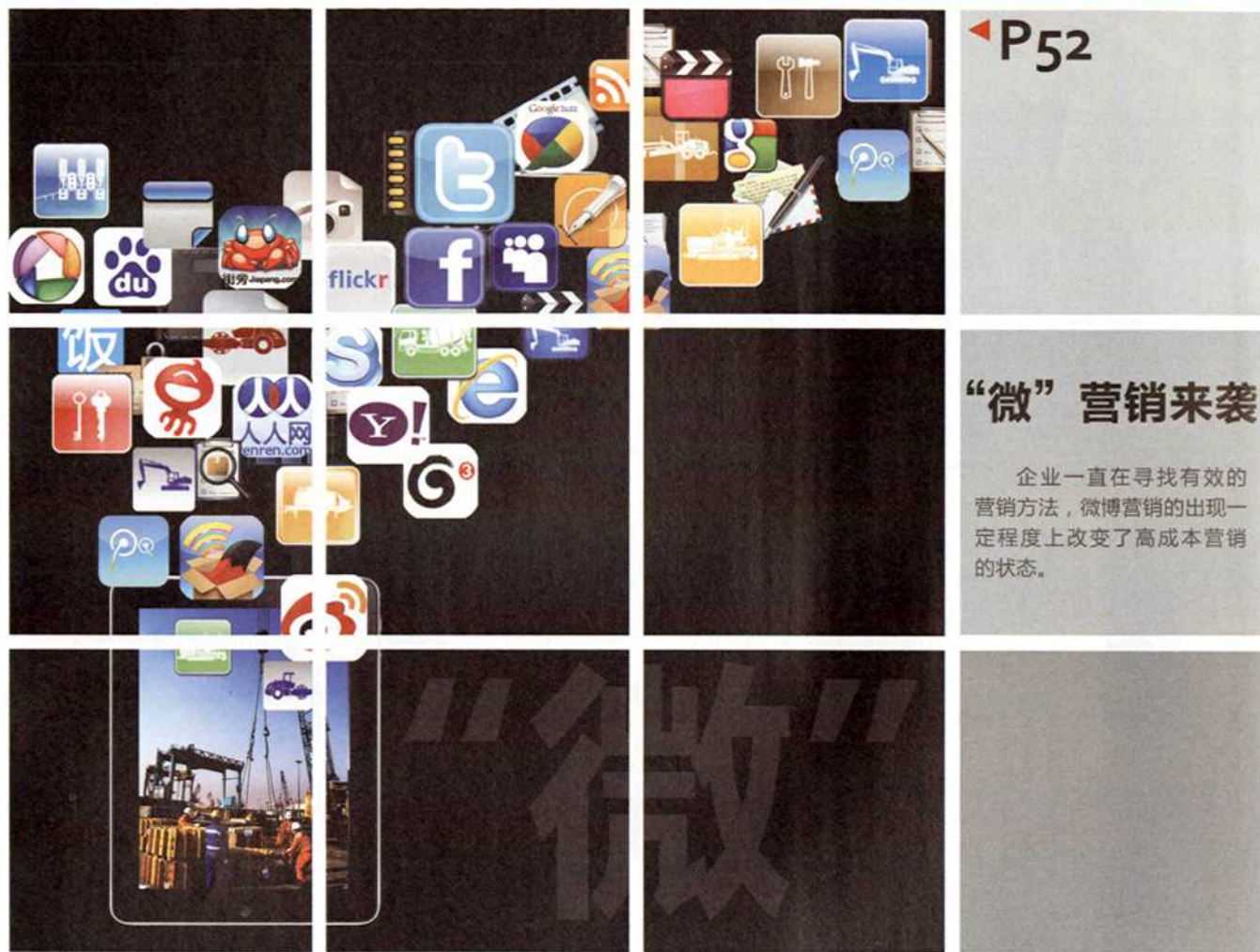


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## “微”营销来袭

企业一直在寻找有效的营销方法，微博营销的出现一定程度上改变了高成本营销的状态。

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## P86

这种形势，对于同样身处扩大大潮的山重建机有限公司（下文简称山重建机）来说，想要实现2011年销售10 000台的既定目标和未来占据全球挖掘机制高点的愿景，又增添了几分压力。



## Pg90



## Pg96

熟悉中联重科的人都知道，混凝土机械和工程起重机械是整个中联重科产业链中的两大优势产业，而起重机械产业近年来更是得到了突飞猛进的发展。



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上期文章介绍了绩效考核中常用的4种方法，并对各自的局限性和适用性做了简要说明，本文将着重对不同岗位的考核要点和难点进行分析。



▶ P108

4月27日，记者在哈尔滨同样见证了一个皇家品牌与其黄金搭档的合作传奇。



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▶ P112



## Marketing » 营销

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## Cover Story P52

### "Micro-marketing" is Approaching

Microblogging is a broadcast medium in the form of blogging. A microblog differs from a traditional blog in that its content is typically smaller in both actual and aggregate file size. Microblogs allow users to exchange small elements of content such as short sentences, individual images, or video links.

Microblogging services have revolutionized the way information is consumed. It has empowered citizens themselves to act as sensors or sources of data which could lead to important pieces of information. People now share what they observe in their surroundings, information about events, and what their opinions are about certain topics, for example government policies in healthcare.

Microblogging services are also becoming a platform for marketing and public relations, with a sharp growth in the number of social media marketers. As engineering machinery enterprises and users, we should pay our attention to the "micro marketing" events. At the same time, it should be a gradual and rational process of development.

## Overseas View P30

Caterpillar Announced a Re-manufacturing Plants in operation in Singapore

IDB Start Road Safety Plan in Latin America and the Caribbean

Vietnam to Apply For Loans From the World Bank for Road Project

Earthquake in Japan Leads to Trade Deficit for the First Time in 31 Years

Demag Refused a 1.3 bn Dollars Offer from Terex

Hertz Rental to Sell Construction Machinery business

## Industry News P38

XCMG Successfully Signed Brazilian Industrial Park Project  
2nd Asia-Pacific Manufacturing Off-highway Vehicles Forum Held in Beijing

Liugong Group Owned Shanghai Jintai

Sandvik will Invest in Coal Mining Equipment

Kubota Established New Production Base of Mini Excavator in Wuxi

Jingcheng Heavy Industry Truck Crane Chassis Production line Run



## Special Topic P76

### Technology Innovation and Development Trends of Compacting Machinery( I )

A road roller, or a roller-compactor, is a compactor type engineering vehicle used to compact soil, gravel, concrete, or asphalt in the construction of roads and foundations, similar rollers are used also at landfills or in agriculture.

Since the effectiveness of a roller depends to a large extent on its weight, self-powered vehicles replaced horse-drawn rollers from the mid-19th century. The first such vehicles were steam rollers. Double-cylinder designs were preferred. Single-cylinder steam rollers were uncommon and unpopular, as the power impulses from the steam engine would produce slight waves in the road. As internal combustion engine technology improved during the 20th century, kerosene-, gasoline- (petrol), and diesel-powered rollers gradually replaced their steam-powered counterparts. Virtually all road rollers in commercial use now use diesel power.

## International P82

### Construction Spending Rebounds Slightly, Metros Vary Sharply in Job Changes

Construction spending totaled \$769 billion at a seasonally adjusted annual rate in March, an increase of 1.4% from the downwardly revised February total but 6.7% below the March 2010 level, the Census Bureau reported today. Private residential spending rose 2.6% for the month but was 8.1% below the year-earlier total.

Nonfarm payroll employment increased from March 2010 to March 2011 in 260 of the nation's 372 metropolitan areas, decreased in 101 and remained flat in 11, the Bureau of Labor Statistics (BLS) reported on Wednesday.