

国际 市场营销

WTO 国际商务英汉汉语丛书

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王国志 编著

International
Marketing

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辽宁教育出版社

WTO 国际商务英汉双语丛书

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国际市场营销

International Marketing

王国志 编著

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《WTO 国际商务英汉双语丛书》总序*

于光远

中国加入 WTO 不仅是中国的需要，也是世界上其他国家的需要。

“中国在国际贸易中的份额不断增加，地位持续上升，已成为全球举足轻重的贸易大国。世界贸易组织如无中国参加，就失去其普遍性。它接纳中国是全球一体化的必然。”联合国副秘书长金永健先生是这样评价中国参加 WTO 的重要性和必然性的。

加入 WTO，就要在我国普及 WTO 知识，包括普及 WTO 英语知识，使学习研究世界贸易专业的大学生、研究生、政府公务员、企业界人士，乃至各行各业人士都能熟悉 WTO。

因此，辽宁教育出版社出版《WTO 国际商务英汉双语丛书》是一项很有意义的事。我国从事商业领域，包括财贸、金融、商务、法律、海关、银行、会计等部门的专业人士和从业人员，都能从这套丛书中受益。

所以，我很高兴在这套丛书付梓的时候，为它写这样一篇总序。



2000 年 12 月 25 日于北京

* 于光远，中国社会科学院首任副院长，我国著名的经济学家和哲学家

前 言

本书结合英语学习的同时，概述了国际市场营销的基本理论。内容分为八章，第一章介绍了国际市场营销的含义、国际营销调研的范围和国际营销发展的起因。第二章主要介绍国际营销所面临的环境因素，重点论述了经济环境、文化环境、政治法律环境和技术环境。第三章介绍了国际营销战略，主要内容包括营销战略的规划和进入国际市场的方式。第四章介绍了国内与国外消费者消费行为的区别以及购买决策过程。第五至第八章介绍了市场营销的核心内容——营销组合，针对国际营销的特点，重点分析了影响国际营销的产品、价格、渠道、促销因素。

本书在专业英语的基础上增添了注释和译文，既适合于高等院校商务英语专业、经济管理类专业的辅助教学，也适用于具备一定英语基础，从事国际营销工作的专业人员。本书在编写过程中参阅了国内外许多教材和著作，并借用了部分资料，在此特作说明，并向有关作者深表谢意。此外，付平、吴建伟同志在本书编写过程中作了许多有益的工作，在此一并表示感谢。

限于本人的水平，书中定有不当之处，敬请广大读者和同行批评指正。

王国志

2000年12月

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Chapter One: Introduction

1.1 *Definition of the International Marketing*

What's international marketing? In what way does marketing change when it goes international? We must recognize first that international marketing is marketing. It involves the same collection of activities as does domestic marketing. What distinguishes international marketing is not the activities or functions performed but the way they are performed. The parameters and determinants of the international marketing task are different from those influencing domestic marketing.

解说

international marketing 国际市场营销

domestic marketing 国内市场营销

One way to recognize the distinctiveness of the international marketing task is to consider what we might call the three dimensions of international marketing. They are: international marketing, foreign marketing, multinational marketing.

解说

distinctiveness 特殊性

1.1.1 International Marketing

The international marketing dimension involves marketing across national borders. This is different from domestic marketing because the mere fact of crossing the border confronts the marketer with new economic, political and legal constraints, such as floating exchange rates, boycotts, and international law. These constraints will usually force modification of the firm's marketing program as it crosses national boundaries.

解说

constraints 约束、限制

floating exchange rate 浮动汇率

boycott 联合抵制

1.1.2 The Foreign Marketing

The foreign marketing dimension involves marketing within foreign countries, as when a China's firm markets in Japan or Korea. Such marketing is unlike domestic marketing because that firm faces different kinds of competition, consumer behavior, distribution channels, and promotional possibilities. The task is further complicated because each country has an individual, idiosyncratic marketing environment. In other words, Japan is not only different from China; it is also different from Korea or France, Iran or India. Thus, each foreign market presents a new challenge to the international marketer.

解说

consumer behavior 消费者行为

distribution channels 分销渠道

promotional possibilities 促销的可能性

1.1.3 The Multinational Marketing

The multinational marketing dimension emphasizes the coordination and integration of the firm's marketing in many diverse foreign environments. The unique nature of each foreign market fragments the international marketing effort and brings diseconomies of scale. The international marketer must plan and control carefully to maximize the integration and synergy in the global marketing program while minimizing the costs of adapting to each foreign market.

解说

unique nature 独特的性质

integration and synergy 协调统一

1.2 Scope of International Marketing Research

Marketing research is the systematic gathering, recording, and analyzing of data to provide information to guide marketing decision-making. International marketing research has the same definition or function but in a much broader context. The international difference lies in the scope of the research and the way it is conducted rather than in the role it plays in the firm's marketing.

The scope of international marketing research is broader

than domestic marketing research in two ways. One is that international marketing research may need to be conducted in as many as 150 countries, each of which is unique in varying degrees. So international marketers should learn to deal with diversity in world markets.

A second aspect of the broader scope of international marketing research is the fact that there are many more variables on which data must be gathered. Things which are familiar and constant (or changing very slowly) in the home market, for example, the legal system or distribution channels, become variable in each foreign market. Furthermore, the researcher must study not only the variables within each relevant foreign market but also the international variables that can affect the marketing program, for example, international politics, exchange rates, and so forth. Most international marketers have checklists of items on which information is necessary. Many of these lists have six or more headings with fifty or more subheadings. The following is one such list, taken from a text on international marketing:

1. Competition
2. Transportation
3. Other infrastructure
4. Trade barriers
5. The economy
6. Business philosophies
7. Legal system
8. Social customs
9. Languages
10. Political climate
11. Consumption patterns