

<<国际贸易专业英语>>

图书基本信息

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## 前言

现代经济发展的实践表明，国际贸易是经济增长的强大推动力。

第二次世界大战后，国际贸易的迅速发展在全球范围内引起了国际分工体系的革命性变革和福利分配格局的重组，极大地促进了经济增长。

中国实行改革开放和加入世界贸易组织，加快了对外开放的步伐，外贸业务增长迅速，对外贸易对经济增长的贡献度不断提高，市场对外贸人才的需求急剧增加。

为了适应国际经济理论的创新与拓展以及外贸业务发展的需要，加快培养出更多掌握经济学理论知识、具有良好的外语基础、熟悉WTO的游戏规则、了解国际惯例、熟悉国际市场运作规则、具有敏

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### 内容概要

本书采用双语形式，旨在帮助大专院校相关专业的学生以及从事国际贸易的人士了解并掌握有关国际贸易方面的一些基本理论和实际知识，提高他们在国际经贸交往活动中的见识与能力。

本书共分八个单元，主要内容有：国际贸易概论、国际贸易理论、经济一体化、多国公司，国际贸易政策措施、国际营销、关税及贸易总协定和世贸组织、中国外贸体制变革及发展等部分。

为了便于教学或自学，每章后面还附有大量练习和补充阅读材料，以及词汇、注释的中英文对照。此外，我们在书的最后编写了总词汇以及各章练习答案，方便读者自学、查阅。

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## 章节摘录

International Marketing      Marketing, more than any other business function, deals with customers. Although we will soon explore more-detailed definitions of marketing, perhaps the simplest definition is this one: Marketing is the process of focusing the resources and objectives of an organization on environmental opportunities and needs. It is the link between the organization and the people who buy and use its goods and service. It is the way organizations determine buyer needs and inform potential customers that their firms can meet those needs by supplying a quality product at a reasonable price. And it is the path to developing loyal, long-term customers. Although we may have many different definitions about Marketing, the first and more fundamental fact about marketing is that it is universal discipline. Marketing is a set of concepts, tools, theories, practices and procedures, and experiences. Together, these elements constitute a teachable and learnable body of knowledge.      During the past three decades, the concept of marketing has changed dramatically. It has evolved from a focus on the product and on marketing a "better" product where better was on internal standards and values. The objective was profit, and the means to achieving the objective was selling, or persuading the potential customer to exchange his or her money for the company's product.      Marketing can be defined as a series of activities leading to an exchange transaction between a seller and a buyer at a profit. Marketing activities center on an organization's efforts to satisfy customer wants and needs with products and services that offer competitive value. It is defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. Sound marketing is crucial to the success of every organization — large or small, for-profit or not-for-profit, domestic or global.

### 编辑推荐

本系列教材是在编委会精心策划、总结过去教材建设经验的基础上，借鉴国内外同类经验做法，经过反复研究论证推出，具有“新、特、实、强”等特点。设计思路新颖，强调学以致用，突出“以学生为中心”的思想；力求创新写作体例和研究分析方法；观点内容着力体现前瞻性、动态性，并做到深度和广度适宜；课程体系体现涉外经济类专业特点，采用中文和英语相结合的办法，凸现双语教学特色；注重实践性、实用性、可操作性。编写教师阵容庞大，教学经验丰富，研究能力强。

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