

国际营销 简明教程

A SHORT COURSE IN
INTERNATIONAL MARKETING

编者 Jeffrey Edmund Curry / 张蔚

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总序

进入“十三五”，我国高等英语教育迎来深化改革和创新发展的关键期，商务英语专业也随之从规模发展进入内涵发展和质量提升的新常态。截至2016年，全国已有293所高校开办了商务英语本科专业，有近500所高校的英语类专业开设了商务方向或课程。2017年，教育部制订的《高等学校商务英语专业本科教学质量国家标准》（以下简称《国家标准》）也将颁布，对商务英语人才培养提出了明确要求，以满足对外开放的国家战略和需求。

为了认真贯彻落实《国家标准》，全国高等学校商务英语专业教学协作组与上海外语教育出版社密切合作，对入选“十二五”普通高等教育本科国家级规划教材的“新世纪商务英语专业本科系列教材”进行全面修订。修订后的“新世纪商务英语专业本科系列教材（第二版）”体系更加完整，涵盖英语知识与技能和商务知识与技能两个模块，很好地体现出《国家标准》对商务英语专业学生知识和能力的要求。

本系列教材中，英语知识与技能模块包含《商务英语综合教程》、《商务英语视听说教程》、《商务英语阅读教程》、《商务英语写作教程》、《商务英语论文写作》、《商务英语口译教程》、《商务英汉翻译教程》等。

商务知识与技能模块包含《国际贸易实务与操作》和《国际商业伦理》、《国际商务合同》、《国际经济学》、《国际知识产权》、《国际营销》、《国际支付》、《国际贸易单证》等简明教程。

本系列教材具有以下四个鲜明的特色：

第一，完全对接《国家标准》规定的培养目标和课程体系，突出打牢英语基本功，拓宽国际视野，提升人文素养，培养商务意识和素养，提高商务英语技能、商务实践能力、跨文化交流能力、思辨与创新能力。

第二，编写理念先进，选材新颖，充满时代感，坚持语言、文化、商务三者有机结合，充分体现国际化、人文性、复合型、应用性的特点和全人教育的理念。

第三，体系完整，覆盖商务英语专业核心课程，英语知识与技能教材突出听、说、读、写、译、跨文化交际等技能训练导向；商务知识与技能教材理论体系完整，知识讲解简明扼要，语言原汁原味，配套练习实用性和可操作性强，注重中外真实案例分析，培养思辨和创新能力。

第四，课堂任务设计多样化和立体化特色鲜明，突出网络多媒体技术的应用，提供丰富的视频材料和教学资源，加大了语言学习的趣味性和输入的有效性。

本系列教材是全国高等学校商务英语专业教学协作组重点推荐的教材,由国内商务英语教学专家编写,可供一、二年级商务英语专业本科生、英语专业商贸方向学生、财经类院校本科生以及各类经管专业本科生使用,同时也可作为大学英语ESP课程模块的商务英语教材,以及各类企业培训和社会商务英语学习者的参考书。本套教材的修订得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。

王立非

全国高等学校商务英语专业教学协作组组长
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前言

《国际营销简明教程》是“新世纪商务英语专业本科系列教材(第二版)”中“专业核心课程·商务知识与技能”板块的一本,原版教材由上海外语教育出版社从美国世界贸易图书出版社引进。为了帮助学习者更好地理解教材内容,中文编者对各章节进行了扩充,增加了本章概要、学习目标、知识点概要、词汇学习、知识链接、巩固练习、案例学习和拓展阅读等部分,提升原版教材的易读性,强化教材的实践性。

《国际营销简明教程》共16章,涉及营销基础、市场要素、国际营销的维度、国际贸易、政府的作用、文化力量的作用、为国外市场开发产品、市场调研、准备进入市场、开发分销渠道、广告与促销、不同产品的促销、为新市场配备人员、评估营销业绩、营销计划和营销审计等主题。

《国际营销简明教程》突出国际营销知识与应用,强调跨文化营销能力的培养。

“本章概要”用简洁明了的中文概括原版教材各章节阅读的主要内容。“学习目标”通过中文解释等对各章节学习内容核心进行拓展,并指出通过哪些方面的内容学习可帮助学习者更好地理解各章节的主题,达到本章节的教学目标。编者用中文概括了每章的开篇核心内容和正文一级标题涵盖的主要内容,以标注的形式呈现,旨在帮助学习者更好地理解阅读内容,降低阅读难度。“词汇学习”部分提供各章节核心词汇的中文解释,加深学习者对关键词汇的理解。“知识链接”部分用中文编写与各章阅读内容相关的背景知识。“巩固练习”部分的所有题型用英文编写,围绕原版教材内容,一方面通过相似词汇对比、填空、判断正误等题型帮助学习者加强对原版阅读材料的掌握,另一方面还围绕各章节阅读主题,用英文设计相关思考题,通过讨论加深学习者对章节主题的理解。这一部分的习题全部配有参考答案。“案例学习”由“案例故事”、“案例剖析”和“案例总结”组成。“案例故事”和“案例剖析”皆用英文编写,前者主要选取与各章节主题相关、具有中国元素的案例,后者不仅从不同角度分析案例成败的原因,还在案例后设计开放式小组讨论题,不仅加深了学习者对案例的全面理解,更激发了学习者对相关营销理论的兴趣,培养了学习者主动思考的能力。“案例总结”用中文编写,帮助学习者总结案例中的经验教训,激发他们深入学习和思考的兴趣。“拓展阅读”由“阅读”和“阅读与思考”组成,皆用英文编写,所选阅读材料都和章节内容相关,作为本章节专业知识的扩充。“阅读与思考”提供阅读材料、理解练习和思考题,以便学习者通过大量阅读进行思考,深入体会相关内容,提高自身分析问题的能力。

《国际贸易简明教程》的特点是知识体系完整、阅读内容原汁原味、中文注释言简意赅、案例选择强调中西文化之结合、案例剖析引人入胜等,适用于高等院校商务英语、工商



管理、国际贸易等专业的相关课程,也可作为企业各类管理人员的培训教材或商务英语爱好者的阅读材料。

在教材的前期编写过程中,我的研究生团队在查找、搜集、整理资料,尤其是本书的案例筛选方面做了大量的工作,因为本书商业案例的特点是既具有国际化,又需要体现中国元素,他们也积极参与了后期练习答案的整理工作。他们是:西安外国语大学商务英语研究方向研究生李哲、陶媛媛、秦云霞、王宇、李慧、李瑞静和张名。编者在此对他们的参与和付出表示真挚的感谢。

编者: 张蔚
2017年3月



Introduction

Everything must be made as simple as possible but not one bit simpler.

— Albert Einstein

THE INTERDEPENDENCE OF MARKETS: WHO NEEDS WHOM?

A great deal of emphasis has been placed on the need for companies to pay attention to the global economy, even when they operate on a seemingly domestic basis. This call for a larger perspective has come about because very few businesses can truly say that they're unaffected by conditions outside of their home market. The corner restaurant in New York notices the rise in prices when coffee crops are bad in South America, an office supply shop in Buenos Aires feels the effect of a transportation strike in Europe, and a Beijing computer manufacturer knows exactly when the price of microprocessors has jumped in the United States. Large companies go so far as to hire personnel to track the markets that will affect them the most. Many would say that all of this interdependence is the result of advancements in transportation and communication. The real cause, however, is an increase in the effectiveness of international marketing.

Those companies that have done the best in the global arena are those that have released themselves from any emotional attachment to the schemes that made them a success domestically in order to see each new marketplace as a distinct entity. This is not to say that some aspects of domestic plans can't be used internationally; many times the new market will demand elements of the old mixed with the new. The key to success is a reliance on proper research and analysis. Whereas some functions of management (sales, human resources and even some manufacturing processes) may be described as "art," marketing (whether domestic or international) is science. The stakes are far too high and the pace much too quick to rely on guesswork, intuition, or gut feelings. Entering a new market far from home without a detailed plan is akin to building a skyscraper without a blueprint — possible, but highly improbable.

The goal of this text is to give the reader a grounding in marketing and its application to international business. The book is directed at novice marketers as well as those experienced in domestic applications but new to the global marketplace. The former group will discover that marketing is much more complex than it first appears; the latter will find that much of their acquired skill is readily transferable after reasonable retooling. All will see that the boundaries between domestic and international marketing are, at times, quite solid and on other occasions somewhat

hazy.

The realities of the international marketplace will be stated as such, often bluntly so, and no theory will be promulgated without concrete examples. The contents are meant for practical application, not theoretical discussion. Readers will also find that culture and cultural distinctions are at the heart of international marketing. A company's ability to access and appeal to those societal distinctions will spell the difference between long-term profits and short-term failure. The continued desire of societies to retain their individuality, coupled with an increased awareness of the effect of commerce on culture, has given rise to the specialization of the international marketer.

THE LACK OF HOMOGENEITY: ONE WORLD, MANY WALLET

The world may be becoming more cosmopolitan, but homogeneity is centuries, if not millennia, away. No longer will the developing world accept the products of their richer neighbors willy-nilly, nor do the industrialized powers show any less resistance to the encroachments by the powerful American and Japanese technoliths. Even at the top of the commercial heap, emotions run high on the topic. The United States, for its part, was just as resentful of Japanese auto manufacturers as Japan was of U.S. rice producers. The desire to exclude foreigners from "traditional" markets is as much an economic fear as a cultural one.

This book will delve extensively into the cultural concerns intrinsic to the international, and sometimes even the domestic, marketing process. Throughout, guidelines will be presented for formulating a marketing strategy. Cultural analysis, research planning and a marketing plan outline will give the reader a step-by-step program for assembling a cogent scheme for international business. A marketing audit is also supplied to help with long-term planning.

"Culture shock" is a common malady among world travelers. It is this author's goal to provide sufficient information to prevent the reader from suffering the decidedly more expensive consequences of "market shock."

Jeffrey Edmund Curry
San Francisco 1998

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CHAPTER 1

Marketing Basics

营销基础

本章概要

开篇介绍营销的来源和范畴，正文是关于营销的方方面面。

学习目标：

生活中处处都是营销，例如“媒人”、“学校招生”、“工作面试”等，营销就是取和给的关系。

营销的功能不仅仅是销售和做广告，还结合了许多活动，如市场调研、产品开发、分销、定价、广告、个人销售以及其他的一些活动，目的是为了在识别、服务和满足顾客需求的同时实现组织的目标。营销的目的是建立营利性顾客关系。营销追求的是既利用优质的价值承诺来吸引新顾客，又通过传递顾客满意来保持和发展现有的顾客。

市场营销的全部，就是围绕着市场营销环境、消费者和企业进行的。营销环境限定消费者、制造商和销售商的活动。企业则要针对消费者的复杂购买行为，设计相应的营销策略，从而实现企业的目标。

营销是建立在一个动态的全球环境下进行的。在21世纪经济高速发展的过程中，营销者将会面临许多新的挑战 and 机会。因此，公司必须以市场为中心才会取得成功。

本章节学习目标包括以下两个方面：

基本目标(Text-based)：熟悉营销的概念、范畴及营销基础涉及的方方面面。

拓展目标(Text-related)：通过背景知识学习、拓展阅读、案例学习和分析能运用营销基础知识解释和分析产品营销与市场销售现象。

英语中“营销”(marketing)来源于拉丁语*mercari*,意思是货物买卖或交易。市场指任何有商品和服务交易的地方。如今,市场可以指简单的农产品买卖交易,也可以是指对整个经济的描述(比如欧洲市场)或朦胧的商业功能(比如股票市场)。市场本身涵盖了诸如道德、文化、宗教、民族、政治和社会团体这些具体的方方面面。人们可以有目的的组合在一起而形成市场,如《北美自由贸易协定》,或由于环境默认而一起做事,如21岁到30岁的成年人所组成的社团。所有市场都可以细化或细分为更小的市场,直至到个体。

营销与销售部分陈述两者的关系,主要是两者之间的区别。

Live together like brothers and do business like strangers.

— Arab proverb

The word *market* derives from the Latin *mercari* meaning “to buy or trade” (hence merchant) and that infinitive finds its roots in *merx*, which means “goods.” The “market” is anywhere that goods or services may be sold or traded. Nowadays, it can range in scope from a simple open-air exchange of farm products to a description of an entire economy (as in the European Market) or a nebulous commercial function (like the stock market). The term also covers specific ethnic, cultural, religious, national, political, or social groups. People may purposely group themselves together as a market (e.g., NAFTA) or they may come together by circumstantial default (e.g., adults 21 to 30 years old). As will be seen later, all markets can be subdivided or segmented into smaller and smaller groups, all the way down to individuals if so desired.

Marketing Versus Sales

For some inexplicable reason, marketing is constantly linked to sales in a way that no other function of management seems to be. Many people, including top executives, confuse the terms on such a regular basis as to render them interchangeable. This erroneous matchup is true for both domestic and international companies. To promulgate the belief that marketing is something that only salespeople do (as in the sales and marketing department designation) is exceedingly dangerous. The problem seems to stem from a misunderstanding about the difference between a process and a result, as well as from the failure to understand the centrality of marketing to all management functions. Sales occur when goods or services are “given over” to a customer in exchange for money or another valuable consideration. It’s the end result of the marketing process.

Marketing describes the whole commercial process that creates (through promotion) the interest that the potential customer demonstrates prior to a sale. The role of sales is to capitalize on that interest to the point where there’s a successful exchange. Once a sale is complete, a company must provide follow-up service in an effort to maintain satisfaction and promote future sales. Many large companies have begun to officially demarcate and prioritize these functions by instituting a marketing department, within which is a subdivision called the sales and service department. Smaller companies and solo entrepreneurs must have an equally clear distinction and understanding of all the areas covered by the term *marketing*.

Effective Marketing: Binding the Buyer and Seller

Sales transactions are the goal of marketing and they serve as the basis for the relationship between the marketer and the consumer. No one enters the marketplace, buying or selling, without the expectation of some type of gain. Even the briefest transaction creates a relationship, however small, between the buyer and seller. The marketing plan is a detailed scheme of how a company will designate, access, sell to, and service a specific consumer group. When done properly, it will create the environment for transacting business in a way that is mutually “gainful” for both sides. The degree of care that’s taken to assure this mutual gain will dictate the length of the relationship. Taking advantage of a customer on the first go-around makes for a brief, and often acrimonious, relationship, while the extraction of a reasonable profit and the offer of follow-up services results in larger, longer-term relations. Both extremes are regularly planned and executed, though companies utilizing the former have little staying power. The binding relationship between the buyer and seller that’s created by effective marketing tends to last longer — and to be set up more quickly — as the speed of information in the marketplace increases. Good reputations can be quickly gained but just as quickly damaged or lost forever as the pool of informed and demanding consumers grows larger everyday.

有效营销部分陈述买卖双方制约关系的重要性，双赢是买卖双方维持长久关系的关键。

Role of the Marketing Plan: The Action Budget

As is true of many activities in life, gain rarely appears without pain or, more precisely, effort. The burden of this effort is greatest on the selling side and is therefore the responsibility of the marketer. Product, price, promotion, distribution, and postal service must all be thoroughly designed during the market planning process and controlled in compliance with that plan after its implementation. As hard as it may be for other management personnel within a company to accept, all of their actions must be directed by and subservient to the marketing plan. To return to the construction analogy from the introduction, to build a building the carpenter, the electrician, the bricklayer, and the glazier must all practice their arts within the confines of an architectural blueprint. In fact, the ability to produce results within those restraints is the measure of their professionalism. This is not to suggest that the primacy of marketing acts as a straightjacket on the other activities of management. The marketing plan is simply an action “budget” and, like its financial counterpart, is subject to change during the course of the company’s lifespan. Many ongoing internal and external factors (some controllable, some not) affect marketing, and adjustments must be made accordingly. The marketing audit process (Chapter 16) analyzes the need for adjustment and is nothing more than the matching of a planned budget against “actual” costs. When applied to finance, these planning and auditing processes are recognized and valued by any professional manager. However,

营销计划的作用部分陈述营销计划对于企业的重要性，营销计划类似于金融企业的行动“预算”，在公司运营过程中处于不断调整变化状态。

it's rare that marketing is seen in the same matter-of-fact light.

Marketing is often taken to be some sort of intuitive mechanism that requires a "feel" for a specific market or product line. The result has been that the number of high tech, telecom, and financial services marketing specialists is now a legion. The fact is that marketing is very much akin to accounting in its procedures and equally universal in its applicability. Just as accountants are "good with numbers," marketeers are proficient with consumer-related data. Once the methodology of marketing has been grasped, it can be applied to any business.

WARNING: Whether using internal or external marketing staff, there is no substitute for current information and recently analyzed approaches. A professional marketer can develop profitable strategies for any product.

Marketing Potential: Today and Tomorrow

市场潜力部分是关于市场最终规模和效益的变化受营销人员可控因素和不可控因素的影响，营销者或营销人员必须具备从短期、中期、长期角度洞察市场的能力。

Market potential — the ultimate size and profitability of a market — can vary greatly and will be affected by factors both within and without the control of the marketer. A good portion of this text will deal with these variants, but at this point the reader should recognize that marketeers must view all markets in the short, medium, and long term. Additionally, markets can compete with each other for the attention of the marketer, and the relative potential of those markets (international ones in particular) must be weighed before expensive resources are allocated. After being first entered or penetrated, markets will move through progressive stages. There's no set period of time for their maturation, which will occur when demand consistently absorbs allocated supply, with pricing objectives met.

Companies usually seek to control their own status in any particular market, though there are an intrepid few that allow the marketplace to dictate their positioning. This position can remain static or change drastically, up or down, over the course of a market presence. Positioning a product against its competition is heavily linked to image. The recognizability of an established brand name can go a long way toward allowing an established company to reposition a proven product in a new market or to position a new product in an old market. A company may labor for decades to establish a brand name (e.g., Volvo in automobiles) or it may become an overnight sensation with worldwide recognition (e.g., Netscape for Internet browsers). It's a matter of timing and consumer demand.

The Role of Marketing in Business: The Rudder of Commerce

营销在商业中的作用就如同方向舵，合适的产品在合适的时候投入合适的市场，是成功营销的关键。

Marketing is the targeting, acquisition, and retention of customers over a period dictated by the life cycle of the product (goods or services) under consideration. In many ways this is a simple statement, but one that belies extensive research and complex analysis. Marketing is the initial

movement of ideas that results in a saleable product. Surely good ideas are rampant in the marketplace but customers, flush with money and eager to spend, often go home empty-handed. Products heralded as the “greatest thing since —” soon find their way to the rubbish heap. Is this the result of quality problems? ... Sometimes. Government intervention? ... Occasionally. Hyperbolic advertising? ... Usually. Consumer fickleness? ... Often. Poorly planned marketing? ... Always.

The rush to enter the marketplace is most often quickly followed by rejection; the successful are begrudgingly described as “lucky” by those who fail. There’s little doubt that “being in the right place at the right time” leads to success in the marketplace. However, luck is no more involved in business than it is with other complex human undertakings. In the summer of 1997, the trajectory of the NASA Pathfinder spacecraft led to it being accurately placed within the orbit of Mars and then successfully landed on its surface. Time and place had been carefully planned and those plans methodically exercised. Variables and risks were calculated, deemed reasonable, and then overcome; logic, logistics, and long-term thinking were all brought to bear. NASA’s success proved Aristotle’s postulate that the educated tend to be “luckier.” Marketing functions under the same rubric.

Marketing Functions: Five Classic Functions and a Forgotten One

After creating or finding a market, a company can exploit it quickly by maximizing profit on a per-product basis, or it may choose to pursue a process of maximizing market share. This latter process requires that the company secure the greatest amount of consumer purchases possible through careful pricing and quality control in an effort to establish a long-term relationship with the customer. Over time, prices will be increased and costs reduced with an eye toward taking profit once competitors have been driven from the field or at least had their share of the market reduced. The acquisition of market share is subject to the rigors of finance (“Can we wait this long to make money?”), opportunity (“Are the consumers ready, willing, and able to buy our product?”), and the competitors’ strength (“Will they fight back?”).

Traditionally, marketing has been broken down into the following processes.

CONTACT

This is the seeking out of prospective consumers and it may be based on a variety of determinants. Time, distance, media, and the overriding factor of access to finance can make this initial function extremely difficult. No matter how useful and desirable the product may be, improper handling of the initial contact can keep a company out of the marketplace indefinitely.

营销的功能介绍，营销的五大传统功能和人力资源这一常常被遗忘的功能。

MERCHANDISING

Once potential customers have been located, goods and services must either be developed from scratch or customized. For the purposes of international marketing, merchandising is the process of bringing the right product to the right place at the right time in the right quantity at the right price. Ultimately, the consumer determines what's "right."

PRICING

The price of a product is often the determining factor when a purchase is made and is always a key to profit. It's also part of a strategy of seizing market share. Setting a proper price will determine how long any company will stay in the marketplace. When a company practices price competition, it consciously uses price as the major means of attracting consumers. It's not unusual for consumers (at both the wholesale and retail level) to buy based entirely on price, regardless of the efforts of the marketer to promote quality or service.

PROMOTION

Once a product and its price have been developed, customers must still be convinced to favor it over a competitor's offering. There are four types of promotion used to support marketing efforts: paid advertising, personal selling (one-to-one), public relations (press releases, articles), and supplemental efforts (coupons, sweepstakes). All promotion, but especially advertising promotion, is open to overstatement and misrepresentation. Successful and ethical marketers devise advertising that keeps customer perception closely aligned with product or service reality. Promotion is taken up in detail in Chapter 11.

DISTRIBUTION (A.K.A. DISTRIBUTION CHANNELS)

Although this is often associated with the movement of physical products over distances, it is, in reality, the process of putting the consumer and the product (whether goods or services) together. In its strictest sense it means the extent to which consumers have access to a product compared to the total number of possible access points. In a larger sense, distribution encompasses all of the participants in the delivery of a product, any product, from the marketer to the consumer. Participants include retailers, wholesalers, agents, shippers, customs brokers, manufacturer's representatives, advertising agencies, media buyers and a plethora of other middlemen who act on the behalf of the marketer. And there's a great deal of overlap among their functions.

To make the above processes truly comprehensive we add human resources.

HUMAN RESOURCES

The internal marketing that occurs at every company when they attract, hire, train and retain employees is directly reflected in the ability to market externally to the public. All employees, from the mailroom to the conference room, must be selected for their ability to contribute to the company's external marketing efforts. Transactions don't take place between companies and faceless consumers but between flesh-and-