

<<市场营销专业英语>>

图书基本信息

书名：<<市场营销专业英语>>

13位ISBN编号：9787121130335

10位ISBN编号：7121130335

出版时间：2011-3

出版时间：电子工业出版社

作者：吕永红 主编

页数：209

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<市场营销专业英语>>

内容概要

本书以市场营销业务流程为导向，选取流程中关键的环节如STP战略、消费者行为分析、产品与品牌管理、渠道设计、定价技巧、销售技巧、广告策划和网络营销的最新进展等内容，精选难易适中的英语材料，针对每个环节设计了相应的情景，通过工作语言阅读、小案例分析、情景对话、角色扮演、实操演练和语言点练习等灵活多样的形式，突出营销的操作性和语言的实用性，强调英语作为沟通工具在营销全程的运用。

读者对象：适用于应用型本科、高职院校市场营销专业学生和开设营销课程的管理类专业学生，也可作为职业营销人员提升工作语言能力的参考书。

<<市场营销专业英语>>

书籍目录

Contents

Unit 1 Developing Marketing & Corporate

Strategies

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 2 Understanding Marketing Environment and

Consumers

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 3 Marketing Research

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 4 Identifying Market Segments and Targets

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

<<市场营销专业英语>>

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 5 Managing Products and Brands

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Models

Practical Training

Unit 6 Channels of Distribution

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 7 Setting the Right Price

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 8 Sales Promotion & Personal Selling

Lead-in

Mini-case

Situational Dialogue

<<市场营销专业英语>>

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

Unit 9 Advertising and Public Relations

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Promotional tool

How it is being used

Advertising

Personal Selling

Sales Promotion

Public Relations

Further Reading

Practical Training

Unit 10 Internet Marketing

Lead-in

Mini-case

Situational Dialogue

Text

Key Terms & Concepts

Key Notes to the Text

Practical Skills

Role Playing

Case Study

Further Reading

Practical Training

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>