

ŠIAULIAI UNIVERSITY
THE FACULTY OF HUMANITIES
ENGLISH PHILOLOGY DEPARTMENT

**THE PECULIARITIES OF MARKETING TERMS
AND THEIR TRANSLATION INTO LITHUANIAN
IN THE MARKETING TEXTBOOK BY PH.
KOTLER AND G. ARMSTRONG “PRINCIPLES OF
MARKETING” (“RINKODAROS PRINCIPAI“)**

Master Thesis

Research adviser: Dr. Laimutė Stankevičienė
.....Student: Antonas Saulis

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**ANGLIŠKŲ RINKODAROS TERMINŲ YPATUMAI
IR JŲ VERTIMAS Į LIETUVIŲ KALBĄ PH.
KOTLERIO IR G. ARMSTRONGO RINKODAROS
VADOVĖLYJE „RINKODAROS PRINCIPAI“
(„PRINCIPLES OF MARKETING“)**

Magistro darbas

Darbo vadovė: dr. Laimutė Stankevičienė
.....Parengė: Antonas Saulis

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INTRODUCTION

Due to the process of efficient market approach and rapid changes of our society, the need of better marketing terms from publishers and translators is of great importance. The present study deals with the peculiarities of special terminology in marketing textbooks and translation of such terminology into Lithuanian.

Such analysis of specific language variation and translation of English marketing terms into Lithuanian requires a broader linguistic interpretation. To cite *the American Heritage College Dictionary* (1997:1399), “*Terminology* is the technical terms used in a particular field, subject, science, or art.” As indicated by *Tadauskienė* (2006), “We used Russian marketing terminology or Lithuanian equivalents of Russian marketing terminology for 50 years <...>. As Lithuania gained its independence, a lot is done in regulating Lithuanian marketing and IT terminology, by translating international terms into Lithuanian, and making coinages.” (our translation). However, the issue of translation of marketing terms into Lithuanian becomes even more complex as there are only a few dictionaries of marketing terms published in Lithuania, such as *Lithuanian-English Dictionary of Economic Terms*. (*Buračas*, 1980) or *The Encyclopedical Lithuanian-English Dictionary of Banking and Commerce* (*Buračas*, 1997). Nevertheless, numerous marketing textbooks, such as *Principles of Marketing* („Rinkodaros principai“, 2003) by *Kotler* and *Armstrong*, *Smart Marketing* („Protinga rinkodara“, 2006) by *Mariotti*, etc., are currently translated into Lithuanian. Thus, it is helpful as we will select the marketing terms and their Lithuanian equivalents from the translated Marketing Textbook by *Kotler* and *Armstrong Principles of Marketing* („Rinkodaros principai“, 2003).

As our research deals not only with terminology of marketing but also with its translation, we will overview the definition of translation, as well as relating issues. To cite *Gerding-Salas* (2000), “Most translation theorists agree that *translation* is understood as a transfer process from a foreign language – or a second language – to the mother tongue.” As translation is one of the forms of intercultural and interpersonal communications, any research in this sphere is of vital importance. Nowadays, both foreign and Lithuanian researchers focus their attention on *translation methods* (*Gerding-Salas*, 2000; *Newmark*, 1998; *Petrilli*, 2003; *Armalytė, Pažūsis*, 1990), *translator’s purpose* (*Baker*, 1992; *Ambrasas-Sasnava*, 1978; *Šimkus*, 1986;), *quality in translation* (*Gerding-Salas*, 2000; *Newmark*, 1998; *Mažeikienė*, 2000), *translation issues*, (*Tricas*, 1995; *Masaitienė*, 1996; *Suchanova*, 2001; *Šimėnaitė*, 1980; *Tadauskienė*, 2007), *norms and types of translation* (*Newmark*, 1998; *Mažeikienė*, 2000), and other aspects. However, the aspect of translation of

Lithuanian terms of marketing has not been widely investigated so far. *Buračas* (1980, 2002, 2003) and *Vainienė* (2006) are the authors of authoritative dictionaries of Lithuanian marketing terminology. *Kvašytė* (2004) has briefly overviewed the usage and translation of anglicisms in Lithuanian economic terminology. *Tadauskienė* (2006) has discussed the origin of Lithuanian terminology of marketing.

The present work extends the analysis of marketing terms and their translation into Lithuanian in *Kotler's* and *Armstrong's* "The Principles of Marketing" ("Rinkodaros principai"), European Union and Lithuanian corpora, and marketing dictionaries. None of the linguists have analyzed translation of marketing terms the above mentioned Marketing Textbook from the comparative point of view. Hence the **novelty** of the work is a multidimensional analysis of translation of economic terms in *Kotler's* and *Armstrong's* Marketing Textbook "The Principles of Marketing" ("Rinkodaros principai").

The **hypothesis** of the research is as follows: the translated marketing terms in the English Textbook, compared to the marketing terms in the dictionaries and corpora are translated differently. Therefore it causes unnecessary variability that usually leads to false associations and misunderstanding.

The **subject** of our study is Lithuanian terminology of marketing and its variation of translation.

The **aim** of the present thesis is to investigate whether Lithuanian terminology of marketing is already more or less structured, or if it still contains a lot of variations, (i.e. whether the terms in textbooks differ or not from the terms in dictionaries and/or corpora).

To achieve the aims, the following **objectives** have been set:

1. To provide a descriptive analysis of the research literature on terminology.
2. To discuss the most frequent issues dealing with the translation of terminology.
3. To analyse the Lithuanian translation comparing it with the original English textbooks.
4. To contrast translated Lithuanian marketing terms with the equivalents in the dictionaries and corpora.

In order to achieve the best results *literature analysis*, *analytic* and *descriptive analyses*, *interlingual contrastive* as well as *statistical methods* were used in the present research.

1. *Literature analysis* provided a possibility to overview different theoretical approaches to translation of terminology.
2. *Descriptive analyses* were applied to examine the translation of English textbooks into Lithuanian.
3. *Interlingual Contrastive method* helped emphasize differences between marketing terms and their formation in English and Lithuanian..
4. *Statistical method* helped to generalize the results of the analysis and to draw some conclusions.

We presume that our research could be useful for compiling various informational materials about the translation of English marketing terms into Lithuanian. The data collected for it might be useful in developing the dictionary of Lithuanian terms of marketing. Moreover, **the practical value** of the work is considered in its helpfulness for translators of terms of English marketing as it can assist users in making terminological choices.

Thus, the **structure** of the work is as follows: the present paper consists of an introduction, 4 chapters, conclusions, references, a summary and annexes. Chapter 1 introduces basic principles of theory of terminology and presents the methods of term formation and standardization. Chapter 2 presents language for specific purposes. Chapter 3 discusses general issues and methods of translation of marketing terms. Chapter 4 focuses on the translation and contrastive analysis of business terms in English and Lithuanian. The results of the investigation are summed up in the conclusions.

1. Basic Principles of the Theory of Terminology

1.1 The Concept of Term

As it was mentioned above, *terminology* is special technical language used in a particular field of interest. However, the concept of *term* and *word* are related and it is not an easy task to determine the criteria distinguishing terms from non-terms or words.

The *term* (from Lat. *terminus* – a periphery sign; boundary; border) is a special word or a fixed collocation, which has a strictly defined meaning within the language of people of a certain field of activity (*Keinys*, 2005:229) (our translation). However, the *term* doesn't have to be a special word, but only a word with some specific function.

Trippel (1999) points out, that a term does not necessarily have to be a single word, but it can also be a fixed phrase, used to denote a specific concept. Therefore, while the words collectively form vocabulary, terms of a domain form its terminology. Terms within the language can be expressed by nouns, verbs, adverbs, adjectives, etc.

Keinys (1980) points out a number of requirements for terms:

1. *Unambiguity*: terms must be unambiguous at least in the domain of terminology they belong to.
2. *Accuracy*: terms must convey the marked concept accurately.
3. *Objectivity*: an ideal term must be nothing more but a logical creation.
4. *Systematicity*: terms must reflect concepts of the system of a certain domain.
5. *Convenience*: terms must be as short as possible, have some word-building potential, easy to use and pronounce.
6. *Correctness*: the common criteria of correctness are applied in practice to both literary language and terminology.

However, such straightforward characterisations are of general nature and do not clarify the attributes which distinguish terms from words. In order to define terms it is of vital importance to contrast their special characteristics to the ones of words.

1.2 The Multi-dimensional Character of Terminology

In every subject field people use expressions which are not part of our every day language and thus people who are not familiar with these subject fields do not understand what experts are talking about. As indicated by *Trippel* (1999), “Laypeople call this special language ‘technical jargon’ or even ‘mumbo-jumbo’. Some people name this special language a ‘foreign language’. Surprisingly, when people are asked in which subject field special language exists only a few would name their own. More common are areas such as medicine, science, engineering, economics.”

When talking about this special language people refer to what linguists call *terminology*. As has already been mentioned above, the terminology our thesis deals with belongs to the group of marketing terms and terms that are associated with business. However, sometimes, people asked to identify subject fields where special languages are used do not name their own area because specific terms have become part of their everyday language so they are no longer seen as specific terms. Often experts of one or another field are not aware of this shift of vocabulary. To cite *Trippel* (1999), “they are surprised when they talk to people who are not familiar with their subject field. Misunderstanding and confusion can result from this unawareness. Additionally, in a business context people talking about different things can increase the amount of money needed to accomplish a task, e.g. developing a new product.”

“Terminology is a branch of lexicology. It does not only depend on other disciplines, but also serves them.” (*Gaivenis*, 2002). Terminology acts interdisciplinary as it borrows the fundamental instruments and concepts of a number of disciplines, such as linguistics, information science, ontology and other specific fields, adapting them accordingly in order to cover its own specific requirements. However, *Gaivenis* (2002:19) emphasises, that terminology is usually based on 3 disciplines: specific (production, sports, etc.) field, linguistics and logic. “F. W. Riggs puts terminology among lexicology and conceptology and the ties among them are illustrated by the figure below (*Superanskaja, Podolskaja, Vasiljeva* 1989:21).” (As cited in *Gaivenis*, 2002:19) (our translation) (See Figure 1).

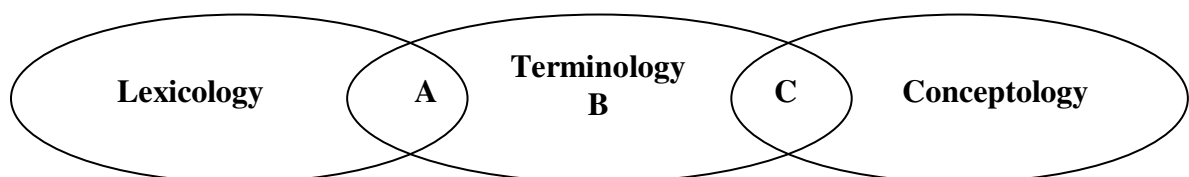


Figure 1. The ties among lexicology, terminology and conceptology.
(Adopted from *Gaivenis* 2002:19)

Consequently, the theory of terminology is defined with relation to three different dimensions (Sager, 1990:13):

1. The cognitive dimension which examines the relations among the concept and thereby how the concepts constitute structured sets of knowledge units or concept systems in every area of human knowledge, as well as the representation of concepts by definitions and terms.
2. The linguistic dimension which examines existing linguistic forms as well as potential linguistic forms that can be created in order to name new concepts.
3. The communicative dimension which examines the use of terms as a means of transferring knowledge to different categories of recipients in a variety of communicative situations and covers the activities of compilation, processing and dissemination of terminological data in the form of specialised dictionaries, glossaries or terminological databases, etc.

The linguistic dimension of the theory of terminology can be detected mainly in the linguistic mechanisms that set the patterns for term formation and term forms (Valeontis and Mantzari, 2006). In other words, it is of interest to terminologists and specialists of different subject fields as well as translators and interpreters. Since the linguistic aspects of term formation are closely related with the topic of our research it needs further investigation. Therefore, in the following sub-sections we will analyse the theoretical aspects of the term and term formation methods.

1.3 The Schools of Terminology

Studies on vocabulary of disciplines such as chemistry, mathematics or medicine started in ancient time. However, the first attempts in establishing terminology as a scientific discipline were made in the first half of the 20th century.

Wüster (1898-1977), an Austrian engineer, is regarded as one of the founders of terminology as a scientific discipline. He brought together theories and methods from several disciplines, such as linguistics, logic, ontology, and information science. In the former Soviet Union two major experts – Lotte and Drezen promoted an engineering approach to terminology. During these early stages, the efforts in the field of terminology were motivated by the necessity of standardization. In the first

half of the 20th century three main orientations in terminology can be distinguished: the schools of Prague, of Russia, and of Vienna. As noted by *Sager* (1990:212), “A more recent influence in terminology work comes from Canadian community”. Furthermore, in the 20th century the development of Lithuanian terminology was highly productive as well.

1.3.1 The Prague Terminology School

The Prague terminology school originated from the Prague school of linguists, the major proponent of which was *Drodz*. This school is concerned with the structural and functional description of special languages, and its further interest standardization of languages and terminologies.

1.3.2 The Russian Terminology School

As it has already been noted, the Russian terminology school is based on works of *Lotte* and *Drezen*, who promoted an engineering approach to terminology that determined the future practice in standardization and internationalization of terminology. From the scientific and technological progress taking place in the country, and given the multilingualism of the former Soviet Union, the need for standardization of concepts and terms arose.

1.3.3 The Vienna Terminology School

Vienna school is based on the work “*Allgemeine Terminologielehre*” by *Wüster*. In his work *Wüster* treated themes like concept formation, conceptual systems, term formation and term definition. Formulating general principles and rules for terminology standardization is thus an important feature of the Vienna school.

1.3.4 The Canadian Approach to Terminology

As noted by *Sager* (1990:212), “the Canadian interest in terminology is motivated by the decision to make French a parallel official language to English.” Next to relying on western European

experiences, Canada also developed working methods on its own, which regarded particularly the introduction of computers for terminology processing (As cited in *Sager*, 1990:212). The Canadian approach is also focused on methods of term formation like creation of neologisms (more in sub-section 3.3).

1.3.5 The Lithuanian Terminology School

The present Lithuanian terminology constantly developed from the end of the 19th century and during the 20th century it was fruitfully created, renewed and regularized. Among Lithuanian linguists, *Būga*, *Jablonskis*, later *Salys*, *Skardžius*, *Keinys*, *Gaivenis*, *Ivinskis*, etc. can be mentioned.

However, as noted by *Keinys* (2005:51), “Organised and state supported terminological work, which started in the twenties (when The State Commission of Terminology was functioning) was soon stopped. Even so, terminology of many fields was still being created in universities and many state institutions.” As it was already stated above, at that time the influence of the Russian language on terminology was obvious. *Keinys* states (2005:53), that “Terminology of some fields, especially of economics, law, politics, philosophy, state life, was developed and managed on the example of the Russian language. Quite a large proportion of terminological dictionaries were bilingual with Russian in the first place, later big dictionaries had Russian as second language.” However, during the 20th century, as Lithuania regained its independence, the number of terms grew significantly. With the growth of terminology, some innovations not only in vocabulary but on other language levels have occurred. For instance, consonants *th*, *ch*, *q* which are not typical to the Lithuanian language got established in the standard Lithuanian through terminology and a common sound is used and marked only in some words, as is shown in the examples below:

- (1) *Ethnic segmentation* → ‘etnininis segmentavimas’;
- (2) *Competitive-parity method* → ‘konkurencinio lygiavertiškumo (pariteto) metodas’;
- (3) *Niche marketing* → ‘nišų rinkodara’;
- (4) *Quota* → ‘kvota’.

In other words, words of untypical formation with so called international elements are spread through terminology in Lithuanian, as well as in other European languages.

1.4 Methods of Term Formation

In this sub-section the methods of term formation, which basically follow the same rules as the general language vocabulary, will be briefly discussed.

As noted by *Valeontis* and *Mantzari* (2006), the following term formation mechanisms applied in the English language are recognized, and are apt to be applied in other languages as well:

1. Creating new forms.
2. Using existing forms.
3. Translingual borrowing.

New forms are new lexical entities that did not exist before. Characteristic mechanisms for creating new forms are as follows: a. *derivation*; b. *compounding*; c. *abbreviated forms*.

a. The process of *derivation* is the formation of new term by adding affix, suffix or prefix to a root or to a word. See the examples below:

Suffixation: (5) Distribute (paskirstyti) → **distribution** (paskirstymas);
(6) Profit (pelnas) → **profitable** (pelningas).

Prefixation: (7) Personal (asmeninis) → **non**-personal (**ne**asmeninis);
(8) Marketing (rinkodara) → **de**marketing (**anti**rinkodara).

b. The meaningful elements of a word, the morphemes, are classified into free and bound morphemes (As cited in *Finegan*, 1994:83). Free morphemes can stand alone as words, while bound morphemes can only be part of words. The process of *compounding* is the combination of two or more free morphemes into a “new syntagmatic unit with a new meaning independent of the constituent parts.” (As indicated in *Sager*, 1997:34). “Compounds can be complex terms, phrases or blends” (*Valeontis* and *Mantzari*, 2006: 5-6), e.g.:

Complex term: (9) *Product-bundle pricing*;
(10) *Disintermediation*.

Blends: (11) *Geography + demography = Geodemographics*;
(12) *Macroenvironment + economics = macroeconomics*.

c. “An *abbreviation* (from Lat. *brevis* – short) is a shortened form of a word or phrase.” (As cited in *the Free Encyclopedia*). Abbreviation can be distinguished into the following forms:

The short form is the abbreviated form of a complex term, which uses fewer words in order to designate the same concept, e.g.:

(13) *World Wide Web* (full form) – *Web* (short form).

Abbreviation is a shortened form of a word or phrase used chiefly in writing to represent the complete form (*the Free Dictionary*), e.g.:

(14) *Business* (full form) – *bus.* (abbreviation) (*the Free Dictionary*);

(15) *Commerce* (full form) – *com.* (abbreviation) (*the Free Dictionary*).

Clipped form is used when a term is formed by shortening the front, middle or back part of a single-word term (*Valeontis and Mantzari, 2006:6*), e.g.:

(16) *Internet exchange* (full form) – *Net exchange* (clipped form).

Initialism is formed from the first letters of each of the elements of a complex term or name.

They are always pronounced letter by letter (*Valeontis and Mantzari, 2006:7*), e.g.:

(17) *Certificate of Deposit* (full form) – *CD* (initialism) (*Aiškinamasis ekonomikos angliu-lietuvių kalbų žodynas*; further in this research – *AEALKŽ*);

(18) *Gross National Product* (full form) – *GNP* (initialism) (*AEALKŽ*);

(19) *General Arrangements to Borrow* (full form) – *GAB* (initialism) (*AEALKŽ*).

Acronym is a word formed from the initial letters of a name, or by combining initial letters or parts of a series of words (*the Free Dictionary*), e.g.:

(20) *Employee Stock Ownership Plan* (full form) – *ESOP* (acronym) (*AEALKŽ*);

(21) *Analysis of Variance* (full form) – *ANOVA* (acronym) (*AEALKŽ*);

(22) *Best Linear Unbiased Estimator* (full form) – *BLUE* (acronym) (*AEALKŽ*).

As it was stated above, new terms can be formed by using and modifying already **existing forms**. This method of term formation consists of the following procedures: a. conversion, b. terminologisation, c. transdisciplinary borrowing, d. semantic transfer with a special language (Valeontis and Mantzari, 2006).

a. As indicated in *the Free Encyclopedia*, *conversion*, also called *zero derivation*, is the creation of a word from an existing word without any change in form. See the examples below:

(23) *cost* (noun) – *cost* (verb);

(24) *finance* (noun) – *finance* (verb).

b. To cite Sager (1997:29), “*Terminologisation* is the metaphorical use of general words in Language for Specific Purpose (LSP). Terms are created by terminologisation according to similarities in form, function, or position.” Terms created by terminologisation are composed of general stem words, e.g.:

(25) *Accelerator*: a device, esp. the gas pedal of a motor vehicle, for increasing speed. (*The American Heritage College Dictionary*; further in this research – *AHCD*); (used in Technology).

(26) *Accelerator*: proposition that investment responds to growth in output. (*Online Dictionary of Business Terms*) (further in this research – *ODBT*) (used in Marketing).

c. Transdisciplinary borrowing refers to an extension of meaning of an existing term. In this case new term obtains a different concept, e.g.:

(27) *Reaction*: a change or transformation in which a substance decomposes, combines with other substances, or interchanges constituents with other substances. (*AHCD*) (used in Chemistry).

(28) *Reaction*: a pattern of behaviour constituting a mental disorder or personality type. (*AHCD*) (used in Psychology).

(29) *Reaction*: drop in securities prices after a sustained period of advancing prices, perhaps as the result of profit taking or adverse developments. (*DBT*) (used in Marketing).

d. Semantic transfer within a special language deals with “the process by which an existing term in a special language is used in order to designate a different concept, by an analogous extension” (Valeontis, Mantzari, 2006: 8). *Simile* and *synecdoche* can be regarded as modes of semantic

transfer. Similes are not created but used ready-made in the act of speech thus they are fixed and traditional. As noted by *Pikčilingis* (1975:353), each simile possesses a whole or a generalized meaning and a constant lexical and grammatical structure. Terms formed by simile exhibit an analogy with existing designations (As noted by *Sager* 1997:28). Simile is usually expressed by means of suffixes, e.g.: *-like, -style, -type*, etc. Consider the following examples:

Simile:

(30) *Bank-like finance company*;

(31) *American-style option*;

(32) *Transaction-type code*.

Synecdoche:

(33) *Bank*: concrete meaning – a business establishment where money is kept for saving or commercial purposes or is invested, supplied for loans, or exchanged. (*AHCD*);

abstract meaning – the offices or building housing, such as establishment. (*AHCD*).

Today all languages are influenced by English and enlarge their vocabulary by means of borrowing a word of the English origin. The fact that English is today's trendy language shows the scientific, economic, and cultural dominance of Anglo-Saxon countries. However, some words which are used in modern English are of French origin. Thus, **interlingual borrowing** refers to the term existing in one language which can be introduced into another language either by means of direct borrowing or a loan transition. See the examples below:

(34) *Banknote* (English) – *banknotas* (Lithuanian) (*AEALKŽ*);

(35) *Ex ante* (Latin) – *ex ante* (English) (*AEALKŽ*);

(36) *bougette* (French) – *budget* (English) (*AEALKŽ*);

(37) *bourgeoisie* (French) – *bourgeoisie* (English) (*AEALKŽ*);

1.5 Terminology Standardization

The time-honoured saying that ‘terminology standardization precedes subject standardization’ (or ‘subject standardization requires terminology standardization’) still holds true (*the Free Encyclopedia*). The development of terminologies as a vitally relevant part of special purpose languages shows scientific, technical and economic progress in the subject fields concerned.

However, terms involved in the process of communication become increasingly ambiguous due to the big number of concepts to be designated and the limited linguistic resources of every natural language. Terms are taken over from one field or language into another, motivating or even forcing subject specialists to standardize their terminology in order to reduce and manage the constantly rising communicative complexity that faces their discourse communities.

The International Organisation for Standardization (ISO) distinguishes the following guidelines for creation of terms (RETS, 2001: 254-255):

Terms should constantly reflect some key features of the concepts they are linked to in order to facilitate precise reference. At the same time, they should be as economical as possible without giving rise to homonymy;

terms should be lexically systematic and should conform to the phonological and morphological rules of language;

terms must comply with the general rules of word formation of the language;

the meaning of a term should be recognizable independent of any specific concepts.

Regarding Lithuanian terminology, *Keinys* (1980) suggests the following requirements for the creation of terms:

terms should be unambiguous. The requirement deals with a term which is clearly different from other terms, and preferably has no synonyms or homonyms, nor is polysemous;

terms should be precise, logical and self-explanatory;

terms should be harmonized with other terms within the same system;

terms should be “comfortable”. This requirement is determined by a short form of a term that causes its easier usage in the language;

terms should comply with the syntactic and morphological rules of the language.

Nowadays, creation of terms has much in common with computer science, which greatly helps in creating *term banks*. *Term banks* provide exhaustive search for new terms, decrease risk of errors or overlooking, provide more contextual information to the user by providing direct links between the terms. These terminology databases provide listings of terms of different subjects as well as the theoretical and practical knowledge. All in all, there are approximately forty term banks in the world. The most significant and modern ones belong to Belgium, Spain, Canada, Luxembourg, Sweden, Finland, Germany, etc. (Gaivenis, 2002: 83). Lithuania currently has several term banks, such as: “Term Bank of the Republic of Lithuania” (Lithuanian terms with their equivalents in various foreign languages), Glossary of Terms including “Eurovoc” (the multilingual and interdisciplinary thesaurus of the EU, translated into Lithuanian in 2002), VDIC – (terminology database of the Translation, Documentation and Information Centre); STD (Lithuanian-English dictionary of statistical terms of the Department of Statistics to the Government of the Republic of Lithuania), etc. As indicated by *Galinski* and *Budin* (1996) terminology databases are increasingly available by on-line query or on CD-ROM (e.g., TERMIUM, EURODICAUTOM), on diskette in the form of electronic dictionaries or as private databases established and maintained by engineers, computer specialists, chemists, etc. (working as terminologists, translators, technical writers) for various purposes:

1. computer-assisted human translation;
2. computer-assisted technical and scientific writing;
3. materials information systems (spare parts administration, etc.);
4. terminology research in linguistics, information science, philosophy of science, sociology of technology, etc.

All above mentioned issues are important and closely related to the contrastive analysis that is going to be carried out in this research. Thus, to compare the translation of business terms of

English marketing textbooks with their equivalents in corpora, terminology databases, dictionaries, etc. a theoretical view on language of marketing and the issues of terminology in relation with translation is needed to which the following sub-sections are dedicated.

2. Language for Specific Purposes (LSP)

2.1 Introduction to LSP

Special languages are subsets of the set of language as a whole and the general language is also among these subsets. Every single LSP “intersects with general language, with which it not only shares features but also maintains a constant exchange of units and conventions.” (Cabre, 1999:64). Furthermore, special languages also intersect with each other, as is shown below in Figure 2.

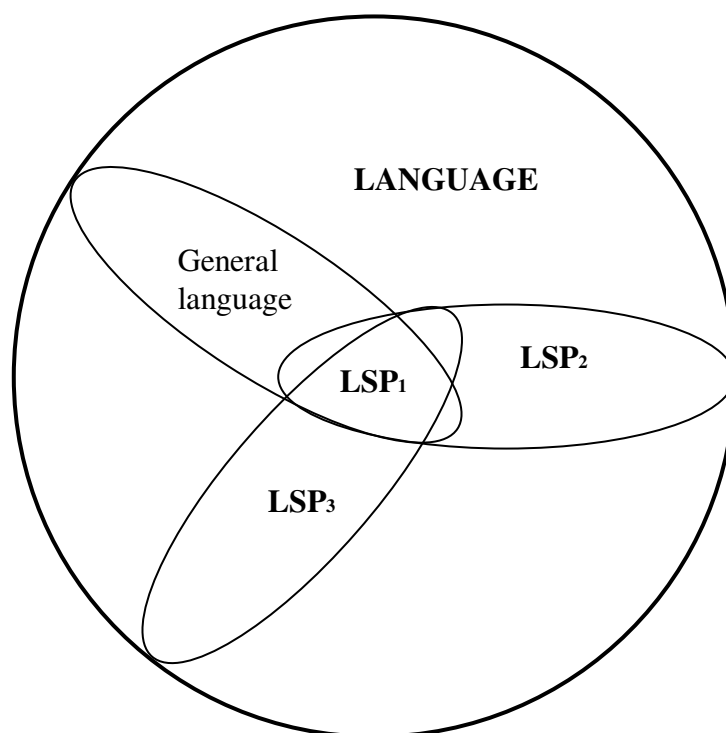


Figure 2. The subsets of special languages and general language in the set of language as a whole (adopted from Cabre 1999:66)

Special languages differ from general languages particularly in their special terminology. *Trippel* (1999) defined language for special purposes (LSP) as a “language used in specific context, understood by the knowledge community it is meant for. Sometimes LSP is used synonymously with terminology.” In other words, LSP is special with respect to the content of the discourse and because it is used by specialists of a certain field. In everyday life people show little interest in special language and their terminologies. However, the special language of marketing strongly intersects with general language and this makes it extremely difficult to delimit the concept of this special language. Consequently, the following sub-sections disclose the pragmatic aspects in term creation, subdivision of terms and general methods of term formation.

2.2 Pragmatic Aspects in Term Creation

The previous sub-section provided an introduction to subdivision of terms, therefore, it is also important to stress, that multi-word terms can be formed from one-word terms.

“Usually, term formation is influenced by the subject field in which it is carried out, by the nature of persons involved in the process of designation, by the stimulus causing the term formation, and of course, by the phonological, morpho-syntactical and lexical structures of the language in which the concept finds its linguistic expression.” (Valeontis and Mantzari, 2006). In other words, in all fields of science there is a need for new terms in order to name new objects, new parts of the objects or new phenomena.

Sager (1990:80) suggests two types of term formation in relation to pragmatic circumstances of their creation: *primary term* formation (names of currency: e.g. *Dollars*; *Pounds*; *Litas*; etc.) and *secondary term* formation (e.g. *consumer* → *consumerism*; *price* → *pricing*; etc.).

The *primary term* formation occurs when a newly created concept has to be named. (As cited in *Routledge Encyclopedia of Translation Studies*, 2001:252 (further in this research – RETS).

The *secondary term* formation occurs when a new term is created for an existing concept and occurs as a result of the revision of a term in the framework of a single monolingual community or “transferring knowledge to another linguistic community, a process which requires the creation of new terms in the target language” (RETS, 2001: 253).

The process of term formation is carried out by three different methods (as noted by Sager 1990):

The use of existing resources (secondary term formation);

The modification of existing resources (secondary term formation);

The creation of new linguistic entities (primary term formation).

These three methods are also employed in general word formation. However, as new words are formed more or less spontaneously, the formation of new terms occurs because particular circumstances require them.

Subdivision of Terms

“Terms may consist of a simple wordform so-called simple (*one-word*) terms, or two or more wordforms, called *multi-word* (or *complex* or *extended*) terms.” (As cited in *Frantzi* and *Ananiadou*, 1996). See the examples below:

(a) One-word term (e.g. *marketing*);

(b) Multi-word term (e.g. *individual marketing*; *customer-oriented marketing*).

For some terminologists *terms* are only one-word expressions. *Frantzi* and *Ananiadou* (1996) state, that one-word terms can be various *derivatives* and *compounds*. The advantage of using *term* for one word expressions only is easier for recognition of boundaries (both electronically and manually). Regarding Lithuanian terminology, *Keinys* states, that “term formation, as well as the whole Lithuanian word formation, is mainly based on suffixation. The derivatives, created by adding suffixes comprise around 70% of all nominal terms.” (*Keinys*, 1980:70).

However, *Leitchik* (1981) points out, that the tendencies in term formation of recent years manifest, that more and more frequently we meet multi-word terms and term collocations; single-word terms occur less frequently than multi-word compounds.

One-word term and multi-word term can be related as gender and kind or as unit and part, see the examples below:

(38) *Brand* – *brand recognition* (gender – kind);

(39) *recognition* – *brand recognition* (unit – part).

Regarding Lithuanian terminology, *Kvašytė* suggests the following subdivision of terms (see Figure 3, Figure 4).

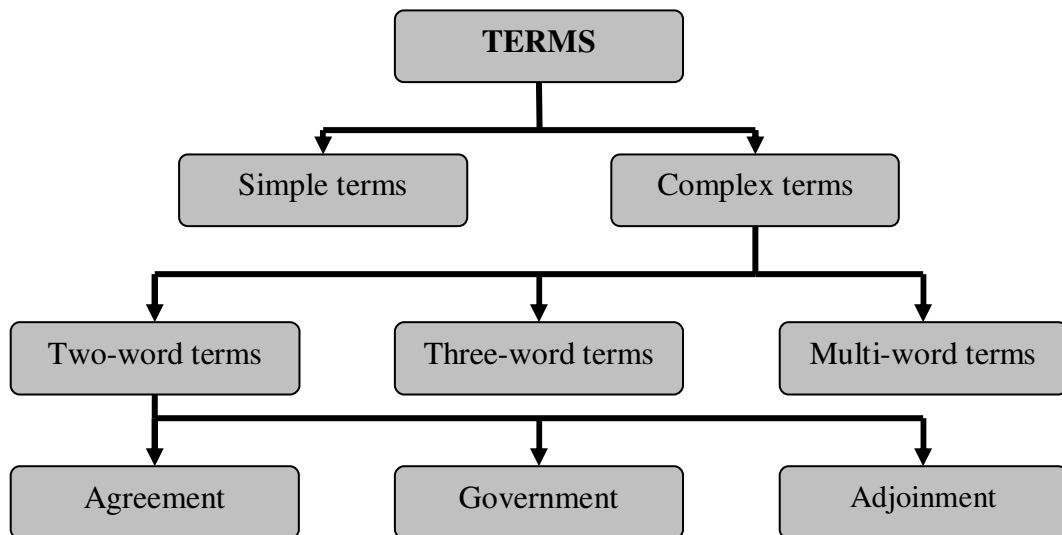


Figure 3. The subdivision of terms I. (adopted from *Kvašytė* 2005:130)

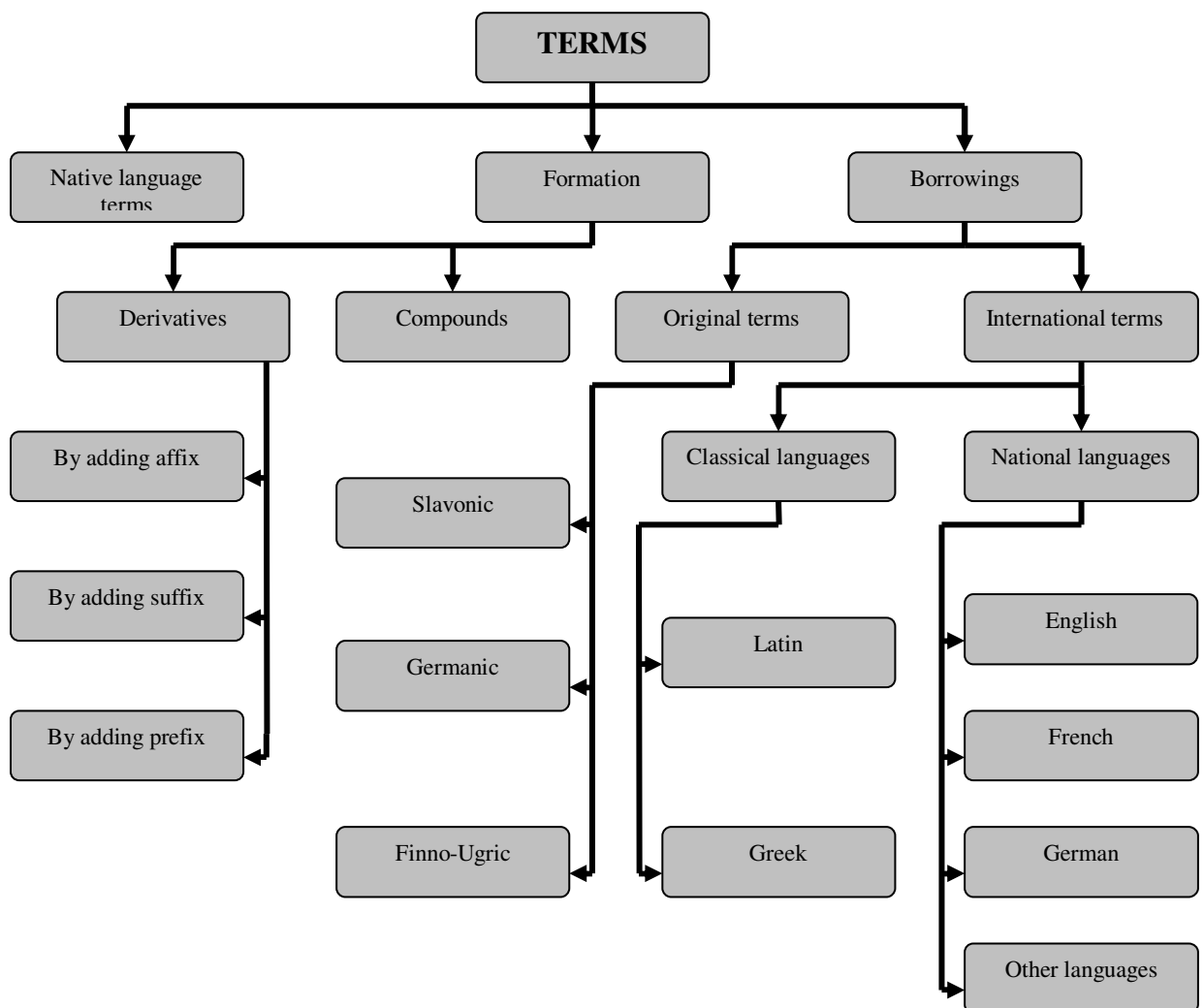


Figure 4. The subdivision of terms II. (adopted from *Kvašytė* 2005:131)

The following sub-section summarizes the concept of neologism.

2.4 The Concept of Neologism

With the rapid development of all areas of science and technology, the need for new terms to designate a new concept is of growing importance. The new term can be referred to *neologism* (from Gr. *new* + *word*) as it introduces a new concept into a subject field. Nonetheless, not every new term can be considered as a neologism. As has already been stated above, “Neologism is a word, term, or phrase that has been recently created, often to apply to new concepts, to synthesize pre-existing concepts, or to make older terminology sound more contemporary.” (*the Free Encyclopedia*). Neologisms are either borrowed from other languages or they are loan translations i.e. word for word translations from a target language into a source language. Regarding Lithuanian terminology, *Kvašytė* (2004:38) states, that “Nowadays, the number of words, and especially names of new phenomena or realia of English origin in Lithuanian and Latvian terminology is increasing.” (our translation). According to *Kvašytė* (2004), terms can be borrowed from the English language earlier, i.e. fully assimilated terms whose origin of borrowing is Latin and Greek. The borrowings are translated by adding to the term a Lithuanian ending. Consider the examples below:

(40) (En) *capital* – (Lt) *kapitalas*

(41) (En) *export* – (Lt) *eksportas*;

(42) (En) *import* – (Lt) *importas*.

The terms can also be borrowed from English language directly, e.g.:

(43) (En) *boycott* – (Lt) *boikotas*;

(44) (En) *dumping* – (Lt) *dempingas*;

(45) (En) *banknote* – (Lt) *banknotas*.

However, sometimes such newly created business terms can successfully be replaced by analogues already known earlier, e.g.:

(46) *marketingas* → *rinkodara*;

(47) *brokeris* → *makleris*.

In the following section the methods of term translation and the issues of translation of marketing terminology are presented and briefly discussed.

3. Introduction to Language of Marketing

As money is of high priority in our way of life, the language of economy strongly intersects with general language. For the description of terms of such specialised language we intend to use the following terms from *Marina's*, *Tadauskienė's* and *Suchanova's* articles: *economic* (*Suchanova*, 2001:76; *Tadauskienė*, 1999:79), *business* (*Marina*, 2003:103).

However, in the textbook “Principles of Marketing” by *Kotler* and *Armstrong* such language is called *marketing*. Therefore, we prefer to use the word *marketing* as it is *Kotler* and *Armstrong*, whose book the terms of specialized language will be selected from.

To cite *Kotler* (2005:1), “*Marketing* is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.” However, if we had a look at all human activities which in one or another way are connected with language of marketing, we would have a never ending diagram which would need to include such concepts as selling, shopping and many more. The selected marketing terms of the present thesis are related with the core marketing concepts: *needs, wants and demands; products and services; value, satisfaction and quality; exchange, transactions and relationships; and markets.*

In our daily life we are used to talk in such terms of marketing as *shareholder value, market value* or *fixed assets*. As noted by *Tadauskienė* (2007:125-126), “the beginning of economy could be detected in Egypt, Babylon and other centres of early civilisation in 5000-4000 BC <...>. In the 16th century, the juridical norms of functioning of feudal economy were systematically related in the Statutes of Lithuania, and corresponding principles and interests of economy were summarised theoretically.” (our translation). As indicated by *Tadauskienė* (2002:78), “Lithuania, as the part of the split czarist Russia, up to 1914 was isolated from western countries, in which economics grew rapidly.” Lithuanian terminology of marketing was under the influence of the Russian language, which was declared as the official language of the former Soviet Union. Lithuanian terms were transited directly, translated word for word, therefore, as stated by *Keinys* (2005:232), “such terms could be called loan-translations.”

However, the problems of developing Lithuanian marketing terms became particularly acute when Lithuania regained independence, the period of transition from command-based to free-market economy began. The marketing terms came mostly in English and as a result, the need for English-Lithuanian and Lithuanian-English dictionaries has grown significantly. Therefore, the dictionaries

of terms of marketing edited by *Buračas, Pupkis, Vainienė, Pass, Pearce*, etc., appeared just in time. Our study deals with all above mentioned dictionaries, containing the terms most of which were little known to specialists of economy, because they were taught the so-called command-type economy. Thus, the terms and concepts of marketing were different in the republics of the former USSR and western countries.

Nowadays, with the possibilities to communicate internationally, the need for bilingual dictionaries grew significantly. However, the terms associated with world marketing were new to the compilers of dictionaries as well. As noted by *Rukšėnas* (1999:54), such terms should be not only created, but standardized and regulated as well, even though logically created terms are usually replaced with linguistically more convenient ones. As the new terms need to designate new things and concepts, the old ones are usually not used anymore; moreover, the change in meaning occurs as the concepts gain different purpose, etc. Therefore, we consider it vitally important to overview the issues of methods concerning the translation of marketing terminology.

3.1 Methods of Term Translation

As has been mentioned above, Lithuanian marketing terminology is still developing, consequently, not all international marketing terms, which are included in dictionaries of specialized language are interpreted thoroughly. Therefore, *Tadauskienė* (1996:31) suggests “translating the meaning and using Lithuanian equivalents for international terms to describe phenomena of economics.”

As has been indicated above in the present thesis, *translation* is the action of interpretation of the meaning of a text, and subsequent production of an equivalent text. Thus, translators may be considered as mediators responsible for the equivalent rendering of the message. In order to convey the intended meaning and associated implications translators must first of all correctly interpret the source text.

Regarding Lithuanian terminology, *Marina* (2003:110) suggests the following term translation methods:

1. Word for word translation.

2. Reconstruct equivalents of English “compressed” terms (reconstruct Lithuanian equivalent variants by adding the missing words for the sake of clarity).
3. Borrow economic terms (translate the terms by adding to them a Lithuanian ending).
4. Free translation (terms which have the same concepts are expressed differently in English and Lithuanian).

Naturally, the quality of the translation depends on the translator’s abilities, the rules s/he follows and translation methods used. The more educated and professional the translator is the better is the target text. However, despite thoroughly written rules and methods, the translator faces many difficulties. In the following paragraph we shall put an emphasis on the issues the translator comes across.

3.2 The Issues of Translation of Marketing Terminology

The terminology as well as marketing itself develops rapidly, therefore, the aspect of equalization of translated terms is of vital importance. However, as noted by *Marina* (2005:96), “It is said that different nations view the same pieces of reality from different angles and this often makes it difficult for the speakers of one language to understand terms of another language.” Thus, in this sub-section we will attempt to trace most common issues concerning the translation of terminology and suggest ways solve the issues.

Translation of specialized language differs from the translation of general texts in many ways. The issues which are most frequently faced in general translation are whether it is better to translate literally or freely, how to preserve rhyme and rhythm of the source language in the target language, or how to deal with the word plays and proverbial sayings. Specialized translation helps improve the communication among experts of a domain and contribute to the distribution of knowledge across language boundaries. Translators of specialized language are responsible for transferring information among experts of various speech communities and the need for international communication in economy, politics, science and other fields will definitely continue to increase the necessity of translation of specialized language. However, before starting to translate the specialized language, the translator must become familiar with the terminology of the domain. To cite *Lotfollah Karimi* (2006), “The domain of equivalents covers linguistic units such as morphemes, words,

phrases, clauses, idioms and proverbs. So, finding equivalents is the most problematic stage of translation.” As noted by *Masaitienė* (1996:80), “Equivalence is the relation between the source-language text (or a text unit) and the target language text (or a text unit) when the content, form, style, function, etc. of the source-language text is considered to be preserved.” (our translation). According to the famous translator theorist and linguist *Nida* (2003:132), “all translating and interpreting must involve some relevant relation between the text in the source language and the text in the receptor language. At the same time, it should be clear that although this relation is never exact, there should be sufficient similarity that it can be described as having some significant measure of equivalence, described either as “the closest natural equivalent,” or “as sufficiently similar that no reader of a translated text is likely to misunderstand the corresponding meaning of the source text.” Translators have to look for terms, which are too specialized to occur in the dictionary, in previously translated documents, on the internet, or contact domain specialists. Studies show that a translator needs 40% of the working time for inquiries on unknown terminology (*Stellbrink* 1988:203) (our translation).

Moreover, rapid changes in different areas of science and technology cause another problem in terminology translation – the appearance of new terms, i.e. neologisms. In every language a number of neologisms is increasing expeditiously, therefore, it leads to a matter of the troublesome issue. Neologisms were defined by *Newmark* (1988:140) as “Newly coined lexical units or existing lexical units that acquire a new sense.” The translation of neologisms is one of the biggest issues as it refers to the notion of obscurity.

However, *Suchanova* (2001:76) stated, that in most cases it is almost impossible to find an equivalent of newly coined term in Source Language (SL), because such equivalent does not exist in any dictionary. Therefore, as word for word translation of marketing terms from English into Lithuanian and vice versa causes a lot of problems.

Moreover, the problem of certain realia of English also concerns the problem of translation of terms of marketing. As noted by *Suchanova* (2001), English people link the words in the way, that for not a native speaker it is complicated to translate such a term. Nevertheless, the author suggests minding the context of the term, as almost any term of marketing consists of at least a word with a figurative sense, which is predictable more or less, e.g.:

(48) *To switch an account to a bank* → *atidaryti banko sąskaitą* (word for word *įjungti banko sąskaitą*);

(49) *Credit facilities* → *išsimokėtinai* (word for word *kreditavimo priemonės*);

(50) *A free hand* → *laisvas pasirinkimas* (word for word *laisvoji ranka*).

Tadauskienė (2006) also distinguishes the problematic aspect of translation and equalization of marketing terms. She notes (2006:61), that “when an international term is translated by employing the descriptive method, i.e. several words, it is doubtful whether the term will ever be in use.” Thus, the author suggests compiling new dictionaries of marketing terms by using the shortest possible equivalent.

Continually, the problem of equivalent terms refers to the following problem concerning translation of marketing terms. “The problem is that the same term of marketing in different languages is defined by different words of common sense.” (*Tadauskienė* 1999:80) (our translation). In other words, misunderstanding occurs when it is agreed by specialists to define the term in Source Language by a word, which is not suitable in Lithuanian, e.g.:

(51) *Hot cargo* is usually translated as *degantis kroviny*s, however, the word *degantis* means *burning, lighted up*, while *hot* means *karštas*.

Therefore, figurative sense which is acquired from English does not suit for certain transportation of cargo. Consequently, the author suggests translating such terms as *hot cargo* → *skubus kroviny*s emphasizing the meaning of the term.

Thus, summarising all the above mentioned debatable issues related to the translation of terminology, it may be asserted that translator is faced with a range of concerns associated with the translation of terms.

The aim of the following section, dealing with a contrastive analysis of the range of the translation of marketing terms selected from the textbook by *Kotler* and *Armstrong*, is to discover whether translated marketing terminology is already more or less structured, or it still contains a lot of

variations. Moreover, we will propose our translation variants for differently translated business terms and provide the list of dictionaries and the concepts of marketing we are dealing with in our thesis.

4. Translation of Major Marketing terms in Marketing Textbook into Lithuanian

The current section gives a description of the data which the empirical investigation is based on.

The primary intention of the present thesis is to investigate the translation of marketing terms into Lithuanian. The empirical part is based on analysis of business terms selected from the marketing textbook “Principles of Marketing” by *Kotler* and *Armstrong* (2002) and its Lithuanian translation by *Cvilikaitė, Kunigonytė, Masilionis* (2003). The textbook was the first marketing textbook originally translated into Lithuanian. One of the authors of the textbook – *Philip Kotler* – is one of the world’s foremost experts on strategic marketing. His many influential books have sold more than 3 million copies in 20 languages and include “Principles of Marketing” (“Rinkodaros principai“). Indeed, the textbook is designed for professional marketing specialists as well as for beginners. Therefore, the major criterion for the textbook selection was richness of marketing terminology. The textbook by *Kotler* and *Armstrong* consists of 7 Parts (857pg.), it also provided with a considerable amount of examples (515).

The marketing textbook was carefully studied and the instances of the occurrence of selected marketing terms were picked out. For the sake of clearness and convenience all the selected terms were grouped according to the Parts the textbook consists of. The Parts of the textbook were quite different in the amount of business terms: Part 2 (*The Marketing Setting*) contains the biggest amount of business terms – 144, while Part 5 (*Price*) provided only with 45 examples. Afterwards the translation of selected instances of business terms’ occurrence was compared to the corresponding instances of the target terms found in the specialized dictionaries and corpuses with the aim to determine whether Lithuanian terminology of marketing is already more or less structured, or it still contains a lot of variations. The list of dictionaries of specialized language and Corpuses is presented in Table 1.

Table 1. The list of Lithuanian-English and English-Lithuanian dictionaries of specialized language and Corpora.

No.	Lithuanian-English and English-Lithuanian dictionaries (Authors)	Corpora
1.	Aiškinamasis ekonomikos anglų-lietuvių kalbų žodynas (further in this research – AEALKŽ) (D. Pearce).	<i>Corpus of the Contemporary Lithuanian Language</i> (further in this research – CCL) (Donelaitis Corpus). http://donelaitis.vdu.lt/
2.	Anglišku terminų aiškinamasis žodynas (further in this research – ATAŽ) (compiled by group of authors).	<i>Directorate-General for Translation – Translation Memory</i> (further in this research – DGT-TM) (EU Corpora) http://langtech.jrc.it/DGT-TM.html
3.	Ekonomikos terminų žodynas (further in this research – ETŽ) (Ch. Pass, etc.)	
4.	Lietuvų-anglų kalbų aiškinamasis bankinių ir komercinių terminų žodynas (further in this research – LAKABKTŽ) (A.Buračas).	
5.	Tildės biuras (further in this research – TB) (A. Buračas).	

Therefore, the contrastive analysis contains five English-Lithuanian and Lithuanian-English specialized dictionaries and two corpora. Though, the *Corpus of the Contemporary Lithuanian Language* (further in this research – CCL) is selected as it comprises 100 million words and contains a collection of texts designed to represent current Lithuanian. The texts have been intended for general readers, as well as specialists. The corpus consists of printed material from Lithuania's independence period (since 1990). The second corpus – *Directorate-General for Translation-Translation Memory* (further in this research – DGT-TM) – is unique, as the European Commission has made it publicly accessible only in November 2007. The Translation Memory is the entire body of European legislation, including all the treaties, regulations and directives adopted by the European Union (EU) and the rulings of the European Court of Justice. This multilingual

Translation Memory is a collection of parallel texts in 22 languages which comprises a total of over 1 billion words.

All in all, while providing a translation of marketing terms, the major focus lies on the translation equivalent proposed by the authoritative resource (if the translation of a term is offered at all), e.g.: *Lietuvių-anglų kalbų aiškinamasis bankinių ir komercinių terminų žodynas*, Corpus of the Contemporary Lithuanian Language, Directorate-General for Translation-Translation Memory, etc.

Therefore, *interlingual contrastive method* helped us study the usage of marketing terms in English and Lithuanian and analyze how these units are translated into the Lithuanian language.

4.1 Translation of Selected Marketing Terms

The present section analyzes business terms and their translation into Lithuanian of every part of the marketing textbook in sequence. We will, therefore, compare and analyze a limited set of business terms. However, our thesis provides the list of all marketing terms of the textbook as well (see Appendices 1 to 7).

4.1.1 Translation of Major Marketing Terms: *Marketing and the Marketing Process*

Part 1 of the Marketing Textbook by *Kotler* and *Armstrong* (*Marketing and the Marketing Process*) contains 73 business terms (see Appendix 1). The present sub-section discusses some differently translated examples of Part 1 and compares the translation of the textbook by *Cvilikaitė, Kunigonytė, Masilionis* (2003) with the equivalents provided by dictionaries and corpora. Afterwards, the requirements for term translation suggested by *Keinys* above are employed and most appropriate marketing term translation is proposed.

As can be seen from the below presented analysis of translation of business terms (Appendices 1 to 7), almost all single-word English marketing terms are translated into Lithuanian by dictionaries and corpora without any difficulties or differences (if the translation of a marketing term is offered at all), e.g.:

(52) (En) *Suppliers* – (Lt) *tiekėjai* (LAKABKTŽ; ETŽ; DGT-TM).

(53) (En) *Invention* – (Lt) *išradimas* (ETŽ; TB; DGT-TM; CCL);

However, it should be noted that variety in translation of some, even not so complicated, one-word English business terms into Lithuanian still occur. Consider the following examples:

Promotion was translated by *remimas* in marketing textbook (*Kotler* and *Armstrong*, 2003:120).

Consider:

(54) **Promotion** – activities that communicate the product or service and its merits to target customers and persuade them to buy.

Kotler and Armstrong (2002:98)

Rėmimas – veikla, kurios dėka tiksliniai klientai sužino apie produktą ar paslaugą ir jų privalumus bei yra įtikinami tą prekę nusipirkti.

Kotler and Armstrong (2003:120)

However, *promotion* most frequently was translated by *skatinimas* (LAKABKTŽ), (DGT-TM), (CCL), e.g.:

The marketing and sales **promotion** of products exported by Algeria.

DGT-TM

Alžyro eksportuojamų produktų prekybą ir pardavimo **skatinimą**.

DGT-TM

Promotion was also translated by *reklama* (LAKABKTŽ), (DGT-TM), *reklamavimas*, *reklaminė veikla* (DGT-TM). Consider the examples below:

Any proposal for the allocation of Community funds in excess of EUR 200000 in the case of development, or EUR 300000 in the case of distribution and EUR 200000 per beneficiary and per year in the case of **promotion**.

DGT-TM

Visų siūlymų skirti Bendrijos lėšas, kurios sudaro daugiau kaip 200000 eurų kūrimui, 300000 eurų platinimui ir 200000 eurų **reklamai** vienam paramos gavėjui per metus.

DGT-TM

Within the bounds of their legislation, the Contracting Parties shall encourage cooperation in Macao and Apos tourist industry through targeted action, notably the development of **promotion**, an exchange of information and statistics, exchanges of experts and training focused on a transfer of technology and improved administration in the industry.

DGT-TM

Susitariančiosios Šalys, kiek leidžia jų teisės aktai, skatina bendradarbiavimą Makao turizmo pramonėje imdamosi tokios kryptingos veiklos, kaip **reklamavimas**, keitimasis informacija ir statistikos duomenimis, ekspertų mainai ir mokymas, orientuojami į technologijų perdavimą ir tobulesnį šios pramonės administravimą.

DGT-TM

Thus, the one-word term *promotion* contains the biggest number of translation variants into Lithuanian. Since all of them refer to the simple term group, we suggest the one-word term *reklama*, which is economical, easily understandable and common to Lithuanian language.

Another one-word business term *consumerism* is translated by multi-word term *vartotojų teisių gynimas* in marketing textbook (Kotler and Armstrong, 2003:75). Consider the definitions in English and Lithuanian below:

<p>(55) <i>Consumerism</i> is an organised movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers.</p> <p style="text-align: right;">Kotler and Armstrong (2002:55)</p>	<p><i>Vartotojų teisių gynimas</i> (consumerism) yra organizuotas piliečių ir vyriausybinių agentūrų judėjimas, siekiant padidinti pirkėjų teises bei galią pardavėjų atžvilgiu.</p> <p style="text-align: right;">Kotler and Armstrong (2003:75)</p>
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Most frequently the term *consumerism* was translated by *vartotojų teisių gynimas* (ATAŽ), (CCL), e.g.:

<p><i>This should be reason enough to promote efficient research in the field of consumerism.</i></p> <p style="text-align: right;">CCL – Donelaitis Corpus</p>	<p><i>Tai pakankama priežastis skatinti atlikti išsamų tyrimą vartotojų teisių gynimo srityje.</i></p> <p style="text-align: right;">CCL – Donelaitis Corpus</p>
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However, in several instances *consumerism* was translated by *vartotojų interesų gynimas* (LAKABKTŽ), (TB).

Thus, one-word business term *consumerism* contains the smallest number of translation equivalents used for corresponding term in dictionaries and corpora. Although *consumerism* in some above mentioned dictionaries is translated by *vartotojų interesų gynimas*, however, the word *interesai* means *interests*. Therefore, the translation of term *consumerism* by *vartotojų interesų gynimas* is not correct. In this case, we suggest the translation of the business term provided by the authoritative *CCL – Donelaitis Corpus* (*vartotojų teisių gynimas*) as it refers to the correct and understandable business term.

As can be seen from the examples below, variety in translation of some more complicated business terms also occur. The two-word marketing term *environmental sustainability* in the marketing

textbook was translated by one-word term *aplinkosauga* (Kotler and Armstrong, 2003:77). Consider:

(56) *Environmental sustainability is a third environmentalism wave in which companies seek to produce profits for the company while sustaining the environment.* *Aplinkosauga (environmental sustainability) yra trečioji ekologinio sąjūdžio banga, kurios metu bendrovės stengiasi gauti pelno ir išsaugoti aplinką.*

Kotler and Armstrong (2002:57)

Kotler and Armstrong (2003:77)

The marketing term *environmental sustainability* was also translated by two-word terms *aplinkosauginis subalansuotumas* and *ekologinis tvarumas* (DGT-TM). Consider the examples below:

For water quantity, overall principles should be laid down for control on abstraction and impoundment in order to ensure the environmental sustainability of the affected water systems. *Turi būti nustatyti bendri kiekybiniai principai, kaip kontroliuoti vandens gavybą ir valdymą, kad būtų galima užtikrinti paveiktų vandens sistemų ekologinį tvarumą.*

DGT-TM

DGT-TM

<...> promoting environmental sustainability, regeneration and best practices, and the preservation of natural resource base. *<...> skatinti aplinkosauginį subalansuotumą, regeneravimą ir geriausią praktiką bei gamtinių šaltinių bazės išsaugojimą.*

DGT-TM

DGT-TM

The two-word term *environmental sustainability* presents three translation variants into Lithuanian. In our opinion, the one-word term *aplinkosauga* is widely used term, however the component part of the business term (*sustainability*) stresses the new aspect of phenomena. Therefore, we suggest several translation variants (*aplinkosauginis subalansuotumas* and *ekologinis tvarumas*).

Finally, the two-word business term *mission statement* in the marketing textbook is translated word for word (*misijos apibrėžimas*) (Kotler and Armstrong, 2003:98). Consider:

(57) *Mission statement* is a statement of the organisation's purpose – what it wants to accomplish in the wider environment.

Kotler and Armstrong (2002:78)

Misijos apibrėžimas (mission statement) yra pareiškimas apie organizacijos tikslą – ką ji nori pasiekti plačiaja prasme.

Kotler and Armstrong (2003:98)

The business term *mission statement* was also translated by two-word term *misijos aprašymas* (DGT-TM) and by multi-word term *veiklos pagrindų paskelbimas* (TB). Consider the example below:

The numbers and competence of the EUPM staff shall be consistent with the objectives and structure set out in Article 3 and in the mission statement set out at Annex.

DGT-TM

EUPM personalo skaičius ir kompetencija turi atitikti tikslus ir struktūrą, nustatytus 3 straipsnyje ir priede pateiktame misijos paskirties aprašyme.

DGT-TM

As has already been mentioned above, the marketing term *mission statement* is translated word for word. In our opinion, all the above mentioned translation variants (*misijos apibrėžimas*, *misijos aprašymas*, and *veiklos pagrindų paskelbimas*) are suitable. Therefore, all the translated multi-word terms can be used synonymously.

4.1.2 Translation of Major Marketing Terms: *the Marketing Setting*

As has been indicated above, Part 2 of the Marketing Textbook (*The Marketing Setting*) contains the biggest amount of business terms (144) and all of them are listed and analyzed below (see Appendix 2). However, some differently translated economic terms will be in detail discussed in this sub-section and most appropriate translation will be suggested. Consider the following:

(58) *Countertrade* is an International trade involving the direct or indirect exchange of goods for other goods instead of cash. Forms include barter compensation (buyback) and counterpurchase.

Kotler and Armstrong (2002:163)

Kompensacinė prekyba (countertrade) tai tarptautiniai tiesioginiai ir netiesioginiai prekių mainai nenaudojant grynųjų pinigų. Tokios prekybos rūšys yra: natūriniai mainai, kompensacija (išpirkimas) ir priešpriešinis pirkimas.

Kotler and Armstrong (2003:181)

The one-word business term *countertrade* is also translated by the two-word term *priešingoji prekyba* (ETŽ). However, in most cases *countertrade* is translated by *priešpriešinė prekyba* (AEALKŽ), (LAKABKTŽ), (TB) and (DGT-TM), e.g.:

For this reason they agree not to impose countertrade requirements on companies established in Albania or the Community, or to compel them to engage in such trade practices.

DGT-TM

Dël to jos susitaria Albanijoje arba Bendrijoje įsisteigusioms bendrovėms netaikyti priešpriešinės prekybos reikalavimų arba neversti jų dalyvauti tokioje prekybos praktikoje.

DGT-TM

The business term *countertrade* presents three translation variants. Since all of them refer to the multi-word term, we suggest the two-word term (*priešpriešinė prekyba*) which is an accurate and logical business term.

Another one-word marketing term (*licensing*) also translated by two-word term (*licencijos išdavimas*) (Kotler and Armstrong, 2003:188). Consider the translation below:

(59) *Licensing is a method of entering a foreign market in which the company enters into an agreement with a licensee in the foreign market, offering the right to use a manufacturing process, trademark, patent, trade secret or other item of value for a fee or royalty.*

Kotler and Armstrong (2002:170)

Licencijos išdavimas (licensing) tai įėjimo į užsienio rinkas būdas, kai bendrovė pasirašo sutartį su užsienio rinkos bendrove, suteikdama jai licenciją naudoti gamybos procesą, gamintojo vardą (ženklą), patentą, prekybos paslaptį ar kita už tam tikrą mokesį.

Kotler and Armstrong (2003:188)

Licensing is also translated by two-word term *licencijos išdavimas* (DGT-TM), *licencijos suteikimas* (LAKABKTŽ) and by one-word term *licencijavimas* (CCL), e.g.:

A statement read by Mr. Kohler's assistant in Geneva, Sylvie Baudeloque, announced this morning that CERN's board of directors, although enthusiastic about antimatter's potential, are suspending all research and

Pono Kolerio asistentė Ženevoje Silvija Bodlok ši rytą perskaitė pranešimą, kuriame CERN direktorių taryba, nors ir entuziastingai žiūrėdama į antimedžiagos perspektyvas, sustabdo visus tyrimus ir technologijos

licensing until further inquiries into its safety can be examined. *licencijavimą, kol nebus išsamiai išnagrinėtos šios technologijos saugumo problemos.*

CCL

CCL

The business term *licensing* contains three translation equivalents used for the corresponding business term. In this case, the one-word term (*licensing*) is translated word for word (*licencijavimas*), consequently it is short and convenient to use. However, the two-word translation variants (*licencijos išdavimas* or *licencijos suteikimas*) are suitable as well, because they are accurate and common to Lithuanian language. Therefore, we suggest using all the above mentioned translation variants (*licencijavimas, licencijos išdavimas* or *licencijos suteikimas*) synonymously.

The one-word business term “*gatekeepers*” was translated by the one-word term „*durininkai*“ (Kotler and Armstrong, 2003:255). Consider:

(60) “*Gatekeepers*” are people in the organisation’s buying centre who control the flow of information to others. „*Durininkai*“ (gatekeepers) tai organizacijos pirkimų grupės nariai, kontroliuojantys informacijos perdavimą kitiems darbuotojams.

Kotler and Armstrong (2002:242)

Kotler and Armstrong (2003:255)

“*Gatekeepers*” was also translated by *tarpininkai* (DGT-TM) and *sargybiniai* (CCL). Consider the examples below:

Retailers, as the gatekeepers between manufacturers and consumers, also have a key role to play. *Svarbus vaidmuo tenka ir mažmenininkams, kaip tarpininkams tarp gamintojų ir vartotojų.*

DGT-TM

DGT-TM

And business is careful not to antagonize the gatekeepers of potential markets: when Murdoch's Star Channel was chastised by the Chinese government for its liberal views on Chinese politics, Star obliged with newly found restraint, canceling BBC's news service from the *O verslininkai apdairiai stengiasi nerūstinti potencialių rinkų sargybinių: kai kinų valdžia išbarė Murdocho Star Channel už liberalų požiūrį į Kinijos politiką, Star prisitaikė prie šio naujo apribojimo: per Kinijai skirtą kanalo programą buvo nutrauktos BBC naujienų*

channel's Chinese programming, and investing in an on-line edition of People's Daily. *transliacijos bei investuota į People's Daily žurnalo internetinį variantą.*

CCL

CCL

In this case, we can claim that variety in translation of the one-word English business term “gatekeepers” still occurs, because in different contexts various equivalents are used. The one-word term translation *durininkai* is not suitable because it has got a negative connotation. *Durininkai* are *servants* who are in charge for opening the door for the guests only. *Tarpininkai* is widely used in other fields, e.g. law. Therefore, the translations of the one-word term “gatekeepers” by *vartininkai* or *sargybiniai* are more suitable.

The suggested translation in the marketing textbook for multi-word term *electronic data interchange* is *elektroninis duomenų perdavimas* (Kotler and Armstrong, 2003:265). Consider the definition in English language and its translation in Lithuanian below:

(61) *Electronic data interchange (EDI) – custom built systems that link the computer systems of major buyers to their suppliers to enable them to coordinate their activities more closely.* *Elektroninis duomenų perdavimas (electronic data interchange) – sistemos, sujungiančios stambiujų pirkėjų kompiuterių tinklus su tiekėjų tinklais ir leidžiančios efektyviau koordinuoti bendrą veiklą.*

Kotler and Armstrong (2002:253)

Kotler and Armstrong (2003:265)

Another translation for the multi-word term *electronic data interchange* is *elektroninis apsikeitimas duomenimis* (LAKABKTŽ) and *keitimasis elektroniniais duomenimis* (DGT-TM). See the examples below:

Agreement between the European Economic Community and the Republic of Iceland on trade electronic data interchange systems. *Susitarimas tarp Europos ekonominės bendrijos ir Islandijos Respublikos dėl keitimosi prekybos elektroniniais duomenimis sistemų.*

DGT-TM

DGT-TM

The multi-word English business term presents three translation variants. Although *electronic data interchange* in the marketing textbook is translated by *elektroninis duomenų perdavimas*, however, the word *perdavimas* means *transfer* or *transmission*. Accordingly, such translation leads to false

associations and misunderstanding as the word *interchange* in most cases translated by *apsikeisti* or *keisti*. Therefore we propose several word-for-word translation variants (*apsikeitimas elektroniniais duomenimis* or *keitimasis elektroniniais duomenimis*) which are both accurate and understandable.

Trend in the marketing textbook is translated by *tendencija* (Kotler and Armstrong, 2003:304). Consider:

<p>(62) Trend is the long-term, underlying pattern of sales growth or decline resulting from basic changes in population, capital formation and technology.</p>	<p>Tendencija (trend) tai ilgalaikis, nežymus pardavimų didėjimas ar mažėjimas, kurį lemia demografiniai, kapitalo formavimosi ir technologiniai pokyčiai.</p>
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Kotler and Armstrong (2002:296)

Kotler and Armstrong (2003:304)

In dictionaries and corpora though, the one-word term *trend* was translated by foreign term *trendas* (AEALKŽ), *nuonešis* (AEALKŽ), (TB), *tendencijos* (DGT-TM), (CCL). Consider:

<p>Consequently, in particular instances, as a result of USSR exports to the regions of the Community concerned, market trends may make it necessary for the Community to discontinue this practice.</p>	<p>Vadinasi, tam tikrais atvejais, dėl TSRS eksporto į atitinkamus Bendrijos regionus rinkos tendencijos gali priversti Bendriją nutraukti šią praktiką.</p>
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DGT-TM

DGT-TM

Although both business terms *trendas* and *nuonešis* are used by marketing specialists, however, the translations of the marketing term *trend* by *trendas* or *nuonešis* are not easily understandable. Therefore, we suggest the following translation which is grammatically correct, easily understandable and common to the Lithuanian language: *tendencija*.

4.1.3 Translation of Major Marketing Terms: *Core Strategy*

Part 3 of the Marketing Textbook (*Core Strategy*) contains 61 selected business terms which are listed below in sequence (See Appendix 3). The differently translated examples are discussed in the present sub-section. Consider:

(63) *Fragmented industry is an industry characterized by many opportunities to create competitive advantages, but each advantage is small.*

Kotler and Armstrong (2002:296)

Mažo išskirtinumo pramonės šaka (fragmented industry) tai pramonės šaka, kurioje yra daug galimybių įgyti konkurencinį pranašumą; tos galimybės yra didelės bei garantuoja svarią investicijų grąžą.

Kotler and Armstrong (2003:369)

The two-word business term *fragmented industry* is also translated by *fragmentuota pramonė* (DGT-TM), e.g.:

It is more likely that large and sophisticated customers will possess this kind of countervailing buyer power than smaller firms in a fragmented industry.

DGT-TM

Labiau tikėtina, kad tokią kompensacinę pirkėjo įtaką turės stambūs ir patyrę klientai, nei mažesnės įmonės fragmentuotoje pramonėje.

DGT-TM

In this case, the term *fragmented industry* is the term which could not be translated word for word, as the two-word marketing term *fragmentuota pramonė* is not understandable enough for neither for translators nor marketing specialists. Therefore, we propose using the multi-word term (*Mažo išskirtinumo pramonė*), which is accurate and understandable.

The marketing term *externalities* is translated by two-word marketing term *išorinės jėgos* (Kotler and Armstrong, 2003:427). Consider:

(64) *Externalities are activities or facilities that are external to an organization but affect its performance.*

Kotler and Armstrong (2002:442)

Išorinės jėgos (externalities) tai išorinė veikla arba sąlygos, kurios veikia už bendrovės ribų, bet daro įtakos jos veiklai.

Kotler and Armstrong (2003:427)

Externalities is also translated by two-word terms *išoriniai padariniai* (AEALKŽ), *išoriniai veiksniai* or *išorės veiksniai* (TB) and *išoriniai poveikiai* (ETŽ), (DGT-TM), e.g.:

Valuation of positive and negative externalities under different production systems for agriculture and forestry. *Teigiamų ir neigiamų išorinių poveikių žemės ūkiui ir miškininkystei skirtingose gamybos sistemose įvertinimą.*

DGT-TM

DGT-TM

The translation of the marketing term *externalities* presents four translation variants. Since all of them refer to the multi-word term, we suggest the two-word term (*išoriniai poveikiai*), which is both economical and easily understandable.

4.1.4 Translation of Major Marketing Terms: *Product*

This sub-section of the thesis presents some economic terms of Part 4 (*Product*) of the Marketing Textbook. Some differently translated examples of Part 4 are provided below. Consider:

(65) *Industrial product is the product bought by individuals and organizations for further processing for use in producing business.* *Pramonės produktas (industrial product) tai produktas, kurį perka individualūs asmenys ir organizacijos toliau perdirbti ar naudoti savo versle.*

Kotler and Armstrong (2002:442)

Kotler and Armstrong (2003:465)

The two-word economic term (*industrial product*) is also translated by *pramonės gaminys* (DGT-TM), (TB), e.g.:

Any industrial product covered by the technical harmonization directives based on the principles of the global approach must bear the CE marking, save where the specific directives provide otherwise. *Kiekvienas pramonės gaminys, kuriam taikomos bendro metodo principais pagrįstos techninio derinimo direktyvos, turi turėti CE ženklą, išskyrus tą atvejį, kai konkrečios direktyvos numato kitaip.*

DGT-TM

DGT-TM

In this case, the translation of business term *industrial product* differs only by one word. However, we propose the following translation variants for the economic term *industrial product*: *pramonės produkcija* or *pramonės gaminys*, since the word *produktas* in Lithuanian usually refers to food

products. Therefore, in some instances the peculiarities of the term usage in a particular country should also be regarded.

Another two-word marketing term *capital items* in the textbook is translated by *kapitaliniai įrengimai* (Kotler and Armstrong, 2003:466). Consider the definitions of the business term below:

(66) *Capital items* are industrial goods that partly enter the finished product, including installations and accessory equipment.

Kapitaliniai įrengimai (capital items) tai pramonės prekės, iš dalies patenkančios į galutinį produktą. Tai – pramonės kompleksai ir pagalbinė įranga.

Kotler and Armstrong (2002:463)

Kotler and Armstrong (2003:466)

Another translation for the marketing term *capital items* is *gamybos priemonės* (DGT-TM), e.g.:

The size of the sums spent on this maintenance is in no way a criterion for determining whether a service creates an asset or represents current maintenance, since in the case of high-value **capital items**, even services for current maintenance may be very costly.

Sumų, išleistų šiai priežiūrai, dydis nelaikomas kriterijumi nustatyti, ar paslauga sukuria turtą, ar yra einamoji priežiūra, kadangi didelės vertės **gamybos priemonių** atveju netgi einamosios priežiūros paslaugos gali būti itin brangios.

DGT-TM

DGT-TM

In our opinion, the word for word translation of the term (*kapitaliniai įrengimai*) provided by the marketing textbook is not understandable enough. In this case, we propose translating the two-word term *capital items* by *gamybos priemonės* minding the meaning of the term itself instead of translating word for word.

The two-word business term *product line* in the marketing textbook is translated by *prekių grupė*. Consider the definitions below:

(67) **Product line** is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlet,

Prekių grupė (product line) tai vienodos paskirties prekės, pasižyminčios panašiomis funkcijomis, parduodamos toms pačioms vartotojų grupėms vienodų tipų parduotuvėse ir

or fall within given price ranges.

Kotler and Armstrong (2002:442)

yra panašių kainų.

Kotler and Armstrong (2003:465)

However, the two-word economic term *product line* is also translated by *produkto linijos* (DGT-TM). See the example below:

<p><...> commercial value, promotion of the products targeted at consumers, creation of organic product lines, the promotion of integrated production or other methods of production respecting the environment and the reduction of withdrawals.</p>	<p><...> produkcijos kokybės gerinimą, produktų komercinės vertės kėlimą, vartotojų reikmes atitinkančių produktų rėmimą, ekologinių produktų linijų kūrimą, integruotos gamybos ir kitų aplinką tausojančių gamybos būdų skatinimą, pašalinimų mažinimą.</p>
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DGT-TM

DGT-TM

In this case, we propose using the following word for word translation variants for the economic term *product line*: *produkcijos linija* or *prekių serija*, which are both easily understandable and common to the Lithuanian language.

Another multi-word economic term *product life cycle* (PLC) in the marketing textbook is translated by *produkto gyvavimo ciklas* (Kotler and Armstrong, 2003:523). Consider:

<p>(68) Product life cycle (PLC) is the course of a product's sales and profits over its lifetime. It involves five distinct stages: product development, introduction, growth, maturity and decline.</p>	<p>Produkto gyvavimo ciklas (PGC) (product life cycle) (PLC) tai prekės pardavimo ir duodamo pelno kitimas per jos gyvavimo laiką. Išskiriami penki būdingi etapai: produkto kūrimas, pateikimas rinkai, augimas, branda ir nykimas.</p>
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Kotler and Armstrong (2002:442)

Kotler and Armstrong (2003:523)

The following translations of *product life cycle* (PLC) are provided by dictionaries and corpora: *prekės gyvavimo ciklas* (LAKABKTŽ), (ATAŽ), *gaminio gyvavimo ciklas* (ETŽ), *produkto būvio ciklas* (DGT-TM), *gaminio ilgaamžiškumas* (LAKABKTŽ), (TB), e.g.:

<...> a proposed effective date for the new Specifications, taking into consideration **product life cycles** and production schedules.

DGT-TM

<...> pasiūlo naujų specifikacijų įsigaliojimo datą, atsižvelgdamas į **produkto būvio ciklą** ir gamybos grafikus.

DGT-TM

The translation of the marketing term *product life cycle (PLC)* presents five different translation variants. In our opinion, none word for word translation mentioned above is appropriate because the word *būvis* is usually used while speaking about a human being and the word *ciklas* means an interval during which a recurring sequence of events occurs and in Lithuanian is usually used while speaking about cycles of the seasons of the year. Therefore, we propose using the following translation variants for the economic term *product life cycle (PLC)*: *gaminio gyvavimo trukmė* or *prekės gyvavimo trukmė*.

4.1.5 Translation of Major Marketing terms: *Price*

As has been mentioned previously in this thesis, Part 5 of the Marketing Textbook (*Price*) provided only with 45 business terms, which are listed and analyzed below (see Appendix 5). Some differently translated economic terms will be in detail discussed in this sub-section and most appropriate translation will be suggested. Consider:

(69) **Total costs** the sum of the fixed and variable costs for any given level of production.

Kotler and Armstrong (2002:574)

Bendrosios sąnaudos (total costs) pastoviųjų ir kintamųjų sąnaudų suma tam tikram produkcijos kiekiui pagaminti.

Kotler and Armstrong (2003:577)

Other translation variants for the two-word business term: *bendrieji kaštai* (AEALKŽ), (LAKABKTŽ), (ATAŽ), (TB), *bendrosios išlaidos* (ETŽ), *bendra kaina*, *bendros išlaidos* (DGT-TM). Consider the example below:

The **total costs** of the normal and contingency Buffer Stock of 550 000 tonnes shall be financed by contributions by members in cash to the Buffer Stock Account.

DGT-TM

550000 tonų įprastų ir specialiųjų buferinių atsargų **bendrą kainą** (išlaidas) finansuoja valstybės narės, į buferinių atsargų sąskaitą įnešamos įnašus grynais .

DGT-TM

The translation of the marketing term *total costs* presents five translation variants. In our opinion, the translation of the term *total costs* by *bendrieji kaštai* is not appropriate, since the word *kaštai* is the foreign word. In this case, we propose the following translation variants which are accurate and common to the Lithuanian language: *bendra kaina, bendrosios išlaidos* or *bendrosios sąnaudos*.

Another economic term *pure competition* in the Marketing Textbook is translated by *tobuloji konkurencija*. Consider:

<p>(70) Pure competition is a market in which many buyers and sellers trade in a uniform commodity – no single buyer or seller has much effect on the going market price.</p>	<p>Tobuloji konkurencija (pure competition) tai rinka, kurioje daug pardavėju ir daug pirkėju parduoda vienarūšes (identiškas) prekes ir nė vienas pirkėjas ar pardavėjas neturi įtakos rinkos kainai.</p>
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Kotler and Armstrong (2002:577)

Kotler and Armstrong (2003:580)

Pure competition is also translated by *grynoji konkurencija* (AEALKŽ), (TB).

In our opinion, the translation of the term *pure competition* by *tobuloji konkurencija* is not appropriate, since the word *tobulas* means *perfect* or *ideal*. In this case, we propose the translation equivalent (*grynoji konkurencija*) proposed by the authoritative (AEALKŽ), (TB) resources, which is accurate and common to the Lithuanian language.

The business term *reference prices* in the marketing textbook is translated by *orientacinės kainos* (Kotler and Armstrong, 2003:607), e.g.:

<p>(71) Reference prices are prices that buyers carry in their minds and refer to when they look at a given product.</p>	<p>Orientacinės kainos tai kainos, kurias vartotojas įsimena ir su kuriomis lygina perkamo produkto kainą.</p>
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Kotler and Armstrong (2002:607)

Kotler and Armstrong (2003:607)

Reference prices is also translated by *referencinės kainos* (DGT-TM). Consider:

*During the period of application of **reference prices**, paragraphs 1 and 2 shall apply on condition that on the internal Community market the prices of citrus fruit imported from Turkey are, after customs clearance and allowance for the conversion factors operative for the various classes of citrus fruit and after deduction of transport costs and import charges other than customs duties, not less than the **reference prices** for the period in question plus the incidence of the Common Customs Tariff on those **reference prices** and a fixed amount of 1.20 units of account per 100 kilograms.*

DGT-TM

***Referencinių kainų** taikymo metu taikomos straipsnio 1 ir 2 dalys su sąlyga, kad Bendrijos vidaus rinkoje iš Turkijos importuojamų citrusinių vaisių kainos, atlikus muitinės formalumus, atsižvelgus į įvairioms citrusinių vaisių klasėms taikomus perskaičiavimo koeficientus bei atskaičius transporto išlaidas ir kitas, išskyrus muitus, importo rinkliavas, yra ne mažesnės, kaip atitinkamo laikotarpio **referencinės kainos**, taip pat šioms **referencinėms kainoms** taikomas Bendrasis muitų tarifas ir nustatytas 1.20 apskaitos vienetų už 100 kg kiekį.*

DGT-TM

Although the two-word business term (*referencinės kainos*) is widely used by marketing specialists, in this case, the term *reference prices* could not be translated word for word because it is not understandable enough either for translators or students of marketing language. Therefore, we propose using the two-word term (*orientacinės kainos*), which is accurate and clear.

4.1.6 Translation of Major Marketing Terms: *Promotion*

Part 6 of the Marketing Textbook (*Promotion*) provided with 73 business terms and all of them are analyzed and listed in this thesis below (see Appendix 6). However, some differently translated economic terms of Part 6 (*Promotion*) of the Marketing Textbook are discussed in this sub-section and appropriate translation variants are also suggested. Consider:

The one-word term *telemarketing* in the Marketing Textbook is translated by *rinkodara telefonu*. Consider the definitions:

(72) *Telemarketing* is using the telephone to sell directly to customers.

Rinkodara telefonu (telemarketing) tai tiesioginis prekių pardavimas vartotojams naudojantis telefonu.

Kotler and Armstrong (2002:711)

Kotler and Armstrong (2003:708)

Telemarketing is also translated by three-word terms: *prekyba skambinant telefonu* (TB) and *tiesioginė rinkodara telefonu* (DGT-TM), e.g.:

<p><i>Deceptive and Unfair Trade Practices Act, for example, authorizes the attorney general to investigate and file civil actions against unfair methods of competition, unfair, unconscionable or deceptive trade practices, including false or misleading advertising, misleading franchise or business opportunities, fraudulent telemarketing, and pyramid schemes.</i></p>	<p><i>Pavyzdžiui, Floridos apgaulingos ir nesąžiningos veiklos aktas suteikia įgaliojimus valstijos generaliniam prokurorui tirti ir pateikti civilinius ieškinius prieš nesąžiningus konkurencijos veiksmus, nesąžiningus arba apgaulingus prekybos metodus, įskaitant neteisingą arba klaidinančią reklamą, klaidinančius privilegijų ar verslo galimybių siūlymus, apgaulingą tiesioginę rinkodarą telefonu ir piramidines sistemas.</i></p>
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DGT-TM

DGT-TM

In this case, even for a marketing specialist difficult to decide which translation variant to choose because all of them are easily understandable and common to the Lithuanian language. Therefore, in order to avoid a one-to-one translation, we propose several translation variants: *tiesioginė rinkodara telefonu* or *prekyba telefonu*.

Another economic term *informative advertising* in Marketing Textbook is translated by *informatyvioji reklama* (Kotler and Armstrong, 2003:665). Consider the definitions:

4.1.7 Translation of Major Marketing terms: *Business-to-Business Marketing*

Part 7 of the Marketing Textbook (*Business-to-Business Marketing*) discusses some differently translated business terms. All 54 selected economic terms of the Marketing Textbook are analyzed and listed in this thesis below (see Appendix 7).

As has been mentioned in the present thesis, the selection of differently translated equivalents sometimes can become a dilemma for a translator. The one-word term *franchise* in the Marketing Textbook was translated by *frančizė*. Consider:

(73) *Franchise is a contractual association between a manufacturer, wholesaler or service organization (a franchiser) and independent businesspeople (franchisees) who buy the right to own and operate one or more units in the franchise system.*

Kotler and Armstrong (2002:747)

Frančizė (franchise) tai sutartimi pagrįstas gamintojo, didmenininko arba paslaugas teikiančios organizacijos – frančizės davėjo – susivienijimas su nepriklausomais verslininkais – frančizės gavėjais, kurie nusiperka teisę valdyti vieną ar kelis frančizės sistemai priklausančius verslo vienetus.

Kotler and Armstrong (2003:742)

However, *franchise* is also translated by *verslo pirkimas* (CCL), e.g.:

If you are drawn to the idea of a franchise, because you are in a hurry, and you don't want to do any homework first, 'cause it's just too much trouble, you will deserve what you get, believe me.

CCL

Jeigu jus jau apėmusi verslo pirkimo idėja, bet skubate, nenorėdami pirmiau atlikti namų darbų, "nes tai tik sukelia per daug problemų", patikėkit manim, gausite, ko nusipelnę.

CCL

The two-word term *verslo pirkimas*, provided by CCL corpus, is accurate and clear enough. However, the one-word term *franchise* in many authoritative resources (ATŽ; TB; and DGT-TM) is translated by *frančizė*. Moreover, the one-word term is widely used by marketing specialists. Therefore, in this case, we suggest using the barbarism (*frančizė*) which is common to the Lithuanian language, instead of using the two-word equivalent (*verslo pirkimas*) which is not widely used.

Another one-word business term (*supermarkets*) in our term analysis has got five different translation variants. The business term *supermarkets* in the Marketing Textbook is translated by *prekybos centrai* (Kotler and Armstrong, 2003:752). Consider:

(74) *Supermarkets are large, low-cost, low-margin, high-volume, self-service stores that carry a wide variety of food, laundry and household products.*

Prekybos centrai (supermarkets) tai didelės parduotuvės, kurių veiklos sąnaudos ir antkainis neaukšti. Jose parduodama daug maisto produktų, skalbimo priemonių ir namų apyvokos reikmenų.

Supermarkets is also translated by *didelės universalinės parduotuvės* (LAKABKTŽ), *prekybos namai* (ETŽ), *supermarketai*, *savitarnos parduotuvės* (CCL). See the example:

*Experience usually dictates that these jobs will either be at places you like, for much less money than you want, or they will be at places you hate, for a lot more money (e.g., toll-booth collectors, check-out people at **supermarkets**, etc.).*

CCL

*Iš patirties galima pasakyti, kad tai bus arba mėgstamas darbas už daug mažesnę atlyginimą, nei jūs norėtumėte, arba toks, kurio nekenčiate, tačiau už didelius pinigus (pvz., darbas rinkliavų būdelėse arba **savitarnos parduotuvių** kontrolės punktuose).*

CCL

In our opinion, the translation of the term *supermarkets* by multi-word term *didelės universalinės parduotuvės* is not proper because the term is not short, thus, it is inconvenient to use. The word *savitarna* means *self-service*, therefore, the two-word term *savitarnos parduotuvės* is appropriate neither. In this case, we suggest using the two-word term *prekybos centrai*, which is common to Lithuanian, instead of using a barbarism (*supermarketai*).

When comparing the translated business terms in *Kotler's* and *Armstrong's* Marketing Textbook "Principles of Marketing" to their equivalents in dictionaries and corpora, a considerable amount of differently translated examples was found. In this case, we can claim that the business terms which have variety in translation are not fixed yet. All the terms the translation of which do not vary can be called as fixed ones. Having looked through all the translated business terms in the Marketing Textbook, we could present the percentage of all fixed terms (91), not fixed terms (96) and terms, the translation of which was not found (328) in any source (the statistics is presented in Figure 5).

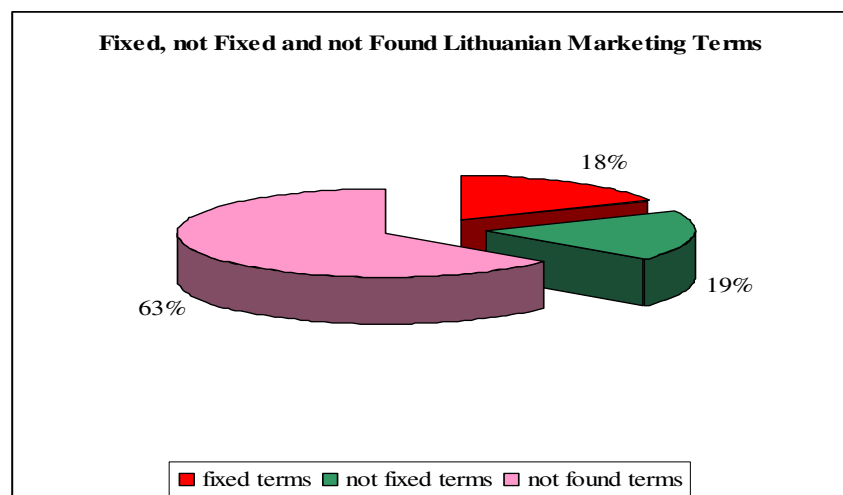


Figure 5. The translation of terms in *Ph. Kotler's* and *G. Armstrong's* "Principles of Marketing" compared to the terms in dictionaries and corpora

As figure above suggests, the translation of more than a half (63 per cent (328 economic terms) of all the selected terms was not found in any dictionary or corpora. Not fixed terms (96 marketing terms) comprise 19 per cent and fixed terms comprise 18 per cent (91 marketing terms) of all the selected business terms.

All in all, we can claim that Lithuanian marketing terminology is not fully structured yet. Although, a considerable amount of translated economic terms is included in the Marketing Textbook, the translation of such terms can not be found in any specialized dictionary. Moreover, translators of marketing terms still provide different translation variants, thus, that causes misunderstanding in the process of communication. However, the translators of the Marketing Textbook have recognized as well as understood all the economic terms and have found equivalent terms. As a result, no big translation mistakes have been noticed.

Moreover, having looked through all the translation methods the translators of the Marketing Textbook have used, we could present the percentage of all (515) translated business terms falling into certain translation method groups in the Figure 6 below:

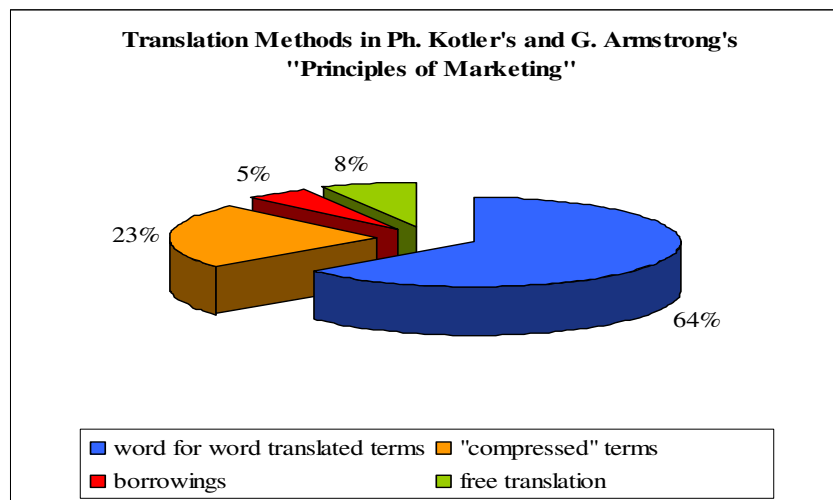


Figure 6. Translation methods in *Ph. Kotler's* and *G. Armstrong's* “Principles of Marketing”

As the figure suggests, more than a half of the analysed English business terms of the Marketing Textbook are translated word for word: 64 per cent (330 business terms). “Compressed” terms (23 per cent (121 business terms), free translation (8 per cent (39 business terms). Finally, there are only 25 borrowings found in the translated Marketing Textbook (in total 5 per cent).

CONCLUSIONS

Although the past decades have witnessed an increasing interest in theoretical and practical research in terminology, the variety in translation of English business terms into Lithuanian is still causing a number of difficulties for readers, foreign language learners, as well as translators and interpreters. The translation of some specific marketing terms causes a great number of problems for a translator. However, such business terms are not necessarily untranslatable. Actually, it is not as much the specific meaning the business terms carry, but rather different realia and phenomenon they denote. That is why the process of finding equivalents is rather subjective depending upon translator's knowledge and experience.

In the research of English economic terms we have paid a special attention to their types, differences and terms translation methods when translating them from English into Lithuanian. Having compared them on the semantic, structural and stylistic levels, and implemented the objectives of the study, we can draw the following conclusions:

1. The theoretical overview of the research revealed that combinability of words both grammatical and lexical is rather wide. However, there is a great number of special words or fixed collocations, called terms, with a strictly defined meaning within the language of people of a certain field of activity. The amount of terms, with the new realia and phenomena in daily life is constantly increasing. Therefore, such newly created word combinations, called neologisms often make specific problems for translators.
2. On the whole, translating economic terms is a very complicated matter. Although different translation methods may be engaged in term translation, a translator, whose main purpose is to reveal the correct message and preserve the style, often faces three main problems: the ability to recognize and interpret a business term correctly, difficulties when trying to convey various aspects of meaning of a business term and finding the closest natural equivalent.
3. The selected examples prove that the majority of business terms undergo stylistic or structural changes in the process of translating them from English into Lithuanian. Moreover, the statistical results show that there is a great variety in translation of marketing terms selected from the Marketing Textbook – 19 per cent of the terms which were selected from the Textbook were translated differently by the dictionaries and corpora. There are 63 per cent of the terms in the Marketing Textbook, the translation of which was not found in any dictionary. The group of translators (*Civilikaitė, Kunigonytė, Masilionis*) of the

Textbook, in most cases successfully translated the terms which are not found in any dictionary by creating the new Lithuanian marketing terms. Foreign business terms of English origin, often found in the dictionaries and corpora, were also successfully replaced in Lithuanian Marketing Textbook by already fixed ones or the new Lithuanian equivalents were created. However, in some cases, more accurate and convenient translation of borrowings and foreign words was found in the dictionaries and corpora. Therefore our research proved that Lithuanian marketing terminology is not fully structured yet.

4. Moreover, having analyzed the ways the selected business terms have been translated, we can claim that the group of translators of the Marketing Textbook employed the word for word translation method most frequently – 64 per cent (330) of all the selected terms were translated word for word. This fact is not surprising because this is the most common way to translate terms, for many of them contain specific component parts that are impossible or very difficult to translate into another language. “Compressed” terms comprise 23 per cent of all the selected examples. Therefore, we can claim that the translators have been professional enough using this method of translation instead of using borrowings, because borrowing is viewed as a bad feature of translation by some scholars. Free translation comprise only 8 per cent (39 business terms), therefore we can claim that this translation method is most complicated as finding similar terms in Lithuanian is very long and causes lots of problems. Only 5 per cent of all the terms were translated by borrowings. The examples selected from the Marketing Textbook were borrowed either directly from English language or the origin of borrowing was Latin or Greek. Such borrowings are widely used in Lithuanian as well and have already become the constituent part of the language.

SUMMARY

Magistro baigiamajame darbe nagrinėjami rinkodaros terminai ir jų vertimas į lietuvių kalbą. Rinkodaros terminai – tai žodžiai, ar pastovūs žodžių junginiai, turintis apibrėžtą reikšmę ir vartojami verslo žmonių veiklos srities kalboje. Darbo tikslas yra ištirti ar lietuviška rinkodaros terminija yra nusistovėjusi, ar joje išlieka daug terminų vertimo variacijų.

Atkūrus nepriklausomybę Lietuva perėjo į privataus kapitalo ir laisvosios rinkos ekonomiką. Verslo kontaktų užmezgimas su kitomis valstybėmis pareikalavo anglų kalbos ekonominės terminologijos tyrinėjimo, taip pat ir naujų šios srities anglų-lietuvių kalbų žodynų leidimo, bei naujai išleistų ir išverstų į lietuvių kalbą rinkodaros vadovėlių, naudojamų aukštosiose mokyklose. Tačiau leidžiant rinkodaros vadovėlius bei žodynus, kilo nemažai problemų: rinkodaros terminai buvo verčiami skirtingai, juos išversti buvo labai sunku arba neįmanoma, nes žodynuose tokių junginių nebuvo. Taigi, reikėjo kurti naujus žodžių junginius naujiems reiškiniams apibūdinti. Teorinėje darbo dalyje aptariami terminų sudarymo reikalavimai, o taip pat pasiūlomi įvairūs jų vertimo būdai. Vienas iš jų – pažodinis terminų vertimo būdas. Šis terminų vertimo būdas buvo labiausiai naudojamas vertėjų verčiant Ph. Kotlerio ir G. Armstrongo rinkodaros vadovėlį į lietuvių kalbą.

Empirinė darbo dalis pagrįsta rinkodaros terminų vertimu verslo vadovėlyje. Vėliau, šių terminų vertimas lyginamas su rinkodaros žodynuose ir tekstyнуose pateikiamais vertimo ekvivalentais. Lyginant verslo terminus, ypatingas dėmesys skiriamas rinkodaros terminų semantiniams dalykams, atsižvelgus į teorinėje dalyje terminams keliamus reikalavimus pasiūlomas mūsų nuomone tiksliausias ir patogiausias termino vertimo variantas. Jei lietuviškajame rinkodaros vadovėlyje pateiktas termino vertimas sutampa su žodynuose ir tekstyнуose pateikiamais ekvivalentais, tai terminas yra nusistovėjęs, tačiau jei žodynuose pateikiami keli skirtingi termino vertimo ekvivalentai, tai reiškia, kad terminas yra nenusistovėjęs. Tyrimo rezultatai patvirtina moksliniame darbe iškeltą hipotezę, kad rinkodaros terminai lietuviškajame rinkodaros vadovėlyje ir žodynuose bei tekstyнуose yra verčiami skirtingai.

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Appendix 1.

As has been mentioned above, 73 business terms were selected from Part 1 of the Marketing Textbook and all of them are analyzed below. The first column of the table below provides business terms found in Kotler's and Armstrong's Marketing Textbook, while the second provides the translated business terms of the Marketing textbook (marked in **bold**). The rest of the columns provide the translation variants of the business terms (marked in **bold**) found in the dictionaries and corpora. *Not found* is used for the marketing terms, the translation of which was not provided.

Part1. Marketing and the Marketing Process.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT- Translation Memory (DGT-TM) (EU corpus)	CCL (Donelaitis Corpus)
1. Marketing	rinkodara	rinkodara	marketingas; rinkodara; rinkotyra.	marketingas	marketingas	marketingas; rinkodara	rinkodara	rinkodara
2. Human need	Žmogaus poreikis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
3. Human want	Žmogaus noras	Not found	Not found	Not found	Not found	Not found	Not found	Not found
4. Demand	Paklausa	paklausa	paklausa	paklausa	paklausa	paklausa; poreikis	paklausa	paklausa
5. Product	Produktas	Not found	produktas	produktas	produktas	gaminys	produktas	produktas
6. Services	Paslaugos	paslaugos	paslaugos	Not found	paslaugos	paslaugos	paslaugos	paslaugos
7. Customer Value	Vertė vartotojui	Not found	Not found	Not found	Not found	Not found	Not found	Not found
8. Customer Satisfaction	Vartotojo pasitenkinimas	Not found	Not found	Not found	Not found	Not found	vartotojo pasitenkinimas	Not found
9. Total Quality Management	Visuotinė kokybės vadyba (VKV)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
10. Exchange	Mainai	Mainai; prekyba	mainai	birža	mainai	mainai	keitimas; mainai	keitimas; mainai
11. Transaction	Sandoris	sandoris	sandoris	transakcija	Not found	transakcija	Sandoris	sandoris
12. Relationship	Ryšų rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Marketing								
13. Market	Rinka	rinka	rinka	rinka	rinka	rinka	rinka	rinka
14. Marketing Management	Rinkodaros vadyba	Not found	Not found	Not found	Not found	Not found	Prekybos valdymas	Not found
15. Demarketing	Antirinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
16. Production Concept	Gamybos koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
17. Product Concept	Produkto koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
18. Selling Concept	Pardavimo koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
19. Marketing Concept	Rinkodaros koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
20. Societal Marketing Concept	Socialinės rinkodaros koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
21. Internet	Internetas	Not found	Not found	Not found	Not found	Internetas	Internetas	Internetas
22. Consumerism	Vartotojų teisių gynimas	Not found	Vartotojų interesų gynimas	Vartotojų teisių gynimas	Not found	Vartotojų interesų gynimas	Not found	Not found
23. Environmentalism	Ekologinis sąjūdis	Not found	Not found	Not found	Not found	Not found	Not found	Aplinkosaugos judėjimas
24. Environmental sustainability	aplinkosauga	Not found	Not found	Not found	Not found	Not found	Aplinkosauginis subalansuotumas; ekologinis tvarumas	Not found
25. Enlightened marketing	Toliaregiškoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
26. Consumer-oriented marketing	Į klientą orientuota rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
27. Innovative marketing	Novatoriškoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
28. Value marketing	Vertės rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

29. Sense-of-mission marketing	Suvokiamos misijos rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
30. Societal marketing	Socialinė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
31. Desirable products	Paklausieji produktai	Not found	Not found	Not found	Not found	Not found	Pageidaujami produktai	Not found
32. Pleasing products	Malonumo produktai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
33. Salutory products	Naudingieji produktai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
34. Deficient products	Nepaklausieji produktai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
35. Annual plan	Metinis planas	Not found	Not found	Not found	Not found	Metinis planas	Not found	Not found
36. Long-range plan	Perspektyvinis planas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
37. Strategic plan	Strateginis planas	Not found	Not found	Not found	Not found	Not found	Strateginis planas	Not found
38. Mission statement	Misijos apibrėžimas	Not found	Not found	Not found	Not found	veiklos pagrindų paskelbimas	Misijos aprašymas; misijos apibūdinimas	Not found
39. External audit	Išorinis auditas	Not found	Nepriklausomas auditas	Not found	Not found	Nepriklausomas auditas	Išorės auditas	Not found
40. Internal audit	Vidinis auditas	Not found	Not found	Not found	Not found	Vidaus auditas	Vidaus auditas	Not found
41. Balance sheet	Balansinė ataskaita	Balansas; balansinė sąskaita	Balansinė ataskaita	Not found	Balansinė ataskaita	Balansinė ataskaita	balansas	Not found
42. Operating statement	Veiklos ataskaita	Not found	Veiklos ataskaita	Not found	Not found	ataskaita apie ūkinės veiklos rezultatus	Not found	Not found
43. SWOT analysis	SWOT analizė	Not found	Not found	Not found	Not found	Not found	SWOT analizė	Not found
44. Critical success factors	Svarbiausi sėkmės veiksniai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
45. Business portfolio	Verslo portfelis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
46. Portfolio	Portfelio analizė	Not found	Not found	Not found	Not found	Not found	Portfelio	Not found

analysis							analizė	
47. Strategic business unit (SBU)	Strateginis verslo vienetas (SVV)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
48. “stars”	„žvaigždės“	Not found	Not found	Not found	Not found	Not found	žvaigždutės	Not found
49. “Cash cows”	Melžiamosios karvės	Not found	Aukšto likvidumo bendrovės	Not found	Not found	Not found	Not found	Not found
50. Question marks	klaustukai	Not found	Not found	Not found	Not found	Not found	klaustukai	Not found
51. “Dogs”	šunys	Not found	mažai pelninga produkcija	Not found	Not found	mažai pelninga produkcija	Not found	Not found
52. Marketing process	Rinkodaros procesas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
53. marketing strategy	Rinkodaros strategija	Not found	Not found	Not found	Not found	Not found	Gamybos planas	Not found
54. market segmentation	Rinkos segmentavimas	Not found	Rinkos skaidymas	Not found	Rinkos skaidymas	Not found	Rinkos segmentacija	Not found
55. market segment	Rinkos segmentas	Not found	Not found	Not found	Not found	Not found	Rinkos segmentas	Not found
56. market targeting	Tikslinių rinkų atranka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
57. product position	Prekės pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
58. product positioning	Prekės pozicionavimas rinkoje	Not found	Not found	Not found	Not found	Not found	Not found	Not found
59. market leader	Rinkos lyderė	Not found	Not found	Not found	Not found	Not found	Rinkos lyderis	Not found
60. market challenger	Pretendentė į rinkos lyderes	Not found	Not found	Not found	Not found	Not found	Not found	Not found
61. market follower	Rinkos sekėja	Not found	Not found	Not found	Not found	Not found	Not found	Not found
62. market nicher	Rinkos nišos užpildytoja	Not found	Not found	Not found	Not found	Not found	Not found	Not found
63. marketing mix	Rinkodaros kompleksas	Not found	Rinkodaros kompleksas; mišrusis marketingas;	Mix marketingas; marketingo kompleksas	Marketingo sandara	Not found	Not found	Not found

			rinkos sandara; mišrioji rinkodara					
64. price	kaina	kaina	kaina	kaina	kaina	kaina	kaina	kaina
65. place	pateikimas	Not found	Not found	Not found	Not found	Not found	pateikimas	pateikimas
66. promotion	rėmimas	Not found	Reklama; skatinimas	Stimuliavimas; skatinimas	Stimuliavimas	Not found	Skatinimas; reklamavimas; reklama	Not found
67. marketing audit	Rinkodaros auditas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
68. current marketing situation	Dabartinė rinkodaros situacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
69. marketing implementation	Rinkodaros vykdymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
70. marketing control	Rinkodaros kontrolė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
71. operating control	Operatyvinė kontrolė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
72. strategic control	Strateginė kontrolė	Not found	Not found	Not found	Not found	Not found	Strateginė kontrolė	Not found
73. decision-and-reward system	Sprendimo priėmimo ir skatinimo sistemos	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 2.

Part 2 of the Marketing Textbook contains 144 business terms.

Part 2. The Marketing Setting.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
74. Marketing environment	Rinkodaros aplinka	Not found	realizavimo sąlygos	Not found	Not found	realizavimo sąlygos	Not found	Not found
75. Microenvironment	mikroaplinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
76. Macroenvironment	makroaplinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
77. suppliers	tiekėjai	Not found	Tiekėjai	Not found	tiekėjai	tiekėjai	Tiekėjai	tiekėjai
78. Marketing intermediaries	Rinkodaros tarpininkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
79. resellers	perpardavėjai	Not found	Not found	Not found	Not found	Not found	perpardavėjai	Not found
80. Physical distribution firms	Prekių paskirstymo įmonės	Not found	Not found	Not found	Not found	Not found	Not found	Not found
81. Marketing services agencies	Rinkodaros paslaugų agentūros	Not found	Not found	Not found	Not found	Not found	Not found	Not found
82. Financial intermediaries	Finansiniai tarpininkai	Finansiniai tarpininkai	Finansiniai tarpininkai	Not found	Finansų tarpininkai	Finansiniai tarpininkai	Finansiniai tarpininkai	Not found
83. public	Kontaktinės auditorijos	Not found	Not found	Not found	Not found	Viešasis; visiems skirtas	Viešasis	Not found
84. demography	demografija	demografija	Not found	Not found	demografija	demografija	demografija	Not found
85. Economic environment	Ekonominė aplinka	Not found	Not found	Not found	Not found	Not found	Ekonominė aplinka	Not found
86. Engel's law	Engelio dėsniai	Engelio desnis	Not found	Not found	Engelio desnis	Not found	Not found	Not found
87. Natural environment	Gamtinė aplinka	Not found	Not found	Not found	Not found	Not found	Natūrali aplinka	Not found

88. Technological environment	Technologinė aplinka	Not found	Not found	Not found	Not found	Not found	Technologinė aplinka	Not found
89. Political environment	Politinė aplinka	Not found	Not found	Not found	Not found	Not found	Politinė aplinka	Not found
90. Cultural environment	Kultūrinė aplinka	Not found	Not found	Not found	Not found	Not found	Kultūrinė aplinka	Not found
91. Environmental management perspective	Aktyvus poveikis aplinkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
92. Global industry	Pasaulinė pramonė	Not found	Not found	Not found	Not found	Not found	Pasaulinė pramonė	Not found
93. Global firm	Tarptautinė bendrovė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
94. Global marketing	Tarptautinė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
95. Tariff	tarifas	Muitas	tarifas	Not found	tarifas	tarifas	Tarifas	Tarifas
96. quota	kvota	Kvota	kvota	kvota	kvota	kvota	kvota	kvota
97. embargo	embargas	Not found	embargas	embargo	embargas	Draudimas; embargas; uždraudimas	embargas	Not found
98. Exchange controls	Valiutų kontrolė	Valiutinių sandorių kontrolė	Not found	Not found	Valiutos kontrolė	Not found	Valiutos kontrolė	Not found
99. Non-tariff trade barriers	Nepiniginiai prekybos apribojimai	Not found	Not found	Not found	Not found	Not found	Netarifinės prekybos kliūtys	Not found
100. countertrade	Kompensacinė prekyba	Priešpriešinė prekyba	Priešpriešinė prekyba	Not found	Priešingoji prekyba	Priešpriešinė prekyba	Priešpriešinė prekyba	Not found
101. culture	kultūra	Not found	Not found	Not found	Not found	kultūra	kultūra	kultūra
102. Joint venturing	Bendroji įmonė	mišrioji/mišraus kapitalo bendrovė	bendroji įmonė	bendra įmonė	Bendroji įmonė	Not found	Not found	Not found
103. licensing	Licencijos išdavimas	Not found	licencijos suteikimas	Not found	Not found	duoti licencija	licencijos išdavimas	licencijavimas
104. Contract manufacturing	Gamyba pagal sutartį	Not found	Not found	Not found	Not found	Not found	Not found	Not found
105. Management	Vadovavimas	vadyba;	Not found	Not found	Not found	Not found	Not found	Not found

contracting	pagal sutartį	vadovavimas						
106. Joint ownership	Bendroji nuosavybė	Not found	Not found	Not found	Not found	bendroji nuosavybė	bendros nuosavybės teisė	Not found
107. Direct investment	Tiesioginės investicijos	Not found	Tiesioginės investicijos	Not found	Tiesioginės investicijos	Tiesioginės investicijos	Tiesioginės investicijos	Not found
108. Standardized marketing mix	Standartinis rinkodaros kompleksas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
109. Adapted marketing mix	Adaptuotas (pritaikytas) rinkodaros kompleksas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
110. Straight product extension	Neadaptuoto produkto pateikimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
111. Product adaptation	Produkto adaptavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
112. Product invention	Produkto kūrimas užsieniui	Not found	Not found	Not found	Not found	Not found	Not found	Not found
113. Communication adaptation	Komunikacijos adaptavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
114. Export department	Eksporto skyrius	Not found	Not found	Not found	Not found	Not found	Not found	Not found
115. International division	Tarptautinis padalinys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
116. Global organization	Pasaulinė organizacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
117. Consumer buying behaviour	Pirkėjo elgsena	Not found	Not found	Not found	Not found	Not found	Not found	Not found
118. Consumer market	Vartotojų rinka	Not found	Not found	vartotojų rinka	Not found	Not found	vartotojų rinka	Not found
119. subculture	subkultūra	Not found	Not found	Not found	Not found	subkultūra	subkultūra	Not found
120. Social classes	Socialinės klasės	Not found	Not found	Not found	Not found	Not found	Not found	Not found
121. Membership	Priklausomosios	Not found	Not found	Not found	Not found	Not found	Not found	Not found

groups	grupės							
122. Reference groups	Įtakos grupės	Not found	Not found	Not found	Not found	Not found	Etaloninės grupės	Not found
123. Aspirational group	Siekiamoji grupė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
124. Decision-making unit, DMU	Sprendėjų branduolys	Not found	Not found	Not found	Not found	Not found	Sprendimų priėmimo vienetas	Not found
125. initiator	iniciatorius	Not found	Not found	Not found	Not found	Iniciatorius; pradininkas	Iniciatorius	iniciatorius
126. influencer	Įtakingasis asmuo	Not found	Not found	Not found	Not found	Not found	Not found	Not found
127. decider	sprendėjas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
128. buyer	pirkėjas	Not found	pirkėjas	pirkėjas	pirkėjas	pirkėjas	Pirkėjas	pirkėjas
129. user	naudotojas	Not found	naudotojas	Not found	Not found	naudotojas	naudotojas	naudotojas
130. role	vaidmuo	Not found	Not found	Not found	Not found	Not found	vaidmuo	vaidmuo
131. status	Visuomeninis statusas	Not found	Visuomeninis statusas	Not found	Not found	Visuomeninis statusas	statusas	statusas
132. Family life cycle	Šeimos ciklas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
133. lifestyle	Gyvenimo būdas	Not found	Not found	Not found	Not found	gyvenimo būdas; gyvensena	gyvenimo būdas	gyvenimo būdas
134. psychographics	psichografija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
135. personality	asmenybė	Not found	Not found	Not found	Not found	asmenybė	asmenybė	asmenybė
136. Self-concept	savimonė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
137. Motive (drive)	Motyvas (paskata)	Not found	Not found	Not found	Not found	motyvas	Not found	motyvas
138. perception	suvokimas	Not found	Not found	Not found	Not found	suvokimas	Suvokimas; supratimas	suvokimas
139. Selective attention	Atrankinis dėmesys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
140. Selective distortion	Individualusis suvokimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
141. Selective retention	Atrankinis informacijos	Not found	Not found	Not found	Not found	Not found	Not found	Not found

	išsaugojimas							
142. learning	patirtis	Patirtis; mokymasis	Not found	Not found	Not found	Not found	mokymasis	mokymasis
143. belief	nuostata	Not found	Not found	Not found	Not found	Not found	Not found	įsitikinimas
144. attitude	nuomonė	Not found	Not found	Not found	Not found	nuostata	Požūris; nuostata	Not found
145. Complex buying behaviour	Aktyvioji pirkėjo elgsena	Not found	Not found	Not found	Not found	Not found	Not found	Not found
146. Dissonance-reducing buying behaviour	Neužtikrinta pirkėjo elgsena	Not found	Not found	Not found	Not found	Not found	Not found	Not found
147. Habitual buying behaviour	Pasyvioji pirkėjo elgsena	Not found	Not found	Not found	Not found	Not found	Not found	Not found
148. Variety-seeking buying behaviour	Įvairovės siekianti pirkėjo elgsena	Not found	Not found	Not found	Not found	Not found	Not found	Not found
149. Need recognition	Poreikio atsiradimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
150. Information search	Informacijos paieška	Not found	Not found	Not found	Not found	Not found	Not found	Not found
151. Alternative evaluation	Alternatyvų įvertinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
152. Brand image	Prekės ženklo įvaizdis	Not found	Not found	Firminės prekės įvaizdis	Not found	Not found	Prekės ženklo įvaizdis	Not found
153. Purchase decision	Sprendimas pirkti	Not found	Not found	Not found	Not found	Not found	Apsisprendimas pirkti	Not found
154. Postpurchase behaviour	Vartotojo elgsena įsigijus prekę	Not found	Not found	Not found	Not found	Not found	Not found	Not found
155. Cognitive dissonance	nepasitenkinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
156. New product	Naujasis produktas	Not found	Not found	Not found	Not found	Not found	Naujas produktas	Not found
157. Adoption process	Apsisprendimo procesas	Not found	Not found	Not found	Not found	Not found	Priėmimo procesas	Not found
158. Adoption	apsisprendimas	Not found	Not found	Not found	Not found	priėmimas	priėmimas	priėmimas
159. Opinion	Nuomonių	Not found	Not found	Not found	Not found	Not found	Nuomonės	Not found

leaders	lyderiai						formuotojai	
160. Personal influence	Asmeninė įtaka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
161. Business market	Verslo rinka	Not found	Not found	Not found	Not found	Not found	Įmonių rinka	Not found
162. Business buying process	Verslo įmonių sprendimo pirkti procesas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
163. Straight rebuy	Pastovusis pirkimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
164. Modified rebuy	Modifikuotasis pirkimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
165. New task	Naujasis pirkimas	Not found	Not found	Not found	Not found	Not found	Naujos užduotys; nauji uždaviniai	Not found
166. Systems buying	Kompleksinis pirkimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
167. Buying centre	Pirkimų centras	Not found	Not found	Not found	Not found	Not found	Not found	Not found
168. “gatekeepers”	durininkai	Not found	Not found	Not found	Not found	Not found	tarpininkai	sargybiniai
169. Problem recognition	Problemos nustatymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
170. General need description	Poreikių apibūdinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
171. Product specification	Produkto specifikacija	Not found	Not found	Not found	Not found	Not found	Produkto specifikacija	Not found
172. Value analysis	Vertės analizė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
173. Supplier search	Tiekėjų paieška	Not found	Not found	Not found	Not found	Not found	Not found	Not found
174. Proposal solicitation	Pasiūlymų prašymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
175. Supplier selection	Tiekėjų atranka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
176. Order-routine specification	Užsakymo pateikimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
177. Performance review	Tiekėjo darbo įvertinimas	Not found	Not found	Not found	Not found	Not found	veiklos rezultatų	Not found

							apžvalga	
178. Electronic data interchange, EDI	Elektroninis duomenų perdavimas	Not found	Elektroninis apskeitimas duomenimis	Not found	Not found	Elektroninis apskeitimas duomenimis	keitimasis elektroniais duomenimis	Not found
179. Internet exchange	Interneto birža	Not found	Not found	Not found	Not found	Not found	Not found	Not found
180. Institutional markets	Institucijų rinkos	Not found	Not found	Not found	Not found	Not found	Not found	Not found
181. Government market	Valstybinių įmonių rinkos	Not found	Not found	Not found	Not found	Not found	Not found	Not found
182. Marketing information system, MIS	Rinkodaros informacijos sistema	Not found	Not found	Not found	Not found	Not found	Not found	Not found
183. Internal records information	Bendrovės vidaus informacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
184. Marketing intelligence	Rinkodaros žvalgybos informacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
185. Competitor intelligence	Konkurento pažinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
186. Marketing research	Rinkodaros tyrimai	Not found	Not found	Not found	Not found	Not found	Rinkodaros tyrimai	Not found
187. Exploratory research	Pirminis tyrimas	Not found	Not found	Not found	Not found	Not found	Moksliniai tyrimai	Not found
188. Descriptive research	Apibūdinamasis tyrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
189. Causal research	Priežastinis tyrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
190. Secondary data	Antriniai duomenys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
191. Primary data	Pirminiai duomenys	Not found	Not found	Not found	Not found	Not found	Pirminiai duomenys	Not found
192. Qualitative research	Kokybinis tyrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
193. Quantitative research	Kiekybinis tyrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found

194. Observational research	stebėjimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
195. Single-source data systems	Vieno šaltinio duomenų sistema	Not found	Not found	Not found	Not found	Not found	Not found	Not found
196. Survey research	apklausa	Not found	Not found	Not found	Not found	Not found	Not found	Not found
197. Experimental research	Eksperimentinis tyrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
198. Focus group	Tikslinė grupė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
199. sample	intis	intis	intis	Not found	intis	intis	intis	Not found
200. Closed-end question	Uždarieji klausimai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
201. Open-end question	Atvirieji klausimai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
202. industry	Pramonės šaka	Pramonė; pramonės šaka	pramonė	Not found	Pramonės šaka	Pramonės šaka; pramonė	pramonė	pramonė
203. Potential market	Potencialioji rinka	Not found	Not found	Not found	Not found	Not found	Potencialioji rinka	Not found
204. Available market	Realioji rinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
205. Qualified available market	Informuoti rinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
206. Served market; target market	Tikslinė rinka	Not found	Not found	Not found	Not found	Not found	Tikslinė rinka	Not found
207. Penetrated market	Užimtoji rinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
208. Total market demand	Bendroji rinkos paklausa	Not found	Not found	Not found	Not found	Not found	Not found	Not found
209. Primary demand	Pirminė paklausa	Not found	Not found	Not found	Not found	Not found	Not found	Not found
210. Selective demand	Atrankinė paklausa	Not found	Not found	Not found	Not found	Not found	Not found	Not found
211. forecasting	prognozė	Not found	numatymas	Not found	prognozės	prognozavimas	prognozavimas	Not found

212. Time-series analysis	Laiko kintamųjų eilučių analizė	Not found	Not found	Not found	kintamųjų eilučių analizė	Not found	Not found	Not found
213. Trend	tendencija	Trendas; nuonešis	Not found	Not found	Not found	Tendencija; trendas	Tendencijos	tendencijos
214. cycle	ciklas	Ciklas	Not found	Not found	Not found	ciklas	ciklas	ciklas
215. seasonality	sezoniškumas	Not found	Not found	Not found	Not found	Not found	sezoniškumas	Not found
216. Leading indicators	Pralenkiantieji rodykliai	Not found	Not found	Not found	Pirminiai rodykliai	Not found	Not found	Not found
217. Statistical demand analysis	Statistinė paklausos analizė	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 3.

Part 3 of the Marketing Textbook contains 61 selected business terms

Part 3. Core Strategy.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
218. Target marketing	Tikslinė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
219. Market positioning	Prekės pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
220. Mass marketing	Masinė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
221. Segment marketing	Segmentų rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
222. Niche marketing	Nišų rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
223. micromarketing	mikrorinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
224. Individual marketing	Individualioji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
225. Mass customization	Masinis prekės pritaikymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
226. Geographic segmentation	Rinkos segmentavimas pagal geografinį kriterijų	Not found	Not found	Not found	Not found	Not found	Not found	Not found
227. Demographic segmentation	Rinkos segmentavimas pagal demografinį kriterijų	Not found	Not found	Not found	Not found	Not found	Not found	Not found
228. life-cycle	segmentavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found

segmentation	pagal gyvenimo ciklo etapus							
229. Ethnic segmentation	Etninis segmentavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
230. Gender segmentation	segmentavimas pagal lytį	Not found	Not found	Not found	Not found	Not found	Not found	Not found
231. geodemographics	geodemografija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
232. Psychographic segmentation	Psichografinis segmentavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
233. Behavioural segmentation	segmentavimas pagal vartotojų elgseną	Not found	Not found	Not found	Not found	Not found	Not found	Not found
234. Occasion segmentation	segmentavimas pagal dingstis vartoti prekę	Not found	Not found	Not found	Not found	Not found	Not found	Not found
235. Benefit segmentation	segmentavimas pagal ieškoma naudą	Not found	Not found	Not found	Not found	Not found	Not found	Not found
236. Buyer-readiness stages	Pasirengimo pirkti etapai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
237. measurability	Galimybė išmatuoti	Not found	Not found	Not found	Not found	Not found	Not found	Not found
238. accessibility	prieinamumas	Not found	prieinamumas	Not found	Not found	Prieinamumas	prieinamumas	prieinamumas
239. substantiality	vertingumas	Not found	Not found	Not found	Not found	Not found	Esmingumas	Not found
240. actionability	veiksmingumas	Not found	Not found	Not found	Not found	Not found	Tinkamumas	Not found
241. Undifferentiated marketing	Nediferencijuotoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
242. differentiated marketing	diferencijuotoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
243. Concentrated marketing	Koncentruotoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
244. Core strategy	Pagrindinė strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
245. Competitive advantage	Konkurentinis pranašumas	Not found	Not found	Not found	Not found	Not found	Konkurentinis pranašumas	Not found

246. Volume industry	Didelio išskirtinumo pramonės šaka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
247. Stalemate industry	Riboto išskirtinumo pramonės šaka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
248. Fragmented industry	Mažo išskirtinumo pramonės šaka	Not found	Not found	Not found	Not found	Not found	Fragmentuota pramonė	Not found
249. Specialized industry	Specializuota pramonės šaka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
250. Value positioning	Pozicionavimas pagal vertę	Not found	Not found	Not found	Not found	Not found	Not found	Not found
251. Perceptual maps	Suvokimo žemėlapis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
252. Unique selling proposition, USP	Išskirtinis pardavimo pasiūlymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
253. Emotional selling proposition	Emocinis pardavimo aspektas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
254. Underpositioning	Paviršutiniškasis pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
255. Overpositioning	Neišsamusis pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
256. Confused positioning	Klaidinamasis pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
257. Implausible positioning	Neadekvatusis pozicionavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
258. Customer-centered company	Į vartotoją orientuota bendrovė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
259. Customer delivered value	Vartotojui teikiama vertė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
260. Total customer value	Bendroji vertė vartotojui	Not found	Not found	Not found	Not found	Not found	Not found	Not found
261. Total customer	Bendrosios	Not found	Not found	Not found	Not found	Not found	Not found	Not found

cost	vardotojo sąnaudos							
262. Value chain	Vertės grandinė	Not found	Not found	Not found	Not found	Not found	Vertės grandinė	Not found
263. customer value delivery system	Vertės vartotojui teikimo sistema	Not found	Not found	Not found	Not found	Not found	Not found	Not found
264. quality	kokybė	Not found	kokybė	Not found	Not found	kokybė	Kokybė	kokybė
265. Profitable customer	Pelno davėjas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
266. Customer lifetime value	Ilgalaikė vartotojo vertė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
267. Relationship marketing	Ryšių rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
268. Customer relationship management (CRM) systems	Ryšių su vartotojais vadybos sistemos	Not found	Not found	Not found	Not found	Not found	Not found	Not found
269. Competitor analysis	Konkurentų analizė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
270. Competitive strategies	Konkurencinės strategijos	Not found	Not found	Not found	Not found	Not found	Not found	Not found
271. strategic group	Strateginė grupė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
272. benchmarking	lygiavimasis	Not found	Not found	Not found	Not found	Not found	Gairių nustatymas	Not found
273. Customer value analysis	Vertės vartotojui analizė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
274. externalities	Išorinės jėgos	Išoriniai padariniai	Not found	Not found	Išorinis poveikis	Išoriniai veiksniai; išorės veiksniai	Poveikis	Not found
275. Multiple niching	Daugianišė strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
276. Competitor-centred company	Į konkurentus orientuota bendrovė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
277. Customer-	Į vartotojus	Not found	Not found	Not found	Not found	Not found	Not found	Not found

centred company	orientuota bendrovė							
278. market-centred company	Į rinką orientuota bendrovė	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 4.

There are 65 selected business terms in Part 4 of the Marketing Textbook.

Part 4. *Product.*

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
279. Core product	Produkto esmė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
280. Actual product	Produkto visuma	Not found	Not found	Not found	Not found	Not found	Faktinė produkcija; parduodami produktai	Not found
281. Augmented product	Papildoma nauda	Not found	Not found	Not found	Not found	Not found	Not found	Not found
282. Non-durable product	Trumpalaikio vartojimo produktas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
283. durable product	Ilgalaikio vartojimo produktas	Not found	Not found	Not found	Not found	Not found	Patvarusis produktas	Not found
284. Consumer product	Vartojamasis produktas	Not found	Not found	Not found	Not found	Not found	Vartojimo prekė	Not found
285. Convenience product	Būtinasis produktas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
286. Shopping product	Vertingas produktas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
287. Speciality product	Išskirtinis produktas	Not found	Not found	Not found	Not found	Not found	Specialus produktas	Not found
288. Unsought product	Neieškomas produktas	Not found	Nepaklausus produktas	Not found	Not found	Nepaklausus produktas	Not found	Not found
289. Industrial product	Pramonės produktas	Not found	Not found	Not found	Not found	Pramonės gaminys	Pramonės gaminys	Not found
290. Materials and parts	Medžiagos ir detalės	Not found	Not found	Not found	Not found	Not found	Medžiagos ir dalys	Not found

291. Capital items	Kapitaliniai įrengimai	Not found	Not found	Not found	Not found	Not found	Gamybos priemonės	Not found
292. Supplies and services	Pagalbinės priemonės ir paslaugos	Not found	Not found	Not found	Not found	Not found	Prekės ir paslaugos	Not found
293. Product quality	Produkto kokybė	Not found	Not found	Not found	Not found	Not found	Produkto kokybė	Not found
294. brand	Prekės ženklas	Not found	Not found	Not found	Not found	Firmos etikete; firmos ženklas	Prekės ženklas	Prekės ženklas
295. brand equity	Prekės ženklo vertė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
296. Manufacturer's brand (national brand)	Gamintojo prekės ženklas (nacionalinis ženklas)	Not found	Not found	Not found	Not found	Fabriko ženklas; gamintojo ženklas	Not found	Not found
297. Private brand (middleman, distributor or store brand)	Privatus prekės ženklas (rinkos tarpininko, skirstytojo arba mažmenininko)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
298. Licensed brand	Licencinis prekės ženklas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
299. Co-brand	Bendras prekės ženklas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
300. Corporate brand licensing	Bendrovės prekės ženklo licencija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
301. Line extension	Prekių grupės išplėtimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
302. Brand extension	prekės ženklo naudojimo išplėtimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
303. Multibrand strategy	Skirtingų prekės ženklų strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
304. Range branding strategy	Skirtingų prekės pavadinimų strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
305. Corporate	Gamintojo prekės	Not found	Not found	Not found	Not found	Not found	Not found	Not found

brand strategy	ženklų strategija							
306. Company and individual brand strategy	Dvigubo prekės pavadinimo strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
307. packaging	pakuotės	Not found	Not found	Not found	Not found	Įpakuotas kroviny	Pakuotė	pakuotės
308. Packaging concept	Įpakavimo koncepcija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
309. Product-support services	Papildomos paslaugos	Not found	Not found	Not found	Not found	Not found	Not found	Not found
310. Product line	Prekių grupė	Not found	Not found	Not found	Not found	Not found	Produkto linijos	Not found
311. Product line stretching	Prekių grupės padidėjimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
312. Product line filling	Prekių grupės papildymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
313. Product mix (product assortment)	Prekių asortimentas	Not found	Produkcijos rinkinys	Not found	Produkcijos rinkinys	Produkcijos rinkinys	Produktų asortimentas	Not found
314. invention	išradimas	Not found	Not found	Not found	išradimas	Išradimas	išradimas	išradimas
315. innovation	naujovė	inovacija	Inovacija; naujovė	naujovė	racionalizacija	inovacija	Naujovė	naujovė
316. New-product development	Naujo produkto sukūrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
317. Product innovation charter (PIC)	Naujo produkto apibūdinimas (NPA)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
318. Idea generation	Idėjų paieška	Not found	Not found	Not found	Not found	Not found	Not found	Not found
319. Idea screening	Idėjų atranka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
320. Product idea	Produkto idėja	Not found	Not found	Not found	Not found	Not found	Not found	Not found
321. Product image	Produkto įvaizdis	Not found	Not found	Not found	Not found	Not found	Produkto įvaizdis	Not found
322. Concept testing	Koncepcijos tikrinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
323. Marketing strategy statement	Rinkodaros strategijos	Not found	Not found	Not found	Not found	Not found	Not found	Not found

	santrauka							
324. Business analysis	Verslo analizė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
325. Product development	produkto kūrimas	Not found	Not found	Not found	Not found	Not found	Gaminio ruošimas	Not found
326. Test marketing	Bandomoji rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
327. commercialisation	Produkto parengimas rinkai	Not found	Not found	Not found	Not found	Not found	Komercinimas	suprekinimas
328. Sequential product development	Nuoseklusis produkto kūrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
329. Simultaneous product development	Lygiagretusis produkto kūrimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
330. Product life cycle (PLC)	Produkto gyvavimo ciklas	Not found	gaminio/prekės gyvavimo ciklas; gaminio ilgaamžiškumas	gaminio gyvavimo ciklas	produkto gyvavimo ciklas	gaminio ilgaamžiškumas	produkto buvimo ciklas	Not found
331. style	stilius	Not found	Not found	Not found	Not found	stilius	stilius	stilius
332. fashion	mada	Not found	Not found	Not found	Not found	mada	mada	Not found
333. fads	Vienadienė mada	Not found	Not found	Not found	Not found	susizavėjimas	Not found	Not found
334. Introduction stage	Pateikimo rinkai etapas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
335. Growth stage	Augimo etapas	Not found	Not found	Not found	Not found	Not found	augimo stadija	Not found
336. Maturity stage	Brandos etapas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
337. Decline stage	Nykimo etapas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
338. Service intangibility	Paslaugos nematerialumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
339. Service inseparability	Paslaugos neatsiejamumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
340. Service variability	Kokybės nepastovumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
341. Service perishability	Paslaugos trumpalaikiškumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found

	s							
342. Internal marketing	Vidaus rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
343. Interactive marketing	Dialoginė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 5.

Part 5 of the Marketing Textbook contains the smallest amount (45) of selected marketing terms.

Part 5. Price.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
344. Target costing	Sąnaudų planavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
345. Fixed costs	Pastoviosios sąnaudos	Pastovieji kaštai	Pastovieji kaštai; pastoviosios išlaidos	Not found	Nustatytosios išlaidos	Nustatytos išlaidos; pastovios išlaidos	Nustatytos išlaidos	Not found
346. Variable costs	Kintamosios sąnaudos	Kintamieji kaštai	Kintamieji kaštai; Kintamosios išlaidos	Kintamosios išlaidos	Kintamosios išlaidos	Kintamosios išlaidos	Įvairios išlaidos	Not found
347. Total costs	Bendrosios sąnaudos	Bendrieji kaštai	Bendrieji kaštai; Bendrosios išlaidos	Bendrieji kaštai	Bendrosios išlaidos	Bendrosios sąnaudos; bendrieji kaštai	Bendra kaina; bendros išlaidos 1	Not found
348. Experience curve (learning curve)	Patirties kreivė	Not found	Kvalifikacijos įgijimo kreivė	Not found	Kvalifikacijos įgijimo kreivė	Not found	Not found	Not found
349. Pure competition	Tobuloji konkurencija	Grynoji konkurencija	Not found	Not found	Not found	Grynoji konkurencija	Not found	Not found
350. Monopolistic competition	Monopolinė konkurencija	Not found	Monopolinė konkurencija	Not found	Not found	Monopolinė konkurencija	Not found	Not found
351. Oligopolistic competition	Oligopolinė konkurencija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
352. Pure monopoly	Grynoji monopolija	Not found	Not found	Not found	Not found	Not found	Grynoji monopolija	Not found
353. Price elasticity	Kainos	Not found	Not found	Not found	Not found	Not found	Kainos	Not found

	elastingumas						elastingumas	
354. Net profit	Grynasis pelnas	Grynasis pelnas	Grynasis pelnas	Grynasis pelnas	Grynasis pelnas	Grynasis pelnas	Grynasis pelnas	Not found
355. Cost-plus pricing	Sąnaudų ir antkainio metodas	Kaštų priedo kainodara	Kainodaros “vidutiniai kaštai plus pelnas”	Not found	Kainų nustatymas pagal vidutines išlaidas ir pelną	„sąnaudos plus priedas“	Not found	Not found
356. Mark-up/mark-down	Prekybos antkainis/nuolaida	Not found	Antkainis; marža/sumažinimas	Not found	Not found	Not found	Not found	Not found
357. Break-even pricing (target profit pricing)	Lūžio taško kainodara (kainodara, orientuota į pelną)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
358. Value-based pricing	Vertės kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
359. Going-rate pricing	Vertės kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
360. First-price sealed-bid pricing	Uždarosios prekybos (aukciono) kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
361. Strapline	šūkis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
362. Market-skimming pricing	„Grietinėls nugriebimo” kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
363. Market-penetration pricing	Skverbimosi į rinką kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
364. Product line pricing	Prekių grupės kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
365. Optional-product pricing	Produkto priedų kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
366. Captive-product pricing	Būtinųjų produktų priedų kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

367. Two-part pricing	Dviejų dalių kaina	Not found	Not found	Not found	Not found	Not found	Not found	Not found
368. By-products	Šalutiniai produktai	Not found	Šalutiniai produktai	Šalutiniai produktai	Šalutiniai produktai	Not found	Šalutiniai produktai	Not found
369. By-products pricing	Šalutinių produktų kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
370. Product-bundle pricing	Komplekto kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
371. Cash discount	Greito atsiskaitymo nuolaida	Not found	Not found	Not found	grynujų pinigų diskontas	grynujų pinigų diskontas	Not found	Not found
372. Quantity discount	Kiekybinė nuolaida	Not found	Kiekybės nuolaida	Kiekybinė kainos nuolaida	Not found	Not found	Nuolaida nuo prekių kiekio	Not found
373. Quantity premium	Kiekybinis priedas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
374. Functional discount (trade discount)	Prekybos nuolaida	Not found	Mažmeninė nuolaida	Prekės kainos nuolaida	Mažmeninė nuolaida	Not found	Not found	Not found
375. Seasonal discount	Sezoninė nuolaida	Not found	Not found	Not found	Not found	Not found	Not found	Not found
376. Trade-in allowance	Pakartotinio pirkimo nuolaida	Not found	Priešpriešinio pardavimo nuolaida	Not found	Not found	Not found	Not found	Not found
377. Promotional allowance	Rėmimo nuolaida	Not found	Not found	Not found	Not found	Not found	Not found	Not found
378. Segmented pricing	Segmentinė kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
379. Psychological pricing	Psichologinė kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
380. reference prices	Orientacinės kainos	Not found	Not found	Not found	Not found	Not found	Referencinės kainos	Not found
381. Promotional pricing	Rėmimo kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
382. Value-based pricing	Vertės kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
383. Geographical	Geografinė	Not found	Not found	Not found	Not found	Not found	Not found	Not found

pricing	kainodara							
384. FOB-origin pricing	FOB kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
385. Uniform delivered pricing	Vienodo pervežimo mokesčio kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
386. Zone pricing	Geografinių zonų kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
387. Basing-point pricing	Centro kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
388. Freight-absorption pricing	Pervežimo mokesčio kainodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 6.

Part 6 of the Marketing Textbook contains 73 selected business terms.

Part 6. Promotion.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
389. Promotion mix	Rėmimo kompleksas	Not found	pagrindiniai promocijos veiksniai	Not found	Not found	pagrindiniai promocijos veiksniai	Not found	Not found
390. advertising	reklama	Reklama (-vimas)	Not found	reklama	reklama	reklamavimas	Reklama	Reklama
391. Personal selling	Asmeninis pardavimas	Not found	Not found	Not found	Not found	asmeninis išpardavimas	Not found	Not found
392. Sales promotion	Pardavimų skatinimas	Not found	Not found	Prekės judėjimo (pardavimų) stimuliavimas	Not found	pardavimo skatinimas	pardavimo skatinimas	Not found
393. Public relations	Ryšiai su visuomene	Not found	Not found	Not found	Not found	ryšiai su visuomene; viešieji ryšiai	ryšiai su visuomene	Not found
394. Direct marketing	Tiesioginė rinkodara	Not found	Not found	Not found	Not found	Not found	Tiesioginis pardavimas	Not found
395. Integrated marketing communications	Integruotoji rinkodaros komunikacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
396. Buyer-readiness stages	Pirkimo proceso etapai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
397. Rational appeals	Racionalusis kreipinys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
398. Emotional appeals	Emocinis kreipinys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
399. Moral appeals	Dorovinis kreipinys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
400. Personal	Asmeninė	Not found	Not found	Not found	Not found	Not found	Not found	Not found

communication channels	komunikacija							
401. Word-of-mouth influence	Informacijos iš lūpų į lūpas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
402. Non-personal communication channels	Neasmeninė komunikacija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
403. media	žiniasklaida	Not found	Not found	Not found	Not found	žiniasklaida	Informacijos priemonės	žiniasklaida
404. atmospheres	Speciali aplinka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
405. events	Reklamos renginiai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
406. Message source	Reklamos pranešimo šaltinis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
407. Affordable method	Ribotas rėmimo biudžetas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
408. Percentage-of-sales method	Pardavimo procento metodas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
409. Competitive-parity method	Konkurencinio lygiavertiškumo (pariteto) metodas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
410. Objective-and-task method	Tikslų ir užduočių metodas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
411. Push strategy	Stumiamoji strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
412. Pull strategy	Skatinamoji strategija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
413. Advertising objective	Reklamos tikslas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
414. Informative advertising	Informatyvioji reklama	Not found	Not found	Not found	Not found	informacinė reklama	Not found	Not found
415. Persuasive advertising	Įtikinamoji reklama	Not found	Not found	Not found	Not found	Not found	Not found	Not found
416. Comparison advertising (knocking copy)	Lyginamoji reklama	Not found	Not found	Not found	Not found	Not found	Not found	Not found
417. Reminder	Primenamoji	Not found	Not found	Not found	Not found	Not found	Not found	Not found

advertising	reklama							
418. reach	Informuojamoji auditorija	Not found	Not found	Not found	Not found	Not found	Not found	Not found
419. frequency	Reklamos intensyvumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
420. Media impact	Žiniasklaidos veiksmingumas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
421. Media vehicles	Žiniasklaidos rūšys	Not found	Not found	Not found	Not found	Not found	Not found	Not found
422. continuity	Reguliarieji reklama	Not found	Not found	Not found	Not found	Not found	Not found	Not found
423. pulsing	Pilsuojamoji reklama	Not found	Not found	Not found	Not found	Not found	Not found	Not found
424. Copy testing	Reklamos įvertinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
425. Consumer promotion	Vartotojų skatinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
426. Trade (or retailer) promotion	Prekybos skatinimas	Not found	Not found	Not found	Not found	Not found	Prekybos skatinimas	Not found
427. Business promotion	Verslo pirkimų skatinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
428. Sales force promotion	Pardavimų personalo skatinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
429. Consumer relationship-building promotions	Pirkimo skatinimas užmezgant ryšį su vartotoju	Not found	Not found	Not found	Not found	Not found	Not found	Not found
430. samples	Prekių pavyzdžiai	Not found	Not found	Not found	Not found	Not found	Mėginiai; Prekių pavyzdžiai	Mėginiai
431. coupons	kuponai	kuponai	kuponai	Not found	kuponai	Kuponai	kuponai	kuponai
432. Cash refund offers (rebates)	Dalinis pinigų gražinimas	Not found	Mokesčių nuolaida/lengvata	Not found	Not found	Permokos gražinimas; nuolaida	Gražinamosios išmokos	Not found
433. Price packs	Pakuotės kaina	Not found	Not found	Not found	Not found	Not found	Not found	Not found
434. premiums	priedai	Premijos	Not found	Not found	Premijos	Premija;	Premijos	Not found

						priemoka		
435. Advertising specialities	Reklaminiai suvenyrai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
436. Patronage rewards	Lojalumo dovana	Not found	Not found	Not found	Not found	Not found	Not found	Not found
437. Point-of-purchase (POP) promotions	Reklama prekybos vietose	Not found	Not found	Not found	Not found	Not found	Not found	Not found
438. Contests, sweepstakes and games	Konkursai, akcijos, loterijos ir žaidimai	Not found	Not found	Not found	Not found	Konkursai, totalizatorius ir žaidimai	Varžybos,	Not found
439. discount	nuolaida	Not found	nuolaida	Not found	Not found	Nuolaida	nuolaida	Not found
440. allowance	Privalomoji nuolaida	Not found	nukainojimas	Not found	Not found	nuolaida	nuolaida	Not found
441. allowance	Tikslinė priemoka	Not found	Not found	Not found	Not found	Not found	Not found	Not found
442. salesperson	pardavėjas	Not found	Not found	Not found	Not found	Pardavėjas	pardavėjas	Prekybininkas ; prekeivis
443. Sales force management	Pardavimų personalo vadyba	Not found	Not found	Not found	Not found	Not found	Not found	Not found
444. Territorial sales force structure	Teritorinė pardavimų personalo struktūra	Not found	Not found	Not found	Not found	Not found	Not found	Not found
445. Product sales force structure	Pardavimų personalo struktūra pagal produktus	Not found	Not found	Not found	Not found	Not found	Not found	Not found
446. Customer sales force structure	Pardavimų personalo struktūra pagal klientus	Not found	Not found	Not found	Not found	Not found	Not found	Not found
447. Workload approach	Darbo jėgos poreikio nustatymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
448. Outside sales force	Išorinis pardavimų personalas	Not found	Not found	Not found	Not found	Not found	Not found	Not found

449. Inside sales force	Vidaus pardavimų personalas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
450. telemarketing	Rinkodara telefonu	Not found	Not found	Not found	Not found	prekyba skambinant telefonu	Tiesioginė rinkodara telefonu	Not found
451. Team selling	Komandinis pardavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
452. Sales quotas	Pardavimų kvotos	Not found	Not found	Not found	Not found	Not found	Pardavimo kvotos	Not found
453. Selling process	Pardavimo procesas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
454. prospecting	Pirkėjų paieška ir atranka	Not found	Not found	Not found	Not found	Galimas klientas; numatomas klientas	Rinkos tyrimas	Not found
455. Pre-approach	Kontaktų planavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
456. approach	Kontaktų užmezgimas	Not found	Not found	Not found	Not found	kontaktų ieškojimas; bandymas užmezgti ryšius	Not found	Not found
457. presentation	pristatymas	Not found	pristatymas	Not found	Not found	Pateikimas	pateikimas	pristatymas
458. Handling objections	Įtikinimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
459. closing	Sandorio sudarymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
460. Follow-up	Bendradarbiavim o garantijos	Not found	Planinė apskaita; periodiškai siunčiama reklama	Not found	Not found	periodiškai siunčiama reklama	Not found	Not found
461. Relationship marketing	Ryšų rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found

Appendix 7.

Part 7 of the Marketing Textbook contains 54 selected business terms.

Part 7. Business-to-Business Marketing.

Terms of Marketing/Names of Dictionaries	Textbook translation (Ph. Kotler; G. Armstrong, etc.)	AEALKŽ (D. Pearce)	LAKABKTŽ (A.Buračas)	ATAŽ (compiled by group of authors)	ETŽ (Ch. Pass; B. Lowes; L. Davies)	Tildės biuras (A.Buračas)	DGT Translation Memory (EU corpus)	CCL (Donelaitis Corpus)
462. Distribution channel (marketing channel)	Prekių paskirstymo grandinė (rinkodaros grandinė)	Not found	Not found	Not found	Not found	Not found	Platinimo kanalai (rinkos kanalai)	Not found
463. Channel level	Paskirstymo grandinės lygis	Not found	Not found	Not found	Not found	Not found	Not found	Not found
464. Direct marketing channel	Tiesioginio paskirstymo grandinė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
465. Channel conflict	Grandinės konfliktas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
466. Conventional distribution channel	Tradicinė paskirstymo grandinė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
467. Vertical marketing system (VMS)	Vertikalieji rinkodaros sistema (VRS)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
468. Corporate VMS	Korporacinė VRS	Not found	Not found	Not found	Not found	Not found	Not found	Not found
469. Contractual VMS	Sutartimi paremta VRS	Not found	Not found	Not found	Not found	Not found	Not found	Not found
470. franchise	frančizė	Not found	lengvata	Fransizė	lengvata	Fransizė	Francizė	Verslo pirkimas
471. Retailer cooperatives	Mažmenininkų kooperatyvai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
472. Administrated	Administruojamoj	Not found	Not found	Not found	Not found	Not found	Not found	Not found

VMS	i VRS							
473. Horizontal marketing system	Horizontalioji rinkodaros sistema	Not found	Not found	Not found	Not found	Not found	Not found	Not found
474. Hybrid marketing channels	Daugiakanalės (hibridinės) rinkodaros grandinės	Not found	Not found	Not found	Not found	Not found	Not found	Not found
475. disintermediation	Prekyba be tarpininkų	tarpininkų atsisakymas	pinigų nutekėjimas	Not found	pinigų dingimas	atsisakymas tarpininkauti	tarpininkavimo ribojimas	Not found
476. intermediaries	tarpininkai	Not found	tarpininkai; tarpininkės	Not found	Not found	tarpininkai	tarpininkės	tarpininkai
477. wholesaler	didmenininkas	Not found	urmininkas; urmininkė	Not found	Not found	didmenininkas; urmininkas	didmenininkas	Not found
478. Merchant wholesalers	Nepriklausomieji didmenininkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
479. brokers	makleriai	Brokeriai	Brokeriai; makleriai	Biržos makleriai; brokeriai	Not found	Makleriai; brokeriai	Brokeriai	Brokeriai; makleriai
480. agents	agentai	Not found	Agentai; agentės	Tarpininkai; įgaliotinis	agentai	Agentai	Agentai;	Not found
481. retailers	mažmenininkai	Not found	Not found	Not found	Not found	Mažmenininkai	mažmenininkai	prekeivis
482. Self-service retailers	Savitarnos parduotuvės	Not found	Not found	Not found	Not found	Not found	Not found	Not found
483. Limited-service retailers	Ribotas paslaugas teikiantys mažmenininkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
484. Full-service retailers	Visas paslaugas teikiantys mažmenininkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
485. Speciality store	Specializuotoji parduotuvė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
486. Department store	Universalinė parduotuvė	Not found	Universalinė krautuvė	Not found	Universalinė parduotuvė	Universalinė parduotuvė	Universalinė parduotuvė	Not found
487. Convenience	krautuvėlė	Not found	Savitarnos	Not found	Not found	parduotuvė,	Not found	Not found

store			parduotuvė			dažnai dirbanti visą parą		
488. supermarkets	Prekybos centrai	Not found	Didelės universalinės parduotuvės	Not found	Prekybos namai	prekybos centrai	prekybos centrai	Savitarnos parduotuvės; supermarketai
489. superstore	Išplėstinis prekybos centras	Not found	Didelė universalinė parduotuvė	Not found	Not found	Universalinė parduotuvė	Stambios parduotuvės	Not found
490. Category killers	Agresyvieji mažmenininkai	Not found	Not found	Not found	Not found	Not found	Not found	Not found
491. hypermarkets	Didieji prekybos centrai	Not found	Didelės universalinės parduotuvės	Labai didelis turgus	Not found	didelės savitarnos parduotuvės	didelės savitarnos parduotuvės	Not found
492. Discount store	Prekiaujanti su nuolaida parduotuvė	Not found	Not found	Not found	Nukainotų prekių parduotuvė	Not found	Not found	Not found
493. Off-price retailer	Mažakainis mažmenininkas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
494. Factory outlet	Gamintojo prekių išpardavimas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
495. Warehouse club (wholesale club, membership warehouse)	Pirkėjų klubai (didmeninės prekybos klubai, klubai-sandėliai)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
496. Intensive distribution	Intensyvusis paskirstymas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
497. Exclusive distribution	Išskirtinis paskirstymas	Not found	Not found	Not found	Not found	Not found	Išimtinis paskirstymas; išimtinis prekių platinimas	Not found
498. Selective distribution	Pasirinktinis paskirstymas	Not found	Not found	Not found	Not found	Not found	Pasirinktinis platinimas	Not found
499. Physical distribution (marketing logistics)	Prekių paskirstymas (rinkodaros paskirstymas)	Not found	natūralus pasiskirstymas	Not found	Not found	natūralus pasiskirstymas	Not found	Not found

500. Distribution centre	Prekių paskirstymo centras	Not found	Not found	Not found	Not found	Not found	Skirstymo centras	Not found
501. Integrated logistics management	Integruotoji logistikos vadyba	Not found	Not found	Not found	Not found	Not found	Not found	Not found
502. Wheel of retailing	Mažmeninės prekybos ratas	Not found	Not found	Not found	Not found	Not found	Not found	Not found
503. Retailing accordion	Mažmeninės prekybos „akordeonas“	Not found	Not found	Not found	Not found	Not found	Not found	Not found
504. Customer database	Vartotojų duomenų bazė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
505. Direct-mail marketing	Tiesioginė rinkodara paštu	Not found	Not found	Not found	Not found	Not found	Not found	Not found
506. Catalogue marketing	Prekyba pagal katalogus	Not found	Not found	Not found	Not found	Not found	Not found	Not found
507. Direct-response television marketing (DRTV)	Tiesioginio reagavimo į televizijos reklamą rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
508. Online marketing	Interneto rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found
509. Commercial online services	Komercinių interneto paslaugų bendrovės	Not found	Not found	Not found	Not found	Not found	Not found	Not found
510. Electronic commerce	Elektroninė prekyba	Not found	Not found	Not found	Not found	Not found	Elektroninė komercija	Not found
511. Corporate website	Bendrovės interneto tinklavietė	Not found	Not found	Not found	Not found	Not found	Not found	Not found
512. Marketing website	Rinkodaros tinklavietė (internetu tinklapis)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
513. Online	Interneto reklama	Not found	Not found	Not found	Not found	Not found	Not found	Not found

advertising								
514. Webcasting (push programming)	Reklamos transliavimas per internetą (primygtinės programos)	Not found	Not found	Not found	Not found	Not found	Not found	Not found
515. Integrated direct marketing	Integruotoji tiesioginė rinkodara	Not found	Not found	Not found	Not found	Not found	Not found	Not found