

- 全国高等院校商务英语精品教材
- 全国商务英语研究会推荐教材

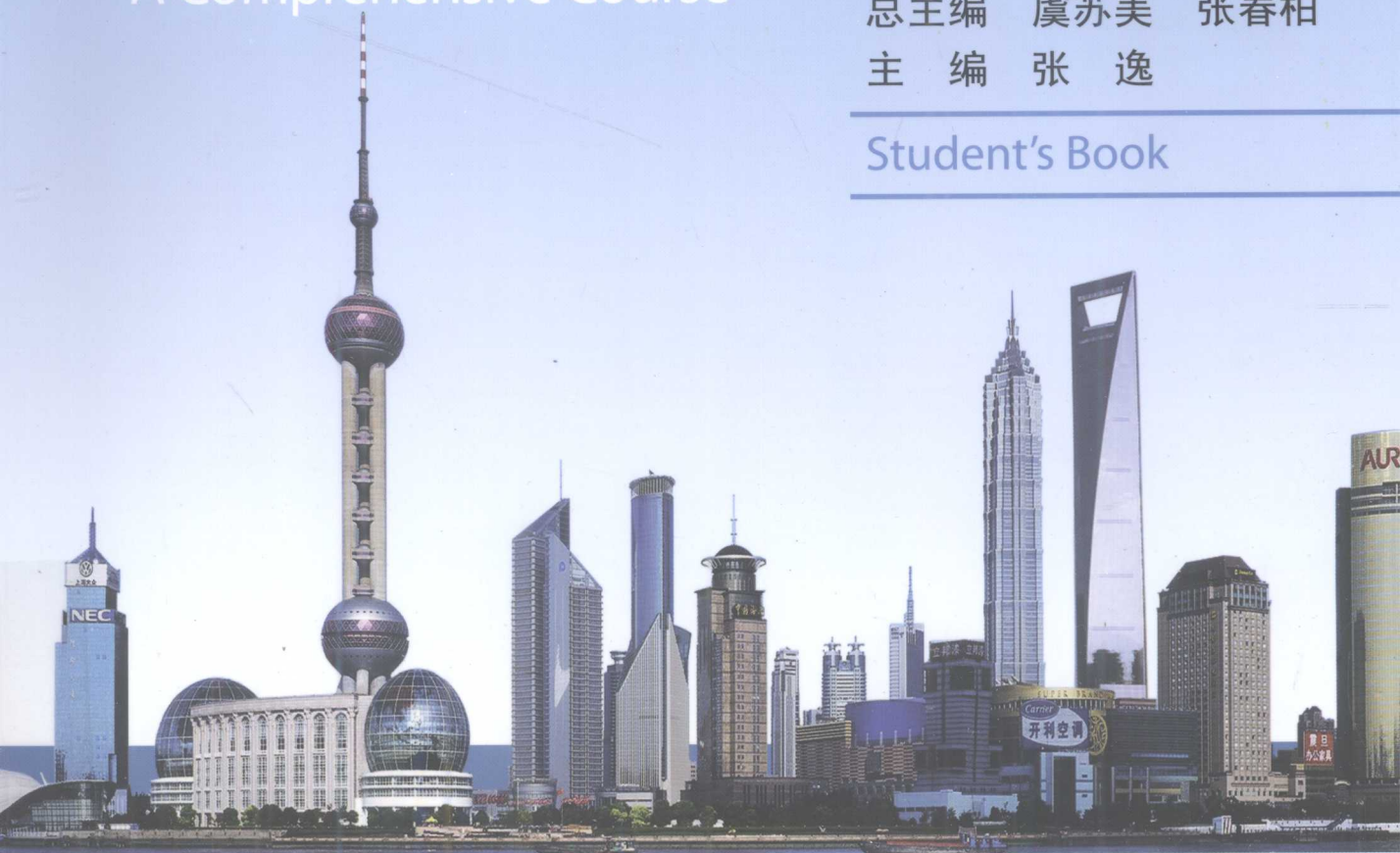
新编商务英语 (第二版)

综合教程 2

Business English (Second Edition)
A Comprehensive Course

总主编 虞苏美 张春柏
主 编 张 逸

Student's Book



高等教育出版社
HIGHER EDUCATION PRESS

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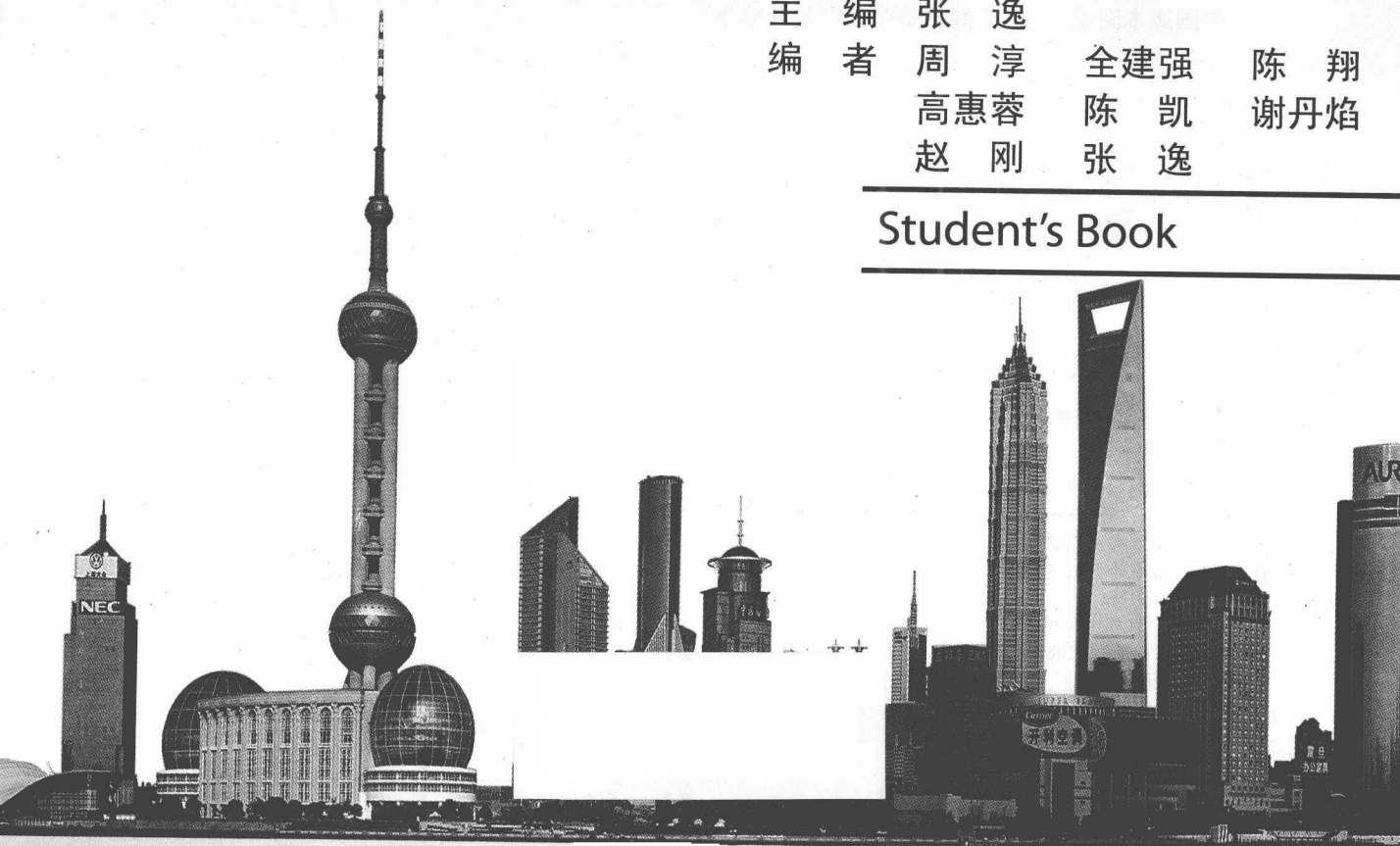
XINBIAN SHANGWU YINGYU ZONGHE JIAOCHENG

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第二版前言

《新编商务英语精读》出版后,作为一本结合培养外语能力和学习商务英语知识的教材,受到广大商务英语专业的师生和对商务英语有兴趣人员的欢迎。随着时代的发展和商务英语教学的深入,也暴露了一些缺陷,如部分材料陈旧、部分单元选题不当、缺少听力练习等。针对这些缺陷,此次对全书进行了一次修订,修订内容主要如下:

- ◆ 在《新编商务英语精读》(4册)基础上扩展为《新编商务英语(第二版)综合教程》(5册),各册配有教学参考书。
- ◆ 更新了部分单元的主题和课文,使内容更加全面。
- ◆ 增加了听说训练,使教程涵盖了听、说、读、写、译各种技能的训练。
- ◆ 调整了部分练习,使编排更加合理。

对于语言能力,英语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。交际能力是语言运用的能力,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,如何运用各类语言行为(如请求,道歉,邀请等)以及如何恰当地运用语言。本教材以主题单元和意念功能为大纲,通过循序渐进的方式,使学生逐步掌握系统的英语基础知识。同时,本书注重交际能力的培养,设计了许多伙伴和小组活动,给学生营造各种话语环境,使他们能够把所学的知识应用于各种交际活动中。

由于本书的对象是商务英语的学生,传授商务英语知识也是本书的一大特色。本书旨在寻求语言能力培养和商务英语知识学习的最佳结合点,即在培养学生英语能力的同时,熟悉各种商务活动,了解商务方面的知识。因此,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、旅游等各领域,使学生在在学习语言的同时,掌握必要的商务知识。在融语言知识,交际技能和商务知识于一体方面,本教材作了大胆的尝试。

本书为整套教材的第二册,共10个单元,每单元由四大部分组成:导入(Lead-in),阅读I(Reading I),阅读II(Reading II)以及扩展性练习

(Extended Activities)。单元以一个主题为中心,编排相关课文和练习。这种主题单元(thematic unit)的优点是,它在提供密集的信息(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)都得到提高。第二册的单元主题分别是体育与商务、所有权、时尚、消费者满意度、管理、人力资源管理、面试、商标、成功企业家、成功企业等,所选课文材料新,语言地道,真实反映当代英语的特点,能引起学习者的兴趣。

导入(Lead-in)安排了听力理解和听写填空两项任务。听力理解部分包含若干听力任务。有关于语篇主旨的预听活动,有考查学生对语篇主旨把握以及辨析细节能力的多项选择题,还有概括或补充单元主题内容的听写填空(Spot Dictation)。

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,将本主题的知识与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,便于学生从英语理解词义。注释的范围包括语言难点和文化背景和知识,注释以英语为主,较难的地方加注中文。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,旨在使学生将课文所学的内容融会贯通,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 的课文的内容与阅读 I 课文相关,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。此外另有翻译和完形填空。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:功能与结构(Function and Structure)、专项用法(Special Use)、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。功能与结构主要训练在各种情景中语言的运用;专项用法侧重某类商务词汇的使用规范和语法知识的练习,比较实用;实用阅读是阅读各种商务实例的练习;词汇扩展是对单元主题有关词汇的进一步扩展;商务世界介绍商务和文化方面的小知识。这些练习对语言基本功进行深入的系统训练,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。本教程的内容广泛,练习较多,教师可根据教学的具体情况,决定取舍,不必拘泥于一种模式,有些课文和练习可由学生自主学习或作为第二课堂的活动材料。

本套教材的修订得到了华东师范大学和高等教育出版社的大力协助,在此致以衷心的感谢。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。

编者

2012年2月

于华东师范大学

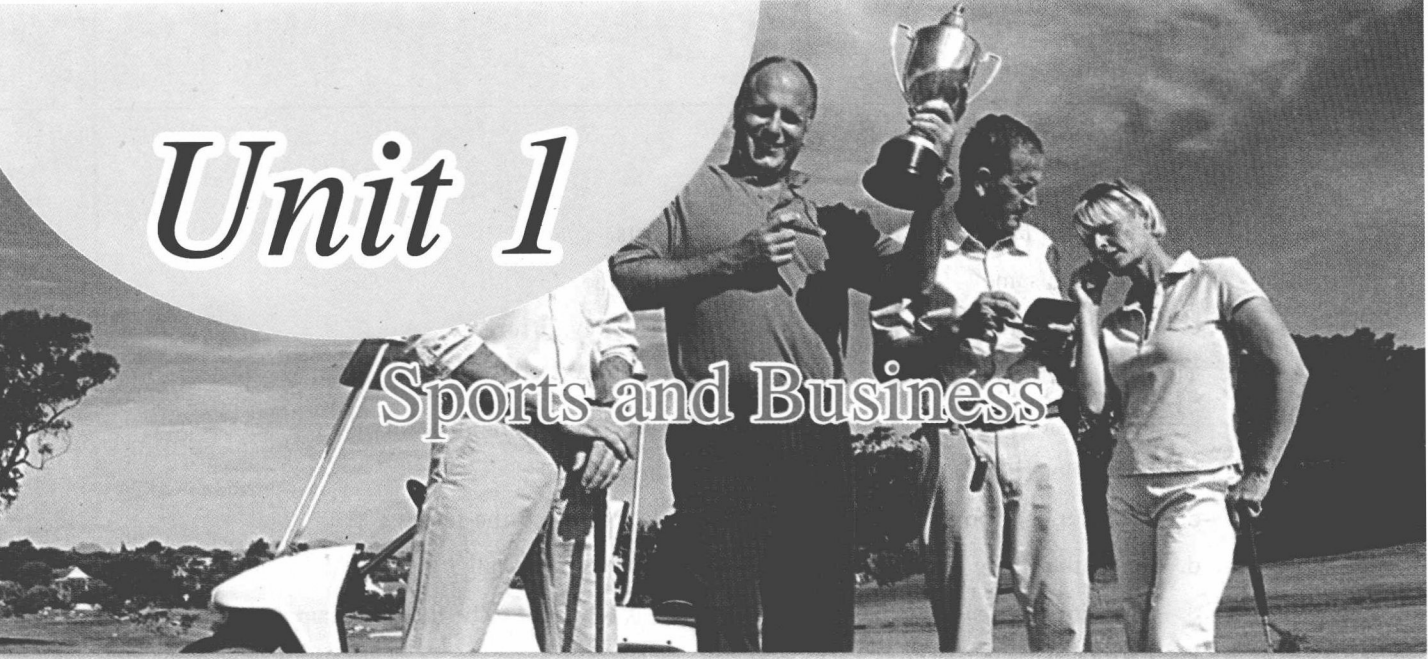
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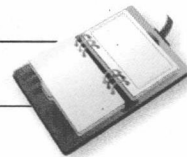
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Unit 1

Sports and Business



Lead-in



>>>> Listening Comprehension Tasks

- I Listen to passage 1 for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise II.

.....

.....

- II Listen to passage 1 for the second time with your focus on the questions you have raised (if there are any) and then complete the following multiple choice exercises. You can take notes while listening.

1. American people like sports very much.
- a. This statement is true.
 - b. This statement is false.
 - c. This statement is partially true and partially false.
 - d. The message is not available in the passage.
2. Sports are deeply involved in American .
- a. middle class life
 - b. business community
 - c. everyday culture
 - d. None of the above.

3. American and European people favor [] sports.
 - a. almost the same
 - b. the same
 - c. quite different
 - d. absolutely different
4. The most preferred sports in the US are [].
 - a. the American football, the ice hockey, the baseball and the basketball
 - b. the ice hockey, the golf, the baseball and the football
 - c. the American football, the ice hockey, the baseball and the tennis
 - d. the football, the ice hockey, the baseball and the basketball
5. [] is not so popular in the US even though it is supposed to be the most famous sport around the world.
 - a. Tennis
 - b. Soccer
 - c. Basketball
 - d. Volleyball
6. Which of the statement is NOT true in the passage? [].
 - a. Sports events, teams or clubs are always sponsored by businesses around the world.
 - b. Sports events, teams or clubs are often sponsored by businesses in the US.
 - c. The US businesses regard sponsorship for sports as a good investment.
 - d. It is a good investment because the sport sponsored can attract attention or participation from customers.
7. The US sports [] and sports [] are greatly different from those in the rest of the world.
 - a. club ... model
 - b. organization ... business
 - c. event ... operation model
 - d. organization ... business model
8. There are four major professional [] and the teams of these are called [].
 - a. federations ... members
 - b. union ... clubs
 - c. leagues ... franchises
 - d. None of the above.
9. Which of the following statements is true?
 - a. There is promotion or demotion in Europe.
 - b. The players are selected according to their performance when playing for the previous teams.
 - c. There is promotion or demotion in the US.
 - d. Most players are high school graduates.
10. The teams have enormous profits because [].
 - a. they have the best players of the world
 - b. they have much sponsorship from the businesses
 - c. the leagues sign very expensive TV rights contracts
 - d. All of the above.

- III Listen to passage 2 for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise IV.
-
-

- IV Listen to passage 2 for the second time with your focus on the questions you have raised (if there are any) and then complete the following exercises. You can take notes while listening.

1. Fill in the form according to what you have heard.

The differences in culture concerning sports between the U. S. and Europe

	The U. S.	Europe
The Most Popular Sports		
Organizational Structure	The system of franchises	
Business Model	Professional leagues responsible for	Professional sports clubs responsible for
Promotion and Demotion		
Profits Earned		The more famous and reputable, the higher profits

2. TRUE or FALSE questions. If the answer is false, please make corrections accordingly.

- 1) Like Americans, European people also like sports very much.

Correction:

- 2) Basketball is considered to be the most popular sport in Europe while football is the second most popular one.

Correction:

- 3) There are no open leagues in Europe, where the clubs can be promoted or demoted.

Correction:

- 4) If there is central management of the leagues' revenues, the distribution is made according to the broadcasting power of each team.

Correction:

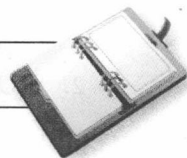
- 5) In Europe, the leagues have to make the arrangement for the negotiation of the contracts and the distribution of the revenues.

Correction:

>>>>> Spot Dictation

Sportsmanship is defined as playing _____, following the _____ of the game, _____ the judgment of _____ and _____, and treating the _____ with respect. In other words, you should _____ the people you play _____ and _____ as you'd like to _____ yourself. You _____ good sportsmanship when you show _____ for yourself, your _____, your opponents, for the _____ on both sides, for the referees, _____ and other _____. Everyone _____ when they win, but they can't always _____. A true sportsman should be a good _____ and a _____ winner. The winner is not expected to _____, and the _____ should have no reason to feel _____. _____ is considered to be the _____ of sport. If a sportsman _____ a rule in sports, he is _____; if he is _____ and _____, he is _____ by all. So everyone must _____ the rules and the referees.

Reading I



>>>>> Pre-reading

① Brainstorming: Work with your partner and write out words related with sports and sportswear.

1. Words or expressions related with sports:

Athletic Sports	race,
Individual Sports	gymnastics,
Water / Ice Sports	swimming,
Ball Sports	football,
Other Terms	stadium,

2. Famous brands of sportswear:

Nike

II Pairwork: Discuss the following questions with your partner.

1. Do you like sports? And what is your favorite sport?
2. What do you usually wear when you are playing sports?
3. Which brand of sportswear do you like most?
4. Have you ever tried any footwear or clothes made by Nike? If yes, why did you happen to pick up Nike?
5. What do you think about Nike, one of the most famous sportswear brands in the world?

>>>> Text

Nike, from Small Beginnings to World Giant (I)

- 1 Nike is one of the most powerful marketing companies in the business world today, but it had very small beginnings. The global giant company with revenues in 1996 of US \$6.4 billion and profits of US \$553 million started in the 1960s with the company's founders selling cheap Japanese sports shoes to American high school athletes at school track meetings, using a supply of shoes they kept in their car. One of Nike's founders, Philip Hampson Knight, had been a top athlete when he was at the University of Oregon. He moved on to become a student at Stanford Business School, but retained his interest in sport. At Stanford he brought his enthusiasm for track sports to his studies, writing a paper on how to create a cheaper, better running shoe using Japanese labor, which was cheaper than American.
- 2 Subsequently, Knight visited Japan and discovered a manufacturer who fitted the model of the ideal firm — Onitusha Tiger Company, which made its own inexpensive, high-quality running shoes.
- 3 Back in the US, Knight got to thinking that he could actually put his knowledge into practice, and make money. He suggested to his old college track coach, Bill Bowerman, that they could work



together using their skills and interests in sport and business, and capitalize on the cheaper cost of sports shoes from Japan. In 1964, they each contributed \$500 to import Tiger shoes, which Knight began selling from his car at high-school track meets.

- 4 Worried that the Japanese Company might find a more established distributor, Knight and Bowerman developed their own brand name, Nike, named after the Greek winged goddess of victory. They paid a local design student at Portland State University \$35 to create the famous “Swoosh” logo, and Bowerman created the innovative pattern called the waffle-sole design, by using his wife’s waffle iron to impose the pattern on the sole of the shoe. By 1972 Nike began designing its own shoes and was contracting production out to factories in Asia. With excellent timing and a fair share of good luck, the founders of Nike were perfectly placed to cash in on America’s sports leisure boom during the 1970s, when millions of Americans began jogging and running as part of their personal campaigns to keep fit and healthy.
- 5 To reinforce its dominant worldwide presence, Nike spent US \$642 million in 1996 on advertising and promotion. But at the heart of its constant campaign is the star athlete, a principle that was put in place early in the huge American company’s marketing plans.
- 6 In 1973, the newly formed company implemented its first, and most important marketing strategy, endorsing its first star athlete, running star Steve Prefontaine who in turn used and praised Nike footwear. In 1985 the man who would become one of Nike’s biggest successes, Chicago Bulls rookie basketball player Michael Jordan endorsed his first line of “Air Jordan” shoes. The endorsements by star players, encouraging ordinary consumers to buy the sports gear of

the stars and dream of being champions themselves, saw Nike selling close to \$ US1 billion worth of running, basketball, and tennis shoes in 1986, while creating their first sports clothes under the Nike label.

New Words and Expressions

1. giant /'dʒaɪənt/ *n.* a man who is much bigger than usual 巨人
2. revenue /'revənju:/ *n.* income 收入
3. billion /'bɪljən/ *n.* 1,000,000,000 十亿
4. founder /'faʊndə(r)/ *n.* a person who establishes sth. 创始人
5. athlete /'æθli:t/ *n.* a person who is skilled in bodily exercises and who competes in games such as running and jumping 田径运动员
6. retain /rɪ'teɪn/ *v.* to keep possession of 保持
7. track /træk/ *n.* a course specially prepared for racing 跑道
8. inexpensive /,ɪnɪk'spensɪv/ *a.* low in price 廉价的;便宜的
9. capitalize /'kæpɪtəlaɪz/ *v.* to use a situation to gain some advantage for oneself 利用
10. contribute /kən'trɪbjʊt/ *v.* to give money to 出资
11. logo /'lɒɡəʊ/ *n.* a symbol or design used by a company as a mark on its product and in advertising 标识语
12. waffle /'wɒfl/ *n.* a large crisp sweet cake baked on a flat iron (烘烤) 脆蛋饼
13. impose /ɪm'pəʊz/ *v.* to press upon 加压印制
14. contract /kən'trækt/ *v.* to settle or arrange by formal agreement 订合同
15. timing /'taɪmɪŋ/ *n.* way in which sth. is arranged to happen at a particular time 时间安排
16. boom /bu:m/ *n.* a rapid growth or increase 激增
17. reinforce /,rɪ:ɪn'fɔ:s/ *v.* to strengthen by adding men, material, etc. 加强
18. dominant /'dɒmɪnənt/ *a.* having the most important place or position 支配的
19. presence /'prezəns/ *n.* being in the place 在场
20. principle /'prɪnsəpl/ *n.* a rule used by a person or a group as a guide for action 准则
21. implement /'ɪmplɪmənt/ *v.* to carry out; to put into practice 贯彻;执行

- | | |
|---------------------------|---|
| 22. strategy /'strætɪdʒi/ | <i>n.</i> a particular plan for winning success in an activity 策略 |
| 23. endorse /ɪn'dɔ:s/ | <i>v.</i> to place one's signature on a contract to give approval of
<i>sth.</i> 认可 |
| 24. footwear /'fʊtweə(r)/ | <i>n.</i> shoes and boots 鞋 |
| 25. rookie /'ru:kɪ/ | <i>n.</i> a newcomer 新来者 |
| 26. gear /gɪə(r)/ | <i>n.</i> (colloq.) clothes 服饰 |
| 27. champion /'tʃæmpɪən/ | <i>n.</i> a person or a team unbeaten in competitions of courage,
strength or skill 冠军 |

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|--------------------------|---|
| 1. move on | to go forward 继续前进 |
| 2. put into practice | to carry out 实施; 实行 |
| 3. capitalize on | to use a situation or sth. good that you have, in order to get an
advantage of yourself 获利 |
| 4. contribute to | to offer money or help 贡献; 出资 |
| 5. name after | to give the name of another person in order to honor the latter
以……命名 |
| 6. impose on | to force sth. upon another 加压印制; 强加 |
| 7. contract out | to sign an agreement to have a job done by someone else or an
outside firm 立约(将工作)外包 |
| 8. a/one's fair share of | the part that should belong to a particular person 应得的一份 |
| 9. cash in (on) | to take full advantage of; to benefit from 利用; 从……中获利 |
| 10. at the heart of | in the center of 在……中心 |
| 11. in turn | in exchange for 作为交换 |
| 12. dream of | to imagine (sth.) 梦想 |
| 13. close to | nearly; almost 几乎 |

Notes

1. from small beginnings to world giant Nike was once a small business. It, however, has grown into one of the most successful giant companies in the world.

2. a top athlete a very good athlete
3. fitted the model of the ideal firm had all the necessary qualities of a firm
4. to capitalize on the cheaper cost of sports shoes from Japan to gain profit by importing cheaper sports shoes from Japan where the production cost was comparatively lower
5. track meets a series of track event competitions such as racing, walking, cf. field events
6. winged goddess goddess with wings on her shoulders. Nike was originally the name of the ancient goddess of victory.
7. Swoosh the famous logo used by Nike, which was created in the 1960s for \$35 by a design student at Portland State University in Oregon
8. waffle-sole design a design made by pressing a flat waffle iron on the sole of a shoe, so that the pattern of the waffle iron is printed on the sole
9. ... was contracting production out to factories in Asia; ... was making agreements with factories in Asia for them to produce (the shoes), rather than producing (the shoes) in its own company in the US. to contract (production/work) out to employ another to do it rather than doing it itself
10. excellent timing seize the best time to do sth.
11. ... a fair share of good luck have a reasonable proportion of good fortune
12. to cash in on America's sports leisure boom ... to make profit from the American people's rapid growing enthusiasm in doing sports at leisure time
13. ... at the heart of its constant campaign is the star athlete The top athlete is the center of the sale promoting and advertising activities, and the image of these sports stars help bring the company to the focal point of the public attention. The subject of this sentence is the star athlete. The phrase "at ... campaign" is placed at the beginning of the sentence for emphasis.
14. The endorsements by star players, ... saw Nike selling ... The whole sentence means that with the support of the top athletes who wore Nike sports shoes, sports fans were encouraged to buy many Nike products to imitate their ideal models. As a result, Nike boomed in business. The subject of the sentence "the endorsement ..." is separated from the verb "saw" by the -ing participle phrase "encouraging ..." which modifies the subject "the endorsement".
The verb "saw" in this sentence means "witnessed".
e. g. Last week *saw* a drop in stock market.

Exercises

① Read the text carefully again and discuss the following questions.

1. In what way did Nike's founders start their business?