



How to Sell Education about Standardization

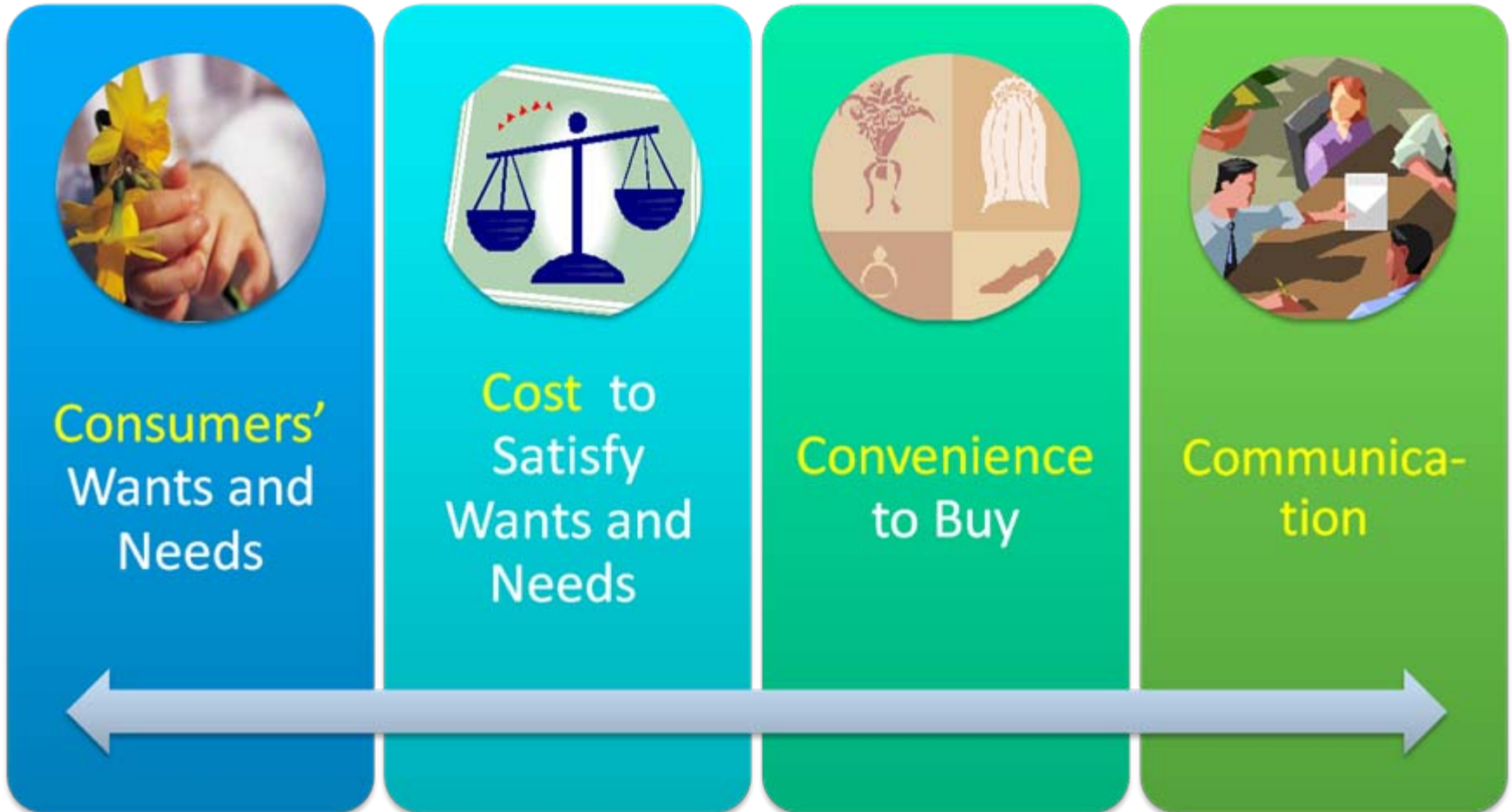
VIEWPOINT & PRACTICE IN CNIS

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How to Sell: The Marketing Theory of 4Cs



By Bob Lauterborn, New Marketing Litany:4P's pass; C-Words Take over', *Advertising Age*, Oct 1,1990:26

Consumers' Wants and Needs-Universities

Schools which have the related majors in China

Undergraduate

7

Graduate

11

PHD

1

Postdoctoral program

1

22 schools have standardization courses



According
to statistics
from CNIS

Dissertation

Doctoral thesis

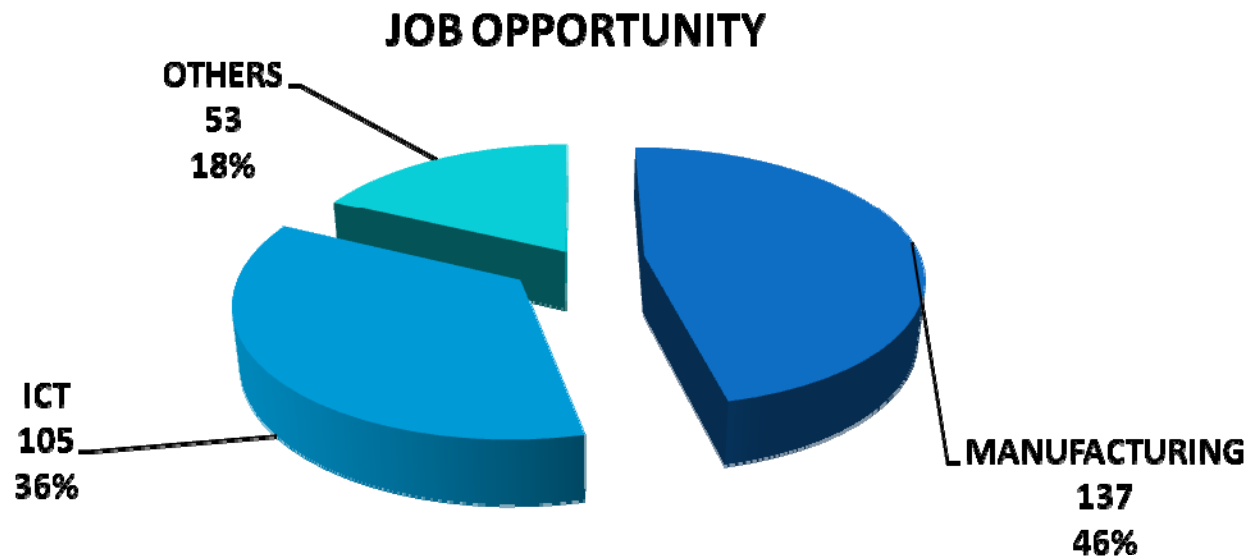
37

Excellent master's thesis

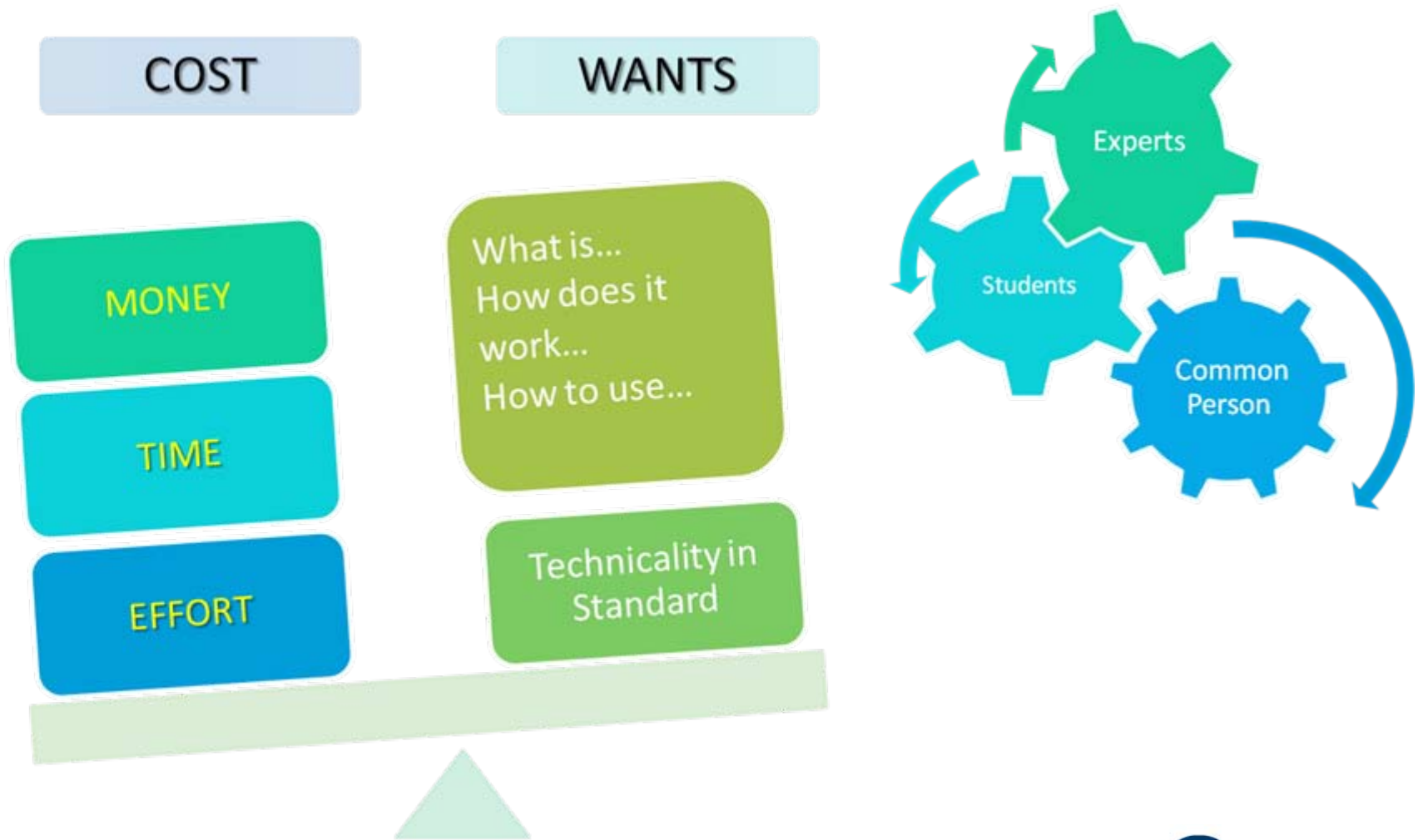
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Consumers' Wants and Needs-Industry

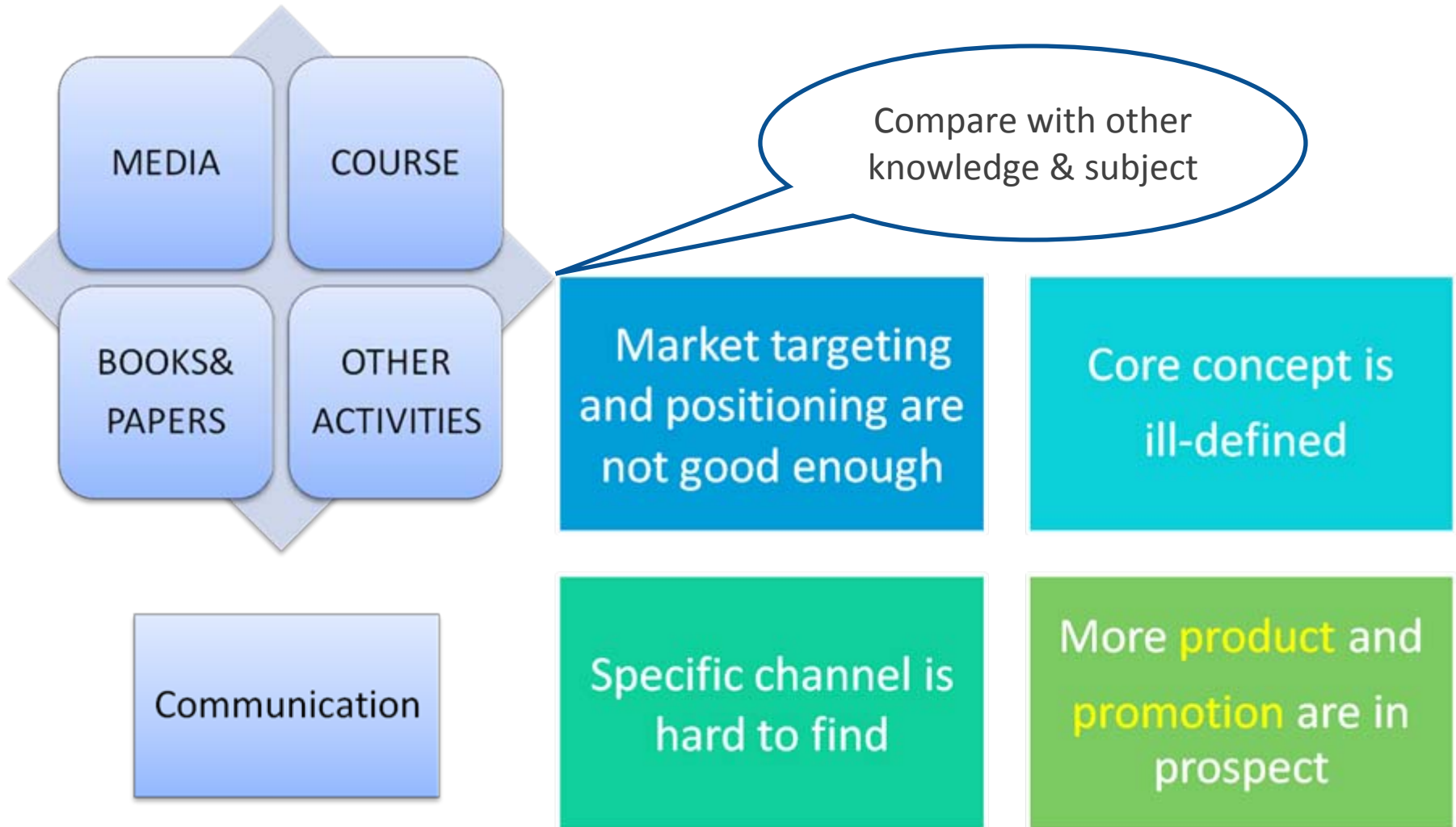
From Oct.-Nov. 2007,
there **were 164 companies** offered **295 job opportunities**
in China through the internet web
(e.g. www.51job.com; www.zhaopin.com)



Cost to Satisfy Wants and Needs



Convenience to Buy SE & Communication



How to sell? What we have done/should do





www.cnis.gov.cn

THANK YOU!

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