用的几大类涉外商务合同写作的理论要点和范例,并列举了法律规范以及翻译技巧和常用术语表达。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。

编撰本套丛书是一种新尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者和同仁予以批评指正。

张立玉

2003年12月于武昌珞珈山

## 前 言

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随着中国加入 WTO 及经济全球化进程的加快,我国企业的运作质量也越来越高,这体现在企业管理的日益规范化与科学化,以及国际惯例的持续接轨和对外经济交往的不断增多。作为企业树立品牌形象、实现发展战略、赢得客户满意从而获取利润的重要工具,市场营销越来越受到企业重视。很多企业已经突破了纯粹靠“拍脑袋出创意”的瓶颈,开始运用系统化的营销策略和手段为企业的目标服务,并努力在本企业创造“全员营销”的氛围。因此,对营销基本理念和方法技巧的掌握日益成为现代企业从业人士必备的基本技能之一。

在此背景下,我们试图将市场营销领域的一些最新进展,营销的基本理念和实施技巧呈现在读者面前。本书内容涵盖了营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组合等基本层面的知识和方法,并介绍了近年来日益受到重视的内部营销理念、B2B 营销和互联网营销。同时,基于品牌战略关系到企业生存和发展的认识,本书也对此作了专门的介绍,希望对于想了解营销的人士有所帮助。

全书共分十章,第三章和第五章由蔡蔚编写,其余各章由席波编写。作者在编写过程中力求使理论性、实用性、可读性有机结合,大量引入市场营销领域最新的资讯,包括新的案例和一些最新的统计数据,从而使营销理论更接近于现实。作为学习材料,书中给出的一些练习和案例可以帮助和鼓励读者利用现代信息手段,如互联网、企业 800 服务热线等,去获取合理答案或有用信息。编撰本书的宗旨就是让读者能够在相对开放的氛围下,将营销知识与社会实际相结合,从而真正提升自己的学习能力。

本书可作为企业营销从业人士,或其他营销爱好者进修提高的参考书,亦可作为大学商务英语专业或商务管理专业的教材,建议课时为 60~70 学时,并建议大多数主题和案例都能在互动教学和小组讨论的环境下进行。书后所附答案仅供参考。

由于编著者学识所限,书中不足及不当之处,敬请读者批评指正。

编者

2003.8



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## Chapter 1 **Introduction of Marketing**

### **Focuses:**

- **What is marketing?**
- **The notions of marketing**
- **Internal marketing**
- **Introduction of case study**

### **Section 1 What Is Marketing ?**

Firstly, we have to get an idea on “market”. Traditionally, a market was a physical place where buyers and sellers gathered to exchange goods. Nowadays market is described as a collection of buyers and sellers who transact over a particular product. But marketers view the sellers as constituting the industry and the buyers as constituting the market.

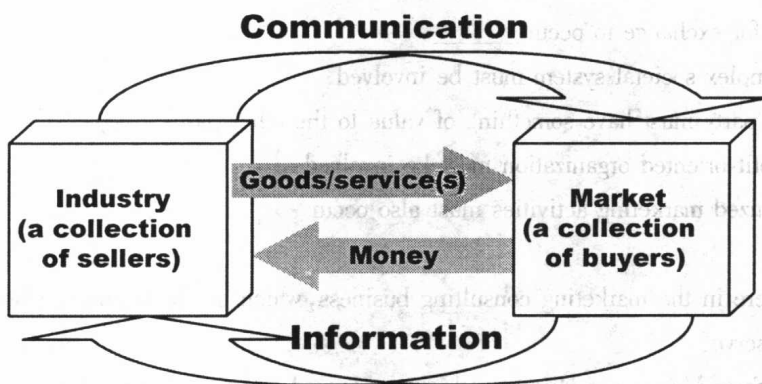


Figure 1. Total market

The figure above shows the relationship between the industry and the market. Sellers and buyers are connected by four flows. The sellers send goods and service and communication to the market, in return they receive money and information. The inner loop shows an exchange of money for goods and service; the outer loop shows an exchange of information.

Then we can see that the aim of marketing is to know and understand the customer (buyer) so well that the goods or service fits him, and further more, to reach the customer by means of communication (advertising, personal selling, etc.). Ideally, marketing should result in a customer who is ready to buy. The following is an accurate definition offered by American Marketing Association:

*"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals."*

### Task 1 Multiple choices

1. Michael Wang, the manager of Unishirt Corporation, is concerned with the planning and conception of his product, its pricing policy, and the distribution strategy. These activities are all part of \_\_\_\_\_.  
A. management      B. production      C. accounting      D. marketing
2. In order for exchange to occur \_\_\_\_\_.  
A. a complex societal system must be involved  
B. each party must have something of value to the other party  
C. a profit-oriented organization must be involved  
D. organized marketing activities must also occur
3. If you were in the marketing consulting business, which of the following clients could you not serve?  
A. The State Museum of History, which needs to determine what exhibits it should offer visitors.

- B. The Province of Yunnan, which needs to attract tourists.
  - C. TCL, which needs to determine where to locate its next outlet for customers.
  - D. All of the above could be served by a marketing consultant.
4. You are concerned with managing the exchange between the Red Cross and its blood donors. Which of the following costs would you have to be concerned about to create the ideal exchange?
- A. The travel costs incurred by donors visiting the Red Cross sites.
  - B. The personal energy and time expended by the donor.
  - C. The opportunity costs lost by not managing in some other activity.
  - D. All of the above are marketing costs that would be of concern to someone managing the exchange situation.

## Task 2 Questions

1. What does Marketing mean to you?
2. What brand of athletic shoes did you purchase last?
3. Describe your relationship with whatever company made the shoes you purchased.

## Section 2 A

### The Notions of Marketing

**The production concept**—one of the oldest concepts in business

Production oriented businesses concentrate on achieving high production efficiency, low cost, and mass distribution. They assume that customers are primarily interested in product availability and low prices. This makes sense in developing countries.

<b>Production Concept</b>	Consumers prefer products that are widely available and inexpensive.
<b>Product Concept</b>	Consumers favor products that offer the most quality, performance, or innovative features.
<b>Selling Concept</b>	Consumers will buy products only if the company aggressively promotes/sells these products.
<b>Marketing Concept</b>	Focuses on needs/ wants of target markets & delivering value better than competitors.

Figure 2. Notions of marketing



### The product concept

Consumers will favor those products that offer the most quality, performance, or innovative features.

Focusing on making superior products and improving them over time, the managers in these businesses assume that buyers admire well-made products and can appraise quality and performance; they treat their own products as their babies, and often forget what the market really needs.



### The selling concept

Consumers and businesses, if left alone will ordinarily not buy enough of the products, the seller should, therefore, undertake an aggressive selling and promotion effort.

Most companies practice the selling concept when they have over-capacity. Their aim is to sell what they make rather than make what the market wants. They assume that

customers who are coaxed into buying a product will like it, and if they don't, that they won't bad-mouth it and forget their disappointment and buy it again. There is a big risk for these companies.



## The marketing concept

“The key to achieving its organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets.”

Under the marketing concept, it is the consumer who takes the central place on the business stage. It is the satisfaction of customers that is seen as the key to prosperity, growth and survival. A marketing-oriented firm produces goods and services that customers want to buy rather than what the firm wants to make. The emphasis is to put on the customer buying rather than on the firm selling the goods. The marketing approach challenges every member of a company, whatever his or her specialist function, to relate his or her work to the needs of the marketplace and to balance it against the firm's own profit needs.

Most marketing-oriented companies have evolved over the years, passing through the first three stages before reaching the fourth.

### Task 3 Multiple choices

1. A “marketing orientated” business sees life from the perspective of who?
  - A. Customers.
  - B. The Government.
  - C. Suppliers to the business.
  - D. Employees.
2. The key feature of a marketing-oriented company will be \_\_\_\_\_.
  - A. they invest heavily in advertising to outperform their competitors
  - B. they use market intelligence to understand competitor activities



- C. they use feedback from customers to outperform their competitors
  - D. they sell their products at a lower price than their competitors
3. Peter's company does an excellent and efficient job of churning thousands of Nit-Pickers off the assembly line every day. One problem with this \_\_\_\_\_ approach to marketing is the failure to consider whether Nit-Pickers also meet the needs of the marketplace.
- A. customer orientation
  - B. sales orientation
  - C. marketing orientation
  - D. production orientation
4. Cathy has noticed the lack of specially recycling centers in her community, although local neighborhood clubs have repeatedly asked the city to provide such centers. Cathy has decided to become certified in waste disposal and hopes to open a battery and motor oil-recycling center next year. She hopes to include the innovative service of home pickup and delivery of recyclables. This business philosophy supports a(n) \_\_\_\_\_ orientation.
- A. production
  - B. sales
  - C. marketing
  - D. enterprise

#### Task 4 Question

How does marketing differ from selling?

### B

## Internal Marketing

Conventionally, of course, the role of marketing in the organization has been looked at as being one of the focusing externally on the needs of the customer. Recognition of the need for a company-wide marketing orientation and for the development of aspects such as "part-time marketers", has led to the recognition that marketers and the marketing func-