

东亚日报：韩国国家品牌价值仍落后于发达国家 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/234/2021_2022__E4_B8_9C_E4_BA_9A_E6_97_A5_E6_c105_234143.htm 100#47084.#47532.
#44397.#54408.#48376.#50688.#47732. 149#47084.
#44397.#46308.#46609.#51008.#51656.#49436.#49828.#46020.
#44397.#54408.#45804.#47484.
#48520.#45796.#48120.#51060.#51068.#51228.#50640.#44032.#4590
8.#51008.#51012.#47484.#51060.#45796.#51312.#44208.#44032.
#50772.#54620.#51032.#44032.#47004.#44032.#44032.
#51652.#50640.#54644.#44172.#50612.#51080.#45716.
#51060.#49328.#51088.#48512.#45716.#44540.
#50629.#52293.#44396.#50640.
#47280.#48120.#51473.#50689.#46021.#51068.#46321.
21#44397.#45824.#49884.#49324.#49457.#45224.#47749.#45824.#51
004.#49892.#54620.#44032.#47004.#47605.(map) #49324.#49436.
#44057.#44208.#47484.#50632.#44256. 14#48157.#45796.. #50640.
#47476.#45804.#51676.#54620.#51032.#54408.#45208.
#48708.#44032.#51012.#46041.#54620.#51068.#48376.#44397.
#44397.#51228.#48143.#48708.#44032.#51008.
#47560.#48155.#49688.#51012.#45813.#45804.#45716.
#54637.#49436.#51068.#54408.#45804.#47196.#51109.
#50520.#51068.#44284.#44397.
#54408.#44033.#45804.#45804.#46972.#54217.#44032.
#50772.#51473.#51228.#51008.
71.2#47084.#54620.#51228.#48372.#45230.#44032.#51012.

#50520.#46608.#45824.#54868., #46041.#46321.#44397.#44060.
#47141.#50629.#45824.#54217.#50640.#45716.#45824.#54868.
#50629.#44032.#45458.#51216.#47484.#50500.
#44397.#45824.#49328.#51004.#51064.#46104.#51080.#51004.#4579
6.#51004.#51221.#44592.#48152.#52404., #51204., #44053., #54868.,
#46041.#51032.#49328.#49692.#47196.#53440.#45796.. #54200.
#44397.#45824.#51060.#51648.#45716.#49884.#50752.#47101.
#50669.#48708.#46308.#50669.#51201.#45796.,
#45800.#49696.#44054.#51080.#45716.#51012.
#50520.#48120.#51648.#49548.#51088.#51008.#47928.#51060.
#45796.#51025.#51012.#51060.#45796.. 据一项调查结果显示，
相同品质的产品和服务，如果外国人对韩国产品支付100美元
，那么对美国或日本产品愿意多支付50%。这说明，韩国的
国家品牌价值远远低于发达国家。产业资源部和大韩贸易投资
振兴公社（KOTRA）于14日表示，最近委托产业政策委员会（IPS）
面向生活在美国、中国、英国、德国、日本等21个国家大城市的
2809名成人男女进行了“国家品牌map调查”，结果得出了上述结论。
据这项结果显示，对“如果有100美元的韩国产品或服务，那么相
同的德国、日本、美国、日本、中国产品以及服务的价格达到多少？”
的问题，德国产品价格最高，达到155美元，而日本和美国的产品
价格分别达到148.7美元和148.6美元。中国产品则比韩国产品的
价格低，达到71.2美元。另外，对手机、汽车等韩国7个主要产业
进行评价的结果显示，手机产业得到了最高的分数，被认定为韩
国代表性产业，其次是信息技术（IT）、半导体、家电、钢铁、
文化、汽车、服装等产业。另外，对韩国的形象问题，

亚洲和欧洲地区的消费者评价说“具有可变性”、“拥有尖端技术”等，而美洲地区的很多消费者回答说：“具有专业性。” 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com