

## PM 小词典 ( 2.0 )

产品管理作为舶来品，我们在日常的工作中，所接触的许多术语都是翻译而来的，我们也知道，把一个英文单词翻译成中文，即使再有水平的翻译者，也不可能用中文百分之百地表示出英文的原意。

比方说 Marketing 这个词汇，我们通常翻译成“营销”，但是作为我们这些学些者，仅仅看到这个词汇其实并不能真正理解“营销”到底是什么，即使是有一些解释，同样也是翻译而来，因此，要更准确地理解这些外来词汇，最好的途径莫过于直接看原文。

联盟在以前曾经发布过一个 PM 小词典 1.0 版的（可以参见 <http://www.edupm.com/pmdict/>），这次又收集了一些词汇，形成了 2.0 版，并且联盟依然做了简单的翻译作为参考，不过联盟还是建议大家能够看英文原文，更原汁原味的理解每个词汇的意义。

### A

英文	中文
Adequate	胜任
enough to meet a requirement or need.	足够满足一个需求或需要。

英文	中文
Advertised vigorously	大力宣传
forceful, active, advertising which is used to push awareness of a product.	有力的，积极的广告被用来推动对一个产品的认识。

英文	中文
<b>Archived Products</b>	<b>存档产品</b>
Archives are places where things that have no use or are old have been stored. So sometimes products that are developed but do not find use are stored. These products are the archived products.	存档就是把那些无用的或者陈旧的东西存放起来。有时，被开发出来但是没有发现用处的产品会被存放起来。这就是存档产品。

英文	中文
<b>Areas that are not representative</b>	<b>非代表性区域</b>
an area that does not represent the target segment of the company. In this market the larger part of the target segment will be different from that of the company's target segment.	对于公司的目标细分来说没有代表性的一个区域。在这个市场中，目标细分的较大部分和公司的目标细分是有差异的。

英文	中文
<b>Attributes</b>	<b>属性</b>
is a specification that defines a property of an object, element, It is often treated as equivalent to a property depending	一种规格，它用来定义一个对象、元素的一种性质。它通常基于技术或产品被当做类似的一种性质。一种特色。在文字处理

<p>on the technology or product. A characteristic. In a word processing application, an underlined word would be said to have the underline attribute. In database systems, a field can have various attributes. For example, if it contains numeric data, it has the numeric attribute.</p>	<p>应用中，一个下划线单词可能凸显属性。在数据库系统中，一个字段能有多样的属性。例如，如果它包含数字数据，它就有数字属性。</p>
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## B

英文	中文
<b>Breakeven Point</b>	<b>盈亏平衡点</b>
<p>is the point at which cost or expenses and revenue are equal: there is no net loss or gain, and one has "broken even".</p>	<p>是指成本或花费和收入相等的那个点：不存在净损耗或增益，只是一个“平衡”</p>

英文	中文
<b>Business case</b>	<b>商业案例</b>
<p>is a proposal developed by a specific department to justify its proposal as making business sense. This is used by the management to decide whether to</p>	<p>是一个由特定部门开发用来评估商业前景的建议。它由管理者使用，来决定项目是与否上马。</p>

go ahead with the project or not	
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英文	中文
<b>Business Plan</b>	<b>商业计划</b>
is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.	是一组商业目标的正式说明，包括他们为什么相信可以实现的原因，以及并达成这些目标的计划。它也可能包含有关组织或团队试图实现这些目标的背景信息。

英文	中文
<b>Business Rationale</b>	<b>商业理念</b>
defines the fundamental reason or reasons why developing the product will be beneficial to the business. It outlines a reasoned step by step explanation.	指的是为什么开发这个产品对企业有利的根本原因和理由。它通过有步骤的解释概述了一个原因。

## C

英文	中文
<b>Campaign</b>	<b>活动</b>

<p>in the context of product management is usually used for a sales or marketing promotional set of activities. These could include advertising, consumer schemes, ground demonstration activities, etc to make the customer aware about the product and its features.</p>	<p>在产品管理方面通常是用于销售或营销推广的一系列活动。这些措施可能包括广告，消费者计划，地面示范活动等，为的是使客户知道产品和其特点。</p>
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英文	中文
Cannibalise	同类相食
<p>where the sales of a new product eats into the sales of another products within the same line. If the total sales revenue of that product line increases, then the line extension is justifiable.</p>	<p>一个新产品的销售吃掉了在同一条产品线中另一个产品的销售。如果产品线中总销售收入增加了，那么延长产品线就是合理的。</p>

英文	中文
Capitalization	资本
<p>This is usually used to mean Market capitalization (also referred to as market cap) This is a measure of the size of a business and is equal to the share price</p>	<p>这通常被用来指市值（也被称为市场价值），这用来测量一个企业的规模，它等于股价乘以股东已经购买了的股份的数目。</p>

multiplied by the number of shares at have been bought by the share holders.	
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英文	中文
<b>Capitalize</b>	<b>最大化</b>
take advantage of any opportunities that may come along or be noticed	利用可能到来，或被发现的任何机遇的有利条件

英文	中文
<b>Catastrophic failure</b>	<b>灾难性故障</b>
A catastrophic failure is a sudden and total failure of some system from which recovery is impossible	灾难性故障是指某些突发和完全的，且不可能恢复的系统性失败。

英文	中文
<b>Competitive intelligence</b>	<b>竞争情报</b>
Information acquired about a competitor with which it competes by the company. Competitive intelligence might include pricing, advertising strategies, names of clients, technical advantages and disadvantages, market strengths and	获得有关竞争对手与它竞争的公司的信息。竞争情报可能包括定价，广告策略，客户，技术优势和劣势，市场优势和劣势。

weaknesses	
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英文	中文
<b>Competitive products</b>	<b>竞品</b>
<p>are competitor's products for a given category of products. These are the products that will compete in the market with the company's products. For example a there are several motorcycles in the 200 cc category made by various companies. These are competitive products.</p>	<p>是指在给定的产品目录中竞争者的产品。这些产品将会在市场中和公司的产品进行竞争。例如，在 200cc 这个摩托车级别中，会有不同的公司生产。这些都是竞品。</p>

英文	中文
<b>Composition</b>	<b>构成</b>
<p>the combination of the various parts of the markets that combine to make the whole market. A demographic composition is the various types of people that combine to make the complete market.</p>	<p>市场不同部分的组合，它构成了完整市场。人口统计由不同类型的人构成，并结合起来形成完整的市场。</p>

英文	中文
Consumer schemes	消费方案
<p>These are programs initiated by the company in the market to attract the customers by offering them additional benefits that they would not get normally in purchasing their product.</p> <p>This way they want to entice the customer into buying their product.</p>	<p>这是由公司在市场上发起的计划，旨在通过向客户提供附加利益来吸引他们，当然，他们不会在购买产品时正常的得到附加利益。通过这种方式，他们想诱导客户购买他们的产品。</p>

英文	中文
Continual flow of new products	新产品的持续流
<p>The customer needs to get something new in order to stay interested in a company's product. This can be in the form of new features, new shapes, new products and even a new price. This innovation is the continual flow of new products.</p>	<p>客户需要得到新的东西，以保持对公司产品的兴趣。这可能是新功能、新外观、新产品，甚至是一个新的价格的形式出现。</p> <p>这个创新就是新产品的持续流。</p>

英文	中文
Continuity	连续性



<p>something that keeps on going on.</p> <p>Hence if there is continuity in a product it goes on and does not decline.</p>	<p>持续进行的一些事。因此，如果在一个产品上是连续的，它就是不断前移，而不是下降的。</p>
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英文	中文
<b>Copy them blindly</b>	<b>盲目复制</b>
<p>copy without looking at the actual merits or demerits of the case or to copy without thinking.</p>	<p>无视案例客观的优点和不足，不假思索的进行复制。</p>

英文	中文
<b>Critical mass</b>	<b>临界规模</b>
<p>is a term used to describe the existence of sufficient momentum in a system so that the momentum becomes self-sustaining and ensures continuous growth.</p>	<p>一个术语，用来描述一个系统中有足够的动力存在，为的是这种动力具备自立性并确保持续的成长。</p>

英文	中文
<b>Cross functional teams</b>	<b>跨职能团队</b>
<p>a is a group of people with different functional expertise working toward a</p>	<p>一群有着不同职能经验，面向一个共同目标的一群人。它或许包括来自几个不同部</p>

<p>common goal. It may include people from several departments like marketing, production, finance, etc</p>	<p>门（像市场、生产、财务等）人。</p>
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英文	中文
<p><b>Cross-functional</b></p>	<p><b>跨职能</b></p>
<p>activities that are undertaken along with persons from several functional areas. So a cross functional team will have people from say marketing, production, quality, finance so that each can provide the expertise from his area.</p>	<p>与来自几个职能领域的人共同承担的活动。因此，一个跨职能团队会有来自市场、生产、质量、财务的人，而每个人能够提供他的领域的专业。</p>

英文	中文
<p><b>Customer Maturity</b></p>	<p><b>客户的成熟度</b></p>
<p>as a person becomes more mature with age so do customers become more mature when they become more exposed to different types of products. They understand how to evaluate products and companies and are not easily misled by the jargon of marketers.</p>	<p>是指一个人随着年纪而更加成熟，因此，当客户变得更期望不同类型的产品时，那么，这些客户就变得成熟了。他们知道如何去评估产品和公司，并且不容易被营销的专业术语误导。</p>

**D**

英文	中文
Definitive answer	明确的答案
An answer about one is sure. This type of answer is given when one is sure of the outcome of the decision based on the answer.	关于某某的回答是肯定的。这种类型的答案来源于基于这个答案的决策的结果是确定的。

英文	中文
Degree of subjectivity	主观程度
subjectivity is a decision based on a person's feelings and impression and not based on facts. Hence a degree of subjectivity is a certain amount of subjectivity. The amount will increase or decrease with the increase or decrease in degree.	主观是基于一个人的感觉和印象，而不是基于事实的决定。因此，一定程度的主观性就是主观的一定程度。主观程度会随着度的增加或降低而相应变化。

英文	中文
Deter	制止
to dissuade or discourage a person or	劝阻或阻止某人或某公司承担一定的活动

company from undertaking certain activity or function	或职能。
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英文	中文
Diverse marketing mix	多样化的营销组合
A wide range in the marketing mix	宽泛的营销组合

## E

英文	中文
Eat into sales	吃掉销售
Means that a new product will take away the sales that was happening for an existing product when another one is introduced above or below it by customers who wanted a cheaper or more expensive product.	意味着当另一个高于或低于它的产品被引入的时候，一个新产品会碰巧带走一个现有产品的销量，因为客户期望高价产品中有一个较为便宜的。

英文	中文
Economic study	经济研究
once a feasibility study has found the project feasible an economic study is done to see if the project is economically	就是一旦可行性研究发现项目是可行的，那么就要去看这个项目在经济上是否可行的。

viable.	
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英文	中文
Emotional manner	情感方式
Emotional decisions are decisions that are not based entirely based on logic.	情感决策就是不完全基于逻辑的决策。

英文	中文
Emulate the competitions	竞争模仿
to do the same thing that the competition is doing.	同竞争对手做同样的事情。

英文	中文
Environmental scanning	环境审视
Here the environment referred to is the business environment. Scanning means to continuously monitor this environment for changes in customer behaviour or requirement, competitive activities, governmental policies, etc so that the company is at all times aware of them.	这里的环境指的是商业环境。审视意味着连续监测这种环境的变化，包括客户的行为或需求，竞争活动，政府政策等，为的是使公司在任何时候都意识到它们的存在。

英文	中文
Exposed	外露
To shown to people. Exposed to a target segment means that the product or its communication is shown to the target segment.	展示给人们。展示给一个目标细分，意味着产品或它的沟通要展示给这个目标细分。

英文	中文
Extrapolated	外推
to estimate by extending or projecting the known information. To use the data on the customers behaviour in a smaller market to understand/ estimate the behaviour in a bigger market.	通过延伸或投射已知的信息进行估计。在较小的市场中使用客户行为数据去理解/估计较大市场的行为。

## F

英文	中文
Feasibility study	可行性研究
is the study conducted to understand if it is feasible to manufacture a certain product. This is done before a technical	是了解对于生产某类产品是否可行的过程。这要在技术开发或项目实施之前完成。

development or project implementation.	
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英文	中文
Finite resources	有限的资源
limited resources. Resources that are not infinite	有限的资源。资源没有无限的。

英文	中文
Fragmentation	碎片化
Broken up in small parts. So when the media fragments - it has broken up into many additional channels and magazines each of which occupies a small part of the market.	被破裂成小的部分。因此，当媒体碎片化的时候，它被分裂到许多附件的频道和杂志中，它们中的每一个都占据了市场中一个小的部分。

英文	中文
Fragmented and Cluttered media	分散和凌乱的媒体
the media is broken into many small parts eg the TV now has so many channels and even within the channels there are so many news channels, so many movie channels, so many	媒体被分割成许多小的部分，例如电视现在有许多频道，甚至在这些频道中有如此多的新闻频道，如此多的电影频道，如此多的娱乐频道，杂志和报纸也是如此。因此，媒体高度碎片化。此外，在每个频道

<p>entertainment channels, similarly for the magazines and newspapers. So the media is highly fragmented. In addition within each channel there are so many advertisements that they are now very cluttered and it is difficult to see and remember the ads.</p>	<p>中，有如此多的广告，它们现在非常凌乱，并且难以观看和记忆这些广告。</p>
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英文	中文
Functionalities	功能
capabilities pertaining to different functions of a product or an organisation.	一个产品或一个组织中适合不同职能的能力。

## G

英文	中文
Goods and Services	商品和服务
<p>Goods and services are the outputs offered by businesses to satisfy the demands of consumer and industrial markets. They are differentiated on the basis of four characteristics:</p>	<p>商品和服务是由企业提供，用来满足消费者和行业市场需要的产出物。它们有四个明显的区分特征：</p> <p>a、<b>是否是有形</b>：商品是一种有形的产品，例如汽车、服装和机器。它们有一定的形</p>



<p><b>a. Tangibility:</b> Goods are tangible products such as cars, clothing, and machinery. They have shape and can be seen and touched. Services are intangible. Hair styling, pest control, and equipment repair, for example, do not have a physical presence.</p> <p><b>b. Perishability:</b> All goods have some degree of durability beyond the time of purchase. Services do not; they perish as they are delivered.</p> <p><b>c. Separability:</b> Goods can be stored for later use. Thus, production and consumption are typically separate. Because the production and consumption of services are simultaneous, services and the service provider cannot be separated.</p> <p><b>d. Standardization:</b> The quality of goods can be controlled through standardization and grading in the production process. The quality of</p>	<p>状，并且可以看到和触及。服务是无形的。例如，发型设计，防虫，设备的维修，它们不是一个物理的存在。</p> <p><b>b、是否有时限：</b>商品在购买之后具有一定的使用年限。服务则没有，它们在购买之时就是消亡的时候。</p> <p><b>c、是否可分离：</b>商品能够被储存以备日后使用。因此，生产和消费通常是分开的。而服务则是在同一时间进行生产和消费的，因此，服务和服务提供商是不能分开的。</p> <p><b>d、是否标准化：</b>商品的质量可以通过标准化和分级在生产过程中进行控制。然而，服务的质量在每次交付时都是有区别的。</p>
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<p>services, however, is different each time they are delivered.</p>	
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英文	中文
<b>Graveyard</b>	<b>墓地</b>
<p>This is the place where people are buried after they die. So when a brand reaches the graveyard it is dead - the customers do not bother about it anymore.</p>	<p>它是指人们在死后被埋葬的地方。因此，当一个品牌到达墓地的时候，它就死了-客户不在需要它的一切。</p>

## H

英文	中文
<b>Hard core brand loyal</b>	<b>核心的品牌忠诚</b>
<p>a consumer who is absolutely loyal to the brand. He is so loyal that if he does not find his preferred brand he will not buy the product.</p>	<p>绝对忠诚于品牌的消费者。他是如此忠诚，以至于如果他没有找到他的首选品牌，他将不会购买该产品。</p>

英文	中文
<b>Harmony</b>	<b>融洽</b>
<p>Means to be in agreement in feeling or</p>	<p>意味着在感觉或观点上保持一致；或者在</p>

<p>opinion; or to have a pleasing combination of elements in a whole.</p>	<p>整体上有一个愉快的要素组合。</p>
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英文	中文
<p>High Level Specifications</p>	<p>高级规格</p>
<p>these are broad specifications for product usually used for one that is under development. These are created in the initial stages to give an a broad idea of the product features and design. These specifications are then used to develop the detailed specifications.</p>	<p>这些通常用于一个正在开发的产品的宽泛的规格。这是在产品初始阶段创建的关于产品功能和设计的宽泛的想法。这些规范然后用于开发详细的规格。</p>

英文	中文
<p>Historical costing</p>	<p>历史成本</p>
<p>Costing that is based on historical or old data. This data may not be upto date and hence may give wrong indications on profit or cost.</p>	<p>基于历史或旧数据的成本。该数据可能不是最新的，因此在利润或成本上会给你错误的迹象。</p>

英文	中文
<p>Homogenous</p>	<p>同质</p>

Items of a group all of which are similar, alike, interchangeable, or uniform.	一组项目都是接近的，相似的，可互换的，或一致的。
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英文	中文
<b>Ideal price</b>	<b>理想价格</b>
this is a price in which all factors are in favour of the company. For example it could mean it is lowest in the market yet giving the highest profit, etc. Usually it is not possible to get an ideal price but the company's objective is to come s close as possible to this.	这是一个公司所偏爱的所有因素的价格。例如，这个价格在市场上可能最低的，但是却能带来最高的利润，等等。通常它是一个不可能获得的理想的价格，但该公司的目标尽可能接近它。

英文	中文
<b>Immediate sales outweigh</b>	<b>即刻销售比重</b>
Immediate sales become more important than other considerations. Sales get the maximum weightage in all decision making.	即刻销售超过其它注意事项而变得越来越重要。销售在所有决策中成为最大权重。

英文	中文
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In build	内建
<p>Something that is inbuilt or inherent in the product. Some property or quality that is built into the product at the time of designing it.</p>	<p>产品中内置或固有的东西。一些产品的属性或质量在设计的时候就被加入进去。</p>

英文	中文
<p><b>Industrial Engineering</b></p>	<p><b>工业工程</b></p>
<p>is a branch of engineering that concerns with the development, improvement, implementation and evaluation of integrated systems of people, money, knowledge, information, equipment, energy, material and process. It also deals with designing new prototypes to help save money and make the prototype better.</p>	<p>工程的一个分支，它关注人力，财力，知识，信息，设备，能源，材料和流程的集成系统的开发、提升、实施和评估。它还涉及设计新的原型，以帮助节省资金，使原型更好。</p>

英文	中文
<p><b>Insulated</b></p>	<p><b>绝缘市场</b></p>
<p>something that does not allow the passage of information or any other</p>	<p>某事物不允许信息或任何其它事物（像电、热、声音）通过。一个绝缘市场就是</p>

<p>thing like electricity, heat, sound. An insulated market is one where information on activities being conducted within do not go outside the market.</p>	<p>指活动的信息无法进入到这个市场中。</p>
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英文	中文
<p><b>Interchange brands</b></p>	<p><b>品牌转换</b></p>
<p>change brands amongst products. So if you are buying a soap in place of Lux you could buy Dove or Liril or any other brand there by interchanging brands.</p>	<p>在产品之间改变品牌。因此，如果你现在购买的是力士香皂，你也可能购买多芬或 Liril ，或者其它任何品牌来替代它，这就是品牌转换。</p>

## L

英文	中文
<p><b>Large cross-section</b></p>	<p><b>大截面</b></p>
<p>A cross section is a sample meant to be representative of a whole population something that shows the variety of the population. So a Large cross section represents a wide range.</p>	<p>一个横截面就是某类母体中的有代表性的样本，这显示了母体的多样性。因此大截面代表着广阔的范围。</p>

英文	中文
Level off	趋平
when the sales stops increasing and begins to remain the same they are said to level off. It is similar to water which attains its level which is virtually flat.	当销量停止增加的时候，就表示开始保持同样的水平。这类似水达到了基本持平的水平。

英文	中文
Life style items	生活风格
products that reflect fashion and trends. Also it refers to a way a person lives so items that show or are used to show this are life style items	反映时尚和潮流的产品。此外，它也指的是一个人的一种生活方式，因此，这被用来显示生活风格。

英文	中文
Live Documents	实时文档
these are documents that are continuously being modified along with the ground reality of the situation. This is different from changing a document without justification. Usually a liv document would be changed if say the	这是指不断随着形势的实际变化而不断修改的文档。这不同于缺乏合理理由去改变一个文档。通常一个实时文档时是在市场环境是否发生了巨大变化，或者技术无法用于生产或变得不合算等情况下才会发生改变。

<p>market conditions changed dramatically</p> <p>or technology was not available for</p> <p>manufacture or it became uneconomical,</p> <p>etc.</p>	
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英文	中文
<b>Look and Feel</b>	<b>观感</b>
<p>is a term used to describe products in</p> <p>fields of product design, marketing,</p> <p>branding etc. to describe the main</p> <p>features of its appearance.</p>	<p>是一个术语，用来描述产品设计、营销、</p> <p>品牌等领域，以及它要展现出的主要特</p> <p>性。</p>

英文	中文
<b>Low complexity</b>	<b>低复杂度</b>
<p>products that are simple or those which</p> <p>are not complicated</p>	<p>产品是简单或不是难以理解的。</p>

## M

英文	中文
<b>Mandated</b>	<b>委托</b>
<p>an authorisation to carry out a certain</p> <p>task or function.</p>	<p>一种授权执行一个特定任务或功能。</p>



英文	中文
<p align="center"><b>Market's attractiveness</b></p>	<p align="center"><b>市场的吸引力</b></p>
<p>Measure of the profit possibilities that lie within the structure of a particular industry or market. There are many different factors that contribute to market attractiveness. These include: (1) market factors such as growth rate and size of the market; (2) economic factors such as investment potential and industry saturation or rates of inflation affecting consumers' purchasing power; (3) technological factors such as availability of raw materials; (4) competitive factors including the types of rival business and the bargaining power of suppliers; and (5) environmental factors such as the existing regulatory climate and the degree of social acceptance for a product within a particular market</p>	<p>测算位于一个特定行业或市场结构中的赢利可能性。有许多不同的因素有助于市场吸引力。这些包括：(1) 市场因素，如增长率和市场规模；(2) 经济因素，如投资潜力、行业饱和度或通胀率对消费者的购买力的影响；(3) 技术的因素，例如原料的可获得性；(4) 竞争因素，包括企业的竞争对手的类型和供应商的议价能力；(5) 环境因素，如现有的监管环境和社会对于一个在特定市场中的产品的接受程度</p>

英文	中文
Mould the loyalty	忠诚度塑造
To modify the loyalty of the customers in such a manner that it suits the requirements of the company	以一定的方式改变客户的忠诚度来适合公司的需求。

## N

英文	中文
Niche	利基
<p>A niche market or brand is a focused, targetable portion of a market or brand.</p> <p>A business that focuses on a niche market is addressing a need for a product or service that is not being addressed by most providers. You can think of a niche market as a narrowly defined group of potential customers.</p> <p>For example, instead of offering cleaning services, a business might establish a niche market by specializing in office complex window cleaning services.</p>	<p>一个利基市场或品牌就是一个被聚焦、部分命中的市场或品牌。基于利基市场的业务要关于一个产品或服务的需要，而它们没有被大多数提供者所关注。你可以理解为一个利基市场是一种窄的定义一群潜在消费者的市场。例如，在提供的清洁服务中，你的业务可以通过专门从事复杂的办公室清洁服务建立一个利基市场。</p>

## O

英文	中文
<b>Overwhelmed</b>	<b>不堪重负</b>
To be confronted with more than one can bear or handle. So the information received from a tool must not be taken so literally that we go totally by it and do not use our own judgement at all.	面临承受或处理一个以上的事情。所以，从工具收到的信息不必逐字执行，避免我们完全依赖它，而根本不用我们自己的判断。

## P

英文	中文
<b>Pain Areas</b>	<b>痛点</b>
these are the areas where the customer has a problem. These create opportunities for companies create a product. For example - people wanted to make calls more conveniently and did not want to walk up to a fixed line phones. This gave an opportunity to make cordless phones. These could be used inside the house but could not go	客户有问题的地方。这是为公司产品而创造的机会。例如 - 人们想更便捷的打电话，而无需走到有固定电话的地方。这就给制造无绳电话带来了机会。它们能够在屋内使用，但不能走得太远。这些电话就成为手机的前身。

<p>very far. These phones were the precursors of mobile phones.</p>	
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英文	中文
Perceived differences	感知差异
<p>perceive is to feel, understand or become aware of something. This is based on our interaction with the people or environment around us. These may or may not be based on actual facts.</p>	<p>感知就是对某事物的感觉，理解或意识。这是基于我们同我们周围的人或环境的相互作用。这或许基于也或许不基于客观事实。</p>

英文	中文
Perceived value	感知价值
<p>Perception is a feeling or understanding that a person may have about a product which may be based on past experience, feeling or fact. Many times a customer attaches a value to a product which is based on his experience with it or on how he perceives it. For example a person buying a fashion garment for several lacs or rupees buys it because of</p>	<p>感知是一个人对于一个产品可能有的感觉或认知，这可能基于过去的经验，感觉或事实。在大多数情况下，一个客户会基于他在产品上的经验或他是如何感知产品的而附加一种价值在产品上。比如一个购买时装的人因为他的感知价值而花费 lacs 或卢比去购买，而他的成本只占销售价格的很小一部分。</p>

his perceived value whereas it may cost only a fraction of the selling price.	
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英文	中文
Perceives as quality	感知质量
To understand as quality of; to become aware of the quality directly through any of the senses, especially sight or hearing.	针对质量的理解；直接通过任何感知发现质量，尤其是视觉或听觉。

英文	中文
Perceptual mapping	感知图
Marketing research technique in which consumer's views about a product are traced or plotted (mapped) on a chart . Respondents are asked questions about their experience with the product in terms of its performance, packaging, price, size, etc. Theses qualitative answers are transferred to a chart (called a perceptual map ) using a suitable scale (such as the Likert scale ), and the results are employed in improving the product	消费者关于产品的观点，并被跟踪和以图表标注的一种市场研究技术。受访者被问关于他们对于产品的性能、包装、价格、规格等方面体验的问题。这些定性的回答被转换为图表（被成为感知图），用在适当的测量中，并且结果被用在提升产品或开发新的产品。

or in developing a new one.	
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英文	中文
<b>Permeability</b>	<b>渗透性</b>
<p>The ability of a substance to allow another substance to pass through it, Usually this product does not allow light, air and water to pass.</p>	<p>一种物质允许另一种物质进入它的能力。通常产品不允许光、空气和水进入。</p>

英文	中文
<b>Plateau</b>	<b>高地</b>
<p>A plateau, is an area of highland, usually consisting of relatively flat terrain. So when we refer to a sales plateau it means that after increasing for a certain time the sales begins to become flat. This means the sales has reached a plateau.</p>	<p>高地，通常由地势较为平坦的一类高地地区组成。因此，当我们指到销售高地的时候，这意味着销量增加了一定时间后，开始趋缓。这意味着销售已经达到了高峰。</p>

英文	中文
<b>Preference regression</b>	<b>倾向回归</b>
Preference regression is a statistical	倾向回归是一种由市场人员确定消费者偏

<p>technique used by marketers to determine consumers' preferred core benefits. It usually supplements product positioning techniques like multi-dimensional scaling or factor analysis and is used to create ideal vectors on perceptual maps.</p>	<p>爱核心利益所使用的统计方法。它通常作为产品定位技术的补充，像多维测量或要素分析，并且它被用来在感知图中创建理想的向量。</p>
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英文	中文
Price spectrum	价格带
<p>The range of prices for a product line from the lowest priced product in the line to the highest priced product give the price spectrum of the product line.</p>	<p>价格的范畴，一条产品线中从最低价产品到最高价产品所给予的产品线的价格范围。</p>

英文	中文
Primary demand	基本需要
<p>the direct demand by consumers for products is called primary demand.</p>	<p>消费者对于产品直接的需要被称为基本需要。</p>

英文	中文
Prime Responsibility	主要责任

means the main responsibility. This is usually with the person who is driving the project.	这意味着主要的职责。这通常是那些推动这个项目的人。
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英文	中文
<b>Product Functionality</b>	<b>产品功能性</b>
gives the various functions of a product. When the product functionality is modified it means that some functions of this product are changed because of some customer feedback or lack of technology to manufacture the product or the cost needed to make this product does not make economic sense.	它给予一个产品的各种功能。当产品的功能性被修改，就意味着这个产品的一些功能被改变，这会因为是一些客户的反馈，或缺乏生产这个产品的技术，或所需成本使这个产品没有经济意义。

英文	中文
<b>Product pipeline</b>	<b>产品管道</b>
A product pipeline is a series of products developed and sold by a company, ideally in different stages of their life cycle.	一个产品管道是由公司开发和销售的，在生命周期中有着理想化的不同阶段的一系列产品。



英文	中文
Product Positioning	产品定位
means the process by which marketers try to create an image or identity in the minds of their target market for their product, brand, or organization. The objective of this to ensure that the consumer remembers the product or brand in spite of the noise created by the communication clutter.	是指市场人员试图为产品的目标市场、品牌或者组织创建一个形象或特性的过程。这样做的目的是确保消费者在纷乱复杂的干扰中记住这个产品或品牌。

英文	中文
Prototype	原型
is an initial product usually made to show a typical impression of the product.	通常被用来展示产品的一个典型特征的初始产品。

## Q

英文	中文
Quantifiable	定量
something that can be measured accurately or something that can be mentioned as a quantity	一些事物能被精确的测量，或者一些事物能够用数量来说明。

英文	中文
<p><b>Quantifiable value to the benefit</b></p>	<p><b>可量化的价值利益</b></p>
<p>When a customer evaluates a product he considers what benefit he will get from the product. This benefit if it can be termed into a value it will become quantifiable. Something on which he can put a value.</p>	<p>当一个客户评估一个产品的时候，他认为他将从这个产品中得到什么利益。如果它能把这个利益确定成一个值，它就要成为可量化的。客户能够赋一个值的。</p>

## R

英文	中文
<p><b>Reinvent the wheel</b></p>	<p><b>无用功</b></p>
<p>the wheel was invented many, many centuries ago. Each time we use the wheel we do not go about inventing it again but use it just as a wheel. So reinventing the wheel is used to show that a company is going about restarting the development of a product/ technology/ process which can be used as it is and therefore wasting resources.</p>	<p>车轮在许多，许多世纪前被发明。每次，我们使用车轮而不用再次去发明它，就是把它作为车轮去使用。因此，无用功通常用来说明一个公司考虑重新开始一个产品/技术/流程的发展，尽管它们像车轮那样能够被使用，因此，这是浪费资源。</p>

英文	中文
Relatively cost effective	相对成本效益
to be cost effective in relation to another market or area. If advertising had to be tested in a larger area it would have been more expensive and so in relation testing in a smaller area is more cost effective.	相对于另一个市场或区域的成本效益。如果广告在一个较大的市场被测试，它将可能更昂贵，因此在较小的区域进行相关测试是更有成本效益的。

英文	中文
Representative area	代表性区域
A area that is a smaller version of a larger area in terms of features or characteristics. Where if some activities are performed the reactions of the customers would be similar to the larger market it represents.	一个有着和较大区域中的特征或特点相同的一个较小的区域。在这个较小的区域中，如果有些活动被执行，客户的反馈接近于较大市场的反馈。

英文	中文
Risk mitigation strategy	风险减缓策略
risk mitigation is to reduce the chances or effects of the risk. Whenever we execute	风险减缓是减少风险的机会或影响。每当我们执行一个新的项目时，总是存在风险

<p>a new project there is always an element of risk which comes from how the factors that are unknown or over which we have little or no control will affect the project by the way they unfold or behave. The risk mitigation strategy lays down actions to be taken if these factors unfold or behave in a certain manner. This way the negative effect of these factors is mitigated or reduced.</p>	<p>的因素，这些风险来自于未知的因素或我们很少或无法控制，但是会显露或表现出来，从而会影响项目的因素。风险减缓策略制定了，如果这些因素显露或表现出来，我们要采取的行动。这种方式有利于这些因素的负面影响被减轻或减少。</p>
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英文	中文
Risks associated	相关风险
risks linked with a certain set of activities	和一定活动有关联的风险

## S

英文	中文
Sales Process	销售流程
<p>is a systematic approach to selling a product or service. It includes all aspects of sales and helps in creating standardized processes which allow</p>	<p>是一个用来销售产品或服务的系统方法。它包括销售的各个方面，协助创建标准化的流程，允许范围内的流程监控和销售支持。</p>

monitoring of processes and in enhancing sales.	
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英文	中文
<b>Sales Tools</b>	<b>销售工具</b>
All factors that help in selling a product are the sales tools. These include consumer schemes (e.g. buy one get one free, buy a car and get a chance to win a TV, etc) advertising, printed leaflets, banners, channel push, etc.	所有有助于销售产品的因素都是销售工具。这包括消费者计划（例如买一赠一，买车并有机会赢取一台电视机等）的广告，印刷传单，条幅，渠道推进等。

英文	中文
<b>Sanitised items</b>	<b>清洁条目</b>
items that are made acceptable by removing unacceptable features like germs, bacteria, etc	条目通过删除不可接受的特征（像微生物、细菌等）而变的可接受。

英文	中文
<b>Selective demand</b>	<b>选择性需要</b>
Demand for a specific brand that occurs after the primary demand (for the	在产品生命周期中居于基本需要（产品类别）之后出现的特定品牌的需要。

product class ) in a product's life cycle.	
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英文	中文
<b>Sign-off</b>	<b>签署</b>
signals that some activity is complete or that an understanding has been arrived at.	一些活动已经完成或理解已经达成共识的信号。

英文	中文
<b>Single Composite Document</b>	<b>单一综合文件</b>
Composite means made up of separate parts or elements. So a single composite document means that there is one single document that contains inputs from different departments but is comprehensive about all the activities that need to be done.	综合意味着由分割的部分或元素组成。因此，一个单一的综合文件意味着它是一个包含来自不同部门的输入，但综合了所要做的所需活动的一个单一的文件。

英文	中文
<b>Size of market</b>	<b>市场规模</b>
is the total possible sale that a product can have in a given market. This is given	是指在一个给定的市场中可能销售的产品总数量。这是由卢比价值而言的。例

<p>in terms of a Rupee value. For example we can say that the market for FMCGs is Rs 40,000 crores.</p>	<p>如，我们可以说，对于快速消费品市场而言，市场规模为 40000 亿卢比。</p>
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英文	中文
Stake Holders	利益相关者
<p>are all those who will be responsible for or benefit from an activity.</p>	<p>是指哪些在一个活动中承担责任或收益的所有人。</p>

英文	中文
Strategic pricing	定价战略
<p>It is the relationship between market segmentation and price, and delivers the tools the company needs to stay focused on value as it determines break-even, defines price elasticity, and analyses the tradeoffs between features and price points. Using strategic pricing tools yields a better positioning approach.</p>	<p>它关联着市场细分和价格，向公司提供需要保持专注价值的工具，因为它决定了盈亏平衡，定义了价格弹性，并在特征和价格点之间进行权衡分析。通过定价战略工具来产生一个较好的定位途径。</p>

英文	中文
Structured	结构化

Having a clearly defined structure, anything composed of parts arranged together in some organised way.	有一个清晰定义的结构，任何事物以某种组织形式组成的部分。
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英文	中文
<b>Substantiate</b>	<b>证实</b>
to support with proof or evidence. To verify. To establish as genuine or real.	通过证据或证明来支持。去核实。去建立真相。

英文	中文
<b>Symbols</b>	<b>标识</b>
A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention.	一个标识就是通过联想、相似或约定成俗的一个物体、图片、文字、声音或特别的标志来代表某个事物。

## T

英文	中文
<b>Tag line</b>	<b>品牌口号</b>
A tagline is a modified version of a branding slogan usually used in marketing literature and advertising. The	一个品牌口号就是一个品牌标语被修改的版本，通常用在营销文案和广告中。想法用来创建一个令人难忘的短语去概述品牌



<p>idea is to create a memorable phrase that will sum up the tone and promise of a brand or product or to reinforce the audience's memory of a product.</p>	<p>或产品的调子和承诺，目的在于加强受众的产品记忆。</p>
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英文	中文
<p><b>Tamper proof</b></p>	<p><b>干预防护</b></p>
<p>something that cannot be tampered with, or something that we cannot tinker with to spoil or harm the product.</p>	<p>一些事物不能被干预，或者我们不能胡乱修改次品或危害产品。</p>

英文	中文
<p><b>Test Marketing</b></p>	<p><b>试销</b></p>
<p>is a sample marketing undertaken when a product is being introduced for the first time. This is done in a small area which is representative of the market in which the product has to be finally used. However this market is usually not so large that in case the test marketing fails it impacts the launch of another modified product. It enables a company to check how the</p>	<p>是当一个产品首发时，所进行的样品营销。这是在有代表性的，并且产品一定会被最终使用的一个小的市场区域进行的。然而，如果这个市场通常没有这样大，那么就会导致试销失败，这样就会影响其它改进产品的发布。它让一个公司检验客户会如何接受这个产品。</p>

product will be accepted by the customers.	
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英文	中文
Think tanks	智库
are a set of people whose job is to think / develop/ create new products or concepts.	一组人，他们的工作是思考/开发/创造新的产品或概念。

英文	中文
Time to market	上市时间
is the time taken to bring the product into the market from the time of its inception. Companies always work minimising this time. This helps them reduce development costs, pre-empt competition from getting new products into the market before them.	就是从它开始到将产品推向市场所花费的时间。公司一直在努力减少这个时间。这有助于他们降低开发成本，在竞争对手的新产品进入市场之前抢得先机。

## U

英文	中文
Ultimate market-mix	终极市场组合

<p>The final combination of the 4Ps that the company is likely to follow in the final market.</p>	<p>公司有可能跟随最后的市场的 4P 的最后组合。</p>
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英文	中文
<p>Umbrella brand</p>	<p>伞型品牌</p>
<p>An umbrella brand is a parent brand that is used on a number of products each may have separate brand images.</p>	<p>一个伞型品牌是一个父品牌，被用在一定数量的产品上，而每个产品有独立的品牌形象。</p>

英文	中文
<p>Unique</p>	<p>独特</p>
<p>being one of its kind, unmatched, unequalled.</p>	<p>类别中唯一的，独步的，无与伦比的。</p>

英文	中文
<p>Unique Selling Proposition</p>	<p>独特销售主张</p>
<p>It is what makes you different from your competitors and persuades the customer to exchange money for product.</p>	<p>什么让你不同于你的竞争者，并且说服客户用钱和你的产品交换。</p>

## V

英文	中文
Vectors	向量
In regression analysis, a vector is a geometric object that has both a length and direction. A vector is generally represented by a line segment with a definite direction, or graphically as an arrow, the length of the arrow gives the amount or extent of the characteristic and the direction gives or the extent of match with a certain characteristic which it is representing.	在回归分析中，一个向量就是一个包含长度和方向的几何对象。一个向量通常被一个定义了方向的线段表示，或者用一个箭头的图片，箭头的长度代表特征的数量或范围，方向代表一个确定特征的所匹配的程度。

英文	中文
Voice of Customer	客户之声
is a term used in business to describe the process of capturing a customer's requirements. Specifically, the Voice of the Customer is a market research technique that produces a detailed set of customer	是用来描述捕捉客户需求过程的一个商业术语。具体而言，客户之声是形成一套详细的客户需要和需求的市場研究方法。客户之声通常包括定性和定量的研究步骤。它们通常在任何新产品、流程或服务设计

<p>wants and needs. Voice of the Customer studies typically consist of both qualitative and quantitative research steps. They are generally conducted at the start of any new product, process, or service design initiative in order to better understand the customer's wants and needs, and as the key input for new product definition, and the setting of detailed design specifications.</p>	<p>开始之时主动发起，为的是更好地了解客户的需要和需求，并作为新产品定义、设定详细设计规格的关键输入。</p>
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## W

英文	中文
Withstand impact	经受影响
must be able bear a collision with another object.	必须能够承受另一个对象的冲突。

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