

- ☐ 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

阅读教程

1

Business English
A Reading Course
(Second Edition)

(第二版)

总主编 虞苏美 张春柏
主 编 吴长镛



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前言

《新编商务英语(第二版)阅读教程》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纸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。

本教材共计4册,每册10个单元。每单元分两个部分。第一部分由课文(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;两篇课文在生词表后都增加了Useful Expressions,供学生参考掌握运用。第二部分为快速阅读(Fast Reading),每单元都配有两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两套自测题,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。每册书后新增了Some Important Reading Strategies and Skills,以帮助学生掌握阅读技巧,提高阅读速度,增强阅读能力。此外还附有该册生词总表及练习答案,供教师和学生参考。

第二版阅读教程的课文进行了改变。旧版中非商务部分均已换成商务材料,内

容也进行了更新,增加了基本商务知识并更贴近当前的经济形势以及学生将来要进行的商务活动。此外,练习也做了改动。新的Fast Reading的练习以及旧版中的True or False练习均作了调整,体现了练习的多样化并更接近全国性的测试。

本教材可供普通高等学校、高等职业学校、高等专科学校以及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。各学校在使用本教材时可根据学生英语及商务知识的基础灵活掌握。英语基础好的学生可以直接用第2册作起点,也可有选择地使用课本中的商务材料。

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

2011年5月

Contents

Unit 1

Part A Text / 1

Text A Business and Your Life / 1

Text B Competition in Business / 9

Part B Fast Reading / 18

Unit 2

Part A Text / 23

Text A Marketing Is All Around Us / 23

Text B How Marketing Serves Us / 32

Part B Fast Reading / 39

Unit 3

Part A Text / 45

Text A Buying Motives / 45

Text B How and Where People Buy / 53

Part B Fast Reading / 64

Unit 4

Part A Text / 71

Text A Selling / 71

Text B "I've Never Been Able to Bargain, Even with an
Armenian Rug Dealer" / 79

Part B Fast Reading / 88

Unit 5

Part A Text / 94

Text A American Business Heroes / 94

Text B Bill Gates / 102

Part B Fast Reading / 110

Test 1 / 117

Unit 6

Part A Text / 125

Text A Types of Business Organizations / 125

Text B The Trouble with Being a Tycoon / 133

Part B Fast Reading / 143

Unit 7

Part A Text / 150

Text A Other Types of Business Organizations / 150

Text B Franchising in China: A Dead Duck? / 159

Part B Fast Reading / 167

Unit 8

Part A Text / 172

Text A The Coca-Cola Company's First Hundred Years (I) / 172

Text B The Coca-Cola Company's First Hundred Years (II) / 179

Part B Fast Reading / 187

Unit 9

Part A Text / 195

Text A Brand and Brand Names (I) / 195

Text B Brand and Brand Names (II) / 205

Part B Fast Reading / 213

Unit 10

Part A Text / 220

Text A Reaching China's Digital Consumers / 220

Text B Environmentally Friendly Consumers Emerge / 231

Part B Fast Reading / 241

Test 2 / 248

Some Important Reading Strategies and Skills / 256

Vocabulary / 269

Key / 284

Unit 1

Part A Text

Text A

Business and Your Life

You Depend on Business

- 1 Modern business is well organized and operates smoothly. We often accept business services, therefore, without much thought of their importance to us. Have you ever considered the many ways in which you depend on business? Business supplies the food you eat, the clothes you wear, the home you live in, and the many other goods and services used in satisfying your wants.
- 2 Many times a week most of us are affected by business. During a certain week, for example, you may make telephone calls, have your eyeglasses repaired, ride in a taxi, consult your doctor, deposit money in your savings account, buy a new bicycle tire, or advertise for your lost dog.
- 3 Your home, too, depends on business in obtaining the goods and services your family needs. One family reported these business activities for a certain day: issued checks to pay



automobile insurance and electric bill; bought a rug and chairs; mailed a letter to order some books; paid the newsboy; hired a carpenter to repair a window frame; bought a United States savings bond at the bank; left a roll of film at the camera shop; had dinner at a restaurant.

What Is Business?

- 4 You frequently hear the word business in everyday conversations. Here are some expressions using the word: "How is business this month?" "What line of business is he in?" "Our firm does a cash business." "Business hours are 9 to 5." "John is taking a business course." Although you may have a general understanding of the meaning of each statement, at this time you probably would have difficulty in giving a clear-cut explanation of business.
- 5 Business means different things to different people. To one person it means producing goods through farming, manufacturing, or some other industry. To another it means buying and selling merchandise. To a third person it means providing services. To a fourth it means engaging in an occupation to earn a living. Each of these instances — making goods, buying and selling goods, providing services, engaging in an occupation — illustrates the meaning of business. In this article, business means the work or activities by which goods and services are provided and obtained for money payment.

Some Activities Are Not Business

- 6 Enterprises such as the grocery store, the bus line, the newspaper, the electric company, and the bank are readily identified as being in business. They supply goods and services for payment. What about the laundry, the television repairman, the plumber? They, too, work for payment and are therefore engaged in business.
- 7 Not all activities in which work is involved are classed as business. If you help a friend repair a car or paint his house, you would be working. Unless you receive payment, however, you are not taking part in business in the true sense of the word. Here is the test of whether or not an activity can be classed as business: Is payment made for the goods supplied or service performed? If money payment is required, the activity is business.

Business Transactions

- 8 **Producer and consumer.** To carry on business, whether it consists of producing goods, distributing goods, or providing services, three factors — people, goods, and money — are necessary.
- 9 People refers to both producers and consumers. Producers are the firms and workers who produce

and distribute goods or services. Consumers are those who buy and use goods or services.

- 10 **Individual wants and community wants.** Goods means the products that persons or communities buy to satisfy their wants. Individual wants consist of the necessities, comforts, and luxuries of life. Goods that everyone must have, such as food, clothes, and shelter, are called necessities. Goods and services, such as books, telephones, electricity, and gas, which make life easier and more enjoyable, are called comforts. Nonessential high-quality goods, such as expensive jewelry, yachts, and custom-built cars, are called luxuries.
- 11 The needs that arise when people live in groups are referred to as community wants. Communities must have police and fire protection, water system, highways, stores, schools, and banks.
- 12 Money is exchanged for goods and services. Many years ago trade was carried on by barter, which is exchanging one article for another — for example, trading a knife for a pair of shoes. Today we usually pay money for what we want. The exchange of money for goods or services is a business transaction.
- 13 **We need business.** Business provides us with the things we use — food, clothes, and many other products and services. Any interruption of essential activities in your community would create much hardship. Few families keep on hand enough food and other essentials for more than a brief period, and any stoppage in the flow of products would result in considerable suffering. Imagine the situation if no railroads or trucks were operating; if there were no deliveries of bread, milk, or other goods; no electricity and gas; no store, bank, factory, or restaurant open!
- 14 If just one phase of business, such as transportation, were to suspend operations, factories would not ship their products. Soon workers would be laid off because of shutdowns; and with the loss in wages, families would have to curtail their buying. The resulting chain of events could easily bring on a condition of business paralysis. Only when the business activities of the community, the state, and the nation are functioning smoothly can there be prosperity for everyone.
- 15 For the consumer, business supplies the goods and services he must have to live and take care of his affairs properly. For the worker business provides employment and thereby a means of earning a living. For the business owner business activities offer the opportunity to render a service and to make a profit. For the investor business provides ways to put his funds to work.
- 16 Because it furnishes the things we use, gives us useful work to do, offers opportunities for saving

and investing, and aids the national defense, business is truly the backbone of modern life. In fact, business is the foundation on which the existence and welfare of our people depend.

(1,029 words)

New Words

1	deposit /dɪ'pɒzɪt/	vt./n.	存款
2	laundry /'lɔ:ndrɪ/	n.	洗衣店
3	transaction /træn'zækʃən/	n.	交易
4	yacht /jɒt/	n.	快艇
5	suspend /sə'spend/	vt.	暂停
6	custom-built	a.	(汽车、机器等)按买主的要求制造的

Useful Expressions

1	electric bill	电费账单
2	business hours	营业时间
3	engage in	从事; 忙于
4	grocery store	小卖部; 食品杂货店
5	be classed as	被归类为
6	exchange sth. for sth.	用……换取
7	trade sth. for sth.	拿……交换
8	keep on hand	在手头保留
9	put sth. to work	开始使用, 投入使用
10	lay off	临时裁员
11	savings account	(可获利息的)储蓄帐户
12	savings bond	(美国政府发行的)储蓄公债

Exercises**Comprehension**

Choose the right answer.

1 Which of the following is the best definition of “business” according to this text?

- A. Business is something that can bring you money.
- B. Business refers to something you can buy with money.
- C. Business means the work or activities by which goods and services are provided and obtained for money payment.
- D. Business means buying and selling goods.

2 Which of the following activities can't be regarded as business?

- A. Dining at a restaurant.
- B. Telephoning a friend.
- C. Attending a concert.
- D. Offering to carry a bag upstairs for a neighbor.

3 The three essentials necessary to do business are _____.

- A. producer, shop assistant, and consumer
- B. goods, money, and people
- C. capital, machines, and stores
- D. goods, wants, and money

4 Which of the following is a necessity for life?

- | | |
|---------------|-------------------|
| A. Coca-Cola. | B. Mineral water. |
| C. Bike. | D. Grain. |

5 Community wants include _____.

- A. banks and schools
- B. electricity and gas
- C. highways and police force
- D. Both A and C.

6 Barter is different from modern business transaction in that _____.

- A. goods are exchanged for services
- B. money is exchanged for goods and services
- C. one thing is exchanged for another without the involvement of money
- D. under the system of barter, money has more value

7 According to the passage, if modern business fails to function smoothly, _____.

- A. our life will hardly be affected
- B. our life will be greatly affected
- C. we can still live as comfortably as before
- D. we can not manage even for a short time

8 What would happen if one phase of business, such as transportation, were to suspend operations?

- A. Factories wouldn't be able to send their products by ships.
- B. Factories wouldn't be able to manufacture their products.
- C. Factories wouldn't be able to transport their products.
- D. Factories wouldn't be able to sell their products.

9 In the author's opinion, _____.

- A. prosperity for the nation is based on the prosperity of individuals
- B. if a nation's business activities operate smoothly, individuals can expect to be prosperous
- C. prosperity for the people can be achieved before the nation has smooth business activities
- D. a nation's smooth business activities and prosperity for its people can be achieved at the same time

10 We say business is truly the backbone of our modern life because _____.

- A. many times a day, people engage in business in one way or another
- B. business provides people with jobs
- C. our existence and welfare depend on business
- D. business supplies goods and services, which satisfy our wants

Vocabulary

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

1 One family reported these business activities for a certain day: issued checks to pay automobile insurance and electric bill; bought a rug and chairs; mailed a letter to order some books . . .

- A. print
- B. ask for
- C. post
- D. comment on

2 What line of business is he in?

- A. area
- B. activity
- C. feature
- D. interest

3 Although you may have a general understanding of the meaning of each statement, at this time you probably would have difficulty in giving a clear-cut explanation of business.

- A. straightforward
- B. absolute
- C. definite
- D. first-class

4 Each of these instances — making goods, buying and selling goods . . . illustrates the meaning of business.

- A. emphasizes
- B. implies
- C. explains
- D. evaluates

5 Few families keep on hand enough food and other essentials for more than a brief period, and any stoppage in the flow of products would result in considerable suffering.

- A. special B. hard C. simple D. short

6 If just one phase of business, such as transportation, were to suspend operations, factories would not ship their products.

- A. example B. percent C. group D. aspect

7 Soon workers would be laid off because of shutdowns; and with the loss in wages, families would have to curtail their buying.

- A. postpone B. plan
C. cancel D. cut down

8 Only when the business activities of the community, the state, and the nation are functioning smoothly can there be prosperity for everyone.

- A. freedom B. wealth
C. opportunity D. security

9 For the business owner business activities offer the opportunity to render a service and to make a profit.

- A. obtain B. win
C. provide D. get rid of

10 Because it furnishes the things we use, gives us useful work to do, offers opportunities for saving and investing, and aids the national defense, business is truly the backbone of modern life.

- A. turns out B. decorates
C. completes D. supplies

Discussion

Questions for discussion.

- 1 Can modern people survive without business? Why?
- 2 What kind of business do you find most profitable? Give reasons.
- 3 What are the three kinds of individual wants? Give examples of each kind.

Text B

Competition in Business

- 1 American business life is based on what economists call a *free-market system*. In essence, this means that *if you have something to sell* — whether it's a product or a service — *you're free to charge any price and to sell to anyone willing to pay that price*. Conversely, as a consumer you're free to buy whatever you want and can afford, from whomever you choose.
- 2 In practice, of course, there are numerous exceptions to this principle. Nevertheless, there are two forces that can be said to dominate the operation of any free market: *competition* and *supply*



and demand.

How Competition Operates

- 3 If you set out to sell a product or service in today's society, chances are that someone else not too far away is selling something similar. And since potential customers are free to shop where they please, you will have to compete with your rival for their business. How can you go about this? One obvious strategy is to charge lower prices.

Competition Keeps Prices Down

- 4 If your rival is selling blue jeans, say, for \$28 a pair, you may try offering them for \$25. The catch, of course, is that you'll get \$3 less for each pair you sell and you'll still have to cover the same expenses — buying the jeans from the manufacturer, paying rent on your store, and so forth. How, then, can you charge less and still make a worthwhile profit? The answer — you hope — is that the lower price will attract more customers. Thus even though you make less money on each pair of jeans, you'll sell more of them and so come out with a good overall profit. In real life, needless to say, things do not always work out so logically. But more often than not, the choices offered by the free-market system do benefit both the customer and the business owner — just as they're supposed to in theory. This basic head-on type of competition tends to keep prices down, which is obviously good for the buying public. At the same time, it holds out the promise of great profits to the business that can sell more units of whatever its product or service happens to be.

Competition Encourages Efficiency

- 5 In addition, the nature of the free market is to encourage other forms of competition that serve the interests of both the business community and the society at large. A business owner may be able to lower prices without having to settle for a smaller profit per unit if ways can be found to improve efficiency and reduce operating costs. The merchant selling blue jeans, for example, may find that rearranging the store's layout makes it possible to display more items in the same amount of space or that a new lighting system cuts the electric bills. Likewise, someone who refinishes furniture for a living may discover that dipping a table or chair in a large vat of chemical solvents removes the old finish faster — and thus more economically — than doing the same job by hand.

Competition Promotes Quality

- 6 Instead of cutting prices, a business may decide to compete for customers by offering higher-quality goods or services than its rivals. The price may also be higher, but those customers