

<<国际营销失误案例解读>>

图书基本信息

书名：<<国际营销失误案例解读>>

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### 内容概要

上海外语教育出版社经过精心策划，适时推出了商务英语知识群的教材——“简明商务英语系列教程”。

这套原版商务英语专业知识阅读教材从美国世界贸易图书出版社最新引进，共12本，涉及商科知识的各个领域，包括国际经济学、国际贸易、管理学、营销学、国际商法、商务谈判、商业伦理、商业文化、商业合同、商业支付等。

本系列教材的特点是：知识体系完整，内容简明扼要，语言文字流畅，理论联系实际。

为了帮助读者更好地理解商务英语学习所必备的商务专业知识，本套教材组织了阵容强大的专家委员会，还特邀对外经济贸易大学商务英语的专家教授为本系列教材撰写导读，相信一定会对学习者大有裨益。

本系列教材可以作为大专院校商务英语、国际贸易、工商管理等专业学生的相关课程的教材，同时也可作为企业各类管理人员的培训教材或辅导资料，以及广大商务英语学习者的自学教程或阅读丛书。

与那些研究成功案例的书籍不同，本书为读者提供了一个国际化的视角，使他们有机会从其他公司的失败案例中获取经验和教训，其内容适合所有商界人士的普遍需求。

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### 作者简介

迈克尔·怀特，是南加利福尼亚对外贸易协会的执行董事，拥有东京国际学院的文凭和加利福尼亚州立大学新闻学学位。

在23年的新闻记者工作生涯中，他担任过《世界贸易杂志》的总主编、《国际商务杂志》和《太平洋航运商》以及国际汤姆森运输出版社的编辑，主要针对国际贸易相关问题进行报道与评论。

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**NOTHING TO JOKE ABOUT** Source Perriers global withdrawal of its product was the first of its kind that didnt involve the malicious tampering of a product. Only a few years earlier , Johnson & Johnson had been forced twice to order a worldwide recall of its Tylenol pain reliever medication after some capsules had been deliberately laced with cyanide. But the contrasts between the two incidents "made all the difference , " said Stephen Greyser , a professor at Harvard Business School in Cambridge , Massachusetts. The key issue was that Source Perriers problem "was of its own making. In that sort of situation , consumers are a lot less forgiving , and second , the Tylenol incidents resulted in eight deaths , while Perriers posed no real health threat." Greyser said that , to a drinker of Perrier water who didnt read the newspapers , watch television , or listen to the radio , "Perriers response to the crisis would have seemed perfect. It withdrew the product swiftly , cleared up the problem , and reintroduced the product within weeks. But because Source Perrier fumbled its initial explanations so badly , the company got rotten press worldwide." Like the benzene residue that caused the problem in the first place , the fallout from the contamination incident and the companys mishandling of the entire situation lingered on and on. In Britain; the companys subsidiary , Perrier UK , was left on its own to allay consumer fears about product quality. The subsidiary received no direction or coordination from parent Source Perrier , SA , for any concerted attempt to either explain the situation honestly , or more important , apologize to its customers. Perrier UK launched its own campaign with advertisements in newspapers across the country stating there "was no hazard to the publics health." To add to matters , the British subsidiary found itself with 40 million unwanted bottles of Perrier water for disposal. The company decided to dump the water-after giving assurances to government officials concerned about the possibility of ground water contamination-and recycle the distinctive pearshaped , green bottles. This proved to be a tall order because the UK had virtually no market at the time for recycled green glass. When the company announced that half of the bottles would be recycled , it drew loud criticism from several environmentalists who chastised Perrier UK for not recycling the entire lot , and all expectations of a positive public response were dashed.

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