

略颂 编著

# 背88个短语掌握

# 市场营销英语

随身装小教材

商务英语系列

给繁忙的商务人士随身携带  
背88个高频短语，让市场营销英语超自信



随书附送光盘

★ 市场营销人才的极大缺口是许多企业不得不面对的现实，越来越多的非专业人士正在面临这一工作的挑战：既需要弥补市场营销学方面的知识，也需要用英语从事对外交流的具体工作。其实市场营销英语有许多高频短语，只要背诵这些短语，英语的使用技巧就会增强。

★ 本书设计轻便小巧，便于随身携带，供商务人士忙里偷闲翻阅。内容包括六个部分：市场营销基础、市场营销调研、市场营销战略、渠道营销、广告与公众形象和公关与促销信函。



中国水利水电出版社  
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## 图书在版编目 (CIP) 数据

背 88 个短语掌握市场营销英语 / 略颂编著. —北京: 中国水利水电出版社, 2009

(随身装小教材商务英语系列)

ISBN 978-7-5084-6697-2

I. 背… II. 略… III. 市场营销学-英语-短语 IV.  
H314.3

中国版本图书馆 CIP 数据核字 (2009) 第 131100 号

书 名	随身装小教材商务英语系列
作 者	背 88 个短语掌握市场营销英语
出版发行	略颂 编著 中国水利水电出版社 (北京市海淀区玉渊潭南路 1 号 D 座 100038) 网址: <a href="http://www.waterpub.com.cn">www.waterpub.com.cn</a> E-mail: <a href="mailto:sales@waterpub.com.cn">sales@waterpub.com.cn</a> 电话: (010) 68367658 (营销中心)
经 售	北京科水图书销售中心 (零售) 电话: (010) 88383994、63202643 全国各地新华书店和相关出版物销售网点
排 版	北京中科洁卡科技有限公司
印 刷	北京市地矿印刷厂
规 格	104mm×184mm 32 开本 4 印张 88 千字
版 次	2009 年 8 月第 1 版 2009 年 8 月第 1 次印刷
印 数	0001—5000 册
定 价	18.00 元 (附光盘 1 张)

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# 前 言

在市场经济日趋完善的今天，市场营销对企业发展至关重要。随着全球经济一体化进程的不断加快，企业对市场的把握也不仅局限于本地、本土，而且要将全球市场作为战略考虑的方向。但是，市场营销人才的极大缺口却是许多企业不得不面对的现实，越来越多的非专业人士正在面临这一工作的挑战：既需要弥补市场营销学方面的知识，也需要用英语从事对外交流的具体工作。

或许您正在面临市场营销工作的挑战，正苦于寻找一本好书，在增加市场营销基础知识的同时，又能提高自己的专业英语技能。《背 88 个短语掌握市场营销英语》正是为您量身定做的教材。本书提炼出市场营销基础、市场营销调研、市场营销战略、渠道营销、广告与公众形象和公关与促销信函中出现频率最高的词汇、短语，只要背诵这些短语，就能立竿见影地提高您驾驭市场营销英语的水平。

《背 88 个短语掌握市场营销英语》是“随身装小教材”系列图书之一。本套图书轻便小巧，适于携带，供商务人士、外事工作者、科技人员忙里偷闲翻阅，让读者尽情享受随时随地学习英语的乐趣。

编者

2008 年 9 月于北京

# 使用说明

为了让读者最大限度地节约时间，提高学习效率，我们对本书进行了整体设计。

本书轻便小巧，适于携带，符合现代人快节奏的生活方式，让读者随时随地享受学习英语的乐趣。

全书共分六部分，每部分相互独立。读者不必依次阅读，可以直接跳到最感兴趣的部分阅读。

每个部分的结构如下：



表示“欢迎您”；图标下的内容是读者进入学习的热身练习。



表示“请注意”；图标下的内容是常用语境和重点背诵短句。



表示“一点亮”；图标下的内容是表达某一语境所必备的知识，以及更多常用短语，供读者举一反三。



· 1 · 2 · 3 · 4 · 5 · 6 · 7 为了提供更多记忆短语的机会，我们在每页下设计了一个小练习。根据科学记忆法中反复加深的原则，我们建议读者在不同时间将该练习做 7 次，每次练习后在相应的数字上划勾。

此外，我们在每部分结束之前还配有自测题和答案，供读者检测学习结果。

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Design and implement annual marketing plan.

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Work with the Production, Research & Development and Sales Teams to translate the customer needs and wants into product requirements.

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Sensitive to market change domestically and globally.

Have the ability to analyze and predict market development trend.

Excellent communication, time management and organizing skills

Ability to work under pressure and deadline

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If you want experienced professionals working to help you solve your problems and meet your challenges, call on ABC company!

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To learn more, visit [www.abc.com](http://www.abc.com).

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# 1. 市场营销基础



1. Sensitive to market change domestically and globally. Have the ability to analyze and predict market development trend.
2. Knowledge of machines and tools, including their designs, uses, repair, and maintenance.
3. Excellent communication skills
4. Time management skills
5. Organizing skills
6. Advanced math skills
7. Ability to work under pressure and deadline
8. Several years of software development experience.
9. Working knowledge of CAD tools
10. Knowledge of the practical application of engineering science and technology

请在以上选项中选出客服人员应具备的技能。

## 市场营销定义

**Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others.**

市场营销是个人和集体通过为他人创造、提供或交换有价值的产品，以获得其所需所欲之物的一种社会过程。



20 世纪初期，西方资本主义国家经过工业革命，生产力得到迅速提高，商品需求量也迅速增大，出现了需大于供的卖方市场，企业产品价值实现不成问题，与此相适应的市场营销学开始创立。随着社会经济及市场经济的发展，市场营销学也得到了不断深入的发展。当今，市场营销学已成为同企业管理相结合，并同经济学、行为科学、人类学、数学等学科相结合的应用边缘管理学科。

随着市场营销学研究的不断深入，市场营销概念在其不断地发展过程中，市场营销学者从不同角度和发展的观点对市场营销下了不同的定义。20 世纪著名的营销学大师杰罗姆·麦卡锡（Jerome McCarthy）从宏观角度对市场营销做了上述定义。