

国际商务系列教材

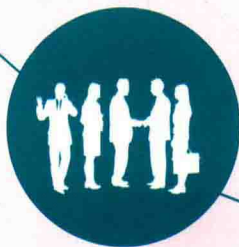
Series of International Business

丛书主编：张立玉

International Business

现代营销学

王兴军 编著



WUHAN UNIVERSITY PRESS

武汉大学出版社

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序

随着商业经济和信息技术的飞速发展,以及经济全球化的进程加速,社会活动的各个层面都不可避免地趋向国际化,各种行业中的国际交流活动也日益频繁,国际间的商务活动和接触更是如此。国际间的竞争越来越激烈,商务交往手段越来越新颖化、多样化。商务活动已经不再局限于卖出单向交流,而是由内向外——从公司内部运营到商场的服务,从个人的专业知识、才能到言行举止,达到全方位的人际交流。而英语作为其中最重要的信息载体之一,已成为现代国际社会各个领域中使用最广泛的语言,其重要性日益突出。

“商务英语”的概念来自于英文译文 Business English,而英文中“business”一词并不仅仅对应汉语“商务”(理解为生意或经营业务)概念,而是涵盖了所有非私人活动的社会公众活动。所谓“商务”,是指围绕贸易、投资等各类经济、公务和社会活动,包括贸易、金融、营销、旅游、新闻、法律、外事等领域。随着近年来中国的政治和经济实力不断的提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开发,日益融入到区域经济和全球经济一体化的框架中,人们需要学习,了解更多的国际商务知识,熟悉国际商业规范,拥有较强的跨文化交际能力以便能直接参与国际合作与竞争。

目前国内人才市场对口径宽、适应性强的复合型英语人才需求旺盛。商务部的一项调查显示,我国急需高素质、复合型、具有较强国际竞争力的高级商务英语人才。调查预测未来二三十年内,高级商务英语人才的需求量将成倍增长。商务英语是一门交叉学科,涵盖了应用语言学和商科等诸多学科,商务英语人才也由于口径宽、适用性强而备受人才市场青睐。由此可见,随着我国经济的日益开放和跨越式发展,社会对外语人才的需求已经呈现出新的变化,单一的“英语基础技能+英美文学知识”培养方式已无法满足社会经济发展的需要,而对于高素质、复合型商务英语人才的需求已成为时代发展的必然趋势。“国际商务系列教材”(Series of International Business)就是在经济全球化成为现实,国与国之间相互依赖

的背景下而推出的。它联合了众多高等院校具有丰富教学实践经验的专家、教授编写而成。本系列教材对于国际商务专业的学生具有非常强的指导性和可操作性。

本系列教材旨在为人们提供系统和实用的国际商务知识、规范和原则,通过学习国际商务相关知识,提高自己的竞争能力,减少失误和误会,赢得更多的商机。本系列教材的编写力图做到时效性、全面性、创新性、生动性、准确性、实用性和客观性。在内容上尽可能做到与时俱进,贴近时代,并具有可操作性和可移植性。其内容丰富,选材广泛,深入浅出,编排紧凑,特别适用于国际商务专业硕士、商务英语方向研究生,商务英语本科生作为教材,也适用于业内人士自修和工作参考。

我们诚恳希望广大专家和师生给我们提出宝贵的意见和建议。

张立玉

2014 年春天



Preface

This book intends to provide an overview of marketing thought and practice for students new to marketing, for students on short introductory marketing courses, and to anyone who needs a quick grasp of the subject. It aims to deliver a clear and concise presentation of the basic principles of marketing. It employs the “4Ps” with a managerial approach, and in a manner echoing the dynamic markets in the light of globalization and the wide use of Internet.

Marketing does not exist in a vacuum; it is a vibrant, sometimes energy-sapping profession that is full of exciting examples of success and failure. Moreover, marketing practitioners need to understand the changes that are taking place in the environment. The dividing lines between online and traditional are no more, it's time to take a holistic approach to marketing. Today there are more ways to identify, target, and stay connected with your customers than ever. Online marketing has evolved from an afterthought to being the forefront and driver of overall strategy.

When we set out to write this book, we were faced with many possible goals and emphases. We could have devoted to the theoretical development in the field of marketing and tentatively covered the mainstream ideas, surveying studies up to the current state-of-the-art. Or we could have focused on the the applicable methods and approaches required for the market analysis and marketing campaign, making proved marketing techniques available for marketers' reference. Or we could have purely concentrated on interpreting and introducing the latest advancement. We know, however, from years of teaching experience and the great textbooks available that none of the above goals might be easy. Although we give attention to all this areas, we choose to write a book that reflects the reason for our own enthusiasm for marketing:

this is a book about people as well as marketing, showing how systematic investigation of marketing can shed new light on previous intractable research questions in approaching market, technically, the people.

This book is not the work of one person, and we would like to acknowledge the people who have helped. We are grateful to the forerunners who led the way and shared their insights. Our thanks also goes to researchers and scholars constantly contributing to the ever-changing subject, keeping a close watch and expanding the scope of marketing.

Wang Xingjun


October, 2014




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