

# 正 誤 表

下記の部分に誤りがありましたので訂正させていただきます。  
ご迷惑をおかけし大変申し訳ございません。

## わかりやすい！IT 基礎入門 第2版 第2刷

| No            | 訂正箇所                           | 誤   | 正  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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| 1             | p. 23<br>☒ 1-10<br>上位ビット       | <table border="1" style="font-size: small; border-collapse: collapse;"> <tr><td style="writing-mode: vertical-rl; transform: rotate(180deg);">アドレス</td><td>b6</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>b7</td><td>0</td><td>0</td><td>0</td><td>0</td><td>:</td><td>1</td><td>:</td><td>1</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>b6</td><td>0</td><td>0</td><td>1</td><td>1</td><td>0</td><td>0</td><td>:</td><td>1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td></tr> <tr><td>b5</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>:</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td></tr> </table> | アドレス   | b6         | 0          | 0  | 0                              | 0                         | 0  | 0                             | 0               | 1             | 1                         | 1               | 1       | 1                       | 1                   | 1  | b7 | 0          | 0          | 0  | 0                              | :                         | 1  | :                             | 1               | 1             | 0                         | 0               | 0       | 0                       | 1                   | 1 | 1 | 1 | b6 | 0 | 0 | 1 | 1 | 0 | 0 | : | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | b5 | 0 | 1 | 0 | 1 | 0 | : | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | <table border="1" style="font-size: small; border-collapse: collapse;"> <tr><td style="writing-mode: vertical-rl; transform: rotate(180deg);">アドレス</td><td>b6</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>b7</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>b6</td><td>0</td><td>0</td><td>1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>b5</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td></tr> </table> <p style="color: red; font-size: small;">※図表中の「:」(コロン) をトル</p> | アドレス | b6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | b7 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | b6 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | b5 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 |
| アドレス          | b6                             | 0   | 0  | 0          | 0          | 0  | 0                              | 0                         | 1  | 1                             | 1               | 1             | 1                         | 1               | 1       |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b7            | 0                              | 0   | 0  | 0          | :          | 1  | :                              | 1                         | 1  | 0                             | 0               | 0             | 0                         | 1               | 1       | 1                       | 1                   |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b6            | 0                              | 0   | 1  | 1          | 0          | 0  | :                              | 1                         | 1  | 0                             | 0               | 1             | 1                         | 0               | 0       | 1                       | 1                   |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b5            | 0                              | 1   | 0  | 1          | 0          | :  | 1                              | 0                         | 1  | 0                             | 1               | 0             | 1                         | 0               | 1       | 0                       | 1                   |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| アドレス          | b6                             | 0   | 0  | 0          | 0          | 0  | 0                              | 0                         | 0  | 0                             | 1               | 1             | 1                         | 1               | 1       | 1                       | 1                   |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b7            | 0                              | 0   | 0  | 0          | 0          | 1  | 1                              | 1                         | 1  | 1                             | 0               | 0             | 0                         | 0               | 1       | 1                       | 1                   | 1  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b6            | 0                              | 0   | 1  | 1          | 0          | 0  | 1                              | 1                         | 0  | 0                             | 1               | 1             | 0                         | 0               | 1       | 1                       | 1                   |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| b5            | 0                              | 1   | 0  | 1          | 0          | 1  | 0                              | 1                         | 0  | 1                             | 0               | 1             | 0                         | 1               | 0       | 1                       | 0                   | 1  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|               | p81 中段                         | <p><b>(4) クラウドコンピューティング</b></p> <p><b>クラウドコンピューティング</b>とは、Web サーバは、HTML 文書や画像などの情報をファイルとして蓄積しておき、Web ブラウザなどの Web クライアントソフトウェアの要求に応じて、インターネットなどを通じて、これらの情報を送信する機能を持ちます。当初の Web サーバは、あらかじめ用意しておいたファイル（静的ページ）を送出する機能しかなかったのですが、現在では、要求に応じてプログラムを実行し、結果をクライアントに送信する動的ページ生成の機能や、データベースと連携したものが一般的になりました。</p>   | <p><b>(4) クラウドコンピューティング</b></p> <p><b>クラウドコンピューティング</b>とは、ネットワーク（インターネット）の向こうにサービスを提供するクラウド（雲）があり、ユーザ側から見るとサーバの場所や構成などは意識することなく、サービスを受けるというコンピューティング形態です。ネットワークコンピューティングという用語を、利用者の観点から少し言い換えたものに過ぎないと解釈する場合もあります。</p> |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 2             | P. 287<br>☒ 8-4                | <table border="1" style="font-size: small; border-collapse: collapse; width: 100%;"> <thead> <tr> <th style="width: 15%;">要素</th> <th style="width: 35%;">4C（販売側の視点）</th> <th style="width: 50%;">4P（顧客側の視点）</th> </tr> </thead> <tbody> <tr> <td>製品</td> <td style="text-align: center;">Customer value<br/>(購買者にとっての価値)</td> <td style="text-align: center;">Product<br/>(製品そのものの品質・魅力)</td> </tr> <tr> <td>価格</td> <td style="text-align: center;">Customer cost<br/>(購買者の負担する費用)</td> <td style="text-align: center;">Price<br/>(製品価格)</td> </tr> <tr> <td>流通<br/>(チャンネル)</td> <td style="text-align: center;">Convenience<br/>(購入方法の簡便さ)</td> <td style="text-align: center;">Place<br/>(販売方法)</td> </tr> <tr> <td>プロモーション</td> <td style="text-align: center;">Communication<br/>(情報伝達)</td> <td style="text-align: center;">Promotion<br/>(広告宣伝)</td> </tr> </tbody> </table>                                      | 要素   | 4C（販売側の視点） | 4P（顧客側の視点） | 製品 | Customer value<br>(購買者にとっての価値) | Product<br>(製品そのものの品質・魅力) | 価格 | Customer cost<br>(購買者の負担する費用) | Price<br>(製品価格) | 流通<br>(チャンネル) | Convenience<br>(購入方法の簡便さ) | Place<br>(販売方法) | プロモーション | Communication<br>(情報伝達) | Promotion<br>(広告宣伝) | <table border="1" style="font-size: small; border-collapse: collapse; width: 100%;"> <thead> <tr> <th style="width: 15%;">要素</th> <th style="width: 35%;">4C（顧客側の視点）</th> <th style="width: 50%;">4P（販売側の視点）</th> </tr> </thead> <tbody> <tr> <td>製品</td> <td style="text-align: center;">Customer value<br/>(購買者にとっての価値)</td> <td style="text-align: center;">Product<br/>(製品そのものの品質・魅力)</td> </tr> <tr> <td>価格</td> <td style="text-align: center;">Customer cost<br/>(購買者の負担する費用)</td> <td style="text-align: center;">Price<br/>(製品価格)</td> </tr> <tr> <td>流通<br/>(チャンネル)</td> <td style="text-align: center;">Convenience<br/>(購入方法の簡便さ)</td> <td style="text-align: center;">Place<br/>(販売方法)</td> </tr> <tr> <td>プロモーション</td> <td style="text-align: center;">Communication<br/>(情報伝達)</td> <td style="text-align: center;">Promotion<br/>(広告宣伝)</td> </tr> </tbody> </table> | 要素 | 4C（顧客側の視点） | 4P（販売側の視点） | 製品 | Customer value<br>(購買者にとっての価値) | Product<br>(製品そのものの品質・魅力) | 価格 | Customer cost<br>(購買者の負担する費用) | Price<br>(製品価格) | 流通<br>(チャンネル) | Convenience<br>(購入方法の簡便さ) | Place<br>(販売方法) | プロモーション | Communication<br>(情報伝達) | Promotion<br>(広告宣伝) |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 要素            | 4C（販売側の視点）                     | 4P（顧客側の視点）  |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 製品            | Customer value<br>(購買者にとっての価値) | Product<br>(製品そのものの品質・魅力)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 価格            | Customer cost<br>(購買者の負担する費用)  | Price<br>(製品価格)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 流通<br>(チャンネル) | Convenience<br>(購入方法の簡便さ)      | Place<br>(販売方法)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| プロモーション       | Communication<br>(情報伝達)        | Promotion<br>(広告宣伝)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 要素            | 4C（顧客側の視点）                     | 4P（販売側の視点）  |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 製品            | Customer value<br>(購買者にとっての価値) | Product<br>(製品そのものの品質・魅力)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 価格            | Customer cost<br>(購買者の負担する費用)  | Price<br>(製品価格)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 流通<br>(チャンネル) | Convenience<br>(購入方法の簡便さ)      | Place<br>(販売方法)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| プロモーション       | Communication<br>(情報伝達)        | Promotion<br>(広告宣伝)   |  |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |  |    |            |            |    |                                |                           |    |                               |                 |               |                           |                 |         |                         |                     |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |      |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |