



高等职业教育
商务英语类课程规划教材

新世纪

CENTURY BUSINESS ENGLISH

世纪商务英语

阅读教程 (专业篇 II)

新世纪高职教材编委会组编

总主编 李德荣 吴柏祥 主 编 李德荣 欧启明



大连理工大学出版社



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总序

《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同:编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执着追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也

正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》与《阅读教程》、《函电与单证》、《写作训练》等在内的高职商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职商务英语教育人才,期待着收获一个更好更切合高职商务英语教学实际的教材品牌。

新世纪高职教材编委会

2004年6月

前言

《世纪商务英语——阅读教程(专业篇 I~II)》是新世纪高职教材编委会组编的商务英语类课程规划教材之一。

这是一套由从事高职商务英语教学多年的一线教师编写的高职商务英语阅读教材。它旨在最大限度地适应高职学生的英语基础,同时努力缩小高职英语教材与高职英语教学的差距。

作为高职一线教师,我们对高职英语教学倡导的“学一点,会一点,用一点”的教学指导思想有着更为深刻的认识和体会。因此,本系列教程从研讨到编写的整个过程,始终致力于运用相对浅显的专业语言辅以汉语注释,较为全面地介绍商务专业所涉及的各种知识,对于高职商务英语专业教学过程中基础英语和专业英语如何衔接的问题,进行了富有成效的大胆尝试。

通过我们的不懈努力,本系列教程突出了以下特点:

1. **体例设计人性化** 本系列教程各个模块都是围绕学生精心设计的,体现“在轻松阅读中增长英语阅读知识和专业知识”的理念。从主题介绍到篇章导读,到边注,再到单元末注解的设计,处处体现出对学生阅读的帮助和引导。这种人性化的设计有助于消除学生对专业知识的恐惧心理,尽快入门。为便于学生整体把握每一个专题的内容,每一单元都有内容提要,每篇文章都有导读。Text A 大都是对主题总体的概括性介绍;Text B 主要是对 Text A 的补充或对相关实务的拓展介绍。各单元安排有一篇案例研究,通过生动鲜活的案例让学生对本专题的理论知识产生具体的感性认识。有些习题的设计要求学生进行实践或实地调查,旨在将书本知识与业务实践结合起来。考虑到高职学生实际阅读的便利,我们把文章中的大多数生字都在同一页面给出了汉译,并配置了注释和专业词汇表,旨在使阅读真正成为拓展专业知识的过程,成为一种乐趣而非单纯的“翻字典,识生词”的过程。练习的设计也大都围绕文章的理解展开,同时注重了词汇和语法知识的学习和巩固。

2. **体系完整、科学** 本系列教程既涉及企业内部管理的范畴,又涉及企业外部商业环境中与企业经营息息相关的各个重要方面。各专题的编排和设计体现了“从管理到经营”的次序,在系统介绍商务知识、商务历史和现状的同时,也关注商务的最新发展,帮助学生系统而完整地掌握相关商务知识。

3. **选材广泛、实用、可读性强** 本系列教程涉及商务题材广泛,从经济、管理,到国际贸易、广告营销以及商务法规、环境保护、国际文化等方面都有涉及,对于热点问题如倾销与反倾销、可持续发展、全球化以及商业企业文化、商业道德等问题亦有所体现。同时,基于学生英语基础及兴趣的考虑,选取的素材均为一些与学生的生活和未来工作较为熟悉、相关性较强的内容,因而较好地兼顾了教材的基础性和实用性的合理把握。

《世纪商务英语——阅读教程》分为两册,三十单元。第 I 册主要侧重企业管理、组织及文化建设等主题。第 II 册主要侧重产品、市场、国际贸易及可持续发展等专业知识,旨在使高职学生能够初步了解国际商贸的整体轮廓,为其将来从事一般性商务工作以及进一步的专业学习打下基础。

《世纪商务英语——阅读教程(专业篇 I~II)》由上海商学院(原上海商业职业技术学院)李德荣、宁波职业技术学院吴柏祥负责统筹,任总主编。

《世纪商务英语——阅读教程(专业篇Ⅱ)》由上海商学院李德荣、上海商学院欧启明任主编,东北财经大学徐荣博、上海科技职业技术学院王晴任副主编。东北财经大学李明媚、东北财经大学马妍、哈尔滨职业技术学院李晓黎、宁波职业技术学院王伟、上海科技职业技术学院陈玉泉、大连交通大学软件学院张冬梅参与了编写。具体编写分工如下:欧启明(Unit 7),徐荣博(Unit 4,Unit 5,Unit 8),吴柏祥、徐荣博(Unit10,Unit 11),王伟(Unit 9,Unit12,Unit 14),李晓黎(Unit 1,Unit 2,Unit 3),李明媚(Unit 13),马妍(Unit 6,Unit 15)。

本系列教程在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,尤其是得到了加拿大籍专家 Mark Gregory Hennenfent 的全程参与,在此一并致谢。

由于我们对高职商务英语教材建设的尝试刚刚开始,还需要有一个不断提高的过程,加之编写时间仓促以及编者水平有限,难免存在错误和不当之处,恳请各相关高职院校在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

所有意见、建议请寄往:gzjy@gzjy.cn 或 gzjckfb@163.com

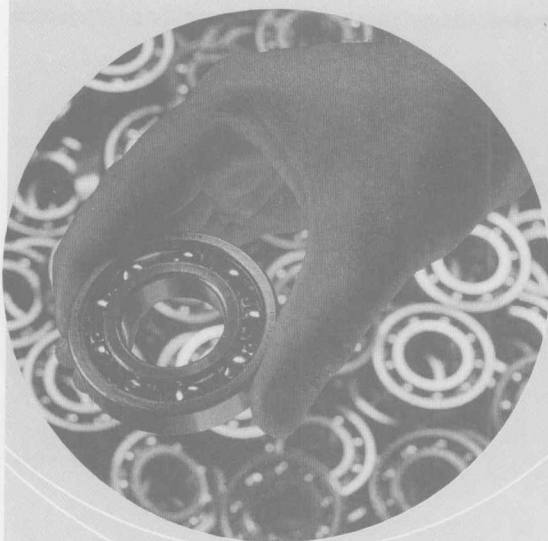
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Product is one of the 4P's of marketing. It is a good, a service, or an idea to satisfy the consumer's need. It must have distinctive appeal for consumers. The benefits of a product are realized by good promotion.

Unit 1

Product (I)

In this unit, you will learn:

- ◇> definition of product
- ◇> types of product
- ◇> product life cycle

Text A

A product is a commodity or service, or an idea consisting of a bundle of tangible and intangible satisfactions that a consumer receives in exchange for money. The product life cycle describes the stages that all products experience through their lifespan.



Product and Product Life Cycle

Concept of Product

A product is anything that is offered to a market that customers can acquire, use, interact with, experience, or consume, to satisfy a want or need. Early marketing tended to focus on tangible goods and these were **distinguished** from services. More recently, however, the distinction between products and services has **blurred**, and the concept of the product has been **expanded** so that in its widest sense it can now be said to cover any tangible or **intangible** goods that satisfies the consumer. Products that are **marketed** now can include services, people, places, and ideas.

v. 区分

v. 模糊

v. 扩展

adj. 无形的

v. 在市场上交易

Types of Product

Products generally fall into two categories: consumer products and industrial products. Goods and services for use by consumers are called consumer products, which can be further classified into the following **subcategories**.

n. 子范畴, 子类

1. **Convenience goods**. These are goods that consumers like to buy quickly and conveniently. Common examples are newspapers, magazines, fast food, soft drinks, cigarettes, etc.

2. **Shopping goods**. Shopping goods are those that consumers would spend time comparing with competing **commodities** in terms of price, quality, **suitability**, style, etc. Typical examples are clothes, automobiles, furniture and major **appliances**.

n. 商品

n. 适宜性

n. 器具

3. **Specialty goods**. These types of goods have unique

characteristics or brand **identification**. Customers of such products are willing to make a special effort to buy them. For example, an **individual** may cross the town only to dine in a restaurant with special **cuisine**, or a young lady may go out of her way to purchase a special lipstick.

Industrial products are goods and services purchased by businesses to produce consumer or other industrial products. Iron **ore** and coal, for example, are bought by steel companies to produce steel, which in turn may be purchased by automakers to manufacture cars. Another example may be an advertising package that is designed by an advertising firm and sold to a **footwear** manufacturer to push the sales of its shoes.

Product Life Cycle

Once a product comes to the market, it usually goes through five stages which are commonly referred to as the product life cycle. In an earlier period of our economy, products had a **relatively** long life cycle. But since the 1970s the changing life-styles of consumers, technological advances, and competitive responses have **dramatically** shortened the life cycle of products.^①

1. **Introduction stage.** ^② When a product is first introduced to the market, large sums of money are usually **allocated** for promotion to make consumers aware of the product and its **merits**. Profits tend to be small and even losses may occur, because the sales volume at this stage is usually small. If the product fails to attract enough customers, it will die at this stage. In fact, this is what has happened to many new products.

2. **Growth stage.** ^③ At this stage, sales increase quickly and profits begin to pour in. Competitors, however, may rush into the market with similar products. Therefore, promotion should focus on brand awareness.

3. **Maturity and saturation stage.** ^④ As more and more competitors come into the market, the product enters into the third stage in which the product becomes "mature" and the market gets **saturated**. Price wars often break out. The total sales volume begins to fall, and the profits start to shrink.

4. **Decline stage.** ^⑤ At this stage, the demand for the product continues to fall and so does the sales volume. Dealers begin to phase it out^⑥, those remaining often suffer losses.

n. 身份, 鉴定

n. 个人, 个体

n. 烹饪(法)

n. 矿砂, 矿石

n. 鞋类(鞋, 靴等)

adv. 相对地

adv. 显著地

v. 分配, 用于……

n. 优点, 长处

adj. 饱和的

Notes

- ① But since the 1970s the changing life-styles of consumers, technological advances, and competitive responses have dramatically shortened the life cycle of products. 但自从 20 世纪 70 年代以来,由于消费者生活方式发生变化,技术的进步和竞争加剧,产品的生命周期大为缩短。
- ② **Introduction stage:** 引入期。在这一阶段,由于产品不能大量生产,成本高,促销费用高,销售额低,销售利润在一般情况下均为负值。
- ③ **Growth stage:** 成长期。新产品经过创始阶段以后,消费者对产品有所了解,需求量增加,销售量增长,企业利润增长,企业生产规模逐步扩大,产品成本逐步降低,新的竞争者会投入竞争。
- ④ **Maturity and saturation stage:** 成熟和饱和期。产品的销售额和利润达到最大,是企业获利的黄金时期。
- ⑤ **Decline stage:** 衰退期。产品销售量从缓慢增加到缓慢下降,最后出现急剧下降。
- ⑥ **phase sth. out:** 逐步结束(淘汰); **phase sth. in:** 逐步采用(实施)。

Text B

People say that being a salesperson is a way of life, not just a job. And it is a way of life many more people are adopting each year. What are the secrets?



Selling the Spirit of the Age

It is easy to recognize people who sell things for a living. They have a **patient** look on their faces like a cat watching a **mousehole**. Whatever culture they come from, sales people have a culture all of their own. They have a certain **outlook on life** and a particular set of skills. There is even a kind of private language.

According to **estimates** from the airlines, around one quarter of all air travelers like to experience new cultures, meet

adj. 有耐心的

n. 鼠洞

人生观

n. 估计,评价

interesting people and sell them things. Sales is a truly international kind of work. We met John at a hotel in Beijing arranging a meeting. But he could have been anywhere. How did he start? “My dad **claimed** that he ‘talked for a living’^①—and to me that seemed better than getting a proper job.” John is a **veteran** who has lived the life of a man in a suitcase^②. Some people say that sales **professionals** are born not made^③. Is there such a thing as a “sales personality”?

“It is more of a ‘sales **attitude**’.^④ If you have sticking power^⑤ and tend to be able to persuade people to do what you want them to do, you can succeed.” Around 75% of the job is about **psychology**, John says.

In recent years, most companies have tried to start new areas of business and operate in new markets. This has made sales one of the biggest areas of jobs growth. Increasingly people are also setting up home-based **enterprises**, selling anything from **cosmetics** to cookers to their friends and neighbours. Break free from office life.^⑥ Follow your own path. It seems to be the spirit of the age.

John has some clear advice for people wanting to start. “Once the process is understood, most people can do it. The job description is ‘problem solver’.^⑦ First **identify** the problem. Then make the customers aware that it exists and confirm that they would like it solved. Now **deliver** a solution.”

“We have two ears and one mouth. To do this job properly we have to use them in this **ratio**. Only by listening, asking, listening and asking again can you truly **define** the problem.^⑧ Delivering the solution is then simple.”

It can be a lonely life. There is a lot of time spent in hotel rooms in strange cities, waiting for people you don’t know to refuse to listen to you. Most cultures have ancient legends about heroes sent off to strange lands on desperate **missions**.^⑨ After many failures they finally kill their dragon.^⑩ The sales life seems to be modern **version** of this heroic struggle.

Says John, “To succeed in this environment takes **persistence** and self belief. You have to believe that nine times out of ten you will hear the word ‘No’. All these **rejections** are steps on the way to the word ‘Yes’.”

v. 声称

n. 老手

n. 专业人士

n. 态度

n. 心理

n. 企业

n. (pl.) 化妆品

v. 找出

v. 拿出

n. 比例, 比率

v. 确定

n. 使命, 任务

n. 版本

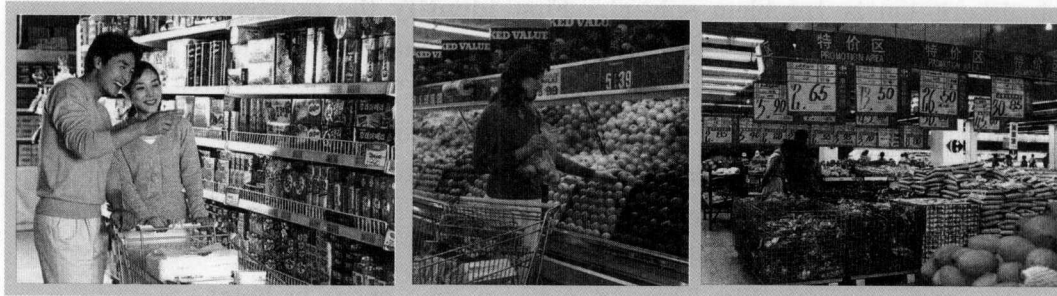
n. 坚持不懈

n. 拒绝

Notes

- ① talked for a living: 靠嘴巴吃饭。
- ② man in a suitcase: (尤指)为了工作而不停奔波的人。
- ③ born not made: 先天而非后天的。
- ④ It is more of a "sales attitude". 更为重要的是销售态度。
- ⑤ sticking power: 锲而不舍的精神。
- ⑥ Break free from office life. 从办公室工作中解放出来。
- ⑦ The job description is 'problem solver'. 销售员的工作就是解决问题。
- ⑧ Only by listening, asking, listening and asking again can you truly define the problem. 只有经过听、问、再听、再问,你才能够真正地弄清楚问题所在。
- ⑨ Most cultures have ancient legends about heroes sent off to strange lands on desperate missions. 许多文化都有一些关于英雄奉命踏上危难征程的古老传说。
- ⑩ After many failures they finally kill their dragon. 在多次失败后,他们终于杀死妖魔。dragon, 龙,在西方文化中常为妖魔或邪恶的象征。

Exercises



A. Answer the Following Questions

1. What are the sub categories of consumer products?
2. What stages does a product usually go through?
3. What makes sales one of the biggest areas of jobs growth?
4. What is John's advice for sales people?
5. How can a salesperson succeed?

B. Vocabulary

1. Translate the following terms into English from Chinese or vice versa.
无形产品

售后服务
 产品销售量
 特种商品
 品牌知名度
 tangible goods
 decision-making process
 introduction stage
 maturity stage
 saturation stage

2. Fill in each of the blanks with an appropriate word given below. Change the form if necessary.

enterprise	increasingly	professional	estimate	claim
synthetic	predict	stylish	intensive	ratio

- 1) The new edition will cost, on current _____, something like \$500.
- 2) They _____ on the carriers for the loss involved.
- 3) The Financial Department consists of two _____ and three common staff members.
- 4) The gap between Western countries and the poor countries becomes _____ apparent.
- 5) Those were the years of private _____ when a lot of small businesses were started.
- 6) The World Bank has tended to support labor- _____ activities both in rural and urban areas.
- 7) The girls who will take part in the annual carnival wear _____ clothes.
- 8) Terrorism in this country is _____ to increase in the coming year.
- 9) Scientists are experimenting a new kind of _____ drug in R&D Center.
- 10) The number of strikes increased in direct _____ to the rise in the cost of living.

C. Further Development

1. Team work. Divide the class into groups and discuss the concept of the product in its widest sense, covering any tangible or intangible goods that satisfies the consumer.
2. Take some types of products as examples and try to distinguish between consumer products and industrial products.
3. Why would most consumers turn away from the unimaginative and dull brands to the luster and lure of new products?

D. Case Study

Read the following case and discuss it in groups. Try to find:

1. How does the theory "product life cycle" work in ToTo?