

商务英语系列教材

全国商务英语研究会推荐教材

# 泛读

3

*Extensive Reading*

总主编 虞苏美

主 编 吴长镛



高等教育出版社

BUSINESS ENGLISH

商务  
英语

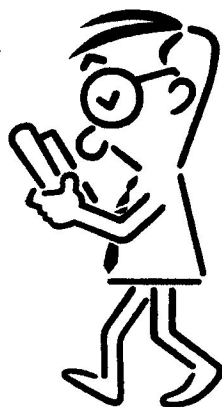
务英语系列教材

# 商务英语

总读  
③

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# 前 言

《商务英语泛读》是商务英语系列教材之一,教材中的语言材料均选自当代英美报刊杂志以及某些商务专著,其内容新颖、涉及面广。本教材旨在通过较大量的阅读,使学生巩固已学的基本词汇和语法知识,扩大词汇量,加强语感,提高英语阅读能力。若配合本系列教材的其他分册使用,则更能系统地掌握商务英语的基本词汇及其表达方式,全面地获得有关商务的基本知识。

考虑到商务英语初学者的英语语言基础尚不扎实,以前又很少接触商务材料,我们对教材中涉及商务知识的阅读材料作了精心设计:随着学生在其他专业课中商务知识的逐步增加,本教材中商务材料所占的比例由小到大。在第1册中商务材料约占1/3左右,在第2册中约占1/2左右,在第3、4册中大部分为商务材料。

本教材共计4册,每册15个单元。每单元分2个部分。第1部分由课文(Text)及相应的练习组成,其中Text A可作为主课文使用,Text B可作Home Reading使用,教师亦可根据需要作适当调整;第2部分为快速阅读(Fast Reading),每单元都配有3篇短文及相应的练习,其目的是培养学生在有限时间内快速准确地获取主要信息的能力,此部分可在课堂规定的时间内完成。本教材每册各配有期中与期末2套自测题,用以检查已学过的词汇、语言知识、商务知识及阅读理解能力。每册书后附有该册生词总表并另配练习答案,供教师和学生参考。

本教材可供高等职业学校、高等专科学校以及部分地区的普通高等学校和成人高等学校商务英语专业的学生使用,亦可用作爱好英语的非商务英语专业学生的自学课本。

由于时间仓促,水平有限,疏漏和错误之处在所难免,欢迎批评指正。

编 者  
于华东师范大学

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# Unit One

## Section

Text

A

Text A

## Reflex Buying

No question about it, consumers do buy some grocery store products on impulse. The peaches at my favorite fruit store looked so luscious one week that I bought a dozen even though peaches weren't on my shopping list. Though impulse buying does account for some extra sales, it seems to me that in our enthusiasm over it, we are ignoring a far more important kind of buying which accounts for far greater sales volume. It is what I call reflex buying, the buying of products on which we have been pre-sold through advertising.

How many bottles of Wesson Oil could have been sold from displays suggesting vegetable oil for cakes if widespread advertising had not sold us on a new method of making light, delicious cakes with vegetable oil as shortening?

How many cans of Glass Wax could displays have sold without the extensive advertising that convinced us that here was a new and easy way to keep windows shining?

How long would it take to get acceptance for cake mixes through displays if advertising had not convinced us that cake mixes make top quality cakes in a jiffy?

A woman may have forgotten that she needs soap until the display in the store reminds her. But what is it that influences her to buy the brand of soap she chooses?

Reports tell us that 53.9% of all grocery store purchases are based on decisions made in the store. But should not the products under analysis be divided in two classifications — branded merchandise and unbranded merchandise? Fresh meat and produce, for example, are for the most part unbranded, and they



vary in quality and price, so that a woman naturally will withhold her decision until she can look over the offerings. If the liver looks good, she buys it. If it looks dull and not too fresh, she may buy pork instead. Perhaps her husband likes tomatoes, but if the tomatoes are wilted while the potatoes are fresh, she may buy potatoes.

But in considering branded, packaged products where quality is stable, and price does not fluctuate as much as with meat and produce, the shopper's decision usually is made long before she enters the store.

Any woman will tell you that while she is thumbing through a magazine or newspaper or listening to the radio or watching TV, the thoughts that flash through her mind concerning the products she sees and hears advertised run along like this.

"Hmm, frozen lemon juice in cans. How easy. Birdseye. Their frozen products are so good. Must try some."

"Well, well. Aluminium foil wrapped around a roast keeps the juices in and makes meat more tender. Sounds sensible. Guess I'll try that some day."

"Now that certainly saves work! Paper towels instead of a cloth to wipe meat before cooking . . . to wipe off the fixtures and the sink . . . to hold peelings and scraps when preparing vegetables."

The fact that more and more women carry incomplete shopping lists or no lists at all merely proves how well merchandise now is displayed. Women know that in modern grocery stores they readily see everything that is there, and that they will be reminded of the products they need. Why bother with a shopping list? When products were hidden under counters, shopping lists were necessary. Now that everything is displayed on open shelves, shopping lists are not as important.

And so when today's woman, frequently without a shopping list, saunters up and down the aisles of her grocery store and buys Birdseye lemon juice and Reynolds aluminium foil and Scott Towels, it is not an on-the-moment impulse that causes that purchase. It is a mental reflex. She was convinced while reading the advertising about these products that they were good and would supply a need in her life. She decided then to buy them. She did not add them to a shopping list because she knew she would find them displayed on open shelves as she

walked through the grocery store.

When she took from the shelf or from a display, she was acting not on impulse but by reflex.

Consumers often show preference for products that advertising first influenced them to try, that gave them satisfaction when they were tried, and that are continuously advertised with reminders to re-buy. It is this consumer preference that makes grocers across the country weed out slow-moving items, reduce each line to the two or three brands most in demand and forget the eight or ten slow moving brands in that line. Grocery store managers have displayed the means and the authority to make displays of any of the 2,000 or more products they carry, but they have learned from experience that a display alone will not sell a product no matter how low the price or how big the display. The consumer must be pre-sold on the use of that product.

## New Words and Expressions

1. shortening /'ʃɔ:tniŋ/	<i>n.</i> 使面点酥松的油脂
2. wax /wæks/	<i>n.</i> 蜡; 蜡状物
3. classification /ˌklæsɪfɪ'keɪʃən/	<i>n.</i> 分类; 分级
4. wilt /wilt/	<i>vi.</i> (草木) 枯萎, 凋谢
5. fluctuate /'flʌktʃueɪt/	<i>vi.</i> 波动, 涨落
6. peeling /'pi:lɪŋ/	<i>n.</i> 剥下的皮; 剥皮
7. on impulse	一时冲动之下
8. aluminium foil	铝箔

## Comprehension of the Text

Choose the right answer.

- The main idea of the passage is that \_\_\_\_\_.
  - impulse buying accounts for much of extra sales volume
  - impulse buying is insignificant in terms of sales volume
  - reflex buying plays a more important role than impulse buying in



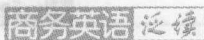
- consumers' shopping
- D. reflex buying plays an equally important role as impulse buying in consumers' shopping
2. The term "pre-sell" in the passage means \_\_\_\_\_.  
A. manufacturers/retailers sell new products to old customers  
B. manufacturers/retailers let customers pay in instalments for what they want to buy  
C. manufacturers/retailers require that customers should order what they want to buy  
D. manufacturers/retailers use advertising to make customers want to buy their products before they go shopping
3. In the writer's point of view, display of merchandise \_\_\_\_\_.  
A. can greatly increase sales volume  
B. cannot increase sales volume at all  
C. alone can scarcely increase sales volume  
D. is in fact a waste of time and money
4. When a woman going shopping without a shopping list saw soap displayed on shelves and bought some, it was \_\_\_\_\_ according to the writer.  
A. impulse buying  
B. reflex buying  
C. neither impulse buying nor reflex buying  
D. reflex buying if what she bought was the brand that had been much advertised
5. Which of the following statements is true according to the writer's point of view?  
A. About half of all grocery store purchases were based on decisions made in the store, which were all impulse buying.  
B. The shopper's decision was in fact made long before she went into the store.  
C. The shopper wouldn't make her buying decision until she had compared the products displayed on shelves.  
D. When buying branded, packaged products, the shopper's decision usually was made long before she entered the store.

6. Now more and more women go shopping with an incomplete shopping list or without a shopping list at all. It is mainly because \_\_\_\_\_.  
A. it is troublesome to make a complete shopping list  
B. there are too many kinds of merchandise for them to choose from  
C. merchandise is usually displayed on open shelves, which will remind them of the items they want to buy  
D. without a shopping list they are free to buy whatever they want to buy
7. What can we learn from the last paragraph?  
A. Advertising is the most important factor in increasing sales.  
B. Product quality alone decides sales volume.  
C. Consumer preference is decisive in a product's sales volume.  
D. Brand is more important than any other factor in increasing sales volume.

## Vocabulary in the Context

Choose the right meaning of the underlined part according to the context.

1. The peaches at my favorite fruit store looked so luscious one week that I bought a dozen even though peaches weren't on my shopping list.  
A. sweet-smelling                      B. attractive  
C. fresh                                  D. juicy
2. If it looks dull and not too fresh, she may buy pork instead.  
A. dry                      B. dark                      C. unattractive      D. not shining
3. ... if advertising had not convinced women that cake mixes make top quality cakes in a jiffy?  
A. conveniently      B. easily                      C. more tasteful      D. quickly
4. ... so that a woman naturally will withhold her decision until she can look over the offerings.  
A. make                                  B. delay making  
C. reach                                  D. keep
5. Aluminium foil wrapped around a roast keeps the juices in and makes meat more tender.



- Text B

Yuko typifies a new breed of Asian consumer. She happens to live in Tokyo, but she could equally come from Singapore, Shanghai or Sydney. Her tastes are sophisticated and she has an independent streak of mind that refuses slavishly to follow each new trend. Yet although Yuko is hard to second-guess, retailers, advertisers and economists have all invested a great deal of time and effort in examining her purchasing patterns. The reason is that if consumer spending is to take over from U. S. demand as the locomotive powering Asia's economic re-

covery, it will be Yuko and her peer group who're driving the process.

The rapid evolution of a sustained boom in Asian domestic demand is far from certain. True, spending levels around the region have bounced back over the past year(1999), but economists point out that the revival has built from a very low base during the economic downturn of 1998. Retail sales in Singapore may have grown by 26.5% during the last quarter of 1999 compared with a year earlier, and by 14.6% in South Korea, but in both countries 1999's recovery followed four consecutive quarters of decline in 1998. The data from other Asian economies tell a similar story. In Hong Kong, it wasn't until the first quarter of this year(2000) that spending began once again to pick up.

"There has been a strong recovery in consumption across the board, but it's not yet very deep," frets Kent Chan, Taipei-based head of regional consumer research at investment bank Salomon Smith Barney. Much of the recovery so far has been driven by a backlog of pent-up demand. During the economic crisis, consumers deferred large outlays, postponing purchases of cars, consumer durables and other big-ticket items until better times. Now growth has returned and consumers have begun cautiously to spend, but many analysts fear the rosy figures reflect the light of a false dawn.

Throughout 1999 and the first quarter of this year, the economic environment favoured consumers. Following the crisis, governments across Asia attempted to kick-start growth by raising public spending to pump money into the system while lowering interest rates, which kept consumer credit relatively cheap.

At the same time, Asian currencies recovered, lowering the local-currency cost of imports, particularly from Europe. Strong demand from the United States for Asian electronics exports boosted local companies' sales, helping the region's stock-markets to boom. Encouraged by higher wages and portfolio returns of 50% or more in several stock-markets, Asian consumers celebrated the good times by going shopping.

Today, however, things are changing. Asian governments are cutting back their spending even as the U. S. threatened with inflation, has raised interest rates, tightening liquidity conditions around the world. Interest rates in Asia have begun to nudge higher and stock-markets have declined steeply from their



first-quarter highs. Feeling less wealthy and with the cost of consumer credit going up, Asians are bound to be less inclined to spend over the coming months. “In the second half of the year, we will definitely see consumer spending taking a breather,” says Chan at Salomon Smith Barney.

The implications of a slowdown in consumption on Asia’s future economic growth are significant. Between 1985 and 1996, private consumption emerged as the key drive of growth in Asia’s tiger economies. Annual economic growth rates across the region averaged 7.3%, of which more than half — 3.8 percentage points — was due to higher domestic spending.

“A full economic recovery in Asia would require a more sustained rebound in domestic private consumption,” economists at the Development Bank of Singapore declared in a research report published in April. Emergency measures and fortuitous external circumstances helped to boost Asian growth following the crisis, but if spending slows again, that recovery may be threatened.

Enter Yuko and her young friends. Although they may not be the richest group of consumers in Asia, they’re increasingly regarded by retailers and economists as the potential saviours of Asia’s economic growth story. “Trends in consumption are initiated by opinion-leading groups who adopt new behaviours, which are then in turn adopted by the mass market,” says Guy Murphy at the Singapore office of advertising agency Bartle Bogle Hegerty. “The youth segment of the market is the strongest set of opinion-leaders in Asia.”

BBH, like other advertising agencies in the region, has invested time and money in studying the habits of young Asian consumers like Yuko. Over four months late last year and early this year, the agency conducted in-depth interviews with 101 young people from five key Asian centres, exploring their aspirations and analyzing the effects on their patterns of consumption.

“Everything points to a burgeoning middle class, added to by the current young generation, who are better educated, more sophisticated and have a higher earning potential,” says Murphy. Today’s youngsters aren’t going to be happy with a Mercedes, a Rolex watch and a bottle of XO brandy — the icons of material success for their parent’s generation. “They are looking for new products and services. Their needs have evolved.”

This view isn’t confined to the advertising industry. Koh Foong Yin, head



of economic research at Singapore's Overseas Union Bank, believes that the profusion of new media, including the Internet, has played a direct role in re-fashioning consumer preferences over the past couple of years. Bombarded by information from dozens of sources, the region's consumers have become far more discerning, and — in a major change of attitude — they have also become far more Asian in their tastes.

No longer is the United States regarded as a source of inspiration and no longer are Americans seen as the embodiment of success. Throughout the 1980s and the early 1990s, the U. S. was widely pictured as the economic model that Asian countries most wanted to emulate. U. S. companies expanded strongly in Asia, responding to an apparently inexhaustible appetite among Asian youth for American brands.

That began to change during the Asian economic crisis. The prescriptions of the International Monetary Fund, which was generally seen as an agent of U. S. government policy, were widely perceived as high-handed and exploitative. In some countries the IMF was even seen as the cause of the downturn. Rightly or wrongly, disillusionment with the U. S. triggered by the Asian Crisis has seen consumers in Asia increasingly rejecting products and services thought to represent America, and instead turning to Asia, and especially Japan, for their inspiration.

In a recent survey of Asian youth conducted by advertising agency McCann-Erickson only one American — basketball star Michael Jordan — figured in a list of 22 celebrities named as the “coolest people today”, and Jordan was named only in Hong Kong.

The drift away from America is only just beginning to emerge, but marketers believe it isn't just a passing fad. “This goes much deeper than a temporary infatuation with Hello Kitty. It is a fundamental shift in values,” says Murphy at advertising agency BBH. If the shift develops as BBH and others expect it to, the pattern of consumer-driven economic growth in Asia during the opening years of the century will be very different from the trends of the last two decades.

Not only will the absolute amount of spending increase as the region becomes richer, but so will the individual rate of spending rise as a new, more-so-