



附录 《物流市场营销》主要名词英汉对照表

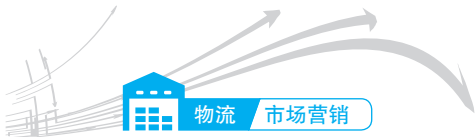
Part 1: Defining Marketing and the Marketing Process

Chapter 1: Marketing: Creating and Capturing Customer Value

1. Marketing 市场营销
2. Needs 需要
3. Wants 欲望
4. Demands 需求
5. Marketing offering 市场供给物
6. Marketing myopia 营销近视症
7. Exchange 交换
8. Market 市场
9. Marketing management 营销管理
10. Production concept 生产观念
11. Product concept 产品观念
12. Selling concept 销售观念
13. Marketing concept 市场营销观念
14. Societal marketing concept 社会营销观念
15. Customer relationship management 客户关系管理
16. Customer-perceived value 顾客感知价值
17. Customer satisfaction 顾客满意
18. Customer-generated marketing 消费者自主营销
19. Partner relationship management 合作伙伴关系营销
20. Customer lifetime value 顾客终身价值
21. Share of customer 顾客份额
22. Customer equity 顾客资产
23. Internet 互联网
24. Globalization 国际化
25. Marketing process 营销过程

Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Relationships

26. Strategic planning 战略规划



27. Mission statement 企业使命
28. Business portfolio 业务组合
29. Portfolio 投资组合
30. Portfolio analysis 投资组合分析
31. Growth-share matrix 成长占有率矩阵
32. Product/market expansion grid 产品 / 市场扩展矩阵
33. Market development 市场开发
34. Product development 产品开发
35. Diversification 多元化
36. Downsizing 精简
37. Value chain 价值链
38. Value delivery network 价值传递网络
39. Marketing strategy 营销战略
40. Market segmentation 市场细分
41. Market targeting 目标市场定位
42. Positioning 市场定位
43. Differentiation 差异化
44. Marketing mix 营销组合
45. SWOT analysis SWOT 分析, 态势分析法
46. Marketing implementation 营销执行
47. Marketing control 营销控制
48. Marketing audit 营销审计
49. Return on marketing investment (or marketing ROI) 营销投资收益率

Part 2: Understanding the Marketplace and Consumers

Chapter 3: Analyzing the Marketing Environment

50. Marketing environment 市场环境
51. Microenvironment 微观环境
52. Macroenvironment 宏观环境
53. Marketing intermediaries 营销中间商
54. Public 公众
55. Demography 人口统计
56. Baby boomers 婴儿潮世代
57. Generation X X世代
58. Millennials (or Generation Y) 千禧世代 (Y世代)
59. Economic environment 经济环境



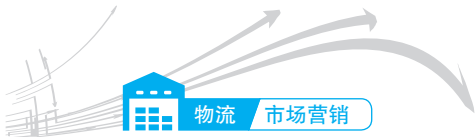
- 60. Engel's laws 恩格尔法则
- 61. Natural environment 自然环境
- 62. Technological environment 技术环境
- 63. Political environment 政治环境
- 64. Cultural environment 文化环境

Chapter 4: Managing Marketing Information to Gain Customer Insights

- 65. Customer insights 顾客洞察力
- 66. Marketing information system (MIS) 市场信息系统
- 67. Internal database 内部数据库
- 68. Marketing intelligence 营销情报
- 69. Exploratory research 探索性调研
- 70. Descriptive research 描述性调研
- 71. Causal research 因果性调研
- 72. Secondary data 二手数据
- 73. Commercial online database 商业在线数据库
- 74. Observational research 观察式调研
- 75. Ethnographic research 民族志调研
- 76. Survey research 询问式调研
- 77. Experimental research 实验室调研
- 78. Focus group interviewing 焦点小组访谈
- 79. Online marketing research 在线营销调研
- 80. Online focus group 在线焦点小组
- 81. Sample 样本
- 82. Customer relationship management (CRM) 客户关系管理
- 83. Questionnaire 调查问卷

Chapter 5: Understanding Consumer and Business Buyer Behavior

- 84. Culture 文化
- 85. Subculture 亚文化
- 86. Social class 社会阶层
- 87. Group 团队
- 88. Opinion leader 意见团队
- 89. Online social networks 在线文化网络
- 90. Lifestyle 生活方式
- 91. Personality 个性
- 92. Motive (Drive) 动机 (驱动力)



- 93. Perception 感知
- 94. Learning 学习
- 95. Belief 信念
- 96. Attitude 态度
- 97. Cognitive dissonance 认知失调
- 98. New product 新产品
- 99. Adoption process 采用过程
- 100. Business buyer behavior 产业购买者行为
- 101. Derived demand 派生需求
- 102. Straight rebuy 直接重购
- 103. Modified rebuy 修订重购买
- 104. New task 新任务
- 105. Systems selling (or solutions selling) 系统销售 (解决方案营销)
- 106. Buying center 采购中心
- 107. Value analysis 价值分析

Part 3: Designing a Customer-Driven Marketing Strategy and Mix

Chapter 6: Customer-Driven Marketing Strategy: Creating Value for Target Customers

- 108. Market segmentation 市场细分
- 109. Market targeting (targeting) 目标市场选择
- 110. Differentiation 差异化
- 111. Positioning 市场定位
- 112. Geographic segmentation 地理细分
- 113. Demographic segmentation 人口细分
- 114. Age and life-cycle segmentation 年龄和生命周期细分
- 115. Gender segmentation 性别细分
- 116. Income segmentation 收入细分
- 117. Psychographic segmentation 心理细分
- 118. Behavior segmentation 行为细分
- 119. Occasion segmentation 时机细分
- 120. Benefit segmentation 利益细分
- 121. Customer loyalty 顾客忠诚度
- 122. Intermarket segmentation 跨国市场细分
- 123. Target market 目标市场



- 124. Undifferentiated (mass) marketing 无差异营销 (大众营销)
- 125. Differentiated (segmented) marketing 差异化营销 (细分营销)
- 126. Concentrated marketing 集中营销 (利基营销)
- 127. Micromarketing 微观营销
- 128. Local marketing 地区营销
- 129. Individual marketing 个性化营销
- 130. Production position 产品定位
- 131. Competitive advantage 竞争优势
- 132. Value proposition 价值主张
- 133. Positioning statement 定位陈述