

总主编/马玉玲  
主 审/王 彤



# 新编商务英语实训教程

## 阅读

### Reading

主 编/何 春 何 青

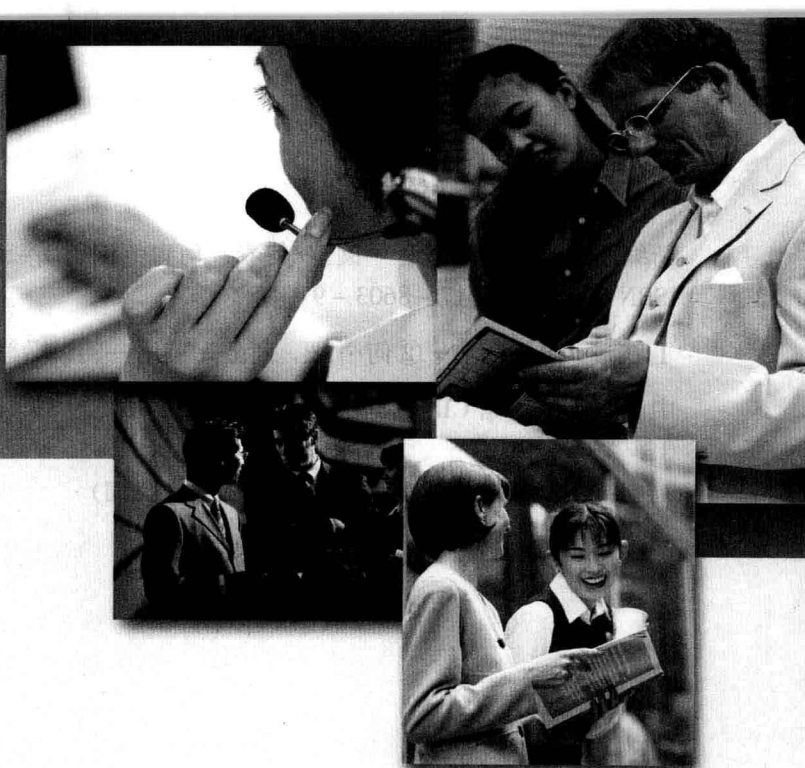
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# Preface

随着经济全球化不断加深,市场对既通晓商务知识又具备娴熟英语技能的复合型人才的需求也越来越大,编写一本贴近市场需求和具有传播先进理念的商务英语阅读教材一直是编者的心愿。根据大学本科经济、管理、金融类专业英语,高职高专经济、管理、金融类专业英语的教学要求和学生的学习特点,针对市场需求,运用现代教学理念,我们成立了本教材编写组,组织有多年商务英语阅读教学经验和商贸工作经验的教师共同编写完成了这本教程。

本教程由15个单元组成,根据社会建构主义原理与人本主义原理,每个单元分别设计了相关的实训任务,由五个部分组成,Section A, Reading Skill; Section B, Text; Section C, Fast Reading; Section D, Case Study; Section E, Cheer You Up。第一部分阅读技巧,旨在帮助学生提高猜词、略读等阅读技巧,提高学生的阅读能力。第二部分课文,皆选自《纽约时报》、《华尔街日报》、《财富》、《中国日报》等国内外报刊杂志的文章,经改编而成;该部分设计各种任务,形式多样,有助于学生理解课文的表层和深层涵义,提高阅读能力,加强商务理念。第三部分为快速阅读,侧重训练学生的阅读速度、阅读理解能力和获取信息的能力。第四部分是案例学习,通过最新的热门话题和典型案例,拓展学生的思维。第五部分是快乐阅读,通过阅读与主题相关的笑话,吸引学生快乐阅读,产生强烈的阅读愿望。最后的部分是开放式作业,通过开放式问题的设计和讨论,培养学生敏捷的思维能力和课外阅读的好习惯。

本教材的特色是:

1. 实用性、育人性。各单元题材新颖,思想内涵丰富,实训任务的设计涵盖剑桥商务英语过级考试和英语四级、A级和B级考试题型,有助于帮助学生熟悉考试题型。
2. 互动性、趣味性。该教材的编排始终体现师生之间的交流与互动,以学生为中心,学生是积极的学习参与者。
3. 时代性、科学性。通过专家咨询、专业调研、编写组讨论,确定该教材各单元的主题,文章来源于国内外报刊杂志,科学合理的教材设计把更多的发展空间留给学生,培养学生在阅读中积极思考的习惯和创新性思维。
4. 评价性、目标性。每篇阅读文章都对阅读时间提出合理的建议,同时提供阅读评价表,既方便学生做自我评价,又利于教师获得反馈、促进教学。
5. 启发性、激励性。本着因材施教的原则,教师可根据本班的学习水平,有选择性地挑选实训任务,确定适合于本班学生的阅读时间,树立学生的自信心,激发学生的成就感。

本教程第一主编为何春副教授,分工编写一、三、五单元,制作第一单元课件,统稿并通审全书。第二主编为何青副教授,分工编写二、四单元,协助统稿并通审全书。副主编刘卫华副教授和编委胜献利老师编写六、十二、十三、十四单元,副主编唐慧编写七、八、九、十单元,汪胜兰编写十一、十五单元。冯秋怡制作第二至十五单元课件。张王威选编、柳小虹翻译六、七、八、十、十三、十四、十五单元 Section B 的课文。美籍专家 Darry Brake 先生为本书担任英语录音。





# Preface

该教材可供大学本科经济、管理、金融类专业，高职高专商务英语专业、经济专业、外贸专业和工商管理专业使用，还可以作为各商贸企业的实习和培训教材。我们衷心希望读者喜爱《新编商务英语实训教程——阅读》，在实践语言中不怕出错，大胆实践，掌握西方文化背景知识，在职场中灵活自如地运用语言，达到有效沟通。祝愿商贸从业人员能从《新编商务英语实训教程——阅读》中有所收益。

在本书编写的过程中，我们参考了国内外多种专著、书刊以及网上资料，由于篇幅有限，不能一一列出，谨对其作者致以衷心的感谢。本书能够付梓出版，得到了中国经济出版社及相关部门人士的大力支持；得到了北京外国语大学陈乃芳教授热情的关心和帮助，她特推荐了北京外国语大学网络学院副院长王彤博士担任本书的主审；得到了海口经济学院姚中教授、北京吉利大学马玉玲教授和美籍专家 Kyle Free, Daniel Scallon, Jordan Clary, Jesse Adam, Jordan Hamel 的鼓励和指导；得到了海口经济学院图书馆温小明馆长、张静静老师、麦笃彪老师、徐蕾老师和电教中心吴坤杰老师的热情帮助；还得到了编写组全体老师的团结协作及其家人的热心支持，在此一一表示真诚的感谢。

由于编写仓促，错误在所难免，为了完善教材，敬请同行、专家和使用教材的学生朋友批评指正，不胜感激。联系方式：何春，[hechun380036@126.com](mailto:hechun380036@126.com)；何青，[hq9293@sina.com](mailto:hq9293@sina.com)。

编者

2008年7月18日



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## Training Objectives:

1. To improve the reading skill of guessing new or unfamiliar words by means of the context.
2. To acquire an understanding of globalization.
3. To illustrate how globalization has affected our life and work.

## Section A Reading Skill

### Guessing New or Unfamiliar Words

(1)

#### The context helps you guess the meaning of new or unfamiliar words.

Studies of good readers show that they are aware of different contexts in which words are set. These are commonly referred to as contextual aids. Good readers use the surrounding words to help them recognize and understand new words or meanings. This reading skill is the most important tool for sound vocabulary development, and it can be mastered and developed. The context can often provide important information which helps you guess the meanings of unfamiliar words. During your first reading of a text, it is usually recommended not to stop and consult your dictionary. This will interrupt your process of reading and understanding. The meanings of unknown words and phrases become clear as you continue to read through the text. The dictionary can be used at a later stage.

#### For instance:

Suppose you are unsure of the meanings of the words *cracked*, *tremendous* and *confounding* in the following sentence: Therefore, he *cracked* a *tremendous* joke with men, by *confounding* their languages, so that they could not understand each other, and were forced to spread to different parts of the world.

You may begin to figure out that *cracked a joke* means *made a joke*. And you might realize that the joke was very great, because people were forced to spread to different parts of the world. Therefore you may know that *tremendous joke* means *very big joke*. *Confounding their languages* means *making their languages puzzled or confused*, which suggests the meaning to you that people could not understand each other.

Task Read the above reading skill about guessing new words.

Try to guess the meanings of the underlined words and choose the correct answer.

Mark one letter A, B or C in your book.

1. London dealers acknowledge the push to go electronic gradually has eroded their use of trading slang.

A. destroyed

B. appealed

C. studied

2. Marketers need strong brands and icons that people can identify with.

A. products

B. pictures

C. books

3. They came together to discuss building a city and a tower, i. e. a great one world metropolitan, a One World Center.

A. town

B. country

C. city



4. You are the child of a successful entrepreneur and the family business has been entrusted to you.  
 A. given                                      B. gone                                      C. stayed
5. Online retailers also deploy similar techniques to entice people to their websites and to make a purchase.  
 A. persuade                                      B. stop                                      C. refuse

**Section B Text**

Before you read, please think about two questions.

1. What words and expressions will you probably think of when globalization is mentioned? Why?
2. Some countries have become rich so quickly that global productions of energy and food have been unable to match the *pace*. What does *pace* mean?

**Reading Evaluation**

Reading Speed	Evaluation	Your Performance
About 80 wpm	Excellent	
About 70 wpm	Average	
About 60 upm	You need to do more practice.	



**Words: 331 words**

**Suggested Reading Time: 5 minutes**

## This Global Show Must Go On

The last 20 years have brought the world more trade, more globalization and more economic growth than any previous periods in history. Few *commentators*<sup>1</sup> could have believed that such a fast rise in trade and living standards was even possible.

According to the World Bank, more than 400 million Chinese climbed out of poverty between 1990 and 2004. India's economy is growing rapidly too. Ordinary people often question the benefits of international trade and now many *intellectuals*<sup>2</sup> are also turning more *skeptical*<sup>3</sup>. Some countries have become rich so quickly that global productions of energy and food have been unable to match the *pace*<sup>4</sup>. However, rapid economic growth is a good thing, even if some of the remaining poor are suffering from high food prices. The volume of trade is likely to keep rising because the world economy is expanding.

The globalization process has had its *bumps*<sup>5</sup>, as reflected recently by rising commodity prices, but they are largely a consequence of how much and how rapidly prosperity has grown.

By 2010, China will have more Ph. D. scientists and engineers than the United States. These professionals are not a threat. To the contrary, they are creators whose ideas are likely to improve the lives of ordinary people. The more *access*<sup>6</sup> Chinese have to other markets, the more they can afford higher education.

What is really happening is that many people, whether in the United States or abroad, are *unduly*<sup>7</sup> suspicious about economic relations with foreigners. These complaints come from basic human nature – namely, our tendency to divide people into “in groups” and “out groups.” Americans fear that foreigners will rise at their expense or “control” some aspects of the American economy.

It is wrong to *play down*<sup>8</sup> the costs of globalization, but the reality is that we've been playing down its benefits for a long time.

If we look at trends over the last 20 years, we have every reason to believe that the modern era of free trade is just getting started.

From *Times*, June 8, 2008

### Note

**free trade:** 自由贸易, 自由贸易是在没有进口关税、出口补贴、国内生产补贴、贸易配额或进口许可证等因素限制下进行的贸易或商业活动。自由贸易理论产生的基本依据是比较优势理论: 各地区应致力于生产成本低效率高的商品, 来交换那些无法低成本生产的商品。

### Some Useful Websites about Globalization

http://www.focusweb.org

http://www.citizen.org/trade/

http://globalization.about.com/

http://www.wto.org/english/thewto\_e/whatis\_e/tif\_e/fact1\_e.htm

### New Words and Expressions

- commentator [ˈkɒmentɪtə] *n.*  
an expert who makes a remark or gives an opinion
- intellectual [ˌɪntɪˈlektʃuəl] *n.*  
a person who uses the mind creatively
- skeptical [ˈskeptɪkəl] *adj.*  
not likely to believe something without proof
- pace [peɪs] *n.*  
the rate of moving (especially walking or running)
- bump [bʌmp] *n.*  
blow, knock or impact
- access [ˈæksɪs] *n.*  
the right to enter
- unduly [ˌʌnˈdjuːli] *adv.*  
to a level which is more than is necessary, acceptable or reasonable
- play down  
to make something seem less important or less bad than it really is

Read through the new words and expressions, and then write down the equivalent in Chinese.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

Task 1 Read the above passage and then judge whether the following statements are True (T) or False (F).

( ) 1. Many commentators had believed that such a fast rise in trade and living standards was possible.

- ( ) 2. More than 400 million Chinese were no longer poor between 1990 and 2004.
- ( ) 3. Some countries have become rich so quickly that global productions of energy and food have not been able to match the pace.
- ( ) 4. Rapid economic growth is a bad thing, because some poor people are suffering from high prices.
- ( ) 5. If we look at trends over the last 20 years, we can believe that the modern era of free trade is just getting started.

**Task 2** Are the following statements “Right” or “Wrong”?

If there is not enough information to say “Right” or “Wrong”, choose “Doesn’t say”.

For each statement, mark one letter A, B or C in your book.

- The last 25 years have brought the world more trade, more globalization and more economic growth than any previous periods in history.
  - Right
  - Wrong
  - Doesn’t say
- India’s economy is growing not so fast.
  - Right
  - Wrong
  - Doesn’t say
- We live in a world called “The Global Village”.
  - Right
  - Wrong
  - Doesn’t say
- What is really happening is that many people are too suspicious about economic relations with foreigners.
  - Right
  - Wrong
  - Doesn’t say
- We need to be open-minded so as to realize our dream: one world, one dream.
  - Right
  - Wrong
  - Doesn’t say

**Task 3** Work in pairs and answer the following questions.

- How can you understand the sentence “Few commentators could have believed that such a fast rise in trade and living standards was even possible?”
- What do ordinary people often question?
- Why is the volume of trade likely to keep rising?
- Where do those complaints come from?

**Task 4** Questions for discussion.

As a college student, what should you do to prepare for globalization?

## Section C Fast Reading

How do you accelerate reading speed?

Reading speed is used to measure how fast we can finish reading. Some good ways to improve reading skills are as follows: skimming the passage for the general idea, scanning for specific information, and guessing unknown words. We should focus on reading attentively (not to read back) and silently (not to read aloud), sentence by sentence, instead of word by word. By these means, we may improve our reading speed. In the following units, you will learn reading skills which lead to a better understanding of the passage and an increase in your reading speed. Once you acquire special reading habits and skills, you will find its magic and benefits in your reading and studying.

### Passage One

#### Reading Evaluation

Reading Speed	Evaluation	Your Performance
About 100 wpm	Excellent	
About 90 wpm	Average	
About 80 wpm	You need to do more practice.	

**Before you read the passage, please guess the meanings of the underlined words.**

1. Despite the strong will of Asian nations in regional integration, the future for an integrated Asia remained obscure, said Long Yongtu, secretary-general of BFA.
2. Asia has become the most dynamic region with the greatest development potential in the world.

**Words: 357 words**

**Suggested Reading Time: 4 minutes**

### Advance Peace, Cooperation and Harmony in Asia — Keynote Speech at the Opening Ceremony of the Annual Conference 2007 of the Boao Forum for Asia

The theme of this annual conference, namely Asia Winning in Today's Global Economy – Innovation and Sustainable Development, is a significant one, as it gives full expression to the





need for development and prosperity in Asia. Asia is a vast continent with time-honored history, splendid culture, rich resources and a large population. What is particularly encouraging is that the sustained development in individual Asian countries has led to increasingly closer economic links within the region, flourishing regional dialogue and cooperation, expanding common interests and heightening awareness of the Asian identity. Development and cooperation in Asia are enjoying unprecedented momentum. Asia has

become the most dynamic region with the greatest development potential in the world and an engine driving world economic growth. It is playing an increasingly important role in promoting the noble cause of peace and development of mankind. We have full confidence in Asia's future. Since 2000, Asia's GDP has grown by over 6 percent annually, contributing to 20 percent of the world's economic growth. Asia's economy, trade, and foreign exchange reserves make up one fourth, one third, and three fourths of the world's total respectively, said Wu, chairman of the Standing Committee of the National People's Congress.

He also said cooperation is an important way to accelerate development in Asia. Although Asia is still in the initial stage of economic integration, the Asian countries and regions are eager to enhance win-win cooperation, and regional and sub-regional cooperation is in full swing. It is expected that with the world moving closer to multi-polarization and economic globalization gaining momentum, regional cooperation in Asia will be steadily enhanced and this will benefit not only Asia but also other regions in the world. We should make full use of the existing cooperation mechanisms, expand cooperation to more areas, improve ways of cooperation and raise cooperation efficiency to boost regional cooperation in Asia.

Despite the strong will of Asian nations in regional integration, the future for an integrated Asia remained obscure, said Long Yongtu, secretary-general of the Boao Forum for Asia (BFA). He predicted that at least 50 more years are needed to achieve that goal.

*From Beijing Review, May 17, 2007*

**Task** Read the above passage again.

Choose the correct answer according to the passage.

Mark one letter A, B or C in your book.

1. What is the theme of the Annual Conference 2007 of the Boao Forum for Asia?

- A. Globalization.
- B. Innovation.
- C. Innovation and sustainable Development.
- 2. What makes up one third and three fourths of the world's total respectively?
  - A. Asia's foreign exchange reserves, economy and its trade.
  - B. Asia's economy, trade and foreign exchange reserves.
  - C. Asia's trade and foreign exchange reserves.
- 3. As Asia has become the most dynamic region, what are enjoying unprecedented momentum for it according to the passage?
  - A. Peace and cooperation.
  - B. Development and cooperation.
  - C. Peace and development.
- 4. Since 2000, Asia's GDP has grown by over 6 percent annually, contributing to 20 percent of the world economic. What does GDP stand for?
  - A. Gross Domestic Product.
  - B. Genuine Domestic Product.
  - C. Gross Developed Product.
- 5. How many years are needed to achieve that goal according to Long Yongtu's speech?
  - A. 50 years.
  - B. More than 50 years.
  - C. Less than 50 years.
- 6. Which of the following adjectives can best describe the speaker's attitude toward Asia's development?
  - A. Positive.
  - B. Indifferent.
  - C. Surprised.

**Passage Two**

**Reading Evaluation**

Reading Speed	Reading Evaluation	Your Performance
About 95 wpm	Excellent	
About 85 wpm	Average	
About 75 wpm	You need to do more practice.	

Words: 288 words

Suggested Reading Time: 3.5 minutes

## Cheers to More Wine



As more Chinese become familiar with wine, international winemakers are paying close attention to the Chinese market. More and more Chinese, both young and old from different lines of business, come to buy foreign wine. People buy wine to give friends as a (1) \_\_\_\_\_ or to drink themselves.

At the Shuangjing branch of Carrefour, there are more than 1,000 types of wine, and a foreign

wine professional to give recommendations. French wine takes (2) \_\_\_\_\_ half of the sales, according to Delamalle, who has just become director of Sopexa, a promotional organization of French food and wine in China.

For the second time since 2005, China was listed at the 10th place in the world wine consumption rankings, (3) \_\_\_\_\_ 2.2 percent of the world's wine consumption in 2006. The country's wine (4) \_\_\_\_\_ is expected to increase by 69.5 percent from 2006-2011, according to a study this year by Vinexpo and IWSR (International Wine and Spirit Record), (5) \_\_\_\_\_ on Feb 27, in Beijing, based on current trends in the international wine and spirit markets.

Organizers of Vinexpo Asian-Pacific, which is to be (6) \_\_\_\_\_ from May 27-29 in Hong Kong, presented the report at a press conference in Beijing. The Vinexpo/IWSR study forecasts that, against a background of substantial economic growth, the annual growth of wine consumption in China will (7) \_\_\_\_\_ from 7 percent per year, which was the case between 2002-2006, to 13 percent per year from 2006-2011. By 2011, Chinese drinkers are expected to drink more than 1.1 billion bottles, or 828 million liters of wine per year. France remains the (8) \_\_\_\_\_ supplier of wine to the Chinese market, providing 33.3 percent of all imported still light wine in volume. It is followed by Australia, the United States, Chile and Spain.

From *China Daily*, March 5, 2008, Page

**Task** Read the passage.

Choose the correct word ( A, B or C) to fill each gap.

- |                  |                 |            |
|------------------|-----------------|------------|
| 1. A. gift       | B. letter       | C. thank   |
| 2. A. up         | B. down         | C. towards |
| 3. A. putting    | B. representing | C. holding |
| 4. A. price      | B. consumption  | C. cost    |
| 5. A. released   | B. said         | C. record  |
| 6. A. hold       | B. was held     | C. held    |
| 7. A. raise      | B. rise         | C. rose    |
| 8. A. surprising | B. experienced  | C. leading |

## Section D Case Study

**Direction:** Read the following case within 2 minutes and show off your wits.

### Honda in Guangzhou



By 2010, China's automobile production is projected to reach 9.4 million, and China could become the number-one automaker in the world by 2020. China began to produce and export the automobiles and components in 2005. A new Honda factory in Guangzhou was built in 2004 both for the export and domestic markets

and was expected to ship 30,000 passenger vehicles to Europe in 2005. It produced a wide range of automobiles. By the end of 2004 China had become the world's fourth largest automotive vehicle manufacturer.

The Honda factory in Guangzhou produces the Honda automobiles made in China. As far as we are concerned, Honda products made in Japan are a famous brand worldwide. Nevertheless, Honda automobiles as well as some components made in Guangzhou are widely accepted by the Chinese customers, and gradually will also be accepted by the customers in the world.

#### Show off Your Wits:

Is Honda automobiles made in Guangzhou Chinese products or Japanese products?