

<<剑桥市场营销英语>>

图书基本信息

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## <<剑桥市场营销英语>>

### 内容概要

《剑桥市场营销英语》专为市场营销从业人员以及相关专业的中级或中高级英语学习者用以扩充和提高市场营销词汇与知识编写。

本书可作为自学材料，也可以作为班级共同学习的课本，既可一对一来学习，还可以学习小组的形式来学习。

本书由50个双页主题单元组成，包括10个部分，涵盖市场营销基础理论、市场调研、产品、定位与品牌建设、人员、价格、渠道、促销、包装以及公共关系等方面。

每一个单元的左手边页，详细解释了关键词和表达方式；右手边页的一系列练习则帮助学习者检查和进一步理解所学到的知识。

在单元和单元的衔接处还设有“交叉知识考察点”，来讲解同一单词及近义词在不同背景下的不同意义和用法。

每一单元都设计有“请你参与”部分。

这为每一位学习者，提供了情境模拟的机会，可以将学习到的新词汇表达法用到自己相关的市场营销领域去，因而对新知识可以更好地消化和吸收。

本书的后面还附有练习答案和索引。

<<剑桥市场营销英语>>

书籍目录

INTRODUCTION

MARKETING BASICS

- 1 The marketing mix 1
  - A The Ps
  - B Marketing a new product
  - 2 The marketing mix 2
  - A The four Cs, As and Os
  - B AIDA
  - 3 SWOT analysis
  - A SWOT analysis
  - B SWOT and marketing strategy
  - 4 Marketing strategy and the marketing plan
  - A Marketing strategy vs. marketing plan
  - B Developing the marketing plan
  - 5 Marketing ethics
  - A Social marketing
  - B Corporate social responsibility (CSR)
  - 6 The market environment
  - A The micro environment
  - B The macro environment: STEP analysis
  - 7 Legal aspects of marketing
  - A Legal definitions
  - B Legal problems
  - C The Consumer Protection Act
- RESEARCH
- 8 Research 1
  - A Types of research
  - B Research methodology
  - 9 Research 2
  - A Describing survey results
  - B Understanding trends and changes
- PRODUCT
- 10 New product development 1
  - A Idea generation
  - B Idea screening
  - C Concept development and testing
  - D Marketing strategy and business analysis
  - 11 New product development 2
  - A Workflow
  - B Product development and optimization
  - C Test marketing
  - D Commercialization
  - 12 Brainstorming
  - A The brainstorming session
  - B Brainstorming techniques

<<剑桥市场营销英语>>

C Suggesting and building on ideas

13 Product and service types

A Product types

B Word combinations with 'goods' and 'products'

C Types of service

14 Product life cycles

A The Boston Consulting Group Matrix

B Inside the Boston Box

15 Selling products and services

A The seller

B The purchaser

C Selling a service

POSITIONING AND BRANDING

16 Branding 1

A What is a brand?

B Branding

C Word combinations with 'brand'

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## 章节摘录

Legal definitions The World Intellectual Property Organization gives the following definitions:

Intellectual property refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce. Intellectual property is divided into two categories: 1 Industrial property includes patents, which give the exclusive right to make, use and sell an invention in a given geographical area; trademarks ( words or symbols that differentiate a company ) ; and industrial designs. A granted patent gives patent protection for 20 years in the UK. After that time you must renew the patent. In order to trademark, or register your trademark, you will need to complete a registration process. 2 Copyright protects literary and artistic works. Copyright protected work includes novels, plays, films, musical works, artistic works such as drawings, photographs, and architectural designs. Copyright protected work is said to be subject to copyright.

Note: The copyright symbol: © The trademark symbol: TM The registered trademark symbol: ® Legal problems Legal problems may arise if another person has used copyright protected work without the copyright owners ( or holders ) permission. The UK Patent Office says: Intellectual property ( IP ) crimes include counterfeiting and piracy. Counterfeiting is deliberate or wilful trademark infringement and piracy is wilful copyright infringement. Infringement means reproducing copyrighted work without permission from the IP owner.

If a trademark or copyright holder believes that another person has made unauthorized use of a trademark or copyright, then this may lead to a lawsuit, where one company takes another to court to enforce the trademark or copyright. The infringer, the person who has broken the copyright, may have to pay damages or compensation to the trademark holder, normally financial. Most company websites include a page called terms and conditions or copyright information. Visitors to the site must agree to the terms and conditions. The terms and conditions usually contain what a visitor may download or take from the web page and post or upload to the web page, and a disclaimer to say the company is not legally responsible for the misuse of its web pages.

The Consumer Protection Act The Consumer Protection Act is a law in the UK that protects the consumer from faulty or defective products, or products that are not as safe as they are generally expected to be. Consumers are legally entitled to goods of a satisfactory quality. Producers, suppliers and importers are liable for that is, responsible for the products they sell. Death, personal injury involving physical damage to a person and damage to private property are covered under the act. Enforcement of the act that is, making sure the act is respected - is the job of the trading standards officer. Businesses need to monitor and control their produce to make sure they are fulfilling, or carrying out, all safety regulations. A central part of the law is product liability, which means that any person who is injured or physically hurt by a defective product does not have to prove a manufacturer negligent that is, at fault before suing, or taking the manufacturer to court.

编辑推荐

Professional English in Use Marketing contains 50 units covering a wide variety of marketing vocabulary. Topics include marketing basics , the full marketing mix , research , PR , and marketing communications. Primarily designed as a self-study reference and practice book , it can also be used for classroom work and one-to-one lessons , and is suitable for intermediate and upper intermediate students. Professional English in Use Marketing draws on authentic texts and real companies to present the most up-to-date and comprehensive language and terminology. It is a must for students of marketing or business , and for marketing professionals who need to use English at work. Presents and explains vocabulary items in context on the left-hand pages with a range of practice activities on the right-hand pages. Features Over to you activities which enable learners to apply the language they have learnt to their own studies and working lives. Includes a comprehensive , learner-friendly answer key and index.

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