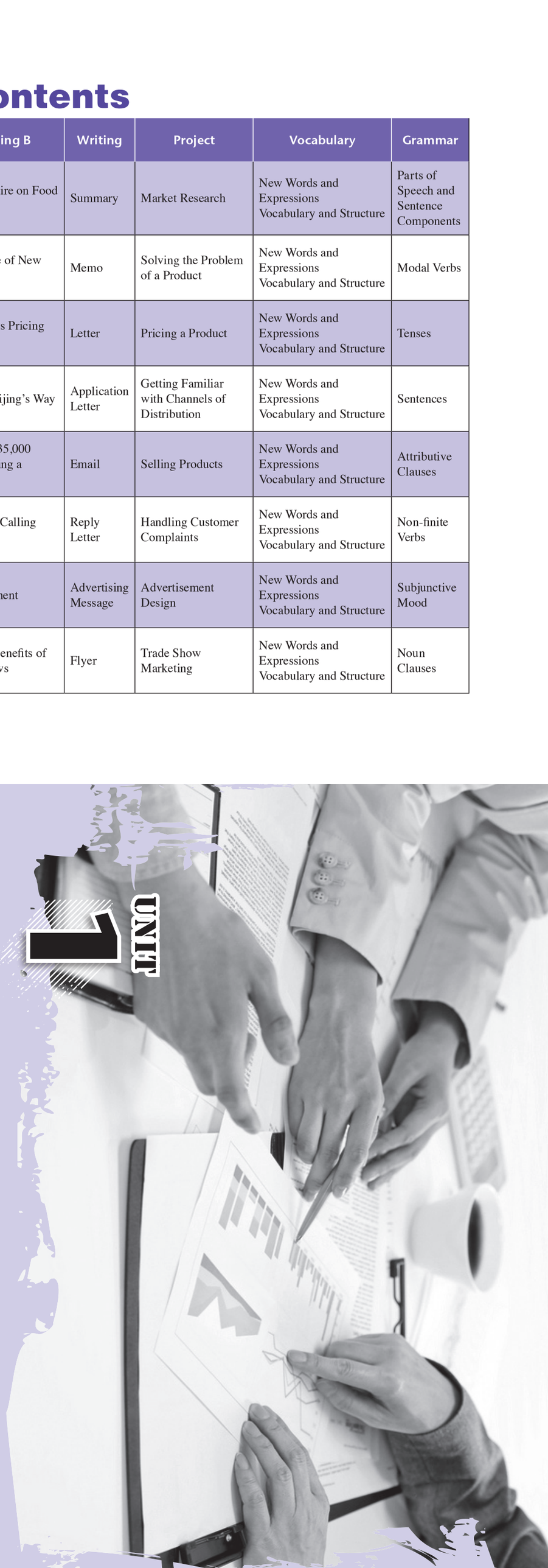
Contents

Unit	Reading A	Listening and Speaking	Reading B	Writing	Project	Vocabulary	Grammar
Unit 1 Market Survey and Analysis (P1)	Tier Tale: How Marketers Classify Cities in China	Survey and Analysis	Questionnaire on Food Purchase	Summary	Market Research	New Words and Expressions Vocabulary and Structure	Parts of Speech and Sentence Components
Unit 2 Product (P23)	The Product Life Cycle	Product Improvement	The Failure of New Coke	Memo	Solving the Problem of a Product	New Words and Expressions Vocabulary and Structure	Modal Verbs
Unit 3 Pricing (P45)	Pricing in Emerging Markets	Pricing Strategy	McDonald's Pricing Strategies	Letter	Pricing a Product	New Words and Expressions Vocabulary and Structure	Tenses
Unit 4 Channel (P67)	Types of Distribution Channels	Common Distribution Channels	Selling, Beijing's Way	Application Letter	Getting Familiar with Channels of Distribution	New Words and Expressions Vocabulary and Structure	Sentences
Unit 5 Personal Selling—Products (P89)	Mastering Sales	Selling Products	Selling a $35,000 Watch During a Recession	Email	Selling Products	New Words and Expressions Vocabulary and Structure	Attributive Clauses
Unit 6 Personal Selling—Services (P111)	How to Sell Life Insurance	Selling Services	Does Cold Calling Work?	Reply Letter	Handling Customer Complaints	New Words and Expressions Vocabulary and Structure	Non-finite Verbs
Unit 7 Advertising (P135)	Las Vegas' "What Happens Here, Stays Here" Campaign	Advertising Details	Advertainment	Advertising Message	Advertisement Design	New Words and Expressions Vocabulary and Structure	Subjunctive Mood
Unit 8 Exhibitions and Trade Fairs (P157)	Making the Most of a Trade Show	Trade Fair Details	The Real Benefits of Trade Shows	Flyer	Trade Show Marketing	New Words and Expressions Vocabulary and Structure	Noun Clauses



UNIT 1

Market Survey and Analysis

Unit Objectives

After studying this unit, you are able to:

- design a simple market research
- collect information for the products/services you are going to analyze
- analyze the information collected
- produce a simple survey report