

<<国际市场营销技术>>

图书基本信息

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## <<国际市场营销技术>>

### 内容概要

《国际市场营销技术》涵盖了营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组合等各基本层面的知识和方法。

本书的内容涵盖了近年来市场营销领域最新进展，市场营销的基本理念和实施技巧，营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组织等基本层面的的知识和方法，并介绍了近年来日益受到重视的内部营销理念、B2B营销和互联网营销。

同时，基于品牌战略关系到企业生存和发展的认识，本书也对此作了专门的介绍，希望对于想了解营销的人士有所帮助，并提供大量翔实案例和营销领域最新资讯。

全书共由十章内容组成，是大学商务英语专业和商务管理专业教材。

本书可作为企业营销从业人士，或其他营销爱好者进修提高的参考书，亦可作为大学商务英语专业或商务管理专业的教材。

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章节摘录

A market can be defined as follows : A market is the set of all actual and potential buyers of a product or service. This definition suggests that a market is the total value and/or volume of products that satisfy the same customer need. For example , if the customer need is "eat breakfast" , then the relevant market could be defined as the "Breakfast Food Market". Many products would be relevant to measuring and analyzing such a market : -Breakfast cereals -Nutrition bars -Porridge/oats -Specialty breads ( e. g. croissants ) -Fast-food outlets serving breakfast In defining a market , it is important not to focus only on products/services that currently meet the customer need. For example , the button manufacturer who believed that his market was the "button market" would have made some poor marketing decisions unless he had seen the arrival of products such as zips--which also satisfy the same need--"to fasten clothes". Thinking about customer needs first , and then identifying the products that meet those needs is the best way to define a market. However , it is also important not to define a market too broadly. For example , it is not particularly helpful for a marketing manager to define his or her market as the "food market" or the "transport market". The purpose of market definition is to provide a meaningful framework for analysis and decision-making. For example , consider the "entertainment market". The customer need is to be "entertained". There are many products and services that can claim to meet that need in different ways : At home : --Television --Radio --Video --DVD --Games consoles Outside the Home : —Theatre —Theme parks-- —Open Sporting events It is important to avoid too broad a definition of a market . For example , it will be more manageable for marketing managers in the sporting events market to further refine their market definition into more detailed classes or segments . To help with calculating market share , the following definitions are helpful : Product class—e . g . computers , televisions , holidays Product sub—class—e . g . laptops , digital televisions , long-haul holidays Product brands—e . g . Dell , Panasonic Dell as a brand . for the purposes of measuring market share , is only concerned with the aggregate of all other travel brands that satisfy the same group of consumers . However , Kuo also needs to be aware of the trends in mobile computer and the PC market in general . Before delving too deep into the study of marketing , it is worth pausing to consider the different types of market that exist . Markets can be analyzed via the product itself , or end consumer , or both . In this chapter we focus on consumer markets . Consumer markets are the markets for products and services bought by individuals for their own or family use . Goods bought in consumer markets can be categorized in several ways : - Fast-moving consumer goods —These are high volume, low unit value , fast repurchase items Examples include : Ready meals ; Ice cream ; Newspapers - Consumer durables —These have low volume but high unit value . Consumer durables are often further divided into : —White goods ( e . g . fridges—freezers ; cookers ; dishwashers ; microwaves ) —Brown goods ( e . g DVD players ; games consoles ; personal computers ) - Soft goods —Soft goods are similar to consumer durables . except that they wear out more quickly and therefore have a shorter replacement cycle . Examples include clothes , shoes . - Services ( e . g . hairdressing , dentistry , childcare ) 1 . Normally , which kind of goods / service has the longest repurchase cycle? A . Soft goods . B . Consumer durables . C . Fast moving consumer goods . D . Childcare service . 2 . KFC and McDonalds are popular all around the world . Which kind of goods do they provide on the market? A . Fast moving consumer goods . B . White goods . C . Brown goods . D . Soft goods . 3 . Two scientists , Edward and Daniel , set up a company of their own . Which of the following is the best for them to define the market? A . Hi—tech market . B . IT market . C . Internet service market . D . Internet software market . Why can't a market be defined too broad or too narrow? Section 2 A Introduction to Market Share Market share can be defined as the percentage of all sales within a market that is held by one brand / product or company . Market share can be measured in several ways . However . the two most important measures are by :



## 媒体关注与评论

序1 自中国加入WTO以来,国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。

所有这些对高等院校在人才培养方面提供了新的挑战。

如何充分利用现有教育资源,培养大批社会急需的复合型外经贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,阅此,综合目前的形势,为满足广大教师、学生、从业人员的需要,我们有责任为其提供一套全方位的、综合性强的现代商务英语丛书。

张立玉院长主编的《现代实用商务英语丛书》在此做厂成功的尝试。

本套丛书分为八分册:《商务跨文化交际》、《商务英语英汉门译》、《商务英语选读》、《旧国际商务英语初级口语》、《国际贸易结算》、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。

本套丛书的内容涵盖了当今国际商务最新观点,最新动态真。

它可以满足读者所需要了解的在全球背景下商务活动的最新进展状况,并提供和帮助读者做好准备迎接新世纪国际商务业态的新挑战。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。

在编著该套丛书过程中,作者花了近两年的时间做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

改套丛书内容新颖、概念清晰,理论性和实用性强,通俗易懂、层次分明,其读者对象虽定位于高等学校商贸英语专业的学生,但对于外贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

\*1\*2\*3 2003年12月16日

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### 编辑推荐

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