



普通高等教育“十一五”国家级规划教材

杨翠萍 刘鸣放 周雅莉 主编 / 叶兴国 John Nelson 主审

大学商务英语 综合教程

1

教师用书

College English
Business
Integrated
Course

清华大学出版社

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内容简介

本教程为普通高等教育“十一五”国家级规划教材,选材涵盖当今国际经济贸易和商务的重要领域,时效性强、典型性高,语言地道。

教程板块设计突出国际商务知识的传授与英语听、说、读、写、译的有机结合,注重培养学生的实际应用能力。每个单元重点讨论、分析一个商务专题,由“导入活动”、“阅读活动”、“商务交流”和“专业扩展”四部分组成。各部分内容的设计与编写坚持了操作性与挑战性并重的原则,以保持学生的学习热情和自觉实践的积极性。其中的“商务交流”板块围绕单元主题,参照各种真实的商务交际情景,为学生设计了灵活多样的商务英语口头与书面的交际任务,是本教程的一大特色。

本教程适合大学商务英语专业的学生及 BEC (Business English Certificates) 等商务英语考试的备考人员使用。

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作为国家级“十一五”规划教材,《大学商务英语综合教程》是一套依据现代外语教育对教材意义及功能的更新理念和应用语言学专门用途英语的最新研究成果而设计和编写的、融英语语言知识及技能和国际商务知识及技能于一体的复合型英语教材。

本教材既可供高校英语专业或商务英语专业的本、专科学生使用,也可供国际经济贸易、金融、财会、工商管理等专业的学生作为复合型专业英语教材使用,还可作为大学英语选修课教材及相关行业的培训教材。

本教材的宗旨是:遵循现代外语教学理念和应用语言学专门用途英语的教学原则;充分考虑学习者在经济、贸易、金融、管理等方面的专业需求,力求以人为本,将英语技能的培养和专业知识的学习有机地结合起来,满足学生在专业和英语两方面的需求;提高学生的商务英语交际能力;拓宽学生的知识领域,培养学生具备国际化视野,全面提高学生的综合素质。

本教材是一套培养复合型、应用型人才的语言实践课教材,其设计和编写完全是从提高学生的综合语言应用能力出发,针对中国学生在商务英语方面的薄弱环节和实际需要,做到了有的放矢。教材的主要特点体现在以下几个方面:

一、选材新颖,内容丰富。本教材在选材上注重内容的知识性、趣味性、可思性、时效性和前瞻性,同时也注重语言的规范性和致用性。教材中专业知识覆盖面广,涉及了商务活动的各个方面,如市场竞争、营销策略、经营风险、企业管理、财税管理、商业文化、电子商务、国际化等。所用材料全部摘自国外主要经济、金融、管理等方面近年来的报刊、杂志、专业书籍以及因特网上的最新信息。而且,许多资料,如商务文件、信函、广告、产品说明书等都是来自某些企业、公司或公共场所的全真语料,旨在为学习者创造一个真实、生动的交际环境,有效地激发他们的学习欲望,使他们能自觉地提高自己用英语进行商务活动的的能力。

二、以任务为路径,以交际为目的。本教材注重吸收国外商务英语教学及研究领域的成果,努力实现国外先进理论和国内实践的有机统一。教材遵循任务型编写原则,强调教学过程中的互动性,突出对学生交际能力的培养,通过灵活多样的商务活动情景或场合,为学习者设计了形式各异的交际任务,如双人讨论、小组讨论、角色扮演、仿真模拟等,鼓励学生在完成任务的过程中发挥主动性,积极合作,将课堂所学用于实践,并将自己生活中的经历和观点融入到交际活动中,以实现学以致用,提高交际能力的目的。

三、内容设计严谨,综合应用性强。本教材的每个单元由“导入活动(Lead-in)”、“阅读活动(Reading)”、“商务交流(Business Communication)”和“专业扩展(Relevant Extension)”四部分组成。各部分内容的设计与编写坚持了操作性与挑战性并重的原则,以保持学生的学习热情和自觉实践的积极性。

1.“导入活动”以各种贴近学生生活或易于学生理解交流的、与单元主题相关的内容为素材,设计了双人讨论和小组讨论等互动练习,旨在引发学生思考,激发他们对本单元内容的学习欲望。

2.“阅读活动”主要围绕一篇与单元主题相关的文章进行。文章的长度适中,难易度由浅入深,其中的生词、习语、专有名词和有关表达等均有中英文注释,以帮助学生提高阅读效率。本教材注重提高学生分析问题的能力。每篇文章后面除了针对文中的观点、要点以及具体细节的理解设计讨论问题之外,还要求学生对文章的篇章结构和文体风格等进行分析、归纳,使他们在了解商务英语语言特色的基础上,明白文章形式与内容之间的关系,懂得观点的逻辑组织和清楚表达的重要性,从而对提高其写作能力提供一定的帮助。针对文章中重要的词或词组所设计的练习都以商务、经济等方面的内容为素材,而且形式多种多样,尽量避免重复,从而引发学生的新奇感,令其自觉参与活动。此外,这部分还设计了英汉互译练习,以增强学生的翻译技能,并提高其活学活用的能力。

3.“商务交流”是本教材的重要特色。这部分围绕单元主题,参照各种真实的商务交际情景,为学习者设计了灵活多样的口语与书面的交际任务。在口语任务设计中,不仅注重培养学生的自主学习能力,同时还强调了研究性学习与合作性学习的重要性。多数活动要求学生以小组为单位,根据提示与指导,通过因特网和图书馆等途径获取有关资料,在小组研究与合作的基础上,规划实施各个步骤,最终实现交际目标。为了丰富输出内容和规范口语表达,这部分还给出了相关信息提示和常用表达范式。结合单元主题或口语练习,该板块还设计了关于各种商务应用文的写作练习,其中包括公司介绍、产品说明书、插页广告、备忘录、公司业务通信,以及常见的贸易信函等,同时,提供了某些公司真实而优秀的商务文件作为范例,并对其构架及主要内容或表述方式进行了分析,以便于学生进行实践性写作练习。

4.“专业扩展”是本教材的另一个重要特色。为了进一步满足学生对专业知识的需求,这部分根据单元主题设计了相关专业术语的巩固性练习和专业阅读练习。鉴于学生在高年级还需分门别类、系统地学习专业课程,此处的练习避免过深过专,旨在使学生学习一些常用的专业术语,掌握一定的专业基础知识,提高他们在专业英语方面的阅读能力。另外,考虑到不少学生日后可能会参加 BEC(Business English Certificates)等商务英语考试,这里的练习从内容到形式都兼顾了这类考试的要求。所以,此教材也可以为学习者通过 BEC 或 TOEIC(托业)等国际商务英语考试提供很大的帮助。

四、配套教参便于教学操作和学习者自学。本教材配有内容较为全面详细的教学参考

书。教参各单元包括主题简介、课文相关信息注解、课文难句解释、常用词或词组学习、商务交流活动补充信息、课文参考译文和几乎所有练习的参考答案,为教师的课堂教学实践和学习者的自主学习提供了有力的帮助和极大的方便。

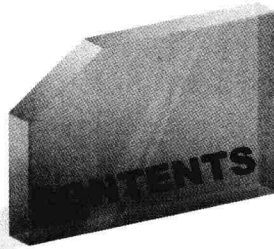
《大学商务英语综合教程》的编写立足本国,博采众长,力求新颖。教材宜采用糅合中外多种教学法之长的折中主义(eclecticism)教学法。

《大学商务英语综合教程》共4册,每册配有相应的教师用书。每册由10个单元组成。建议每6个课时完成一个单元。但使用时,各校可根据情况灵活处理。

《大学商务英语综合教程》为上海市教委第五期重点学科(外国语言学及应用语言学)资助项目,主要由上海对外贸易学院主持编写工作,并邀请复旦大学、上海外国语大学、上海师范大学、西安交通大学等院校多名具有丰富的商务英语教学经验的教师参与,由大家共同努力完成。此外,本教程还邀请了国内商务英语教学领域的资深专家、上海对外贸易学院副校长叶兴国教授和美国达科他州州立大学英语学院教授 John Nelson 博士对书稿进行了审阅。从该系列教材编写体系的形成到文字内容的修改及润色,他们都提出了许多宝贵的建议,并给予热情的指导和帮助。清华大学出版社对此教程的编写提供了大力的支持。在此,我们教材编写组对所有关心、支持和帮助过该教材编写工作的领导、专家、教授以及有关同志一并表示衷心的感谢。

本教材从内容到形式有许多大胆的尝试,但由于编者的水平所限,书中难免有不妥或疏漏之处。欢迎外语界专家、同仁以及本教材的所有使用者批评指正。

编者
2008年8月



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Brief on Companies

Company may refer to, in business, any one of a number of legal entities, including **Corporation, Partnership, Joint-stock company, Trust (law), Voluntary association, Guild, and Sole proprietorship.**

Although some forms of companies are thought to have existed during Ancient Rome and Ancient Greece, the closest recognizable ancestors of the modern company did not appear until the second millennium. The first recognizable **commercial associations** were medieval guilds, where guild members agreed to abide by guild rules, but did not participate in **ventures** for common profit. The earliest forms of **joint commercial enterprise** were in fact **partnerships.**

There are various types of company that can be formed in different jurisdictions, but the most common forms of company are **a company limited by shares**, the most common form of company used for business ventures, **a company limited by guarantee**, commonly used where companies are formed for non-commercial purposes, such as clubs or charities, **a company limited by guarantee with a share capital**, a hybrid entity, usually used where the company is formed for non-commercial purposes, but the activities of the company are partly funded by investors who expect a return, **an unlimited liability company**, a company where the liability of members for the debts of the company are unlimited. Today these are only seen in rare and unusual circumstances.

Companies are also sometimes distinguished for legal and regulatory purposes between **public companies** and **private companies.** Public companies are companies whose shares can be publicly traded, often on a regulated **stock exchange.** Private companies do not have publicly traded shares, and often contain restrictions on transfers of shares.

In almost every jurisdiction in the world, a company must have a **corporate constitution**, which defines the existence of the company and regulates the structure and control of the company.

Companies generally raise **capital** for their business ventures by either debt or equity. Capital raised by way of equity is usually raised by issued **shares** or warrants. Shares usually

confer a number of rights on the holder. These will normally include voting rights, rights to dividends declared by the company, rights to any return of capital either upon redemption of the share, or upon the liquidation of the company. Many companies have different classes of shares, offering different rights to the **shareholders**. The total number of issued shares in a company is said to represent its **capital**.

As artificial persons, companies can only act through human agents. The main agent who deals with the company's management and business is the **board of directors**, but in many jurisdictions other officers can be appointed too. The board of directors is normally elected by the members, and the other officers are normally appointed by the board.

Liquidation is the normal means by which a company's existence is brought to an end. It is also referred to in some jurisdictions as winding up and/or dissolution. Liquidations generally come in two forms: **compulsory liquidations and voluntary liquidations**. Applications for compulsory liquidation are normally made by creditors of the company when the company is unable to pay its debts. Voluntary liquidations occur when the company's members decide voluntarily to wind up the affairs of the company.

Reading-related Information

1. Wal-Mart — Wal-Mart Stores, Inc. is an American public corporation, currently one of the world's largest corporations (by revenues) according to the 2007 Fortune 500. It was founded by Sam Walton in 1962, incorporated on October 31, 1969, and listed on the New York Stock Exchange in 1972. It is the largest private employer in the world. Wal-Mart is the largest grocery retailer in the United States, with an estimated 20% of the retail grocery and consumables business, and the largest toy seller in the United States, with an estimated 45% of the retail toy business, having surpassed Toys "R" Us in the late 1990s.

2. Kmart — It is a chain of department stores in the United States of America featuring everything from clothing to electronics to sporting goods. The chain merged with Sears in 2005, creating the Sears Holdings Corporation. The company's business model makes it a competitor to Wal-Mart, Target, and TJ Maxx.

3. Target — Target Corporation was founded in Minneapolis, Minnesota in 1902 as the Dayton Dry Goods Co. In 1962, the first Target store was opened in Roseville, Minnesota. It is ranked the 96th on the 2007 Fortune 500. It sells more gift cards than any other retailer in the United States and is also the third-largest seller of music in the United States.

4. Clarence Leis — He was one of Wal-Mart executives. He was the manager of the first Wal-Mart store and eventually served as a divisional merchandise manager before retiring in 1975.

5. The New York Stock Exchange — It is nicknamed the "Big Board." New York City-based, the NYSE is the largest stock exchange in the world by dollar volume and the second largest by number of companies listed. The New York Stock Exchange has a global capitalization of \$21 trillion, including \$7.1 trillion in non-U. S. companies.

6. SAM's Club — It is a chain of warehouse clubs owned and operated by Wal-Mart Stores, Inc. , selling groceries and general merchandise often in large quantities or volumes. Sam's Club stores are only open to customers who subscribe to a paid annual membership.

Language Interpretation

1. **...striding across the world as a feared giant, the symbol of all that epitomizes the uncaring corporation.** (L. 2)— ...like a frightening mighty man spreading his power around the world, Wal-Mart is a typical example of those companies that have only profit as their motive, with little concern for how their business affects society.
2. **...it was the wave of the future.** (L. 8)— ...it provided a model for changes yet to come.
3. **...borrowing heavily on Sam's vision that the American consumer was shifting to a different type of general store.** (L. 10)— ...relying greatly on Sam's foresight that consumers in America were changing their choice ,looking for a different type of general store.
4. **... who embraced the opportunity to own the clothes and other goods that would otherwise have been out of their reach.** (L. 15)— ...they made it possible for poorer people to buy what they would not have been able to afford otherwise.
5. **But Sam Walton, the eccentric who even once had become a billionaire still hauled his gun dogs about in his beaten-up truck, was indefatigable in locating people who would sell to him at rock bottom prices.** (L. 19)— Wealthy as Sam Walton had been , this odd man who still drove an old truck with hunting dogs in the back ,still worked hard to find those who would sell goods to him at the lowest possible prices.
6. **hedge on a price**(L. 23)— make profit by taking advantage of the price difference
7. **Mark it up 30 percent, and that's it.** (L. 26)— Mark it for sale at a price 30% higher , and no further.
8. **Uncomfortable though it may be for many anti-corporate warriors, such an approach is considered by many customers to represent the front line of social responsibility.** (L. 27)— Those who oppose corporate profit motives may disagree ,but many customers view Wal-Mart's low prices as having a positive social impact.
9. **Today, Sam's gamble is a global company ...**(L. 47)— The risk Sam took has become a company with world-wide stores...
10. **... managing rapid growth without losing sight of a company's basic values.** (L. 49)— ...balancing the effects of growing rapidly and adhering to the basic principles of the company.

Word Study

1. stride(L. 2)

v. walk with long steps;pass over in one step

Examples

- *With the consumers' support and its staff's unremitting efforts, the company began to stride on its way of fast development.*
- *The company will stride forward to the target with its tenet— "teamwork, hard work, honesty and creativity".*

n. 1) a long step in walking; an advance or development

Examples

- *The firm has made great/major/giant strides in increasing its sales.*
 - *Technology has enabled mankind to make great strides from landing on to the moon to speaking on cell phones, to the advent of the Internet.*
- 2) **get into one's stride**: begin to work or do something effectively and well as a result of experience, interest, etc.

Examples

- *When the workers get into their stride, they can finish the project ahead of schedule.*
 - *The athlete broke the record as he got into his stride.*
- 3) **take something in one's stride**: accept and deal with an unpleasant or unfamiliar situation without difficulty or loss of control

Examples

- *Petrol prices are at their highest level for a year, but motorists take petrol prices hikes in their stride.*
- *Businesses in the United Kingdom have taken the smoking ban in their stride, as research revealed 97% of inspected premises were smoke-free just two weeks after the new ban.*

2. **epitomize** (L. 3)

v. contain or express in brief the whole of; be a perfect example of

Examples

- *The sign and color of the logo represent the essence of the enterprise and epitomize the enterprise culture.*
- *The Fifth Symphony epitomizes Beethoven's life and musical style.*

3. **put up** (L. 9)

1) provide (money) as backing for an enterprise

Examples

- *The company planned to put up five thousand dollars for the project.*
- *A local businessman has put up the 1 million pounds needed to save the football club.*

2) increase in amount

Examples

- *Most big stores daren't put prices up for fear of losing their customers.*
- *His landlord put the rent up by \$10 a week.*

3) offer for sale

Examples

- ⊙ *The board of Six Flags Inc. planned to put the company up for sale to fend off a hostile takeover bid.*
- ⊙ *His villa was put up for sale as his company went bankrupt.*

4. cut out (L. 13)

1) defeat; eliminate (a rival in competition)

Examples

- ⊙ *Big companies cut out their rivals by lowering prices.*
- ⊙ *The new regulation will cut out 30% of the bidders for the project.*

2) make sth. by cutting

Examples

- ⊙ *The explorers cut out a path through the jungle.*
- ⊙ *He has cut out a niche for himself in politics.*

3) (*infml*) leave sth. out; omit sth

Examples

- ⊙ *He has cut out an important detail in his account.*
- ⊙ *Two groups were cut out from the survey — the old and women.*

5. middleman (L. 13)

n. a trader who handles a commodity between its producer and its customer

Examples

- ⊙ *The principal and primary function of a bank is to serve as a middleman in the making of payments.*
- ⊙ *He acts as a middleman in discussions between the two companies.*

6. embrace (L. 15)

v. 1) make use of; take advantage of (an opportunity); to accept an idea, a proposal, a set of beliefs, etc., especially when it is done with enthusiasm

Examples

- ⊙ *Technological innovation plays a critical role in shaping today's business world — it blurs the boundaries of traditional industries and creates new markets for companies to embrace.*
- ⊙ *Most West European countries have embraced the concept of high-speed rail networks.*

2) take and hold (someone or each other) in the arms usu. as a sign of love

Examples

- ⊙ *She embraced her daughter tenderly before putting her to bed.*
- ⊙ *He embraced a pile of books against his chest.*

3) (*fml.*) include or cover

Examples

- ◎ *Project courses embrace assigned advanced field and laboratory work.*
- ◎ *The cat family embraces lions and tigers.*

7. **underdog** (L. 17)

n. a person in the process of being losing or defeated in a fight or a contest; a person who is in a state of inferiority or subjection

Examples

- ◎ *The company that had been an underdog pulled itself back from the brink.*
- ◎ *Early research showed that most people felt sympathy for the underdog, but they more often supported the top dog.*

8. **undermine** (L. 18)

v. weaken gradually; ruin

Examples

- ◎ *Large-scale layoffs could undermine the business of the company.*
- ◎ *Many deceptive and over-exaggerated advertisements seriously undermine the consumers' interest.*

9. **be predicated on** (L. 22)

be based on; be on the basis of

Examples

- ◎ *The company's expansion was predicated on the assumption that the demand for its products would grow.*
- ◎ *Growth, profitability, and differentiation are all predicated on how much and how well organizations use their information.*

10. **hedge** (L. 23)

v. 1) minimize or protect against the loss by counterbalancing one transaction, such as a bet, against another

Examples

- ◎ *It's a good idea to hedge your bets by buying the shares of more than one company.*
 - ◎ *The investors hedge the inflation by buying farmland.*
- 2) **hedge against**; try to protect oneself against possible problems, especially financial loss

Examples

- ◎ *Companies doing business overseas have hedged against currency fluctuations for years.*
- ◎ *Mortgage companies, builders and others heavily invested in the future of the housing market to hedge against a housing bubble.*

3) **hedge in**; surround or enclose sth. ; restrict

Examples

- ◎ *The town is hedged in by hills.*

○ *He felt hedged in on financial matters.*

n. sth. that gives protection, esp. against possible loss

Examples

○ *Buying a house will be a hedge against inflation.*

11. pass sth. on to (L. 26)

hand or give sth. (to sb. else), esp. after receiving or using it oneself

Examples

○ *The increase in the cost of products has to be passed on to the consumers.*

○ *The company passed on extra labor costs to the consumer.*

12. front line (L. 28)

the most important, advanced or responsible position

Examples

○ *He is working in the front line of research.*

○ *The staff in the front line should be involved in decision-making.*

13. lie in (L. 29)

depend on; rest or centre in

Examples

○ *The difficulty lies in our lack of funds.*

○ *The key to success lies in selecting strong and farsighted partners, which is precisely what Volkswagen has done.*

14. merchandise (L. 32)

n. goods bought or sold

Examples

○ *During product selling, enterprises usually use merchandise discount to promote sales.*

○ *The company has promised that all merchandise can be promptly returned for a full refund if customers are not completely satisfied.*

v. try to sell (goods or services)

Examples

○ *The textile products are merchandised through a network of dealers.*

○ *The company merchandised its products by advertising in newspapers.*

15. boost (L. 38)

n. a push; a promotion

Examples

○ *The company got a tremendous boost in sales last month.*

○ *Some favorable policies were made to give a boost to the housing demand.*

v. increase; help to advance or improve

Examples

- ◎ *The 2008 Beijing Olympic Games is expected to bring about golden opportunities to boost the economic development in China.*
- ◎ *The new resort area has boosted tourism.*

16. branch out (L. 44)

(of business, firm, etc.) expand in a new direction, open new departments or lines of activities

Examples

- ◎ *The bookshop has decided to branch out into selling software and electronic publications.*
- ◎ *Samsung Electronic and LG Philips LCD has branched out into the market for small LCD panels used for mobile phones and other portable multimedia appliances.*

17. associate (L. 47)

n. a person who has been joined with others in business undertaking; a partner

Examples

- ◎ *He shared his profits with his business associate.*
- ◎ *As an associate in the store, he holds a stake in the company.*

18. lose sight of (L. 49)

overlook sth.; fail to consider sth.

Examples

- ◎ *Unfortunately, some companies lose sight of the ultimate goal of serving customers well, especially as they grow larger.*
- ◎ *As online auction fees change, never lose sight of your bottom line.*

Key to Exercises

Lead-in



1) Nike Inc. (耐克公司) (multinational corporation); Volkswagen (大众汽车) (global corporation); Huawei Technologies Co., Ltd. (华为技术有限公司) (private limited company); Mengniu Group (蒙牛乳业(集团)股份有限公司) (joint venture); Parkson Retail Group (百盛百货集团) (overseas-funded enterprise); China National Petroleum (中国石油天然气集团) (state enterprise); Phoenix Cable TV (凤凰卫视控股有限公司) (holding company).

2) **Multinational/global corporation:** GE (美国通用电气); Procter & Gamble (美国宝洁); Sony (日本索尼); Carrefour (法国家乐福)...

State enterprise: Bank of China (中国银行); SINOPEC (中国石化); China Mobile (中国移动)...

Overseas-funded enterprise: Motorola (China) Electronics Ltd. (摩托罗拉(中国)电子有限公司); Amway (China) Daily-Use Commodity Co., Ltd. (安利(中国)日用品有限公司); Shanghai Hewlett-Packard Co., Ltd. (上海惠普有限公司)...

Joint venture: FAW-Volkswagen Automotive Company, Ltd. (一汽大众汽车有限公司); Harbin Pharmaceutical Group Holding Co., Ltd. (哈药集团有限公司); Wahaha Group (娃哈哈集团有限公司)...

Private limited company: Ikea (瑞典宜家家居); Auchan (法国欧尚零售); Li Ning Company Ltd. (李宁有限公司)...

Holding company: Legend Holdings Ltd. (联想控股); Tingyi (Cayman Islands) Holding Corp. (康师傅控股有限公司)...

3) limited liability company, non-stock corporation, joint-stock company, partnership business, single-proprietor business, public limited company, industrial company, parent company, subsidiary company, trust company, trading company, holding company, etc.

4) (open-ended)



| Business sectors | Leading companies | Competitive edges |
|------------------------|-------------------|--|
| Telecommunications | Nokia | <ul style="list-style-type: none"> • Sustained innovation of technology • Keeping ahead of others in developing new products |
| Retailing | Wal-Mart | <ul style="list-style-type: none"> • Pricing (Everyday Low Prices) • Technology (advanced computer-based logistics) |
| Banking | Citigroup | Scale/Information/Omnipotence/Complementarity |
| Transport | UPS | <ul style="list-style-type: none"> • Operational excellence (great speeds at low costs) • Technological innovation (massive IT networks, GPS, RFIT, etc.) |
| Vehicle manufacturing | GM | Globalization/Services/Six Sigma/E-Business |
| Information technology | IBM | <ul style="list-style-type: none"> • Dimensional structure of organization • All-round services • Be swift in action with needs • Generous corporate culture |
| Food and drink | McDonald's | <ul style="list-style-type: none"> • Pursuit of quality products • Pursuit of quality services • Powerful operating system |
| Tourism | American Express | <ul style="list-style-type: none"> • High-quality services • Brand |