

BUSINESS ENGLISH

21世纪商务英语系列教材

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市场营销英语

主编 / 张琳琳 审校 / Donald Granger



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总 序

进入 21 世纪,伴随着中国对外开放的深入和全球经济一体化的到来,中国企业的机遇与挑战也相伴而来。一方面,中国企业的市场范围扩展到全球范围;另一方面,中国企业要面临国内外对手的激烈竞争。企业生存环境的变化引发了对外语人才需求的变化。越来越多的企业需要的外语人才不仅要精通语言与文化,亦要掌握某一领域的专业知识。

为迎接挑战,近年来国内许多高校纷纷开设双语教学课,并使用国外原版教材,但这引发了如下问题,即,大多数国外原版教材的视角和商务环境是美国,案例分析也多来自美国,教材内容与中国商务与文化环境并不相符,这极大影响了学习的效率与效果。

鉴于 21 世纪中国外语教学和对外经贸工作的迫切需要,我们编写并出版了这套“21 世纪商务英语系列教材”。先期出版 10 本,即《国际金融英语》、《会计英语》、《物流英语》、《跨文化商务交际(英文版)》、《市场营销英语》、《国际商务翻译》、《求职英语》、《国际商务(英文版)》、《经贸英语阅读》、《组织行为学(英文版)》。我们编写本套教材的宗旨是为中国经济建设和改革开放培养高水平的“外语+专业”的复合型人才。本系列教材的内容力求反映中国经济特点,坚持理论与实践相结合,主要体现在以下几个特点:

1. 理论全面性与前瞻性兼备。本系列教材在参考国内外最新科研成果的基础上,大量吸收相关学术领域的前沿理论。同时,本系列教材亦强调理论框架的完整性和全面性。

2. 写作规范、语言准确。本套教材在编写体例上,力求规范与统一。各书主编均为在国内著名高校具有国外留学或教学经验的业务骨干,并聘请天津外国语学院 ESEC 项目美国专家审校了本套教材的

英文部分。

3. 兼顾各类人才培养。本系列教材以大学本科教学需要为立足点，重视讲授基本理论。符合外语专业和经贸专业本科生的培养目标和教学要求，既为外语专业本科生奠定经济和贸易专业理论基础，使学生掌握基本理论和专业技能，也满足经济类本科生的专业外语学习要求。同时，本系列教材也适用于满足高专、各类成人教育的学习和职业培训的实践要求。

“21 世纪商务英语系列教材”由天津外国语学院、南开大学、天津财经大学、广东外经贸大学等院校知名教师联合编写。我们真诚希望这套丛书能够促进我国商务英语专业教材的建设与更新，对提升商务英语、经济、管理专业学生和我国商务人员专业英语水平有所帮助。

读者对这套丛书有何意见，可以随时反映给我们。书中若有不妥和错误之处，敬请指正。

高嘉勇

2008 年 5 月

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前 言

经过十多年的努力，我国已于 2001 年底正式成为世界贸易组织会员国，从而使我国融入了国际经济大循环和日趋激烈的全球大市场中。中国经济要在全球化竞争中发展和壮大，一方面要在宏观层次上把握好经济的运行规律，另一方面，要在企业层面上进行科学高效的管理，提高企业的市场拓展能力和顾客服务能力，这就要求有足够的、合格的营销类专业人才来承担这项任务。

英语专业学生目前正面临着与市场的双向选择，而“英语+专业”的培养模式已经成为众多高校英语专业课程设置的重要参考。本教材的编写与出版正是为了适应包括英语专业学生、营销专业学生以及有一定英语阅读基础又对营销有兴趣的读者的要求。

本教材有两个明显的特点：第一，内容全面、系统。本书以简洁的语言系统介绍了营销的理论，包括营销组合、营销环境、市场细分、目标市场、市场定位、消费者购买决策、零售与批发等。读者将会对营销理论有一个系统而全面的掌握。第二，英文编排规范、严谨，对文章中涉及的专业术语和背景知识都作了准确而翔实的解释，这有助于读者对原文的理解和对营销术语的掌握。

天津外国语学院美籍专家 Donald Granger 审阅了全书的英文部分，这保障了本书语言的规范。在此书的编写过程中，编者参阅了大量的国内外学者最新的学术成果和资料，从中汲取了许多精华，在此一并表示衷心的感谢。

此外，本书还配有中文译文和 PPT 课件，欢迎使用此书的老师登陆编者的网站 marketingEnglish.blogcn.com。由于编者水平有限，书中难免有不足之处，请使用此教材的老师提出宝贵意见，请发邮件到：zhanglinlin@tjfsu.edu.cn，wangshen@tjfsu.edu.cn。

编者

2008 年 5 月

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Part 1

Understand Marketing

Chapter 1

The Development and New Trends of Marketing

Production and marketing of goods and services are the essence of economic life in any society. Marketing can be viewed in many different ways such as a concept, a philosophy, an orientation, a function, or a discipline. To some extent, marketers are sellers. Of course, marketing is rather more complex than selling and buying, but it is about attracting customers, selling things, competing with others and making a profit in a certain kind of market. The role of marketing has changed as our economic systems have developed.

One of the greatest needs of managers of business is to understand and develop marketing programs for their products and services. Business success is based on the ability to build a growing body of satisfied customers. Modern marketing programs are built around the “marketing concept,” which directs managers to focus their efforts on identifying and satisfying customer needs—at a profit.

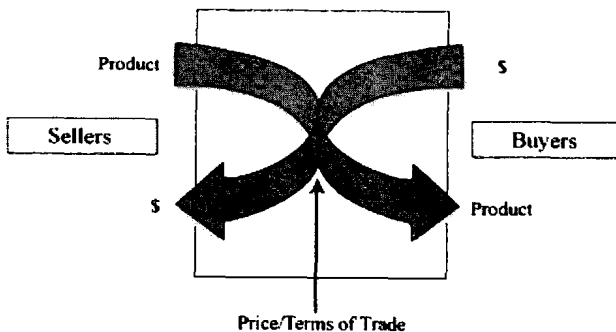
Organizations’ marketing results can be improved through a better understanding of their customers. Any marketing program has a better chance of being productive if it is timed, designed, and written to solve a problem for potential customers and is carried out in a way that the customer understands and trusts. Marketing is a very complex subject; it deals with all the steps between determining customer needs and

supplying them at a profit.

I. Definition of Market

The simplest way to define a market is to think of it as consisting of all the people or organizations that may have an interest in purchasing a company's products or services (See Figure 1-1). In other words, a market comprises all customers who have needs that may be fulfilled by an organization's offerings. Yet just having a need is not enough to define a market. Many people may say they have a need for a mansion close to the luxurious Jin Mao Building in Shanghai but most would not be considered potential customers of a real estate agent who is attempting to sell such a property.

Figure 1-1. Market and its components



Source: Google:<http://www.myoops.org/twocw/mit/Sloan-School-of-Management/15-010Fall-2004/CourseHome/index.htm>

A market consists of customers who are qualified to make a purchase. Qualified customers are defined as those who:

- seek a solution to a need
- are eligible to make a purchase
- possess the financial ability to make the purchase

- have the authority to make the decision

Furthermore, company must have the ability to service the qualified customer. To an organization a market can only exist if the solutions sought by customers are the ones that the company can satisfy with its offerings. If a company identifies a group of customers who are qualified to make purchases, they only become a market for the company once the company is in a position to execute marketing activities designed to service those customers.

To summarize, a market is defined as a group of customers who are qualified to make purchases of products or services that a marketer is able to offer. However, even if an organization can offer products and services to a market, not all markets will fit an organization's goals and objectives. The organization must create customers who want the right things it offers. That is where marketing efforts are centered on.

II. Definitions of Marketing

1. Definition 1

"Marketing is the process of planning and executing the conception, pricing, promotion and distribution, of ideas, goods and services to create exchanges that satisfy individual and organizational objectives." (The American Marketing Association)

This definition looks for balance between the needs of the organization and the needs of the customer. The objectives of both must be satisfied. This definition uses the traditional marketing mix (Product, Place, Price, and Promotion) as the means through which these needs will be satisfied.

2. Definition 2

"The management process which identifies, anticipates and satisfies

customer requirements efficiently and profitably.” (The Chartered Institute of Marketing)

This definition relates marketing to management. Marketing managers manage all the things that need to be done in order to market products and services. They must understand what their customers really want from them. This means more than just what sort of product customers want. It must suit their needs physically, psychologically, financially and timewise. For the manager and the company, this may involve considerable market research and analysis.

III. Definition of Selling

Selling is a transaction that adds value to the buyer by meeting their needs and results in mutual benefit for the seller and buyer. It is about persuading customers to buy and is the art of closing the deal. It may be a hard sell or a soft sell.

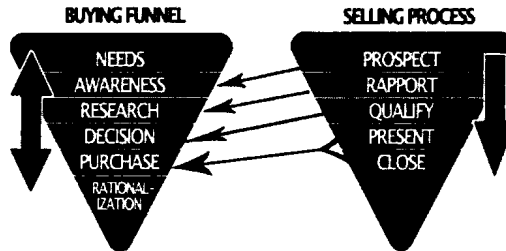
Hard sell means aggressive, high-pressure selling or promotion and soft sell adopts skills to persuade customers to try or buy the products. Nowadays, soft sell popularizes among sellers.

If one is interested in improving his selling skills, he'll find that there are supposedly many kinds of selling that he could use or could avoid, such as high-pressure selling, persuasive selling, no-pressure selling, targeted selling, etc., but all of them amount to the same thing in the end; selling is the art of persuading the consumer that buying the product or service will benefit him or her.

Whatever product or service one is selling, then, one needs to focus his selling efforts on communicating the benefits of his product or service to the consumer. The benefits may be tangible or intangible, but unless the individual consumer is convinced that he or she will personally experience the benefits, one's product or service won't sell.

The selling process is explained in Figure 1-2.

Figure 1-2. The selling process



Source: http://www.searchengineguide.com/grafx/funnel_nimetz.jpg

IV. The Difference between Marketing and Selling

Selling is an important part of marketing, but marketing is not all about selling. Marketing involves anything an organization does that gets it or its business in front of someone who is interested in what the business can do for them.

Selling involves personal communication between an organization and its potential customer that helps them both decide if they should do business together.

When an organization does something that creates awareness of its business it is marketing. When an organization talks with someone directly who has expressed interest in its business, it is selling.

V. The Development of Marketing

In a subsistence economy, such as the poorest in the world today, there is very little trade. Only when people have a surplus of goods do they trade them. So markets, and marketing, are only found where an economy has developed beyond these very early stages. In Europe, before

industrialization, the emphasis was on making enough goods to supply people's needs, not on persuading them to buy them since there was not enough goods anyway. There was a time when farmers and craftspeople could sell everything they could make. Goods were produced in small quantities and sold locally. There were enough local buyers and so no need for the expense, and risk, of traveling to find more customers.

Those markets were supply led, not demand driven. That is, the problem lay in producing enough to meet customers' needs. In such circumstances, there is no need for marketing.

As factories opened and towns developed, people became more reliant on buying goods and services from others to meet their needs. Farms became larger and so produced surpluses that could be sold at market. Small farmers sold their surplus food to intermediaries, who would take them to sell for them, where they would be sold alongside other products from other parts of the country, or even abroad.

This represented a major change in the way that goods were sold. Sellers no longer had direct contact with their buyers. There were agents and shopkeepers in between.

The new factories brought with them an even more significant change. Their new mass-production techniques meant that there was a greater supply of products and that they were cheaper. Technology continued to improve and the volume of products available grew until there was no longer a shortage but a surfeit of almost everything. The markets became demand driven. Suppliers could no longer rely on people to buy everything they produced. They had to compete for customers. In such a situation, suppliers need good marketing skills.

At the same time, transport improved. There were roads, railways and canals available to ship goods to other parts of the country. Competition became an issue.

So a number of factors led to the birth of modern marketing, the main

ones being:

- breakthroughs in production technology
- advances in the technology for transporting goods
- social changes such as the move away from the countryside and into towns
- increased competition

These forces still drive marketing today.

VI. The New Trends of Marketing Today

In its short history, marketing has shifted its focus from immediate sales to the preservation of future sales. Good marketing practice today involves thinking beyond the one-off sale. It means longer-term planning and that makes it a more complex process to manage. A new era—the relationship marketing era—is emerging which serves one of the new trends of marketing.

Relationship marketing is a long-term, continuous series of transactions between parties. It also involves value-added relationships developed over time with customers and suppliers. These long-term relationships were not to be built just with customers, but with all members of the supply chain, both up and down. The key to maximizing long-term profitability was seen to lie not just with loyal customers, but also in ongoing relationships with suppliers.

The second new trend is about marketing's e-focus. The Internet has changed the way many businesses operate. It has shortened supply chains by cutting out trade intermediaries and allowing manufacturers to deal directly with their end customers. It has broadened the geographic reach of companies by providing a fast, cheap way to communicate with customers in other countries. It has increased the levels of competition in many industries, and the ways in which firms compete, by making it easier for