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Marketing in the Information Society

Marketing is certainly one of the most pervasive and dynamic forces in the United States today. Marketing's importance has increased over the last 30 years and there is little to suggest that there will be any significant decrease in its importance in the future. If anything, the importance of marketing in our society should be even greater.

Definition of Marketing

Although there are a number of definitions for marketing, we believe that marketing is best defined as the determination of the needs and desires of the market so that goods and services can be provided that satisfy these needs and desires. Let's examine the various aspects of this definition.

Determining Needs and Wants Before Goods and Services Are Developed

We do not develop products and services without knowing if they are desired by the market. Consumers and business firms do not buy products they do not want. They do purchase products and services that satisfy their needs and desires.

信息社会的市场营销

市场营销当然是当今美国最具渗透性最具活力的动力之一。在过去 30 年中，其重要性在逐步增加，现在还没有迹象表明在未来它的重要性会有明显的下降。如果会有什么变化的话，在我们社会里市场营销的重要性只会变得更大。

市场营销定义

对市场营销有许多种定义，但是我们认为市场营销最好定义为：决断市场的需要与渴求，以能提供满足其需要与渴求的商品和服务。让我们讨论此定义的几个方面。

在开发商品和服务前决断需要与渴求

在不知道市场是否需求的情况下，我们不会去开发商品和服务。消费者和商业公司不会购买他们不想要的产品，而只购买能满足他们需要和渴求的产品、服务。

Needs and Desires Are Incorporated into Goods and Services

The specific features of the products and services must be related directly to the market's needs and desires. A good example of this is the Volkswagen Rabbit. Through an analysis of the market, Volkswagen found that car purchasers' most important needs and desires were (1) low purchase price, (2) fuel economy, and (3) inside roominess. The Rabbit sells for under \$ 3, 500, gets 40 miles to the gallon, and has interior dimensions equivalent to those found in medium-sized cars.

Needs and Desires Must Be Satisfied

Making sure that customer needs and wants are being satisfied is considered by many companies to be so important that company presidents often mingle with customers in order to get customer reaction to company products and services. Also, consumer affairs departments in many large firms, which were established in the 1960's and 1970's to represent the customer viewpoint in their firms have become involved with measuring customer satisfaction. Other mechanisms also exist to deal with customer satisfaction. Whirlpool has initiated Collin, which is a nationwide toll-free number available to customers

商品和服务要体现需要和欲望

产品和服务的具体特点必须能够直接同市场的需要和渴求挂勾。大众汽车公司的免牌轿车就是一个好的例子：通过对市场的分析，大众汽车公司发现汽车购买者最主要的需要和渴求是（1）低价；（2）省油；（3）车内宽敞。免牌轿车的售价低于 3,500 美元，行驶 40 英里耗油一加仑，车体内空间和中型轿车的相当。

必须满足需要和渴求

很多公司认为保证顾客的需要和渴求得到满足至关重要，如此重要以致于公司的经理经常接触顾客，以便得到顾客对公司产品和服务的反应。此外，很多大公司在 60 和 70 年代设立了消费者事务部，它们代表消费者对他们的观点，已经涉入了解消费者的满意程度业务。除此之外，还有其它一些了解消费者是否满意的方式。惠而浦公司首先设立了一个全国都可以免费拨打的电话号码，消费者可通过电话反映对产品的意见和投诉。

with problems and complaints.

Importance of Marketing in Our Society

There is probably no organization in the United States that does not practice marketing to some extent. Not only business firms that provide products and services, but also other organizations in our society have come to increasingly rely on marketing to achieve their objectives.

Political parties now determine the needs and desires of voters. Surveys are often used to determine what these needs and desires are. Candidates and party platforms reflect them. Candidates use such marketing tools as advertising in an effort to be elected.

Hospitals in 1976 were encouraging their "customers" (patients) to schedule non-urgent surgery in order to avoid overuse or underuse of hospital facilities. Blue-Cross/Blue-Shields is using advertising to convince individuals to have minor surgery performed in doctors' offices rather than occupy a hospital bed.

In 1974 federal drug enforcement agencies hired marketing consultants whose responsibility was to develop models of the distribution networks for heroin. From these models it was hoped that more

市场营销在我们社会的重要性

可能没有一家美国机构没有在某种程度上应用市场营销。不但是提供产品和服务的商业公司，而且社会上其它机构也都越来越依靠市场营销来达到他们的目标。

现在，政党要测定选民的需要与渴求。他们常常进行调查以了解他们的需要与渴求是什么。候选人和党的政纲对其予以反映。候选人获得当选的努力中利用诸如广告之类的营销工具。

1976 年，医院鼓励“顾客”（患者）预约非急诊手术，以避免医院设置紧张或不足的情况。蓝十字 / 蓝盾医院用广告来劝说人们在医生的门诊室做小手术，而不必占用一个医院的床位。

1974 年，联邦禁毒局聘用了营销顾问，他们的责任是建构海洛因经销网模式。禁毒局希望能从这些模式中更多地了解海洛因经销商的活动方式，从而减少流往美国的海洛因。

could be learned about the operations of heroin dealers and that the flow of heroin into the United States could be reduced.

Marketing Provides Employment

Marketing provides a great many jobs in the United States. Although exact numbers are not possible, marketing jobs probably account for one fourth to one-third of all jobs in the civilian labor force.

What are included in marketing jobs? All workers employed by the 2,329,000 retail stores and 548,000 wholesaling firms, employees of advertising agencies and marketing consulting firms, many of those who work for transportation companies, employees of manufacturing firms who perform marketing functions (such as advertising and marketing research), employees in other non-marketing firms (banks, insurance companies, etc.) who are involved in marketing activities are all considered marketing employees.

Marketing Costs

It is generally recognized that about 50% of the final cost of most consumer products is made up of marketing costs. This means that for every dollar a consumer spends in a retail store, \$ 0.50 goes for the performance of marketing activities. Probably no

营销活动提供就业

营销活动为美国提供了大量工作机会。虽然不可能得出精确的数字，但是从事营销工作的人数可能占到文职人员总数的三分之一到四分之一。

营销工作包括哪些呢？ 2 329000个零售店和 548 000 家批发公司所雇佣的工人，广告机构和营销咨询公司的雇员，运输公司的多数职员，制造厂家中担任营销工作（如广告和市场营销研究）的职员，以及在其它非营销企业中（银行、保险公司等）从事市场营销活动的职员都被看成是市场营销人员。

营销费用

人们一般认为，在大部分消费类产品的最终费用中，营销费用要占 50%。这意味着，消费者在零售商店所花的每一块美元中，有 50 美分是支付给营销活动的，或许没有别的数字能更有力地说明营销活动在我们经济中的重要性。

other figure more strongly indicates the importance of marketing in our economy.

Much of this cost occurs because the marketing system is responding to genuine consumer needs. A good example of this is packaging. Consumers have demanded packages that can be easily stored, provide easier opening, and are lighter in weight. As a result, total expenditures on packaging materials increased from \$ 9 . 6 billion in 1958 to \$16. 6 billion only 10 years later. Obviously, these increases in costs have contributed to the high percentage of product cost attributable to marketing.

The Ten Most Common Mistakes of New - to-Export Firms

In exporting, as in many things, there is no substitute for experience. As you put into practice the export steps, they will become more familiar, more comfortable, and easier to use in an effective way. Your confidence, too, should grow in proportion with your exporting proficiency. However, since experience also includes knowledge gained from mistakes, the following common mistakes and pitfalls offer you a chance to profit from errors made by many exporters who have preceded you over the years.

这笔费用的出现是由于营销系统对应消费者真正的需要。这方面的一个好例子是包装。消费者要求商品的包装便于存放、方便启封、更为轻便。其结果是，用于包装材料的全部费用在 1958 年为 96 亿美元，在仅仅 10 年后便增加到 166 亿美元。显然，这种费用的增长造成了产品成本中营销费用的高比例。

新出口公司的十大常见错误

出口和很多工作一样，没有东西可以取代经验。只有从实际工作按部就班地做起，才会熟能生巧，得心应手地干起来。你的信心也才会随着你对出口工作的熟悉而增长。不过，既然经验也指从错误中吸取的教训，所以下列常见错误和失误能使你从很多比你早几年从事出口工作的人所犯的过失中学到很多东西。

1. Failure to obtain qualified export counseling and to develop a master international marketing plan before you start an export business. Unless you are fortunate enough to possess a staff with considerable expertise, you will need qualified outside guidance.

2. Insufficient commitment by top management to overcome the initial difficulties and financial requirements of exporting. Although the early delays and costs involved in exporting may seem difficult to justify compared with your established domestic trade, you should take a long-range view of this process and plan to shepherd your international marketing efforts through these early difficulties. If you lay a good foundation for your export business, the benefits derived should eventually outweigh your investment.

3. Insufficient care in selecting overseas agents or distributors. The selection of each foreign distributor is crucial. The complications involved in overseas communications and transportation require international agents or distributors to act with greater independence than their domestic counterparts. Also, since a new exporter's history, trademarks, and reputation are usually unknown in the foreign market, you foreign customers may buy on the strength of

1. 在开始出口贸易业务前，没有获得良好的出口咨询和制定出有效的国际营销总计划。除非你有幸拥有具有相当丰富的专门知识的职员，否则你就需要从外部寻求合格的指导。

2. 高级管理人员未能尽力克服出口初期困难和解决资金需求问题。和国内贸易相比，与出口工作有关的初期的耽搁和费用似乎表明其合理性，但是对此过程应有一个长期的打算，应该计划引导在国际营销上所做的努力来渡过初期的困难。如果能为出口公司打下良好的基础，其收益最后将会超过投资。

3. 选择国外代理和经销商时不够慎重。每一个国外经销商的选择都是非常重要的，国外通讯运输的复杂性要求国际代理和经销商要比国内的代理和经销商具有更大的行动自主性。此外，由于新出口商的历史、商标和声誉在国外市场上通常不为人所知，国外顾客会凭借经销商的声誉来购买你的商品，所以你应亲自评估管理你账目的人，经销商的设备和所应用的管理方法。

your distributor's reputation. Therefore, you should conduct a personal evaluation of the personnel handling your account, the distributor's facilities, and the management methods employed.

4. Chasing orders from around the world instead of establishing a basis for profitable operations and orderly growth. New exporters should concentrate their efforts in one or two geographical areas until there is sufficient business to support a company representative. Then, when this initial core area has expanded, you can move into the next selected geographical area.

5. Neglecting export business when the domestic market booms. Too many companies turn to exporting when business falls off in the home market. When domestic business starts to boom again, they tend to neglect their export trade or relegate it to a secondary place. Such neglect can seriously harm the business and motivation of their overseas representatives.

6. Failure to treat international distributors on an equal basis with domestic counterparts. Often companies carry out institutional advertising campaigns, special discount offers, sales incentives programs, special credit-term programs, etc. within home

4. 在世界各地觅求订单，而不是建立一个有利可图的运作和有序增长的基地。新出口商应集中精力于一二个地区，直到拥有足够的业务量来维持公司代表处。然后，当这个重点地区的业务扩展后，再转移到下一个选择的地区。

5. 在国内市场繁荣时，忽略了出口业务。很多公司是在国内市场业务衰退时转向出口。当国内市场再度繁荣时，他们往往会忽视出口业务或者把它降到次要的位置。这种懈怠会严重地损害国内外代理人的业务和积极性。

6. 对国外和国内的经销商不能一视同仁。公司常常在国内市场进行目光长远的广告宣传、特价商品、销量刺激活动和特殊信贷条款活动等等，但是对国外经销商却未能给予同样的协助。这是一种会破坏国外营销活动活力的错误。

market, but fail to make similar assistance available to their international distributors. This is a mistake that can destroy the vitality of you overseas marketing efforts.

7. Unwillingness to modify products to meet regulations or cultural preferences of other countries. Local safety and security codes, as well as import restrictions, cannot be ignored by foreign distributors. If necessary modifications are not made at the factory, the distributor must make them – usually at greater costs and, perhaps, not as well.

8. Failure to print services, sales, and warranty messages in locally understood languages. Although your distributor's top management may speak English, it is unlikely that all sales personnel will have this capability. Without a clear understanding of sales messages or service instructions, lower level personnel may be less effective in performing their functions.

9. Failure to consider use of an export management company or other marketing intermediary. If a firm decides it cannot afford its own export department, it should consider the possibility of appointing an appropriate intermediary.

10. Failure to consider licensing or joint-venture agreements. Import restrictions in some countries,

7. 不愿意根据其它国家的规定或文化嗜好来改进产品。国外的经销商必须重视当地的安全规定，以及进口限制规定，如果工厂不能对产品进行必要的改进，经销商就得去做这种改进，往往其费用会更大，或许还不如原来的好。

8. 未能用当地通用的语言来印制服务、营销和担保说明。尽管你的经销商的高层管理人员会说英语，但是不可能所有的营销人员都有这个能力。不清楚了解销售信息或服务指导，下层工作人员可能不会那么有效地行使其职能。

9. 未能考虑利用出口管理公司或其它的推销中间商。如果一个公司认为它没有财力设立自己的出口部，它应该考虑指定合适的中间商。

10. 未能考虑利用许可经营或合资经营协议。某些国家的进口限制，人员或资金资源的