

总主编 宫桓刚 李 丽

现代商务英语 综合教程 (第2册)

主编 马 静 贾茗葳

 中国人民大学出版社





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自 20 世纪 90 年代以来,经济全球化逐渐渗透到社会生活的方方面面,而随着中国加入 WTO 后与国际接轨程度的进一步加深,对于具有良好的英语语言技能同时精通商务知识的复合型人才之需要日益凸显。当今,商务英语的范畴已延伸到与商务有关的所有领域,包括营销、管理、贸易、金融、法律、电子商务和跨文化交际等,构成了具有自己特色的完整的商务英语体系。

从培养目标上看,商务英语课程的教学目的不仅仅是了解有关领域的基本知识,更重要的是能够灵活运用英语进行有效的商务沟通,处理国际商务中的实际问题。这种变化和概念的更新给商务英语教学在内容和质量上都提出了更高的要求,这是传统的大学英语教学所不能达到的。教育部《关于外语专业面向 21 世纪本科教育改革的若干意见》中也明确指出:“从根本上来讲,外语是一种技能,一种载体;只有当外语与某一被载体相结合,才能形成专业。过去常见的是外语与文学、外语与语言学的结合。应该看到,即使在社会主义市场经济的条件下,我国高校仍肩负着为国家培养外国语言文学学科领域的研究人员的任务。同时,我们也应当清醒地面对这样一个现实,即我国每年仅需要少量外语与文学、外语与语言学相结合的专业人才从事外国文学和语言学的教学和研究工作,而大量需要的则是外语与其他有关学科——如外交、经贸、法律、新闻等——结合的复合型人才,培养这种复合型的外语专业人才是社会主义市场经济对外语专业教育提出的要求,也是新时代的需求。”适应这一要求,我们设计了这套系列教材。

一、编写宗旨

《现代商务英语综合教程》的编写宗旨是:在遵循现代外语教学理念基础上,强调外语在商务领域中的应用,注重为学生创造商务环境,全面培养学生的英语综合应用能力,使他们在今后的工作中能用英语有效地进行口头和书面商务沟通。

二、编写原则和教材特色

与以往相互独立而处于割裂状态的商务英语听说、商务英语阅读、商务英语翻译、商务英语写作的教材设计理念不同,本系列教材将听、说、读、写、译技能的培养融入每一个章节的商务活动中,围绕同一个商务主题,通过形式多样的活动,全面培养学生的语言综合运用能力。在借鉴国外原版教材设计理念的基础上,结合中国学生的实际需要,集知识性与趣味性于一体。教材体例安排新颖,语言真实地道,风格清新活泼,练习灵活多样,摒弃沉闷枯燥的说教,将真实的商务世界带进课堂,有助于学生轻松地体验商务英语学习的快乐。



三、主要内容

《现代商务英语综合教程》系列教材共分为6册，每册的各个章节之间具有一定的内在关联性。每章内容如下：

1. Background Case: 每章以一个言简意赅的案例形式导入，案例与本章的内容直接相关，且贴近社会经济生活、商务活动实际。围绕每一个案例，提出兼顾趣味性、知识性和思考性的讨论问题，以此引起学生进一步学习的兴趣。
2. Listening: 每章的听力部分由两个不同类型的听力任务组成，包括新闻、对话、访谈、电话录音、短文、电影剪辑等多种形式，配有灵活多样的听力练习。
3. Reading: 围绕本章的主题选取原汁原味、可读性强、丰富多彩的商务篇章，深入浅出地介绍一些当代的商务理念、商务惯例、商务文化及背景，将学生引入真实的商务世界。练习形式多样，包括着眼于篇章结构的框架分析、针对相关商务词汇的训练、侧重商务知识及内容的理解和应用等，使学生在掌握语言技能的同时，了解现代国际商务的现状，同时提高学生的语言水平和商务交际能力。
4. Translation: 对于母语非英语的学生而言，翻译总是第二语言习得过程中必不可少的环节和技能。通过英汉、汉英的翻译练习，学生将逐渐地建立起两种语言之间的关联，从而实现两种语言间的融会贯通。围绕本章的商务主题设计的翻译练习，不仅有助于学生培养和提高翻译技能，而且有助于学生巩固和掌握有关的商务知识，为说和写两方面的应用奠定基础。
5. Speaking: 模拟商务情景，通过开放式对话、命题场景对话、辩论、课堂讨论、个人演讲或展示、案例分析、角色扮演等多种形式展开由个人或团队完成的口头语言输出，提高学生分析、解决问题和商务沟通的能力。
6. Writing: 本系列教材中的写作练习侧重与商务活动有关的应用性写作，每章的写作任务根据该章的商务主题设定。学生将有机会练习写作特定情境下的各种商务文件，诸如电话记录、商务信函、传真、电子邮件、备忘录、通知、通告、日程安排、广告文案、会议记录、公司简介、简历、商务单证、意向书、商务报告、调查问卷、产品说明书、合同或协议等，为将来进入真实的商务世界做好充分的准备。
7. Additional Reading: 为丰富学习内容，扩展相关商务知识，每章最后还附有一篇围绕本章主题的补充阅读文章，供学生课外阅读使用。

四、使用对象与使用方法

《现代商务英语综合教程》系列教材内容由浅入深，由普通商务常识逐渐过渡到专业性较强的商务知识，语言水平也由易到难，适用对象为大学一至三年级的学生。本书为《现代商务英语综合教程》第2册。全教程共12章，按照每周4~6学时设计。使用时各校可根据教学目标和条件结合学生的需要，灵活选择每一章的教学内容。为方便使用，《现代商务英语综合教程》系列教材还配有教参和PPT课件。

为保证教材质量，《现代商务英语综合教程》系列教材由美籍专家 Jane Martens 女士进行审校。

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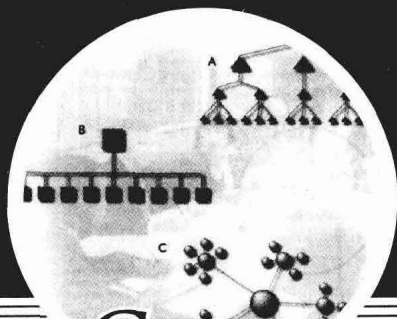


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CHAPTER 1

Company Structure(s)

Keynote

The COMPANY STRUCTURE determines a business's legal, financial reporting, auditing and taxation status. There are a number of alternative structures through which business can be conducted.

To assist with the future growth and development of the business while meeting the various needs of its owner(s), careful selection is required to avoid the need to amend the structure of a company at a later date when changes may be difficult and expensive to implement due to legal costs and taxation implications.



Background Case

Once You've Decided to Incorporate

Once you've decided to incorporate your business, you have more decisions to make. You have to decide which type of corporation to form and where to incorporate. You're entitled to incorporate in any state in the U.S., rather than just the state in which you live and work. There might be good reason for this — another state might offer better tax treatment or more flexible incorporation laws. However, if you do incorporate in another state, you'll have to register as a foreign corporation in your home state.

If you're planning a for-profit venture, the choices are C or S corporations or a Limited Liability Company (LLC). The main difference between a C and S corporation is the way profits are taxed. The basic setup procedures are the same, except that an S corporation requires the further step of an additional IRS filing. Your state may impose additional filing requirements as well.

S corporations are often recommended for startups and small businesses, because profits (and losses) "pass through" to the shareholders to be claimed on



individual tax returns. C corporations pay corporate income taxes directly to the government. There are a few other differences, mainly regarding corporate stock allocation and the potential number of shareholders.

LLC laws vary by state. You are required to file corporate articles and pay filing fees as with conventional incorporation. You also have to file an "operating agreement", which is like a partnership agreement and takes the place of corporate bylaws. "LLC" must also appear as part of the company name. And you'll need to elect whether to have "pass-through" taxation (like an S corporation) or be taxed at the corporate level.

Source: Adapted from "Once You've Decided to Incorporate", <http://www.allbusiness.com/business-planning/business-structures-corporations/1334-1.html>

Questions for Discussion

1. How many types of corporations can you choose if you decide to incorporate your business in the USA?
2. What's the main difference between a C and S corporation?
3. What are the requirements you have to fulfill while starting an LLC business?
4. Have you ever thought of starting your own business?

Listening

Activity 1

1. Warm up by reading the following words before listening to the passage.

- alternative** /ɔ:l'tə:nətɪv/ *n.* a choice between two or more things; either of these possibilities
两者择一, 选择
- vehicle** /'vi:ɪkl/ *n.* a medium through which something is transmitted, expressed, or accomplished 媒介, 工具, 手段
- enterprise** /'entəpraɪz/ *n.* a business organization 企业
- registration** /ˌredʒɪs'treɪʃən/ *n.* the act of registering; enrollment 登记, 注册
- range** /reɪndʒ/ *v.* to vary within specified limits 在……范围内变动
- minimum** /'mɪnɪmə/ *adj.* of, consisting of, or representing the lowest possible amount or degree permissible or attainable 最低的

2. Listen to the passage. Then fill in the blanks with the missing words you hear.

While domestic companies have a wide range of (1) in establishing business operations in China, foreign companies are more restricted, with the most common business vehicles for foreign investors being: Representative Offices, Wholly Foreign Owned Enterprises, and Joint Ventures. The fastest and (2) method for a foreign company to establish a “footprint” in China is through registration of a Representative Office of a foreign company. While this is true, there are certain (3) that must be considered when deciding whether a Representative Office is the (4) structure. Wholly Foreign Owned Enterprises or limited liability companies whose investors are (5) foreign are quickly becoming the most (6) method of foreign investment in China. While foreign companies once thought that a local partner was necessary to operate business in China, this is increasingly no longer the case in a wide range of industries. Generally a certain (7) amount of capital which must be registered will (8) from RMB 30,000 to several million RMB for larger projects. Joint Ventures refer to a registered legal entity cooperation between at least one foreign investor and Chinese investor. This structure was (9) more common, though it has been steadily (10). Choosing the most appropriate structure for your business requires careful thought.

3. Listen to the passage again and choose the best answer from the choices given.

- (1) Which of the following is not considered as one of the most common business vehicles for foreign investors?

A. Representative Offices.	B. Wholly Foreign Owned Enterprises.
C. Registered Legal Entity.	D. Joint Ventures.
- (2) The _____ method for a foreign company to establish a “footprint” in China is through registration of a Representative Office of a foreign company.

A. fastest and easiest	B. most appropriate
C. most common	D. most necessary
- (3) To establish a “footprint” in China means _____.

A. to travel in China	B. to do business with a company in China
C. to extend business to China	D. to start a form of investment in China
- (4) Generally, to establish a Wholly Foreign Owned Enterprise, a foreign investor is required to invest a certain minimum amount of capital of _____ into the company.

A. RMB 13,000	B. RMB 30,000
C. RMB 1,000,000	D. RMB 70,000
- (5) Joint Ventures refer to a registered legal entity cooperation between _____.

A. Chinese investors	B. at least one foreign investor and Chinese investor
C. foreign investors	D. one foreign investor and one Chinese investor



4. Questions and Answers



- (1) What are the most common business vehicles for foreign investors in China?
- (2) Please state the features of the three alternatives in establishing business operations in China.

Activity 2

1. Warm up by reading the following words and phrases before listening to the dialogue.

- survey** /sə:'vei/ *v.* to make a detailed inspection or investigation 做调查
- launch** /lɔ:ntʃ/ *v.* to introduce to the public or to a market 推出 (新产品)
- beauty salon** an establishment providing women with services that include hair treatment, manicures, and facials 美容院
- talented** /'tæləntɪd/ *adj.* having natural endowment or ability of a superior quality 天才的, 有才能的
- style** /stail/ *v.* to give style to 照流行式样制成
- cosmetology** /kɒzmə'tɒlədʒi/ *n.* the study or art of cosmetics and their use 美容学, 整容术
- promising** /'prɒmisiŋ/ *adj.* likely to develop in a desirable manner 有前途的
- lease** /li:s/ *n.* a contract granting use or occupation of property during a specified period in exchange for a specified rent 租赁
- wary** /'weəri/ *adj.* on guard; watchful; characterized by caution 警惕的, 小心的, 谨慎的
- rudiment** /'ru:dimənt/ *n.* a fundamental element, principle, or skill, as of a field of learning 基本原理

2. Do the exercises to review the vocabulary.

- (1) Tom won two prizes in similar competitions at an early age. He's a(n) _____ player.
 - A. all-round
 - B. potential
 - C. promising
 - D. perspective
- (2) It does not take me long to pick up the _____ of the language.
 - A. knowledge
 - B. rudiments
 - C. information
 - D. foundation
- (3) He is a _____ manager who knows exactly how to deal with different kinds of strange requests from abroad.
 - A. talented
 - B. cautious
 - C. serious
 - D. easygoing
- (4) I'm a bit _____ of giving people my address when I don't know them very well.
 - A. doubtful
 - B. wary

- ### C. vicious

D. unwilling

(5) Many of the listeners _____ said that they were not satisfied with the station's programmes.

A. inspected

B. asked

C. investigated

D. surveyed

Joe: What? Running a business is not an easy thing. You have to make sure you have all needed skills to run a business.

Peter: That's why I want to talk to you, Joe. I need your professional help and advice.

Joe: Well, one of the first things you need to do before you start a new business is to survey the market and find out whether there is any scope for the product you are planning to (1) , even if it is just a service. What do you plan to do?

Peter: A friend of mine and I want to open a beauty salon. He is very talented at styling hair and transforming a woman's appearance. We are considering attending cosmetology school as well. It is a (2) business, isn't it?

Joe: The problem is that it requires the purchase or lease of retail space to conduct the business. And you need to be (3) about such partnerships and get in the sort of person who will fit into and help your own business plans.

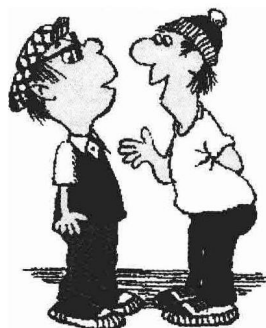
Peter: Ah yes, this is important.

Joe: See that you set up a company structure that suits you and if you are going to have a business partner be sure of dividing the (4) for the business and not the profits alone.

Peter: What else?

Joe: Get yourself some additional skills in accounting and computers, which are vital for starting a new business and it is better if you are at least aware of the (5), before you start your own business.

Peter: You are really an expert! May I ask you to be my consultant?



Partnership or Company?

[1] One of the first decisions you need to make when starting a business is what type of entity your new venture will be. There are advantages and disadvantages



to each structure and it is important to consider how you expect your business to operate both now and in the future.

[2] The shareholders in a company are not personally liable for the debts of the company. The creditors have recourse only to the assets of the company, and cannot look beyond that (unless the directors have acted outside their authority as directors or in certain other circumstances where they may be personally liable). Each partner in a partnership, however, is personally liable for the debts of the partnership down to the shirt on his back. That applies even when he knows nothing about the debt, for example if another partner commits the partnership to it, or someone makes a successful claim against the partnership.

[3] A company is a single legal person (known as a body corporate), able to make contracts through its directors or other staff. Just like you or me, a company must complete tax returns and generally abide by the law. A partnership, on the other hand, is made up of individuals, any one of whom may commit the partnership to any agreement. The partners have a collective responsibility for all the tax of the partnership (just as they have for all other partnership debts). The partners may make their own arrangements for division of tasks, responsibility and liability. A partner is not an employee but the partners together may employ others.

[4] A company exists and performs entirely within an extremely complicated framework contained in a vast number of

pages of the companies' acts. The duties of directors are specified. Among many others, the directors must keep a register of the shareholders and directors, and of charges against the company. Partnership is barely regulated at all. Resolution of disputes between the partners, and divisions of partnership assets can cause particular anguish if they are not properly covered in the partnership agreement. However, less regulation gives a partnership scope for a less formal, more flexible and more easily changed structure.

[5] The company records provided to the Registrar of Companies are open to public inspection. The entire World can see the names and private addresses of directors and all the other information filed by a company. This information includes the accounts of a company, though small companies may file an abbreviated form of accounts. There is no obligation on a partnership to disclose anything to the public.

[6] This is a matter of practice and choice rather than of law. For a partnership, although there is no difficulty in principle in setting out a precise set of duties, obligations, and rights for each partner, in practice partners tend to think of themselves as equal, even though some may be "more equal than others". It is therefore easier to allocate precise roles within a company structure than in a partnership. Thus, individuals who might be a partner in a partnership situation may be shareholders, but not necessarily directors, in a company.

[7] A solicitor drawn partnership agreement is likely to cost more than an “off the shelf” limited company. The ongoing maintenance cost of a company is higher, as a result of the statutory filing requirements.

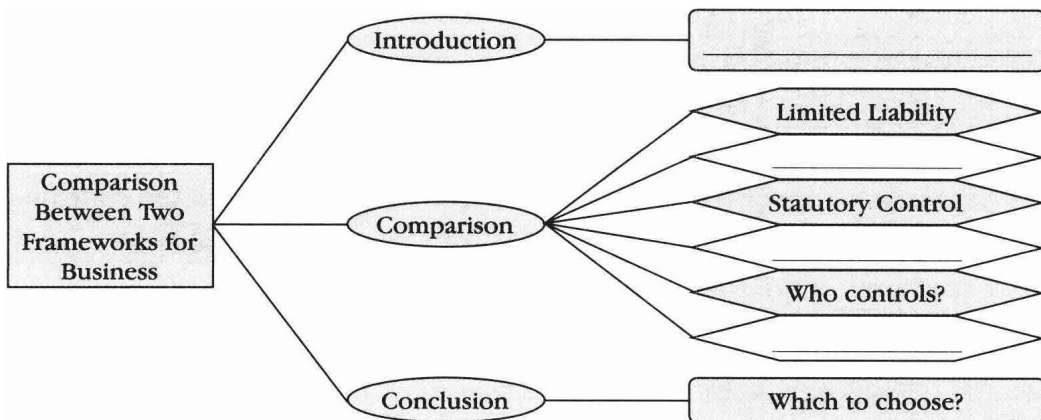
[8] It has been said, “Partnership is the most unstable ship that ever sailed”. Disputes in a partnership structure tend to be more difficult to resolve than disputes among directors and

shareholders of a company. But in part, this may be due not to the inherent type of structure, but rather to the fact that so many partnerships just happen, with no formal partnership deed. You need a partnership agreement to keep yourself safe.

Source: Adapted from “Partnership or Company”,
<http://www.netlawman.co.uk/info/partnership-or-company.php>

Structure

1. Read the article and complete the chart.



2. Read the passage again and answer the following questions.

- (1) What is the simpler and cheaper way to start up a business, partnerships or companies? Why?

- (2) Give an account of the features of partnerships in your own words.



1. Word-Meaning Matching Drill

(1)	venture	(a)	legally obligated; responsible
(2)	recourse	(b)	something that exists as a particular and discrete unit
(3)	collective	(c)	a type of lawyer
(4)	entity	(d)	to uncover; make known
(5)	allocate	(e)	a new activity, usu. in business, which involves risk or uncertainty
(6)	liable	(f)	decided or controlled by law
(7)	solicitor	(g)	(LAW) the right to demand payment from the endorser of a commercial paper when the first party liable fails to pay
(8)	statutory	(h)	of or shared by every member of a group of people
(9)	disclose	(i)	to set apart for a special purpose; distribute according to a plan; allot
(10)	regulate	(j)	to control or direct according to rule, principle, or law

2. Read the following sentences and choose the correct meaning of the underlined words and expressions from the context.

- (1) The shareholders in a company are not personally liable for the debts of the company.
- A. responsible B. dependant
C. assumed D. expected
- (2) Resolution of disputes between the partners, and divisions of partnership assets can cause particular anguish if they are not properly covered in the partnership agreement.
- A. trouble B. panic
C. pain D. loss