|  |  |  |
| --- | --- | --- |
| **NOUN** | **VERB** | **ADJECTIVE** |
| Element元素 |  |  |
| goods and services商品和服务 |  |  |
| Distinction区别 | Distinguish区分 |  |
| Assumption假设 | Assume假设 |  |
| Motivation动机 | Motivate激励 |  |
| Indication指示 | Indicate指示 |  |
| Satisfaction满意度 | Satisfy满足 |  |
| Status地位 |  |  |
| Wealth财富 |  |  |
| Value价值 |  |  |
| Consumption消费 | Consume消费 |  |
| Marketing市场营销 |  |  |
| Marketer营销人员 |  |  |
| Hedonism享乐主义 |  | hedonic享乐的 |
| Utility效用 |  | Utilitarian使用的 |
|  |  | naïve 幼稚的 |
| Psychology心理学 |  | Psychological心理的 |
| brand name品牌名称 |  |  |
|  |  | Generic通用的 |
|  |  | Underlying潜在的 |

|  |
| --- |
| **Expression** |
| In depth深入 |