



市场营销 英语口语 MARKETING

主编 李洪涛

184个实用话题 920个高频使用句子
368个原汁原味的对话

完整 有效 地道 精粹
市场营销英语口语教材，
市场营销从业人员的英语必修课！

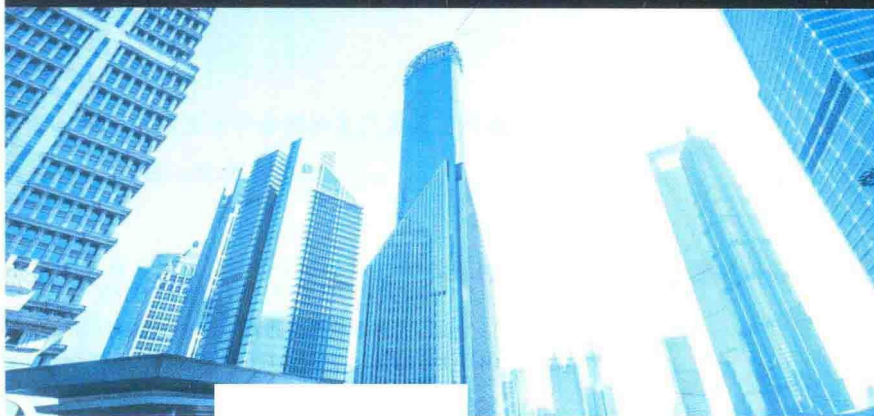


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市场营销 英语口语 MARKETING 英语口语

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作为一名市场营销人员,您是否觉得“酒香也怕巷子深”?您是否需要以最直接的方式获得信息?您是否需要在最短的时间内将公司和商品介绍出去?

中国的企业要想在全球化经济中占有一席之地,首先就要求市场营销人员不仅要精通专业知识,掌握销售技巧,还要有强大的英语表达能力。不仅在收集市场信息以便做出营销决策时能查阅英文专业文献,还需要能用英语流畅地书写邮件和交流。其中,英语会话是众多国际销售人员以及将国际销售作为职业目标的人员的瓶颈。那么,想要在最短的时间内突破这个瓶颈,摆脱英语会话能力不足的困境,使自己在竞争激烈的市场中取得重要位置,就让英语来帮您吧!

本书将以简单的语言、流畅的表达、真实的场景把您带入一个纯英语的营销环境,并且让您感受到学习英语口语并不难!无论是电话营销还是面对面营销,通过广告、展会和市场调研等多方面途径让您感受到国际销售的魅力。本书涉及的营销领域有房地产、汽车、服装、家电、生活用品、保险、食品等,可谓面面俱到,一网打尽!

本书每个单元包括以下三层,层层递进,让您在领悟营销英语的同时,打造您的营销竞争力。

◆第一层 熟读2分钟

列举了相关主题下各种市场营销工作中常用的表达方式,所选例句经典规范,浅显易懂,学习轻松,并能让您举一反三,随心所欲地进行表达。

◆第二层 一边听一边练

精选了每个主题情景下的常用对话,将市场营销中经常遇到的对话一并囊括,为您提供提高英语口语水平的便捷途径。

◆第三层 情景短剧扮演

提供了一组最常用的市场营销情景对话,您可以通过最贴近实际的场景会话,体会说话的真切氛围,每天反复练习,从而达到脱口而出的境界。

三个层次内容丰富,每个层次从不同的角度给读者展现素材,教给读者不同的学习口语的方法,给读者不同的学习体验。就像一杯多滋多味的鸡尾酒(cocktail),每个层次的口味各不相同。鸡尾酒越品越有味道,越喝越有激情,使您越学越有兴趣。

本系列丛书一共包含《市场营销英语口语》《酒店饭店英语口语》2本。亲爱的读者朋友们,让本书伴随您,一起充满激情地学英语吧。

打开鸡尾酒,开始品尝吧!

编者

2015年9月

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市 场

营销英语口语

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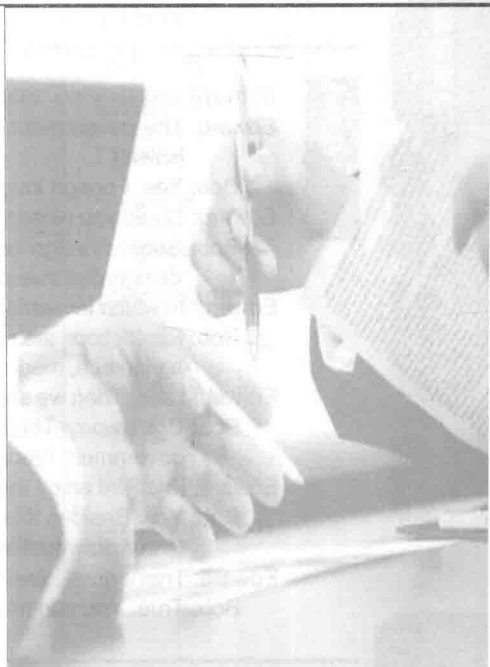
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1

营销策略 Marketing Strategies

Unit 1 市场环境
Unit 2 全球营销
Unit 3 市场开发
Unit 4 产品定位
Unit 5 定价策略
Unit 6 营销计划
Unit 7 营销手段

Unit 8 新闻发布
Unit 9 接受采访
Unit 10 会见客户
Unit 11 竞争对手
Unit 12 公共关系
Unit 13 营销管理



Unit 1 市场环境

Market Environment

熟读
~分钟

We must change our strategy of marketing.

The market is sluggish.

This is a very competitive market.

The international market for this product is twice as big as the domestic one.

一边听
一边练

A: How many years have you done business with China?

B: Let me see, about seven years.

A: Do you have any difficulties in doing business in China?

B: I don't think I have any problems with our Chinese partners. They've always followed the contract strictly. We can do business directly with the corporation.

A: Well, that sounds good.

B: Actually China has always been the first choice in Asia for foreign investors.

A: Yeah, I see. Thank you.

B: You are welcome.

情景
短剧扮演

(Edward and Bob are talking about government policy.)

Edward: The government policy is to encourage foreign investment, isn't it?

Bob: Yes. Foreign investment is welcome in several areas.

Edward: Could you please specify these industries?

Bob: Sure. Foreign participation is encouraged in priority industries and designated investment areas.

Edward: In which industries are foreign participation prohibited?

Bob: Restrictions are placed on foreign participation in the industries such as agriculture, media, and so on.

Edward: I see. Then we should study the relevant documents carefully.

Bob: Don't worry. These restrictions are becoming less rigid. Our government has adopted a lot of new measures to attract foreign investment.

Edward: Shall we enjoy the preferential tax rate in your country?

Bob: Yes. Besides this, you can obtain considerable tax reimbursement according to our drawback system.

Edward: That's great. We are confident of investment in your country.

Bob: True. You can make a big profit under the policies.

市
场

营销英语口语

Unit 1

市场环境

Market

Environment

熟读1分钟

我们必须改变我们的市场营销策略。
市场疲软。
这个市场竞争非常激烈。
这个产品的国际市场是国内市场的两倍大。

一边听一边练

A: 您在中国做生意多久了?
B: 让我想想, 大约七年吧。
A: 在中国做生意有困难吗?
B: 我认为我和我们的中方伙伴在生意上没有困难。他们严格按照合同办事。我们可以与公司直接做生意。
A: 嗯, 那很不错。
B: 其实中国一直是在亚洲外商投资的首选之地。
A: 是啊, 我明白了。谢谢。
B: 不客气。

情景短剧扮演

(爱德华和鲍勃在谈论政府政策。)
爱德华: 政府政策是鼓励外商投资的, 是吗?
鲍勃: 是的, 在一些领域是这样的。
爱德华: 你能详细介绍一下这些领域吗?
鲍勃: 可以。国家鼓励外商投资那些优先发展的产业和指定的投资领域。
爱德华: 在哪些领域外商投资会受限制?
鲍勃: 国家限制一些行业的外商投资, 比如农业、传媒业等等。
爱德华: 明白了, 看来我们要仔细研究一下相关文件。
鲍勃: 别担心。政府对外资企业的限制已经有所放宽, 还采取了很多新措施来吸引外商投资。
爱德华: 我们能享受贵国的优惠税率吗?
鲍勃: 当然, 除此之外, 你们还可以根据我国的退税政策, 得到相当大的退税额。
爱德华: 太好了, 我们对在贵国投资很有信心。
鲍勃: 的确, 这些政策保证让你们获得高额利润。

新词释放

specialization
[ˌspeʃəlaɪ'zeɪʃən]
n. 特殊化
consumption
preference
消费偏好
capability
[ˌkeɪpə'bɪləti]
n. 能力
innovation
[ˌɪnəʊ'veɪʃən]
n. 改革创新
take into
account
重视, 考虑
barrier
['bæriə]
n. 障碍物
temporary
['tempərəri]
a. 暂时的
economy gain
经济增长
discriminatory
[dɪ'skrɪmɪnətəri]
a. 有差别的

营销策略

市场调研

广告营销

展会营销

电话营销

外贸营销

接待来访

商场销售

其他销售

商务衍生

Unit 2

全球营销

Global Marketing

熟读
2分钟

Market research is the study of all processes involved in getting goods from the producer to customers.

The primary data suggests that there is a slowdown in this market.

What's your market share?

We have a fifteen percent market share.

一边听
一边练

A: We have seen greater fusion of international, cross-cultural, and comparative perspectives into every aspect of marketing.

B: That's right. The key is concocting the right marketing strategy tailored to these specific needs.

A: Yeah, the development of a strong brand name in domestic market is undoubtedly a precursor to any outward expansion.

B: Our product has certainly received rave reviews from the media and many trade publications as well as from our end users. It certainly has become a household item domestically.

A: And, we must take heed to our brand name and corporate image.

情景
短剧扮演

(One American exercise machines company wants to promote products in China's market. The general manager Arthur is talking about it with Tony.)

Arthur: Have a seat, Tony. Did you ever think about promoting our products in China's market since we talked about it last time?

Tony: Yes, of course. I think we should have a place in this big market. Though few Chinese use exercise machines now, with the world's largest population, it's a great number in the future.

Arthur: That's right. What kind of people do you think would use our products?

Tony: People in the city. There are more and more people working in offices. They are stressed out at work, and they don't have time to do outdoor exercises. Retired people, many of whom have the habit of doing exercises, can stay in and use our machines when the weather isn't nice.

Arthur: Good thinking. What models do you think they prefer?

Tony: I think space-saving models will be popular.

Arthur: OK, I see what you mean.

市场

营销英语口语

Unit 2

全球营销

Global Marketing

营销策略

市场调研

广告营销

展会营销

电话营销

外贸营销

接待来访

商场销售

其他销售

商务衍生

熟读10分钟

市场调研就是研究产品从厂家到客户之间的所有过程。

原始资料表明这个市场出现了下滑。

你们的市场占有率是多少?

我们有 15% 的市场占有率。

一边听一边练

A: 我们看到了国际的、跨文化的和比较的视角更大程度地融入了市场营销的每一个方面。

B: 是啊,关键就是要策划合适的营销战略来迎合这些特定的需要。

A: 对,一个强有力的品牌名称在国内市场的发展,毫无疑问是其向外扩展业务的先兆。

B: 媒体、许多贸易出版物以及我们的客户都对我们的产品好评如潮。在国内,它确实已成为家喻户晓的产品。

A: 还有,我们必须注意我们的品牌名称和品牌形象。

情景短剧扮演

(一家美国健身器材公司想将产品推向中国市场。公司总经理亚瑟正在与托尼讨论此事。)

亚瑟: 请坐,托尼。上次我们谈过之后,你有没有考虑过把我们的产品推向中国市场这件事情?

托尼: 当然。我想我们应该在这个大市场上占有一席之地。虽然现在只有少数中国人使用健身器材,但由于拥有世界上最多的人口,将来数目一定会很大。

亚瑟: 是的。你认为什么样的人会用我们的产品呢?

托尼: 城市里的人。越来越多的人在办公室工作。他们工作压力大,而且没有时间做户外活动。退休的人,这些人很多都有锻炼的习惯,如果天气不好,他们可以呆在家里用我们的产品。

亚瑟: 很好的想法。你认为他们会喜欢什么样式呢?

托尼: 我想节约空间的样式应该很受欢迎。

亚瑟: 好的,我明白了。

新词释放

survey

[sə:'vei]

v. (对……)做

民意调查

consumer

[kən'sju:mə]

n. 消费者,用户

variable

['væəriəbl]

n. 变量

brand

[brænd]

n. 商标,品牌

strategy

['strætɪdʒi]

n. 策略

target

['tɑ:ɡɪt]

n. 目标

domestic

[də'mestik]

a. 国内的

potential

[pə'tenʃ(ə)l]

a. 有潜力的

Unit 3

市场开发

Market Development

熟读
15分钟

- What sectors have the most potential?
How can we realize product differentiation?
We've got to pull our sales number up and develop the brand.
Customer loyalty is the most important step to develop a solid brand.

一边听
一边练

- A: What are our areas for growth? What sector do you see the most potential is in?
How to pull our sales number up and develop the brand?
- B: It's not just spreading out to new markets that we have to address. I think we'd better first pay attention to developing our brand in the markets we already have. We've reached the awareness level, but we haven't established customer loyalty. People know who we are, but they still don't trust in our brand.
- A: I don't see why we can't work on opening new markets and developing the markets we've already penetrated at the same time. Both aspects of developing our customer base and developing our brand are important.

情景
短剧
扮演

(Kevin and Evan are talking about how to enter the new market.)

Kevin: We have come to a critical stage in our overseas business development. That is, choosing the right options for market entry.

Evan: There are three conventional means to enter the foreign market: direct exports, indirect exports and strategic partnership and alliances.

Kevin: Since we don't have the means and the foreign expertise inhouse, direct selling may not be the most suitable solution. We need to seek a local partner in our target country.

Evan: The export plan you've drafted earlier mentioned the various choices of indirect exports. How do we weigh the available options to best suit our needs?

Kevin: Good question! I suspect from this point forward, our real challenge will be how well we can manage and adapt to the business environment abroad.

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