

<<托业备考攻略标准试卷>>

图书基本信息

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内容概要

本丛书经托业考试的官方机构——美国教育考试服务中心（ETS）授权，包含托业考试的官方权威考题。

本丛书旨在帮助考生熟悉托业考试的全部流程，掌握必备的应试技巧。

本丛书侧重语言运用能力和理解能力的培养，同时也提供帮助考生获取高分的应试策略。

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章节摘录

COMPANY BACKGROUND : The Juneco Company, expected earnings of approximately \$40 million, seeks to increase marketing and product innovation efforts to significantly increase revenues within 1-2 years. Headquartered in upstate New York, Juneco manufactures kitchenware products and home security systems under several nationally recognized brand names. In addition to these major brands, Juneco produces similar products under private label programs for home improvement merchants.

RESPONSIBILITIES : The brand managers priority is to handle the heightening of product recognition of Juneco's major accounts abroad. The brand manager position was created to build brand recognition in the marketing sector of Juneco's new International Division. The brand manager will spearhead efforts to foster growth in garden tool products. Specific responsibilities include the following : generate marketing plans and lead the development of new products; increase public awareness of and demand for Juneco's products; identify and evaluate market requirements and opportunities; work closely with other members of the marketing department, as well as sales and sales operations departments to ensure achievement of company goals.

PROFESSIONAL EXPERIENCE AND PERSONAL QUALITIES : The ideal candidate will have the following qualifications : ~ 3-5 years experience as brand manager in retail marketing; ~ strong experience in analyzing current markets; ~ outstanding verbal and written communication skills.

EDUCATIONAL BACKGROUND : An MA degree in Marketing is required; an MBA is a significant plus. Upon receipt of applications, confirmation letters will be sent to applicants via e-mail.

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