

New Practical 新编实用英语 English

扩展教程 3 (辽宁版)

Extended Course

《新编实用英语》(辽宁版)教材编写组 编



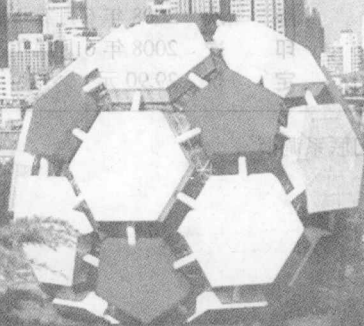
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Higher Education Press

要點書內

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内 容 提 要

《新编实用英语》系列教材是由教育部高职高专教育英语课程教学指导委员会根据《高职高专教育英语课程教学基本要求(试行)》组织编写的。《新编实用英语》(辽宁版)系列教材是在“普通高等教育‘十一五’国家级规划教材”《新编实用英语》(第二版)的基础上改编而成。本套教材贯彻了“学一点、会一点、用一点”、“听、说、读、写、译并重”和“边学边用、学用结合”的原则;注重听说技能训练,注重对实用文体阅读能力的培养,将应用语言基本功的能力与实际涉外交际相结合。

本套教材还注重“教、学、考”相互照应。学完第2册可参加“高等学校英语应用能力考试”的B级考试,学完第4册可参加A级考试。

本书为《新编实用英语扩展教程》(辽宁版)第3册,共8个单元,编排模式与主教材基本相同,每个单元都由“说”、“听”、“读”、“写”、“自测习题”和“趣味阅读”6部分组成。本书附多媒体学习课件光盘1张,并配有录音带。

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前 言

《新编实用英语》（辽宁版）是在辽宁省各高职高专院校的大力支持和各校英语教师的共同努力下，以《新编实用英语》为基础，由辽宁省高职高专院校中具有丰富教学经验的一线教师结合辽宁省对外交流的实际编写的一套高职高专英语教材。

《新编实用英语》（辽宁版）共4册，每册由《综合教程》、《扩展教程》、《教师参考书》和《学习指导》以及配套的多媒体学习课件、电子教案、录音磁带等组成。

《新编实用英语——扩展教程》（辽宁版）是在“普通高等教育‘十一五’国家级规划教材”《新编实用英语——学学·练练·考考》（第二版）基础上进行改编的。本书紧扣《新编实用英语——综合教程》各单元的教学内容与体例，力求巩固和扩大主教材所设计的听、说、读、写等语言技能的训练，以及词汇、语法等语言知识与用法的学习。

《新编实用英语——扩展教程》（辽宁版）的编排模式与《新编实用英语——综合教程》（辽宁版）基本相同，是配合主教材供学生自主学习的好伴侣。为充分体现便于自学的特点，本教材有以下几个突出的特点：

1. 阅读文章的生词都在课文的右侧作了旁注，便于学生进行独立阅读；
2. 每单元都编写了相应的Data Bank，为主教材中的相关语言表达练习提供辅助材料，有利于提高学生独立自主学习的能力；
3. 在一般写作中，各册加编了相关语法和写作知识的归纳小结，不仅为学生提供了训练中所需要的语言材料，而且也帮助学生系统地归纳整理所学语言知识，从而能更有效地在实践中使用；
4. 根据各单元的主题和学习内容，每单元编排了与“高等学校英语应用能力考试（笔试）”题型和难易程度相当的三道测试题。通过做题，学生既可以检测自己对本单元学习内容的掌握情况，还有助于提高自己的考试能力；
5. 每册加编了两套模拟考题：第一册模拟高等学校英语应用能力考试B级考试；第二册的第一套模拟B级考试，第二套模拟A级考试；第三册模拟A级考试；第四册模拟大学本科英语4级考试。既方便学生进行自我检测，又有利于学生衡量自己达到《高职高专教育英语课程教学基本要求（试行）》的程度。

综上所述，《扩展教程》是学好《综合教程》的必备材料，可以帮助学生更好地掌握所学内容，扩大练习园地，开拓知识视野，提高学习兴趣。将主教材和自主训练教材配合使用，一定会取得事半功倍的效果。

《新编实用英语——扩展教程3》（辽宁版）由渤海大学孟丽娟副教授任主编；辽宁商务职业学院罗春战、辽宁科技大学姜巍任副主编。具体编写分工是：孟丽娟编写第1单元；渤海大学付艳编写第2、3单元；渤海大学刘亚珍编写第4、5单元；渤海大学蒋宏编写第6单元、渤海大学周玉梅编写第7、8单元。

由于本书是一种新的尝试，实际编写中会有不当和疏漏之处，希望广大使用者批评指正，以使本教程能为辽宁省高职高专英语教学做出更大的贡献。

编 者
2008年5月

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Unit 1

Promoting Activities

Unit Goals

❖ What You Should Learn to Do

1. Introducing a certain company (background, business scope, etc.)
2. Talking about a company's business
3. Promoting a product

❖ What You Should Know About

1. Key to producing bestsellers
2. Preparation for the business negotiations is needed not only in the business sense but in a cultural sense as well
3. Product prospectuses

SECTION I

Talking Face to Face

Speak More by Yourself

Sample 1

China-made Silk Products Show!

Interested in China-made silk products? Come to our show!

With years of experience in manufacturing silk products, we offer a wide range of silk items, such as silk fans, silk garments, silk shirts, and silk carpets. All are made of top quality materials and with fine workmanship. Our silk products have enjoyed a fair market in Canada, Europe, South Asia and other regions and are the exclusive products of our own chain stores abroad.

Date: June 12 — June 18, 2007

Place: 22# Haibin Rd, Hangzhou, China

Organizer: ABC Silk Products I & E Corporation

Sample 2

Mountain Bikes — A Perfect Travel Vehicle!

Tired of walking through the woods? Buy a mountain bike!

Huaxia Bicycle Company has a new product to offer its customers — mountain bikes! They are the company's latest developments. All are made of top quality materials. With various types and sizes, favorable prices and top quality, our mountain bikes are well received both at home and abroad. The sales turnover last year was around 3 million RMB yuan. We have 5 subsidiaries at home and we are thinking of expanding our business overseas.

Tel: 024-67623456

Fax: 024-67623458

Manufacturer: Huaxia Bicycle Company

- 1** Read aloud the following dialogues based on the samples provided above. You could practice role-play with your partner, changing the information into your own.

Dialogue 1

Ms. Wang: Mr. Black, you have seen our products in the showroom. They are of top quality and fine workmanship and are sure to earn a big profit.

Mr. Black: I think you are right. That's why I am here in your company. In recent years, China-made silk products, especially your company's, have been enjoying a fair market in Canada.

Ms. Wang: You're right, but it's not just in Canada. It's in Europe, South Asia and other regions, too.

Mr. Black: Have you got a sales agent in Canada?

Ms. Wang: No, not yet. Why are you asking?

Mr. Black: You see, I'm buying for chain department stores in Canada. One of their interests is Chinese silk products. And I'd like to be the person in charge of this line.

Ms. Wang: Great! I'll make an appointment for you to meet Mr. Wang, our general manager.

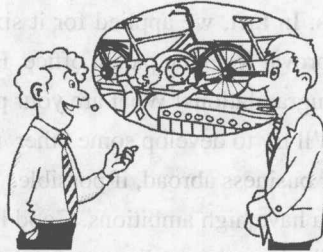
Mr. Black: Thank you very much.

Ms. Wang: You're welcome.



Dialogue 2

- Mr. Zhao: Thank you for your interest in our mountain bikes, Mr. Wilson.
- Mr. Wilson: I'd like to know more about your products and your company.
- Mr. Zhao: What exactly do you want to know?
- Mr. Wilson: I would like to know more about your line of mountain bikes.
- Mr. Zhao: As you know, we produce mountain bikes of various types and sizes. We have years of experience in manufacturing them. Our bikes sell well in the international market because of their super quality and competitive prices.
- Mr. Wilson: We've read about this in your sales literature. Now, what was your sales turnover last year? And how many subsidiaries do you have?
- Mr. Zhao: Our sales turnover last year was around 2 891 400 RMB yuan. At present, we have 5 subsidiaries in the country and we are planning to have more.
- Mr. Wilson: Have you thought about expanding your business abroad?
- Mr. Zhao: Yes, to be frank. But it's not so easy to find a suitable partner.
- Mr. Wilson: Well, you might not have to wait much longer. Let's talk business.



2 Here is a group of short dialogues. Follow the examples to fulfill the tasks accordingly.

- 1) A: May I help you, madam?
- B: I'd like to buy a toy telephone for my 10-year-old son. I want something that looks fun and interesting to a child.
- A: In that case, you'll probably be interested in this one. It's the latest model and very popular with little kids.
- B: Let me have a look. Oh, it's cute! The tail of the tiger is used as the receiver. I'm sure Johnny will like it. Yes, I'll take it. How much is it?
- A: Eighteen dollars. Shall I pack it for you, madam?



Task: Ask the shop assistant to show you an electronic toy car.

- 2) A: What are your findings in the market survey?
- B: Laptop computers are in great demand. I'm sure they'll be the market leader in the next few years.
- A: Do you mean we should hasten our speed in developing new models?
- B: Yes, I think so. With proper sales promotion, the market should soon be ours.
- A: Great! Let's start organizing our developing and advertising campaign right away.
- B: I agree, we shouldn't lose any time. We must strike while the iron is hot, as they say.



Task: Report your market survey to your boss.

- 3) A: How do the customers like our new CD players?
 B: They like the portable design and the fashionable style, but they are not too happy about our price.
 A: Do you think we should bring the price down?
 B: Well, probably yes. You see, the competition is fierce.



Task: Talk about the customers' reactions to a new color TV set.



- 4) A: Have you applied for a patent for this new product, Mr. Smith?
 B: Yes. In fact, we applied for it six months ago. Last week, we got the approval from the patent office. Finally, we have our own patent.
 A: Congratulations! What are your plans for the future?
 B: We'll try to develop some other models of helmets and then, when the time is right, expand our business abroad, if possible.
 A: You have high ambitions. Good luck to you!



Task: Talk about the application for a patent.

3 Here is the Data Bank. Practice the patterns and expressions for talking about present situations and potentials of products.

Data Bank

- What findings have you got from the market survey?
你的市场调查有什么新发现?
- Our new type of PC is well received by the customers / consumers.
我们的新型PC机很受顾客 / 消费者的欢迎。
- We should find the cause of the delay and deliver the goods to the customer / consumer immediately.
我们应该找出耽误的原因, 马上将货给顾客 / 消费者送去。
- The patent office has turned down / approved our application.
专利局已拒绝 / 接受我们提出的申请。
- We should try to find a better way to handle this problem.
我们应该找到一个更好的方法来处理这个问题。
- An increasing number of people are interested in buying laptops instead of desktops.
越来越多的人愿意买手提电脑, 而不买台式电脑。
- We should develop more models to meet the needs of the consumers.
我们应开发出更多类型的产品以满足消费者的需求。
- The present situation of our CD players is not pleasing.
我们生产的CD机的现状不令人乐观。

9. This new type of air-conditioner will find a smooth way into the home market.
该款新型空调机将在国内市场打开销路。
10. The sales figures have decreased this month.
这个月的销售量下降了。
11. Competitively-priced quality products are the most desirable.
价廉物美的商品最受人欢迎。
12. Our laptop computers enjoy a ready market both at home and abroad.
我们生产的笔记本电脑在国内外都很畅销。

SECTION II

Being All Ears

Listen More by Yourself



In this section you will hear two dialogues and one passage. A quick glance at the word list below will help you to understand better what you are going to hear.

New Words and Expressions

pleasing	/'pli:zɪŋ/	a.	令人高兴的, 愉快的, 合意的
indication	/'ɪndɪ'keɪʃən/	n.	指示, 迹象, 暗示
pedal	/'pedl/	n. / v.	踏板, 蹬自行车
on average			平均
retail / wholesale price			零售 / 批发价

1 Listen to Dialogue 1 carefully and try to find the English equivalents given in Chinese.

- | | |
|-------------------|----------------|
| 1) 陈列室 _____ | 2) 小册子 _____ |
| 3) 名誉, 名声 _____ | 4) 企业 _____ |
| 5) 平均起来 _____ | 6) 年销售额 _____ |
| 7) 头一年, 前一年 _____ | 8) 年复一年地 _____ |

2 Listen to Dialogue 1 again and select the best choices.

- 1) Mr. Black wants to know more about _____.
a. the company itself b. the office furniture c. the company's products

- 2) Mr. Black thinks the office furniture on offer is very _____.
a. interesting b. modern c. attractive
- 3) The company started its business _____ ago.
a. 8 years b. 18 years c. 80 years
- 4) The company's annual turnover on average is _____.
a. less than \$1 020 000 b. about \$1 020 000 c. over \$1 020 000
- 5) The company is now trying to expand its business in _____.
a. Canada b. Thailand c. Japan

3 Listen to Dialogue 2 carefully and try to judge whether the following statements are true (T) or false (F).

- ☞ 1) The lady is from the ABC Co.
- ☞ 2) The lady is interested in bikes for teenagers.
- ☞ 3) The bikes the lady is interested in are Model A.
- ☞ 4) Model C bikes have been put on sale for more than a year.
- ☞ 5) The potential market of Model C is quite promising.
- ☞ 6) The retail price for Model C is 300 RMB yuan.
- ☞ 7) For an order of 250, the discount will be 10%.
- ☞ 8) The lady will confirm her order by fax.

4 Listen to Dialogue 2 again and try to complete the passage by filling in the blanks with the information you have got.

The lady was interested in a new model of bikes — bikes for 1) _____. She learned that Model C was the kind of bikes she was 2) _____. This new model was put on sale for only 3) _____. However, market research showed that the new model was 4) _____ with small kids and the 5) _____ of this model was fairly large. Because the lady was going to place an order as large as 6) _____, the clerk promised to offer her a 7) _____ of 10%. As a result, the lady promised to 8) _____ early the next day to confirm the order.

5 Now listen to something more challenging and fill in the blanks with what you have heard.

As you know, our factory is an old one, founded 1) _____. We have been specializing in manufacturing bikes of various types since the foundation. But a recent market research 2) _____ that the sales of our products have been 3) _____ in the past few years. In order to 4) _____ the fast

development of the new century and to 5) _____ sales, a group of R&D experts began to 6) _____ a multi-function mountain bike 7) _____. With a special device built in, the new model of multi-function bike can save a lot of energy while pedaling. Besides, it can also tell 8) _____ how much time the rider has spent covering a certain distance and 9) _____ the temperature of the day. It runs well along the narrow country paths without letting 10) _____ suffer. Its wheels are made of specially-treated rubber, which makes it more durable. Now, the new bike is standing here, right in front of us. You may try riding it yourself.

6 Listen to the passage again and answer the following questions briefly.

- 1) What products does the factory produce?
- 2) What does the market research show?
- 3) What new product has the factory developed?
- 4) When did the factory begin developing the new product?
- 5) What does the advertisement invite people to do?

SECTION III

Maintaining a Sharp Eye

Read More by Yourself

PASSAGE 1

Marketing: Key to Producing Bestsellers

Kunming was full of the **fragrance** of paper and printing ink during last month's sunshine. From September 15 to 25, when the 12th National Book Trade Fair was held in this remote but **picturesque** city, book publishers from all over the country have **flocked** with their books of more than 100 000 titles to set up more than 1 300 book-trade **stalls** at the exhibition site.

Of the more than 100 000 titles of books that were brought to exhibition and sale, bestsellers stole almost all of the **limelight**. Among them, Economic Books, Educational Books and Internet Books were the most popular. This grand **feast** of books not only raised a large profit — more than 670 million RMB yuan was made in the first four days only — it also revealed the newest advertising of publication in China.

芬芳, 香味

风景如画的

聚结

货摊, 出售摊

聚光, 引人注目

的中心

盛宴, 宴会

A long queue of enthusiastic fans **zigzagged** in front of the desks where the best-sellers were sold. It was rare to see any clear space in front of the stands holding these books, and the staff were always busy carrying new copies of them to the shelves. The book fair will please publishers, who already have a keen and **optimistic** awareness of marketing strategies.

成Z字形，曲折前进

Books are often made popular by how well they are promoted, rather than how well they are written. At least this is true of some novels. Behind every bestseller, there is a successful **marketing campaign**, a huge investment would have gone into the **promotional campaign**. Take *Rich Dad, Poor Dad* for example. Before it was printed in China, the World Book Publishing Company had it promoted in more than 40 advertisements in newspapers and magazines and over 600 websites in just one month. They invested a considerable sum of money into it. "It's a business secret how much they've spent or earned, but I can tell you the income is worth the investment."

乐观的

促销活动

销售活动

The difference between books and other **commodities** is that they are cultural products. But just like any other commodity, books have to be advertised in order to become known by the public.

日用品，商品

However, this was not known to the Chinese publishing industry until it was pushed into the market in the 1990s. There are so many books competing in the market. If you don't promote them and just rely on **word of mouth**, you're **doomed** to fail. To promote a book, a publishing house first decides on a good topic and invites a writer to write on it. If you find the right topic, the topic readers are interested in, you find the market, and you have done half the job of making your book succeed. Publishers also choose books from the yearly publishing schedule that are likely to be popular and to launch campaigns for these books.

口头宣传
注定

After deciding which books to promote, publishers work out the selling points of the books, design a promotion plan for them and then organize the promotion campaign. **Commercials** in newspapers and magazines are always the first step. Readers have also become familiar with the activity of authors' signing names while selling books.

商业广告

Now various activities are held to attract readers. But readers must be cautious not to be led **blindly** by the promotional activities. People have gradually realized that they shouldn't pay too much attention to what the commercials say. Some believe in the reputation, but some others don't. As a result, people should take a careful look at them first.

盲目地

1 Read the passage carefully and check your understanding by doing the multiple choice exercises.

- 1) It can be seen from the passage that the weather was _____ when the book fair was going on.
a. windy b. rainy c. humid d. fine
- 2) Of all those attending the book fair, the _____ were the happiest.
a. book buyers b. publishers c. readers d. fair organizers
- 3) The success of a bestseller depends very much on its _____ according to the passage.
a. appealing content b. huge investment
c. beautiful print d. promoting campaign
- 4) It wasn't until the 1990s that Chinese publishers realized the importance of _____ in marketing books.
a. advertising b. good writers c. good topics d. readers' interest
- 5) The author's advice is to buy a book based on _____.
a. the book commercials b. the author's reputation
c. the author's signature d. the reader's judgement

2 Choose the proper word or phrase in the box to fill in the blank in each of the following sentences, making changes when necessary.

optimism
sign

invest
reveal

flock
blind

commodity
publish

- 1) Visitors came in _____ to see the old residence of Luxun.
- 2) An entire week has passed before the new book about the general's sudden death _____.
- 3) The journalist refused _____ the source of her information.
- 4) Mary can't give up, for she _____ a lot of time and money in getting a good education.
- 5) Color TV sets are one of the best selling _____ of China in the overseas market.
- 6) The CEO has expressed _____ about the company's bright future.
- 7) My eyes were momentarily _____ by flash bulbs.
- 8) Many booksellers invite writers to _____ their names on the books for promotion.

3 Put the following sentences into English, using the words or phrases given in the brackets.

- 1) 专家们聚集在一起商讨新产品的销售策略。(strategy)
- 2) 强有力的投放市场活动使该款新空调的销售额大增。(launch)
- 3) 有关国家都必须在这个问题上表明立场。(take a stand)
- 4) 相信金钱万能是非常错误的。(believe in)
- 5) 米勒先生是一位好教授，很受学生欢迎。(popular)
- 6) 千万别指望顾客会相信嘴上说的那些好话，他们只相信的是你到底在做什么和能为他们提供什么。(word of mouth)

PASSAGE II

Business Is Business Around the World, or Is It?

Mr. Smith, the head of a U.S. **beverage** firm, is involved in negotiations with a Japanese food company to export beer to Japan. **Exploratory** discussions have already been held with the U.S. representative for the Japanese company. Now Mr. Smith is flying to Japan to discuss details and, preferably, secure an agreement that can be drawn up for signature.

In the United States, he has usually **finalized** similar deals successfully in a day or two. His habit is to **get down to business** as soon as possible and not spend a lot of time on **preliminaries**. He would like to adopt the same approach in Tokyo, so he has allowed only three days for his stay. "Business is business," he says, and, he has been **briefed**, his Japanese partners are just as interested in the planned cooperation as he is.

Once in Tokyo, Mr. Smith takes the opportunity to begin discussions on the main points of the projected transaction over dinner the first night of his stay. However, instead of definite statements, Mr. Smith hears nothing but friendly and **noncommittal** conversation. The following day, at his first meeting with the heads of the Japanese company, the situation remains unchanged. In spite of several attempts by Mr. Smith to begin discussions, his **counterparts** say nothing about the project but instead concentrate on talking about the history, traditions, and **ethos** of their company. He is also frustrated that only one member of the Japanese group speaks English.

Mr. Smith is irritated. After all, the principle that "time is money" surely must apply everywhere. He finally loses patience when he learns that the afternoon is not devoted to business discussions but has instead been reserved for sightseeing. In **despair**, he turns to the Japanese with a **stern** request that they get down to business. After a brief **consultation** among themselves, the Japanese finally agree to his request. However, **contrary to** his expectations, the negotiations do not progress as **anticipated**. They proceed without any definite statements, **let alone** promises, and no conclusions are reached. The fact that he puts forward specific proposals makes no difference. After three days of frustration and little progress, Mr. Smith flies home without having achieved anything, or so he feels. He feels he was well prepared to discuss any aspect of the business deal, and yet nothing happened.

Preparation, however, is needed not only in the business sense but in a cultural sense as well. Just a few of the potential areas in which Mr. Smith was not prepared include: (1) **insufficient** understanding of different ways of thinking; (2) insufficient attention to the necessity to save face; (3) insuf-

饮料
探索的

把...定下来,
定案; 着手干
正事; 准备

摘要, 简要说明

不明朗的, 不
承担义务的

配对物, 对方
精神, 气质

绝望; 严厉的
磋商, 商榷
与...相反
预期, 期望
更不用说...了

不足的, 不充
分的