

- 高等院校商务专业系列教材
- 21世纪商务人士必备工具书
- 内容涵盖当今国际商务最新观点、最新动态
- 帮助您迎接新世纪国际商务业态的新挑战

现代实用商务英语丛书
Modern Practical Business English

丛书主编 \ 张立玉

商务英语选读

第二版

Business English Selected Reading

罗虹 陆志兴 编著



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再版前言

为了适应国际经济形势的变化和满足我国外贸教育发展的需求,此次我们对《商务英语选读》进行了全面的修订和补充,使内容 and 质量更为充实和完善。

本书修订注重结合英语经贸专业类学生的特点,在编写设计上重点突出国际商务活动相关的内容,增加专业术语和知识。同时,强调对学生英语基本技能的培养和训练,努力提高学生实际运用英语的能力,培养全面发展复合型国际商务人才。

修订和补充的内容有:

1. 对个别章节的课文与阅读材料进行更新,使之更具时代性、知识性和趣味性;
2. 增补了与每个单元课文相关的语言与文化背景知识;
3. 对每个单元课文中难度较大的句式和商务术语补充了解释和翻译。

编写上具有以下几个特点:

题材广泛。本书从国际贸易、金融证券、贸易谈判、商务交际和电子商务等多方面介绍了国际贸易的领域,内容丰富多彩,全面展现了国际商务活动主题的涵盖面,是一本系统、完整的商务英语阅读教材。

材料新颖。本教材所选的内容大部分来源于国内外最新原版书籍和文章,观点新颖、表达地道。在着重介绍商务知识与商务活动的同时,也介绍了语言文化与跨文化交际方面的知识。本书还从构词、句法、中心大意、阅读技巧等方面介绍了如何提高英语阅读理解的系列方法,可帮助学生提高英语阅读的理解能力。

专业突出。本书所用商务词汇术语专业、准确,学生可在学好专业课的基础上,积累商务知识及标准表达法,形成本专业的独特优势。

阅读材料内容丰富,语言地道,趣味性强,具有强烈的时代气息。

练习全面。本书课后备有大量练习材料,不仅有助于学生加深对所学知识的理解,还可以通过模拟商务活动获得实际运用英语进行跨文化交际的能力。

本书适宜于高等学校经贸英语专业的学生使用,也适宜于广大具有英语相应水平的商务工作者与英语爱好者学习使用。

本书自 2004 年 4 月出版以来,受到了广大读者的欢迎,重印多次。值此修订版付梓之际,我们再次衷心感谢广大读者的厚爱及各方的大力支持,感谢武汉大学出版社领导和编辑多年来不懈的关心和帮助。

作 者

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Chapter 1 **Cross Culture of Business**

Section I

Text A

Aspects of Culture (I)

A thorough cross-cultural analysis involves understanding of and appreciation of the values, customs, symbols, and language of other societies.

Values A society's values represent personally or socially preferable modes of conduct or states of existence that are enduring. Understanding and working with these aspects of a society are important factors in successful global marketing. For example:

A door-to-door salesman would find selling in Italy impossible, because it is improper for a man to call on a woman if she is at home alone. Similarly, a popular Procter & Gamble commercial for Camay soap in Western Europe flopped when it aired in Japan. The ad, which showed a husband interrupting his wife's bath, was thought to be in poor taste since it is considered improper for a Japanese man to intrude on his wife.

McDonald's does not sell hamburgers in its restaurants in India, because the cow is considered sacred by almost 85 percent of the population.

Germans have not been overly receptive to the use of credit cards such as Visa or MasterCard and installment debt to purchase goods and services. Indeed, the German word for debt, schuld, is the same as the

German word for guilt.



In the Arab world and Latin American countries, business-to-business negotiations are a social event where bargaining is a part of any transaction. Efforts to adhere to a strict agenda and impersonalize the negotiation could be viewed as an insult.

These examples illustrate how cultural values can influence behavior in different societies. Cultural values become apparent in the personal values of individuals that affect their attitudes and beliefs, and the importance assigned to specific behaviors and attributes of goods and services. These personal values affect consumption-specific values, such as the use of installment debt by Germans, and product-specific values, such as the importance assigned to credit card interest rates.

Customs Customs are the norms and expectations about the way people do things in a specific country. Clearly, customs can vary significantly from country to country. Did you know that mothers in Tanzania don't serve their children eggs? They believe that eggs cause both baldness and impotence. General Mills designed a cake mix especially for preparation in the rice cookers used by Japanese customers. It failed because of a lack of understanding of Japanese consumers and customs: Japanese take pride in the purity of their rice, which they

thought would be contaminated if the cooker were used to prepare another food. The 3M Company's Scotch-Brite floor-cleaning product got lukewarm sales in the Philippines. When a Filipino employee explained that consumers there often clean floors by pushing coconut shells around with their feet, 3M changed the shape of the pad to a foot and sales soared! Some other customs unusual to Americans include:

In France, men wear more than twice the number of cosmetics that women do.

Japanese women give Japanese men chocolates on Valentine's Day.

Businesspeople in Middle Eastern and Latin American countries prefer to negotiate within inches of their colleagues; Americans who find this difficult can offend their potential associates and ruin a possible agreement.

Customs also relate to nonverbal behavior of individuals in different cultural settings. For instance, in many European countries it is considered impolite not to have both hands on the table in business meetings. The story is also told of U. S. executives negotiating a purchase agreement with their Japanese counterparts. The chief American negotiator made a proposal that was met with silence by the Japanese head negotiator. The American assumed the offer was not acceptable and raised the offer, which again was met with silence. A third offer was made and an agreement was struck. Unknown to the American, the silence of the Japanese head negotiator meant that the offer was being considered, not rejected. The Japanese negotiator obtained several concessions from the American because of a misreading of silence! Unlike American businesspeople, who tend to express opinions early in meetings and negotiations, Japanese executives prefer to wait and listen and the higher their position, such as chief negotiator, the more they listen.

Companies with worldwide operations are sensitive to how customs can make the difference between success and failure in global markets. For example, Colgate-Palmolive, General Electric, and Honda of Japan

represent firms that place high priority on cross-cultural training relating to customs.

(to be continued)



Words and Expressions

- | | |
|-----------------------|---------------------------------|
| 1. value | <i>n.</i> 价值 |
| 2. mode | <i>n.</i> 方式,做法 |
| 3. conduct | <i>n.</i> 举止,品行 |
| 4. receptive | <i>adj.</i> 愿意接受的,可以接受的 |
| 5. integral | <i>adj.</i> 构成整体所必需的,不可缺少的 |
| 6. impersonalise | <i>vt.</i> 使失去人格性;使不具人格 |
| 7. assign | <i>vt.</i> 分配,指派 |
| 8. baldness | <i>n.</i> 秃发 |
| 9. impotence | <i>n.</i> 软弱无能,性无能 |
| 10. cooker | <i>n.</i> 炊具 |
| 11. contaminate | <i>vt.</i> 污染,玷污 |
| 12. Philippines | <i>n.</i> 菲律宾共和国 |
| 13. Filipino | <i>n. & adj.</i> 菲律宾人;菲律宾人的 |
| 14. pad | <i>n.</i> 垫板,垫子 |
| 15. negotiate | <i>vi.</i> 洽谈,协商 |
| 16. counterpart | <i>n.</i> (在职位,作用上)对等的对手 |
| 17. concession | <i>n.</i> 让步 |
| 18. call on | (短暂)访问,拜访;号召,请求 |
| 19. in bad/poor taste | 粗俗,不得体 |
| 20. intrude on | 把……强加于 |
| 21. adhere to | 遵守 |
| 22. take pride in | 以……为自豪;对……感到满意 |
| 23. relate to | 关于;与……有关联 |



1. Procter & Gamble 美国宝洁公司,于1837年成立。
2. Visa “威世”信用卡(美国的一种购物信用卡)
3. MasterCard “万事达”信用卡(美国的一种购物信用卡)
4. 3M Company 美国电脑磁盘生产厂家
5. Valentine's Day 圣瓦伦丁节(2月14日情人节)
6. Colgate-Palmolive 高露洁公司,成立于1806年。
7. General Electric 美国通用电气公司
8. Honda 日本本田公司,1948年成立,生产汽车和通用产品。
9. Similarly, a popular Procter & Gamble commercial for Camay soap in Western Europe flopped when it aired in Japan.

同样地,美国宝洁公司对畅销于西欧的 Camay soap 香皂所作的广告,在日本播放时并未引起轰动。

10. Customs are the norms and expectations about the way people do things in a specific country.
各种习俗所表现出来的是在特定的国度里人们从事各项活动的标准 and 目标。

11. ... place high priority on cross-cultural training relating to customs.
……把与习俗有关的跨文化训练列入重点考虑的范畴。

12. It failed because of a lack of understanding of Japanese consumers and customs: Japanese take pride in the purity of their rice, which they thought would be contaminated if the cooker were used to prepare another food.

这个计划失败是因为缺乏对日本消费者和风俗的了解:日本人以他们大米的纯度为骄傲,并且认为如果一个锅被用来做另一种食物的话,就会被污染。

13. Companies with worldwide operation are sensitive to how customs can make the difference between the success and failure in global

markets.

跨国公司对风俗习惯如何影响全球市场上的成与败是很敏感的。



Exercises

I. Comprehension of the text. Choose the right answer.

1. Understanding the values of other societies is important in global marketing because _____.
 - A. values represent consumers' attitudes and beliefs
 - B. values affect consumers' attitudes and beliefs
 - C. values vary from culture to culture
 - D. values may affect consumption behavior of the customers
2. What do we learn about customs?
 - A. Customs are the norms and expectations about the way people do things in a specific society.
 - B. Customs are the personally preferable ways of conduct.
 - C. Customs are the socially preferable ways of conduct.
 - D. Social customs affect people's attitudes and beliefs.
3. Why haven't the Germans been very enthusiastic about using credit cards?
 - A. Because they are not used to this form of payment.
 - B. Because they probably think it is wrong to run into debt.
 - C. Because the Germans are rather old-fashioned.
 - D. Because it takes time for a new form of payment to be received by people.
4. Which of the following will be regarded as improper in the Arab world and Latin American countries?
 - A. A matter-of-fact negotiation.
 - B. A friendly business negotiation.

- C. A flexible negotiation.
 - D. A face-to-face negotiation.
5. What do we learn about the cake mix?
- A. It becomes popular in Japan.
 - B. It met its Waterloo in Japan.
 - C. It failed to be as good as it promised.
 - D. It should be cooked together with rice.
6. How did the 3M Company's floor-cleaning product succeed in entering the Filipino market?
- A. The company changed its policy.
 - B. The company changed its way of promotion.
 - C. The company changed the shape of the product.
 - D. The company changed the material of the product.
7. What do Frenchmen like more than any other men in the world?
- A. Food.
 - B. Suits.
 - C. Perfume.
 - D. Wine.
8. What is a Japanese woman likely to buy on Valentine's Day?
- A. A card of love.
 - B. A bunch of roses.
 - C. A box of chocolates.
 - D. A beautiful gift.
9. What is the message conveyed in the story of the U. S. executives?
- A. Silence has different meanings in different cultures.
 - B. It pays for a Japanese to be silent when doing business with an American.
 - C. Understanding of nonverbal behavior is also important in global transactions.
 - D. Different cultures have different ways in expressing one's opinions.
10. What do we learn from the text?
- A. Culture differs from country to country.
 - B. Understanding of different cultures is the key to the success of a business.
 - C. The existence of different cultures requires flexibility in the

marketing strategies adopted.

- D. Consumption behavior is affected by the specific culture the consumers are in.

II. Choose the right meaning of the underlined part according to the context.

1. Similarly, a popular Procter & Gamble commercial for Camay soap in Western Europe flopped when it aired in Japan.
A. dropped
B. failed
C. was presented
D. was criticized
2. The cow is considered sacred by almost 85 percent of the population in India.
A. uneatable
B. undesirable
C. blessed
D. well-treated
3. Germans have not been overly receptive to the use of credit cards such as Visa or MasterCard and installment debt to purchase goods and services.
A. extremely
B. apparently
C. seemingly
D. warmly
4. Customs are the norms and expectations about the way people do things in a specific country.
A. speculations
B. ways
C. predictions
D. standards
5. Clearly customs can vary significantly from country to country.
A. decisively
B. considerably
C. obviously
D. importantly
6. The 3M Company's Scotch-Brite floor-cleaning product got lukewarm sales in the Philippines.
A. good
B. unusual
C. unexpected
D. unenthusiastic
7. A third offer was made and an agreement was struck.

