

商务英语系列教材

**商务
英语**

精读 ②

Intensive Reading

总主编 虞苏美

主 编 张 逸



高等教育出版社

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2

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前

言

经过全体编者的共同努力和辛勤劳动,《商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及非商务英语专业的英语爱好者。

对于语言能力,教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题,以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

语言和文化之间存在着密不可分的内在联系,若不了解所学语言的文化,要想学好此语言几乎是不可能的,因而本书重视学习文化和学习语言的关系,在单元主题的遴选以及课文和练习的选材上,刻意为学生提供各种文化知识背景,其中包括商业文化知识背景。为提高学生的文化意识,本书还着重对不同文化之间的差异进行了比较。

考虑到本书的使用对象,我们尽可能地寻求语言能力和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握了必要的商务知识。可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共计4册,分2个学年,4个学期使用。本书为第2册,共15个单元,每单元由三大部分组成:阅读I(Reading I)、阅读II(Reading II)以及扩展性练习(Extended Activities)。每单元分别以一个主题为中心,编排相关的课文和练习。这种主题单元(Thematic Unit)的优点是,它在提供密集信息(Information Density)的同时,注意了文体的多样性(Style Variety),使学生的语言和文化意识(Awareness)都能得到提高。第2册的单元主题分别是管理、面试、商标、成功的企业家、成功的企业、植物、男子和女子、拍卖、货币、银行业务、购物、股票交易、



健康、会议、展销会等,所选课文均摘自 20 世纪 80~90 年代的文章,因而其材料新颖,语言地道,能真实地反映当代英语的特点,更能引起学生的学习兴趣。

阅读 I 包括阅读预习(Pre-reading)、课文(Text)、生词和词组(New Words and Expressions)、注释(Notes)、课文练习(Exercises)和后阅读活动(Post-reading)。阅读预习主要用于激发学生阅读课文的兴趣,将本主题的知识和学生所学过的相关知识进行沟通,同时为阅读课文做心理准备。课文长度为 500 字左右,生词和词组采用中英文双解,便于学生用英语理解词义。注释以英语为主,内容包括语言难点和文化背景知识,在难度较大的地方我们加注了中文。练习部分包括阅读理解、词汇练习等,以加强学习效果,使学生学会运用所学的语言知识。后阅读活动是一个交际性任务,旨在使学生将课文中所学的内容融会贯通、举一反三,用于各种交际活动。

阅读 II (Reading II)是阅读 I 的补充和加强,由课文和练习组成。阅读 II 的课文内容与阅读 I 的课文内容相关,课文后配有注释、阅读理解、词汇理解等练习,以加深对课文的理解。练习包括听写(Dictation)、用法专项练习(Special Use)、翻译(Translation)和完形填空(Cloze)。听写练习是针对我国学生设计的,目的是为了培养学生手耳并用的能力。用法专项练习是关于语法知识的练习,注重实用。翻译练习主要复习阅读 I 和 II 所学的词语,同时学习翻译的技巧。完形填空的题材也与单元主题相关,此练习一方面使学生对主题有更多的了解,另一方面也是语言能力的训练,提高学生对英语的理解力和运用能力。

扩展性练习(Extended Activities)包括:构词法(Word Formation),功能与结构(Function and Structure),实用阅读(Practical Reading),词汇扩展(Additional Vocabulary),商务世界(Business World),幽默时光(Humor Time)等。构词法涉及常用的前缀(Prefixes)、后缀(Suffixes)、复合(Compounding)、首字缩略(Initialism)、首字缩写(Acronym)、截短缩合(Clippling)、缩合(Blending)等构词方法;功能与结构主要训练在各种情景中语言的运用,培养学生的口语交际能力;实用阅读是一种应用性的阅读,要求学生阅读各种商务文体和图表实例,提高他们在商务方面的阅读能力;词汇扩展是对单元主题有关词汇的进一步扩展,举一反三,增强学生的自学能力;商务世界介绍商务和文化方面的小知识,扩展学生的眼界。这些练习是对语言基本功进行深入、系统的训练,并对商务知识作进一步的扩展。

本书的教学宜采用交际教学法,教师可根据教学要求组织学生进行各种活动,鼓励学生用英语完成交际任务。有些练习没有标准答案,教师可视学生的具体情况给予评价。编者建议每单元的教学课时为 8 课时,教师可根据各校的具体情况适度增删(8 课时的教学方案可参考文后的教学程序表)。

在本套教材的编写过程中,我们得到了高等教育出版社领导和编辑的帮助,国内外的外语教学专家给了我们很多启示,华东师范大学外语学院和英语系的领导非常支持和关心我们的工作,外语学院资料室的同志也为我们提供了很多资料。在此,我们全体编者对所有关心和帮助过我们的各方面人员表示衷心的感谢。同时,我们也诚恳地希望外语教学界的同仁和使用本书的师生,对本书提出宝贵的意见和建议,使本书的质量能更上一层楼。

Unit Teaching Procedure

(Suggested)

Session	Classroom Activities		Homework
I (1~2 periods)	Reading I	Pre-reading Text 1 Words & Expressions Exercises 1~2	Exercises 3~6
II (3~4 periods)	Reading I Reading II	Check homework Word Study Post-reading Dictation	Reading II Text Comprehension (Special Use)
III (5~6 periods)	Reading II	Text Check comprehension Questions for discussion Guess the meanings of the words from the text Special Use	Translation Cloze
IV (7~8 periods)	Extended Activities	Check homework Word Formation Function and Structure Practical Reading Additional Vocabulary	

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于华东师范大学

CONTENTS

Intensive Reading

Unit 1 Management	1
Reading I Areas of Management	1
Reading II The Structure of a Company	13
<i>Special Use Subject and Verb Agreement (2)</i>	19
Extended Activities	22
<i>Word Formation Suffixes -er, -or, -ant, -ent</i>	22
<i>Function and Structure Making Appointments</i>	23
<i>Practical Reading Company Organization</i>	27
<i>Business World Levels of Management</i>	32
Unit 2 Interview	34
Reading I How to Shine at a Job Interview	34
Reading II Types of Interview	46
<i>Special Use Plural Forms of Nouns</i>	50
Extended Activities	53
<i>Word Formation Suffixes -ness, -ship, -hood, -ion, -ism, -ment</i>	53
<i>Function and Structure Interviewing People</i>	55
<i>Practical Reading Curriculum Vitae and Application Letters</i>	61
<i>Business World How Do You Handle Trick Questions?</i>	67
Unit 3 Trademark	69
Reading I What is a Trademark?	69
Reading II Protecting a Trademark	82
<i>Special Use Indefinite Pronouns</i>	87
Extended Activities	90



<i>Word Formation</i>	<i>Suffixes -age, -a/ ence, -al, -ity, -cy, -th, -ery ...</i>	90
<i>Function and Structure</i>	<i>Expressing Intention</i>	92
<i>Practical Reading</i>	<i>Case Study: Caferoma</i>	95
<i>Business World</i>	<i>Selecting Brand Names</i>	99
Unit 4	Successful Businessmen	101
Reading I	Focus on Douglas Ivester, CEO of Coca-Cola	101
Reading II	Matsushita: The World's Greatest Entrepreneur? ...	112
<i>Special Use</i>	<i>Adjectives Used To Describe Human Beings</i>	117
Extended Activities		121
<i>Word Formation</i>	<i>Suffixes -able/ -ible, -al, -ant/ -ent, -ary/ -ory, -an/- ian</i>	121
<i>Function and Structure</i>	<i>Agreeing and Disagreeing</i>	122
<i>Practical Reading</i>	<i>Case Study: Economic Status for Investment</i>	126
<i>Business World</i>	<i>Leadership Lessons for the 21st Century</i>	131
Unit 5	Successful Businesses	133
Reading I	Nokia: Voice from Finland	133
Reading II	Canon: Sixty Years of Progress	144
<i>Special Use</i>	<i>Attributive and Predicative Adjectives</i>	149
Extended Activities		153
<i>Word Formation</i>	<i>Suffixes -ful, -less, -ic/ ical, -ish, -ive/ tive</i>	153
<i>Function and Structure</i>	<i>Asking for and Giving Opinions</i>	155
<i>Practical Reading</i>	<i>A Comparison of Two Businesses</i>	159
<i>Business World</i>	<i>Division of Economic Activities and Occupational Structure</i>	163
Unit 6	Plants	165
Reading I	"Have You Seen the Tree?"	165
Reading II	A Promise of Flowers	175
<i>Special Use</i>	<i>Words or Expressions Denoting Frequency and Accuracy</i>	179
Extended Activities		183

Word Formation Suffixes -ly, -y, -like, -ous, -some	183
Function and Structure Showing Satisfaction, Boredom and Displeasure	185
Practical Reading Table — a Record of the Monthly Expenses	187
Business World The Language of Flowers	190
Unit 7 Men and Women	192
Reading I Men and Women	192
Reading II Male and Female	205
Special Use Modal Verbs (1)	210
Extended Activities	214
Word Formation Suffixes -ify, -ize/ise, -en	214
Function and Structure Expressing Comparison and Generalization	216
Practical Reading Pie Graphs	218
Business World Discrimination at Work	221
Unit 8 Auction	223
Reading I The Cutting Edge in Auctions	223
Reading II Auction Sales	234
Special Use Modal Verbs (2)	238
Extended Activities	241
Word Formation Prefixes un-, dis-, in-, il-, im-, ir-, non-, de-	241
Function and Structure Expressing Certainty and Possibility	244
Practical Reading A Line Graph	249
Business World Auction Sales Markets	252
Unit 9 Money	253
Reading I The Cashless Society	253
Reading II On the Money-Go-Round	265
Special Use Words Used to Describe Graphs	270
Extended Activities	273



<i>Word Formation</i> Prefixes <i>re-, co-, mis-, anti-, counter-</i>	273
<i>Function and Structure</i> <i>Giving Advice and Suggestions</i>	276
<i>Practical Reading</i> <i>Cash Cycle</i>	280
<i>Business World</i> <i>What Are the Functions of Money?</i>	283
Unit 10 Banking	285
Reading I <i>Money and Banking</i>	285
Reading II <i>Banking</i>	295
<i>Special Use</i> <i>Confusing Transitive and Intransitive Verbs</i>	300
Extended Activities	303
<i>Word Formation</i> Prefixes <i>over-, pre-, post-, under-, ex-</i>	303
<i>Function and Structure</i> <i>Expressions at the Bank</i>	306
<i>Practical Reading</i> <i>Life Story of a Cheque</i>	311
<i>Additional Vocabulary</i>	314
<i>Business World</i> <i>Major International Banks</i>	315
Unit 11 Shopping	317
Reading I <i>Is This the Future of Shopping?</i>	317
Reading II <i>Going Grocery Shopping: Let Your Fingers Do the Walking</i>	327
<i>Special Use</i> <i>Words Used To Describe an Object</i>	332
Extended Activities	337
<i>Word Formation</i> Prefixes <i>self-, super-, sub-, inter-, trans-</i>	337
<i>Function and Structure</i> <i>Expressions for Shopping</i>	340
<i>Practical Reading</i> <i>Invoice</i>	345
<i>Business World</i> <i>The American Shopping Mall</i>	349
Unit 12 Stock Exchange	351
Reading I <i>History of the Exchange</i>	351
Reading II <i>The New York Stock Exchange Dominates the World</i>	365
<i>Special Use</i> <i>Troublesome Verbs and Nouns</i>	371

Extended Activities	375
<i>Word Formation</i> Prefixes semi-, multi-, uni-, bi-, tri-	375
<i>Function and Structure</i> Stressing and Decision -making	377
<i>Practical Reading</i> Newspaper Articles Chinese Stock Market	380
<i>Business World</i> Dow Jones Averages & Nasdaq System	385
Unit 13 Health	388
Reading I Can Stress Make You Sick?	388
Reading II Taking the Strain	398
<i>Special Use</i> Troublesome Adjectives and Adverbs	403
Extended Activities	406
<i>Word Formation</i> Compounding	406
<i>Function and Structure</i> Seeing the Doctor	409
<i>Practical Reading</i> Employee Attendance Record	413
<i>Business World</i> People in Business	417
Unit 14 Meetings	418
Reading I Procedures of a Public Meeting	418
Reading II Games People Play at Meetings	429
<i>Special Use</i> Words for Meetings	434
Extended Activities	437
<i>Word Formation</i> Initialism and Acronym	437
<i>Function and Structure</i> Speech Expressions	439
<i>Practical Reading</i> Agenda and Minutes	443
<i>Business World</i> Different Kinds of Meetings	449
Unit 15 Exhibition	451
Reading I How to Shine at the Show	451
Reading II Fair	464
<i>Special Use</i> Unit Nouns	470
Extended Activities	473
<i>Word Formation</i> Clipping and Blending	473



<i>Function and Structure</i>	<i>Asking and Directing the Way</i>	475
<i>Practical Reading</i>	<i>A Plan of Exhibition</i>	479
<i>Business World</i>	<i>10 Tips for Holding a Successful Event</i>	485
Appendix I	New Words	487
Appendix II	Expressions	496
Appendix III	Word Study	501

Unit One Management

Reading /

Pre-reading

1. Brainstorming: Work with your partner and write out nine words or expressions about the titles of managing staff.

Chairperson of the Board

Board of Directors

President

2. Pairwork: Discuss the following questions with your partner.

- 1) What is the purpose of management?
- 2) Where do you suppose to find management?
- 3) What are the major functions of management?
- 4) Why is management of vital importance in business?
- 5) What do you think is a manager's routine work?
- 6) What skills and abilities do you need for management work?

Text

Areas of Management

Within any large company, the top, middle, and first-line managers work in a variety of areas including marketing, finance, operations, human resources, and information.

Marketing includes the development, pricing, promotion, and distribution of a product or service. Thus, marketing managers are responsible for getting products and services to buyers. Marketing is especially important for firms



dealing in consumer products, such as Procter & Gamble, Coca-Cola, and Levi Strauss. As a result, these firms often have large numbers of marketing managers at a variety of levels. For example, a large firm will likely have a vice president for marketing (top manager), regional marketing managers (middle managers), and several district sales managers (first line managers).

In contrast, firms that produce industrial products like machinery and janitorial supplies tend to put less emphasis on marketing and to have fewer marketing managers. However, these firms do not ignore marketing altogether. In recent years, hospitals and universities have also come to recognize the value and importance of marketing.

Management of the firm's finances, including its investments and accounting functions, is extremely important to its survival. Nearly every company has financial managers to plan and oversee its financial resources. Levels of financial management may include a vice president for finance (top), division controller (middle), and accounting supervisor (first-line). For large financial institutions like Citicorp, Bank of America, and Merrill Lynch, effective financial management is the company's reason for being. No organization, however, can afford to ignore the need for management in this area.

A firm's operations are the systems it uses to create goods and services. Op-

erations managers are responsible for production control, inventory control, and quality control, among other duties. Manufacturing companies like Boeing and Sony have a strong need for operations managers at many levels. Such firms typically have a vice president for operations (top), plant managers (middle), and foremen or supervisors (first-line). In recent years, sound operations management practices have also become increasingly important to service organizations, hospitals, universities, and the government.

Every enterprise uses human resources. Thus, most companies have human resources managers to hire employees, train them, evaluate their performance, decide how they should be compensated, and, in some cases, to deal with labor unions. Large firms may have several human resource departments, each dealing with specialized activities. Exxon, for example, has separate departments to deal with recruiting and hiring, wage and salary levels, and labor relations. Smaller firms may have a single department, while very small organizations may have a single person responsible for all human resources activities.

A new type of managerial position that is appearing in many organizations is that of information manager. These managers are responsible for the design and implementation of various systems to gather, process, and disseminate information. Dramatic increases in both the amount of information available to managers and in the ability to manage it have led to the emergence of this important function. While relatively few in number now, the ranks of information managers are increasing at all levels. Some firms such as Firestone and Federal Express, for example, have top management positions called Chief Information Officer. Middle managers engaged in information management help design information systems for divisions or plants. Computer systems managers within smaller business or operations are first-line managers.

New Words and Expressions

- | | |
|-------------------------------|---|
| 1. vice /vaɪs/ | a. next in rank to 副的 e.g. vice president 副总裁 |
| 2. janitorial /dʒæni'tɔːriəl/ | a. looking after large buildings and keeping it clean 物业管理的 |



3. survival /sə'vaɪvəl/ *n.* the state of continuing to exist 继续生存
4. oversee /ˌəʊvə'siː/ *v.* to be in charge of a group of workers and check that a piece of work is done satisfactorily 监督
5. supervisor /'sjʊ:pəvaɪzə/ *n.* a person who is in charge of a group of workers and is responsible for making sure that they do the work well 主管; 监督人
6. institution /ɪnstrɪ'tjuːʃən/ *n.* a large society or organization that has a particular kind of work or purpose 机构; 组织
7. effective /ɪ'fektɪv/ *a.* having a noticeable or desired effect; producing the desired result 有效的
8. inventory /'ɪnvəntəri/ *n.* all the goods in a shop, stock 存货; 库存
9. typically /'tɪpɪkəli/ *ad.* in a way that a person or group is generally believed to behave 典型地
10. foreman /'fɔ:mæn/ *n.* a skilled worker who is put in charge of a group of workers 领班
11. sound /saʊnd/ *a.* firm and strong 强有力的
12. evaluate /ɪ'væljuːeɪt/ *v.* to carefully consider something to see how useful or valuable it is 评价
13. compensate /'kɒmpenseɪt/ *v.* to replace or balance something good that has been lost or is lacking, by providing or doing something equally good; suitably pay for some loss 补偿; 赔偿
14. recruit /rɪ'krʊɪt/ *v.* to find new people to work in a company, join an organization, do a job etc 招聘
15. implementation /ˌɪmplɪmen'teɪʃən/ *n.* the act of carrying out a plan or policy 贯彻; 执行
16. gather /'ɡæðə/ *v.* to obtain bit by bit 收集

- | | |
|-------------------------------|--|
| 17. disseminate /dɪ'semɪneɪt/ | v. to spread information or ideas in order to influence people 传播 |
| 18. dramatic /drə'mætɪk/ | a. impressive and often surprising 引人注目的; 惊人的 |
| 19. emergence /ɪ'mɜ:dʒəns/ | n. the act of appearing from somewhere 出现 |
| 20. engage /ɪn'geɪdʒ/ | v. to take part or become involved in an activity 从事 (be engaged in) |
| 21. division /dɪ'vɪʒən/ | n. a large part of an organization, company, etc. consisting of several smaller parts 部门 |

* * * * *

- | | |
|--------------------|---|
| 1. as a result | because of something that has happened 结果 |
| 2. a variety of | a number of different sorts of (things or people) 各种各样 |
| 3. in contrast | (objects) completely different from each other 相反 |
| 4. put emphasis on | to lay stress on; to give special importance to (one part of) something 重视; 偏重于 |

Notes

1. Procter & Gamble; (宝洁公司) a U. S. company which dominates the soap and detergent industry in the U. S. and many other parts of the world, occupying the 61st place in Fortune Global 500 Industrial Corporations in 1999. P&G, as it is usually known, also makes other household and personal care products.
2. Coca-Cola; (可口可乐公司) the largest soft drink producer in the world, and the 32nd of the best 500 enterprises in the US. It was founded in 1919 and has since been producing Coca-Cola and other non-alcoholic beverages. 26% of its assets are outside the United States. The company has approximately 38,000 employees.
3. Levi Strauss; (列维·施特劳斯公司) the world's largest manufacturer of