

<<会展英语>>

图书基本信息

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前言

本书是为了适应我国发展会展经济对人才培养的要求而编写的专业英语教材，分为两个部分：展览英语和会议英语。

由于会展行业与展览、管理、会计、物流、广告、设计、营销、旅游、公共关系及会议等多个学科领域密切相关，作为专业英语教材面面俱到地描述整个发展过程几乎是不可能的，因此本教材选取了最具代表性的部分加以描述和解释，并结合适当的练习，使学生能够比较系统地了解会议和展览行业的相关知识，提高专业英语应用水平。

本书的编排本着以下五项原则：1.针对性突出的原则 全书各单元都与会展所涉及的学科相对应。

课文、阅读文章、对话以及练习的设计紧紧围绕课文主题思想，将会展的一般理论与实践有机地结合起来。

2.实践性突出的原则 为突出专业英语的实践教学要求，设计了有针对性的读、写、说、译等练习项目，以提高读者的会展英语技能；同时设置了相应的课堂讨论，以培养学生解决具体问题的实际能力。

3.真实性突出的原则 全书选材于国内外最新的相关著作和文献，内容新颖、语言地道、切合实际。

编者参考了大量的书籍、报纸杂志、互联网、会展通知、宣传材料等，所采用的资料内容翔实，具有很强的实用性和时效性。

4.知识性全面的原则 重点介绍展览和会议过程的管理、策划、组织和协调等最基本、最具体的实务。

侧重于会展业对社会文化和政治经济的影响、会展营销、会展管理、会展各活动的协调管理及其评估等诸多方面，密切结合当前国内外大型会展活动，脉络清晰，要点鲜明，内容全面。

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内容概要

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《会展英语》的编排本着以下五项原则：针对性突出的原则；实践性突出的原则；真实性突出的原则；知识性全面的原则；实用性突出的原则。

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considerable publicity and promotion value. They have sprung up in major cities, malls and even airports in the US and cover both mainstream retailers and firms with new products to introduce. Pop-ups and other buzz marketing techniques seek to be edgy. In other words, astute marketers are desperate to attract consumers interest and attention, one that involves developing something new before the latest technique gets stale and loses effectiveness. What is clear is that the industry realizes that conventional advertising is much less effective. In fact, 2004 was described as the year that the traditional 60-second advertising spot died. The comment is an exaggeration, but reflects the new direction. There are predictions that the new type of marketing budget will feature more events and exhibit marketing.

Exhibit and event marketing share some characteristics. First, they are events with some commercial purposes because they are experiences that require attendees to act within the event situation. If the event is a business-to-business trade show, both parties come together for a related purpose: to promote or experience a group of vertical products and services. The commercial purpose of the show is overt and the players participate actively. Companies make orders for their products and have tangible sales results. Similarly, even if the event is aimed at consumers as with craft shows, home and garden shows, boat shows or the like, there is an overt commercial purpose. That purpose is to promote the products and services featured. It is less likely that the show will generate commercial sales but, depending on the event, they happen. If on the other hand, the event is a "festival", or a rock and roll concert, the commercial purpose is muted and the sponsor gains less commercial benefit. Typically, the desired result may be awareness and image creation, but not necessarily sales.

While both forms of experiential marketing have grown in importance, we will focus on exhibit marketing, specifically trade shows. In 1995, trade shows accounted for between 16-20 percent of a business marketing budget. A study in 2004 conducted among 700 marketing decision makers in the automotive, high-tech, financial and health care industries showed that budgets had grown to above the 20 percent level. In dollar terms, that figure approximates an incredible \$166 billion. For many small businesses with limited budgets, trade shows and personal selling are the only promotion mix elements available. Despite its clear importance, exhibit marketing is essentially ignored in the recent academic literature. During the 1970s and 1980s, the academic literature recognized the importance of exhibit marketing and devoted considerable attention to its theory and practice. Since then, there has been very little academic interest: there are few academic references and little academic understanding of the costs, benefits and operation of trade shows.

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