



普通高等教育“十一五”国家级规划教材

杨翠萍 陈洁倩 江小娣 主编 / 叶兴国 John Nelson 主审

大学商务英语 综合教程

1

学 生 用 书

College English
Business
Integrated
Course

清华大学出版社

College Business English
Integrated Course

大学商务英语 综合教程

1

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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、情景模拟等,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、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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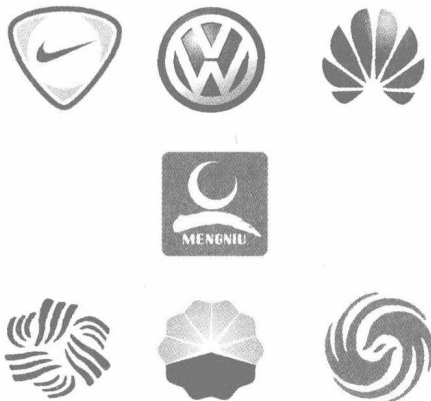
Unit One

COMPANIES

大学商务英语综合教程——学生用书 1

Lead-in

1. Look at the following logos of some renowned companies, and discuss the questions with your partner.



- 1) What company does each logo represent? What type of company does each of them belong to? (e.g. multinational corporation, private limited company, holding company, etc.)
 - 2) Can you add to each type more companies with which you are familiar?
 - 3) Besides the above, what other types of companies do you know?
 - 4) What type of company would you like to work for? Why?
2. Work in groups. Try to name the leading companies of the following business sectors, and discuss about the competitive edges of these companies.

Business sectors	Leading companies	Competitive edges
Telecommunications		
Retailing		
Banking		
Transport		

续表

Business sectors	Leading companies	Competitive edges
Vehicle manufacturing		
Information technology		
Food and drink		
Tourism		

Reading

Preview: How did a seller of cheap goods become the mightiest global corporation? The growth of Wal-Mart goes something like this: in 1979 it racked up a billion dollars in sales. By 1993 it did that much business in a week; by 2001 it could do it in a day.

It's an amazing tale — one that drove Wal-Mart from rural Arkansas, where it was founded, to the top of the Fortune 500. Sam Walton, Wal-Mart's founder, pushed sales growth skillfully while squeezing costs with sophisticated information technology. He encouraged employees to sell better. Wal-Mart is the largest corporation in the world, but what has really changed in corporate America since 1955 are the important five small words: "How may we help you?"

Wal-Mart¹: From Folk Hero to Corporate Monster

By Mallen Baker

[1] Few companies attract as much emotion as Wal-Mart. In a short time it has become the biggest and the most successful of its kind, **striding** across the world as a feared giant, the symbol of all that **epitomizes** the uncaring corporation. It has achieved this **unprecedented** success by **single-mindedly** and skillfully pursuing the lowest prices.

5 [2] Many trace the birth of discount retailing to 1962, the first year of operation for Kmart², Target³ and Wal-Mart. But by that time, Sam Walton's⁴ tiny chain of variety stores in Arkansas⁵ and Kansas⁶ was already facing competition from regional discount chains. Sam traveled the country to study this **radical**, new retailing concept and was convinced it was the wave of the future. He and his wife, Helen, put up 95 percent of the money for the first Wal-Mart store in

¹ Wal-Mart / 'wɔ:l mɑ:t / 沃尔玛, 世界知名的美国零售业连锁集团

² Kmart / k'mɑ:t / 凯马特公司, 美国零售业企业, 现代超市型零售业的鼻祖

³ Target / 'tɑ:ɡɪt / 塔格特公司, 美国零售业企业, 凯马特公司的主要竞争对手

⁴ Sam Walton / 'sæm 'wɔ:ltən / 山姆·沃尔顿, 沃尔玛的创始人

⁵ Arkansas / 'ɑ:k(ə)nsɔ: / 阿肯色州 (美国)

⁶ Kansas / 'kænzəs / 堪萨斯州 (美国)

Rogers¹, Arkansas, borrowing heavily on Sam's vision that the American consumer was shifting to a different type of general store. 10

[3] As a man with few **pretensions**, Sam Walton sought to become successful in retail by cutting out **middlemen** and selling goods to the public at the lowest possible prices. Walton's early stores were **phenomenally** successful because there was a huge market of relatively poorer people in the out-of-town communities in the United States who **embraced** the opportunity to own the clothes and other goods that would otherwise have been out of their reach. 15

[4] In the early days, it was a real **underdog** story. The established retailers did their best to **undermine** and punish the upstart who challenged what had become a comfortable, closed shop. But Sam Walton, the **eccentric** who even once had become a billionaire still **hailed** his gun dogs about in his **beaten-up** truck, was **indefatigable** in locating people who would sell to him at rock bottom prices. 20

[5] The Wal-Mart approach didn't seem to be predicated on simply making the biggest profit. Clarence Leis² noted in Walton's **autobiography**: "Sam wouldn't let us **hedge** on a price at all. Say the list price was \$1.98 but we had only paid 50 cents. Initially I would say 'Well, it's originally \$1.98, so why don't we sell it for \$1.25?' And he'd say 'No. We paid 50 cents for it. Mark it up 30 percent, and that's it. No matter what you pay for it, if we get a great deal, pass it on to the customer.'" 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. 25

[6] In addition, the success of Wal-Mart lies in an understanding of what consumers want from a retailer. "The secret of successful retailing is to give your customers what they want," Sam wrote in his autobiography. "And really, if you think about it from the point of view of the customer, you want everything: a wide **assortment** of good quality **merchandise**; the lowest possible prices; guaranteed satisfaction with what you buy; friendly, knowledgeable service; convenient hours; free parking; a pleasant shopping experience. You love it when you visit a store that somehow **exceeds** your expectations, and you hate it when a store **inconveniences** you, or gives you a hard time, or pretends you're invisible." 30 35

[7] While other discounters such as Kmart quickly expanded across the country in the 1960s, Sam was able to raise the funds to build only 15 Wal-Mart stores. Wal-Mart got the **boost** it needed in 1970, when its stock was offered for the first time on the New York Stock Exchange³. The public offering created the capital infusion that grew the company to 276 stores by the end of the decade. By focusing on customer expectations, Wal-Mart was growing rapidly in 11 states. 40

[8] In the 1980s, Wal-Mart became one of the most successful retailers in America. Sales grew to \$26 billion by 1989, compared to \$1 billion in 1980. Employment increased **tenfold**. At the end of the decade there were nearly 1,400 stores. Wal-Mart Stores, Inc.⁴ branched out into

¹ Rogers / 'rɒʊdʒəz / 罗杰斯城，美国阿肯色州北部一城市，是畜牧区和旅游区的加工中心

² Clarence Leis / 'kærəns'leis / 克拉伦斯·雷斯，沃尔玛一行政官员

³ New York Stock Exchange 纽约证券交易所

⁴ Wal-Mart Stores, Inc. 沃尔玛百货有限公司

45 warehouse clubs with the first SAM'S Club¹ in 1983. The first **Supercenter**, featuring a complete grocery department along with the 36 departments of general merchandise, opened in 1988.

[9] Today, Sam's gamble is a global company with more than 1.8 million **associates** worldwide and nearly 6,500 stores and wholesale clubs across 15 countries. Wal-Mart has become a textbook example of managing rapid growth without losing sight of a company's basic values. In

50 Wal-Mart's case, the basic value was, and is, customer service.

(748 words)

From *Business Respect*

New Words

stride /straɪd/

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

epitomize /ɪ'pɪtəmaɪz/

v. contain or express in brief the whole of; be a perfect example of 成为……缩影; 集中体现

unprecedented /ʌn'presɪdəntɪd/

a. that has not previously occurred 前所未有的; 空前的

single-mindedly /'sɪŋgl'maɪndɪdli/

ad. wholeheartedly, with one's heart and soul 专心致志地

radical /'rædɪkl/

a. advanced in opinions and policies 激进的

pretension /prɪ'tenʃn/

n. the unwarranted claim of great merit or importance 自负, 自命不凡

middleman /'mɪdlmæn/

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

phenomenally /fə'nəminəli/

ad. remarkably; extraordinarily 非凡地; 非常地

embrace /ɪm'breɪs/

v. make use of; take advantage of (an opportunity); accept an idea, a proposal, a set of beliefs, etc., especially when it is done with enthusiasm 抓住(机会); 欣然接受

underdog /'ʌndədɒg/

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 竞争失败者; 处于劣势者

undermine /'ʌndə'maɪn/

v. weaken gradually; ruin 逐渐削弱; 破坏, 损坏

eccentric /ɪk'sentɪk/

a. (of a person, behavior) habitually unusual; odd (人、行为等) 古怪的; 偏执的

haul /hɔ:l/

¹ SAM'S Club 山姆会员店, 美国沃尔玛百货有限公司的一个分支机构

v. pull or draw with force 用力拖或拉

beaten-up

a. shabby; damaged by overuse; worn out 年久失修的; 残破的, 破旧的

indefatigable / ,ɪndɪ'fætɪgəbl /

a. unable to be tired out; untiring 不倦的; 不屈不挠的

autobiography / ,ɔ:təbaɪ'ɒgrəfi /

n. the writing of one's own history; a story of a person's life written by himself or herself 自传

hedge / hedʒ /

v. minimize or protect against the loss by counterbalancing one transaction, such as a bet, against another 做两面买卖以防损失

assortment / ə'sɔ:tmənt /

n. collection of different things one class or of several classes 属于一类或数类的各色物品之集合

merchandise / 'mɜ:tʃəndaɪz /

n. goods bought or sold 商品; 货品

exceed / ɪk'si:d /

v. pass beyond 超出, 超越

inconvenience / ,ɪŋkən'vi:nɪəns /

v. cause difficulty, discomfort, unfitness, etc. 使感到不便; 感到困难

boost / bu:st /

n. a push; a promotion 上升, 提高

v. increase; raise; stir up enthusiasm for; promote vigorously 增加; 拔高; 增强; 激起……的热情; 强有力地宣传

tenfold / 'tenfəʊld /

n. ten times 十倍

supercenter / ,su:pə'sentə /

n. a very large discount department store that also sells a complete line of grocery merchandise 超级中心; 集规模较大的商场和小副食品商店为一体的、为顾客提供一站式消费服务的商场

associate / ə'səʊʃɪət /

n. person who has been joined with others in business undertaking; partner 共同经商者, 合伙人

Phrases & Expressions

folk hero

someone that people in a particular place admire because of something special they have done 民间英雄

corporate monster

a corporation that conducts strongly unfavorable and avaricious business practices, and sometimes intends to force many small businesses to go defunct, and is usually anti-union or anti-competitive 企业巨头

variety stores

shops selling many kinds of small items 小百货商店；杂货店

put up

provide (money) as backing for an enterprise 提供（资金）

cut out

defeat; eliminate (a rival in competition) (在竞争中) 击败对手；排挤对方

closed shop

a workshop or other establishment where only members of a trade union may be employed (根据工会与资方协议) 只雇用某一工会会员的商店

gun dog

a dog trained to retrieve for a gamekeeper or the members of a shoot 猎犬

rock bottom price

the lowest possible price 最低价格

predicted on

based on 使基于

pass ... on to

hand or give sth. (to sb. else), esp. after receiving or using it oneself 将某物传、交给（某人）

anti-corporate warriors

反公司强硬派

front line

the most important, advanced or responsible position 最重要、最前面的或责任最大的位置

lie in

depend on; rest or centre in 在于

capital infusion

the pouring in of accumulated wealth 资金注入

branch out

(of business, firm, etc.) expand in a new direction, open new departments or lines of activities (指公司、业务等方面) 向新的方向发展，扩充范围

lose sight of

overlook sth.; fail to consider sth. 忽略或未考虑某事

wholesale club

a retail store that sells a limited assortment of merchandise to customers who are members of the club 批发式会员店

warehouse club

a giant store that sells merchandise in bulk at low prices, and in which customers must buy a membership in order to shop 仓储式零售商店，大型零售商店

Exercises

Comprehension

1. Answer the following questions with your partner.
 - 1) How did Wal-Mart achieve its unprecedented success?
 - 2) When did discount retailing come into being?
 - 3) What challenge did Sam Walton's chain of variety stores face in 1962?
 - 4) What kind of strategy was adopted in Walton's early stores?
 - 5) According to Sam, what is the secret of successful retailing?
 - 6) How do customers feel about the Wal-Mart approach?
 - 7) What happened to Wal-Mart in 1970?
 - 8) What was the prominent feature of the first Supercenter?
 - 9) How big is Wal-Mart today?
 - 10) What is the basic strategy of Wal-Mart?

2. Discuss the following questions with your group members.
 - 1) The writer refers in the title to Wal-Mart as a "corporate monster." How do you understand it? What points and evidence might you provide to support your understanding?
 - 2) Recently Wal-Mart has embarked upon an environmental effort, building more environmentally friendly stores and encouraging the use of energy-efficient light bulbs. How do these efforts fit with the corporate strategy described in the reading?

3. This passage can be divided into three parts. Work with your partner to complete the outline. Part of it has been done for you.

Parts	Main ideas
Part I (Para.1)	Introduction: _____
Part II (Paras.2-6)	Factors determining the success of Wal-Mart:
	1) _____ 2) _____
Part III (Paras.7-9)	_____

Vocabulary

1. Use the words given below to write sentences with *company* or a paragraph concerning *company*.

	involve	
strategy	production	goods
insurance	company	complicated
operate		multinational
service	achieve	sell
	goal	

2. Fill in the blanks with the proper forms of the words or phrases given in the box.

assortment	borrow on	guarantee	pursue	radical	pass...on to
convince	epitomize	gamble	put up	stride	undermine

- 1) Automation isn't a (n) _____ of customer satisfaction, even if it does improve productivity.
- 2) The company is planning to _____ a considerable sum of money for an important sales campaign to promote their latest product.
- 3) In contrast to many relatively cheap fashion clothes, young people are generally _____ products with global brands when it comes to jeans.
- 4) We have a natural tendency to _____ blame _____ other people for failures, rather than attributing the poor performance to external and contextual factors.
- 5) No matter how we call it, the service economy, the information age, or the knowledge society, a new era that _____ a fundamental change in the way we work, is upon us.
- 6) After having studied a large number of organizations and leaders, John Gardner was _____ that there were some qualities or attributes that did appear to mean that a leader in one situation could lead in another.
- 7) Global markets offer greater opportunity for people to _____ forward into more and larger markets around the world.
- 8) Global disapproval of US foreign policy has become so intense that it is spilling over and _____ the image of US brands and culture.
- 9) Don't _____ things that you don't believe in and that you yourself are not good at.
- 10) This plaza deals in famous-brand Chinese and foreign products in great _____ and gives good services.
- 11) They had financed their company in a most honest and simple way; and they were desperately opposed to the financial banditti whose purpose was to transform the telephone business into a cheat and a _____.
- 12) The new economic reality should be investigated in terms of _____ shifts in the mode of production rather than a shift in sectoral composition of the economy.

3. Rewrite the following italicized parts by using the appropriate words or expressions from the text.

- 1) Microsoft has never *paid little attention to* the notion that if you give people the right tools, they will do new and exciting things.
- 2) Successful strategies *are based on* a thorough understanding of the capabilities of the business relative to the competition and the strategies, objectives, and intentions of the competitors.
- 3) Nike tells young people everywhere to surpass themselves, to *go beyond* the confines of their race and culture.
- 4) The pizza ad in the newspaper indicates that you can buy all kinds of the advertised pizza *at reduced prices*.
- 5) Business keeps moving faster and you'd better make *untiring* efforts to keep your strategy in line with changes in the business and its environment.
- 6) The friendly transaction reflects just how much the balance of power has *moved* from makers of consumer goods to giant discount retailers in recent years.
- 7) Wal-Mart, in fact, is the first service company to rise to the top of the *Fortune 500*, which *has never occurred before* in America.
- 8) We're already on the way to *expand* into an economy that is full of new participants: agents, objects, and machines, as well as several billion more humans.

Translation

1. Translate the following paragraphs into Chinese.

Few companies attract as much emotion as Wal-Mart. In a short time it has become the biggest and the most successful of its kind, striding across the world as a feared giant, the symbol of all that epitomizes the uncaring corporation. It has achieved this unprecedented success by single-mindedly and skillfully pursuing the lowest prices.

As a man with few pretensions, Sam Walton sought to become successful in retail by cutting out middlemen and selling goods to the public at the lowest possible prices. Walton's early stores were phenomenally successful because there was a huge market of relatively poorer people in the out-of-town communities in the United States who embraced the opportunity to own the clothes and other goods that would otherwise have been out of their reach.

2. Put the following paragraph into English, using the words or phrases given in the box. Change the form if necessary.

lie in	offering	boost	shift	value
merchandise	pursue	embrace	focus on	convinced