

<<国际营销>>

图书基本信息

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作者：卡瑞（Curry,J.E） 著；俞利军 导读

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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。

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### 作者简介

卡瑞(Jeffrey Curry), 曾获得工商管理硕士和博士学位, 是一名知名的国际贸易专家, 多年来在亚洲、北美和欧洲从事大型的国际贸易业务和合资企业的谈判活动。他在亚洲和北美教授过管理学、经济学和国际金融等课程。他是《越南通行证》(Passport Vietnam)等书的作者, 也是《观

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## 章节摘录

**THE LANGUAGE CHALLENGE** Language is the primary way in which producers and distributors communicate with consumers. Those involved with personal selling will find that speaking the local language isn't optional but a requirement for success. Besides just being able to get the basic information across to the customer, a salesperson also communicates the company's dedication to the marketplace. All salespeople face an uphill battle when trying to promote a product, but those without the requisite language skills may find that the hill is almost vertical. Language skills will also come into play when advertising and promotional collateral (brochures, manuals, business cards) are translated. A poorly worded document or mistranslated slogan can sink a sales effort before it even starts. (Wanting to assure their Belgian target audience of the sturdiness of their vehicles, General Motors marketeers once translated their slogan of "Body by Fisher" into Flemish. The resulting translation read more like "Corpse by Fisher" with embarrassing results. One could question whether, even if it had been properly translated, the slogan would have had the desired effect on the Belgian consumers.) The choice of brand names (see Chapter 9) will also rely heavily on how the translation or logo design will play in the new market. Prior to distribution, all translated advertising and promotional materials should be reviewed numerous times by native speakers to uncover potential problems. All administrative and sales personnel who will be working regularly in the target market must have a degree of fluency that will permit their marketing skills to be effective over the long-term.

**THE CULTURE CHALLENGE** Understanding the target culture is a continuing difficulty, even for major global market players. Pundits may be claiming that the world is becoming more and more homogenized, but there's only scant evidence of it in marketing. Cultural challenges are perceptual, and perception changes regularly. Having a firm understanding of what a culture was like a decade ago is of practically no use today. Cultural research must be continually updated if advertising and promotions are to work. Even cultures that have had a long-term relationship with each other can have difficulty communicating. For instance, though the Paris-based House of Chanel has been a name brand in the United States for many decades, they were unable to reach the American market with an ad that was hugely successful in Europe. The now-famous Egoiste fragrance ad featuring women screaming out the brand name from the windows of a Riviera hotel made very little sense to the U.S. consumer. The ad was just "too French" for the United States and demonstrates a lack of market research. Another Chanel advertising campaign, this one for the Coco line, featured scantily clad European pop star Vanessa Paradis swinging on a trapeze inside of a birdcage. This ad was quite successful, even though few in the U.S. market knew who Ms. Paradis was. In this case, the sexual nature of the advertisement crossed the cultural line. The same ad, however, would have been banned in much of Asia and the Middle East.

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