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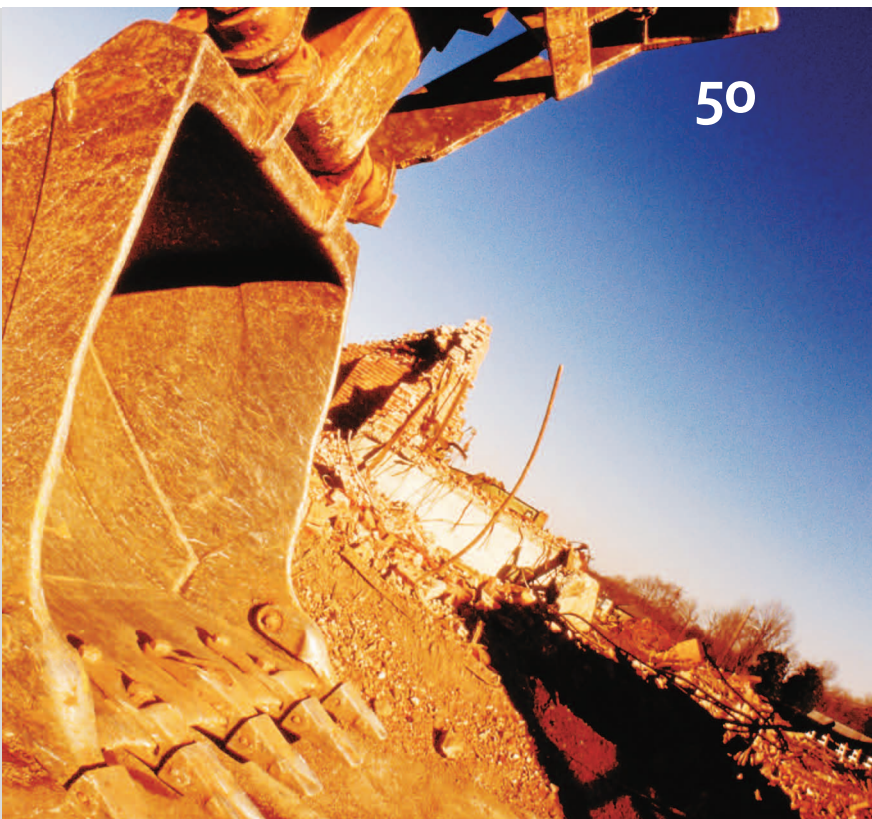
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挖掘机市场的中国式跃进

2010年一季度挖掘机行业销售同比持续高增长，国内挖掘机销量达48 010台（含进口），同比增长92.4%，在仔细审视市场之后会发现，我们经历的很多东西拥有着惊人的相似之处……

再次聚集我们的力量 64



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Marketing » 营销

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Management » 管理

大道无形，又事无巨细，掌握管理精义，方可游刃有余

管理之道 Managing Ideas

118 从马路上的隔离护栏说管理

案例 Case

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Customer » 用户

选择正确的施工工艺及成套方案，找到开启财富之门的金钥匙

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厦工之变



斗山：“机王”横空出世



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代理商要多做
“规定动作”

只有所有销售人员
按规定动作得到良好成
绩，才可确保整体业绩
目标的实现。

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“黄线”该划多长，“护栏”设置多高，“摄像头”安置的密度，一定要根据自己企业的实际情况适度处理，不可盲目效仿。



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从马路上的
隔离护栏说管理

海外广角 Overseas View

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徐工第四代成套路面机械全国巡展：再树行业新标杆



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品质造就奇迹

海外广角 Overseas View

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凯斯开始生产新型军用滑移装载机



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徐工斗山发动机有限公司奠基仪式在徐州举行



国内首台SD16-3欧Ⅲ排放推土机在山推研制成功

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Cover Story P50

The Great Leap Forward of China's Excavator Market

In the first quarter of 2010, the boom of China's construction machinery market set off again. The sales increased even faster than the same period in 2008. We can describe it as the word "blowout". After an investigate of the market, we find that there are a lot of similarities of the construction machinery market all over China. Only a few manufacturers predicted the fast growth of the market across the country and expand their inventory, others are "out of stock" now. Manufacturers and dealers are happy to see the growth, but they are also worried about the uncertainty of the market. Who can tell what's the future like? In the first quarter, the sales growth of almost all the construction machinery products is impressive. We selected to take a research on excavator market, which is the most typical and most important product categories to be analyzed. The analysis is focused on the details, the background and the causal relationship of the market operation.

Overseas View P28

Case Produced New Types of Skid Loader for the US Army
Chinese Vice-President Xi Jinping Visited SKF in Sweden
Spain Plans to Invest 17 bn Euros on Infrastructure Construction

Volvo is Committed to Highly Efficient Products
Reserve Bank of India Reduce the Lending Criteria for the Infrastructure Construction Company
Doosan and Dieci Cooperated on High-capacity Telehandlers
Terex AWP and Manitou Reached Cross Selling Agreement

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Sany Opened a New Industrial Park in India
"Timken Scholarship Renewal Ceremony" was Held at Shanghai Jiao Tong University
Volvo Announced the New Management Structure of Lingong
A Variety of Special Vehicles of XCMG Came to Market
CSR and Yuchai Cooperated to Built the Largest Engine-production-base in Western China



International P74

The US Construction Market Report In Early 2010

In recent months, some market activities in the United States continued to improve overall and began to show signs of stabilization, but other indicators still show that the economy is still weak. As a key component of GDP and economic activities, household-spending is growing at a healthy rate, even still effected by the high unemployment, the slow income growth and the credit crunch. In contrast with the weak performance of the construction industry, service sector shows a sign of growth. People began to be optimistic about Wall Street, and most economists no longer worry about the second recession.

Special Report P102

Manitowoc Dongyue's New Hope

Manitowoc Dongyue released their new truck crane GT25-5 in Tai'an on March 30th. President of Chinese Construction Machinery Association Crane Branch Su Jie, Secretary-General Shen Yongming, Chinese Construction Machinery Quality Supervision and Inspection Center director Li Xiaofei, Manitowoc Crane Group executives, and over 120 customers across the country attended the meeting. Guests came to the experiment field to test the product GT25-5, and visited the Manitowoc Dongyue manufacturing factory. That day is also 2-year-anniversary for Manitowoc and Tai'an Dongyue establishing the joint venture, so that makes GT25-5 a milestone of the new company.