

BUSINESS ENGLISH READING

新视界商务英语系列教材

商务英语阅读 (下册)

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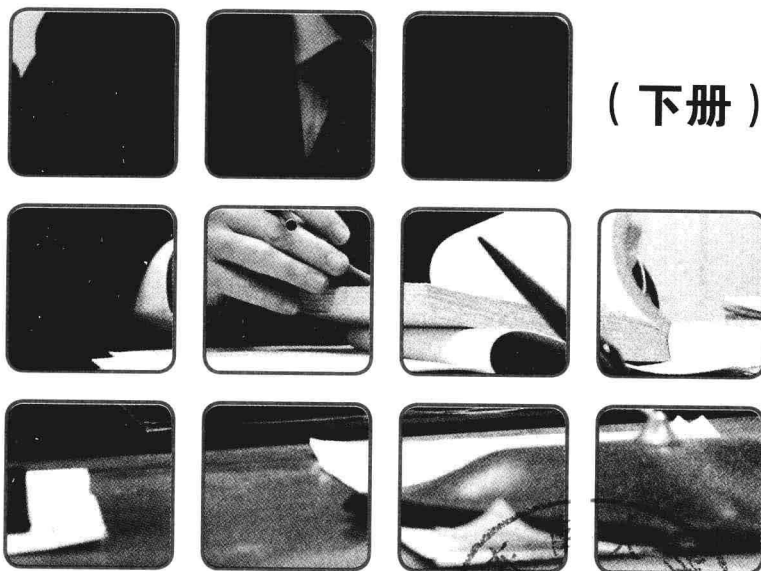
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2010 年是中国经济的里程碑,因为在这一年中国的国内生产总值达到 58 786 亿美元,超过了日本的 54 742 亿美元,成为世界上第二大经济体。而按照美国高盛公司预测:中国的国内生产总值在 2041 年将达到 28 万亿美元,超过美国的 27.9 万亿美元,成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展,中国的在校大学生数量目前已经达到 2 900 万,位居世界第一。与经济密切相关的学科发展更是令人瞩目,商务英语就是这样一个学科。从 20 世纪 90 年代诞生以来,经过短短 20 年的发展,已经有 400 多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”,但由于其定位是培养国际视野的复合型应用型人才,因此备受社会欢迎,就如同改革开放以来的中国经济一样,表现出了强大的发展势头和潜力。

按照教育规律,教材是一个学科发展的基石,就如同地基对于摩天大楼;没有精品教材,就不可能培养出适应社会发展的精英。为此,中国人民大学出版社与时俱进,决定陆续推出一套大型的商务英语系列教材,打造适合中国学生学习和成长的一流教材。

一流教材,必须有一流的编写队伍。为此,我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问,他们分别是:中国国际商务英语研究会会长、上海对外贸易学院副校长、教育部高等学校外语专业教学指导委员会委员叶兴国教授;中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任,30 多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委,不仅有多从事商务英语一线教学的经验,而且具有多年从事国际商务的实践经验,甚至很多到过英国、美国等国家教学、工作、留学,对发达国家有比较全面的了解和独到的见解,这无疑保证了教材的编写质量。

一流教材,必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比,本套教材有一大亮点:内容系统地涵盖了商务英语的主要领域,同时增加了中国企业从事国际商务的成功和失败案例,这是大胆的尝试和创新性的贡献。

一流教材,必须有一流的语言。为保证学生学到原汁原味的英语,教材的资料全部选自英美书籍、报纸、杂志、网站。英语语言规范是英语教材的基础。

一流教材,必须有一流的教辅。作为一线教师,编者深知教辅对教师的重要性。对此,教材配套编写了全部练习答案、PPT 课件和相应的试题,解除了任课教师的后顾之忧。

本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》(上、下册)、《国际商务英语实务写作》《国际贸易实务》和《国际商务谈判》,后续种类还会不断扩大。同时,我们还会在本套教材中增加优秀的国外原版商务英语类教材,使这套教材自编版与引进版交相辉映,相互补充,成为一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用,也可作为高校选修课教材供非商务英语专业的学生使用,同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版,将成为商务英语学科百花园里的一朵奇葩,香飘四溢,历久弥新。

刘白玉 教授

2011年6月于烟台黄海之滨

本教材编写宗旨为充分考虑学生对商务专业知识的需求, 力图将英语阅读技能和商务专业知识有机结合, 培养复合型、应用型商务英语人才。教材涉及国际贸易、金融、管理、营销、物流、跨文化交际等多个领域, 不仅涵盖各类文体, 而且体现内容的时效性和语言的典型性。本教材坚持以英语阅读技能的培养和提高为重点、语言知识和商务知识与跨文化交际能力并重的原则, 并按照“综合或交替”模式设计多种训练形式, 训练的重点项目包括: 1. 阅读技能, 主要涉及语言视觉理解微技能训练; 2. 理解文章的意图和功能, 把握文章结构与文章类型的关系; 3. 通过对语言因素和非语言因素的反应, 训练理解能力; 4. 提高判断评估文章的能力。本教材力求强化学生的英语基本功, 拓宽学生的知识面和国际化视野, 提高学生熟练、准确地进行沟通与交流的能力, 并为培养既精通英语语言知识与技能, 又熟悉国际商务知识与技能的跨语言、跨文化的复合型人才提供帮助。

本教材共分上、下两册, 每册十六章, 每章含示范阅读、课堂阅读、课后阅读、弹性阅读、词汇、注释等。每册附完整的教学 PPT 和模拟题以及全部练习答案和模拟题答案。

上册围绕十二个专题按涉及的阅读技巧的难度梯度排列, 选材主要涵盖国际贸易理论、国际贸易政策、国际贸易惯例、国际贸易公约、一般贸易方式、其他贸易方式、贸易战、宏观经济政策、金融证券、投资、工商管理、产品营销、物流、跨文化交际等内容。

下册围绕资信调查, 询盘、报盘和还盘, 订购与拒绝, 装船、保险和支付, 抱怨与索赔, 代理机构, 招标贸易, 租赁贸易, 加工贸易, 补偿贸易等阅读材料, 综合训练学生在国际贸易实务微观操作层面对各种文体的阅读技能, 并通过阅读精选的国内外寄售与拍卖、招聘广告、申请信和简历、邀请函、贺信、哀悼信、感谢信等样本, 训练学生对商业领域职场英语材料的阅读理解能力。

下册由吕筠教授(鲁东大学)、王淙副教授(西安翻译学院)和孔宪遂副教授(山东财经学院)主编, 负责教材编写思路、编写大纲的编纂, 教材编写的组织、协调和管理以及教材的统稿和教材的最终审核等。下册副主编孙世利(鲁东大学)负责第 6 至第 11 章的编写及教学 PPT 的制作和第二套模拟题的编制; 副主编张小平(鲁东大学)负责第 12 至第 16 章的编写及教学 PPT 的制作和第三套模拟题的编制; 副主编秦晓梅(西安翻译学院)负责第 1 至第 5 章的编写及教学 PPT 的制作和第一套模拟题的编制。董晓秋副教授(鲁东大学)协助审阅了本教材下册的全部文字稿。

本教材在编写过程中得到了中国人民大学出版社外语分社的大力支持, 山东省商务英语研究会会长、山东省商学院外国语学院副院长刘白玉教授给予了精心指导, 鲁东大学外国语学院院长修旭东教授、副院长苏勇副教授给予了特别的关心和帮助, 在此谨表示衷心的感谢!

编者

2011 年 9 月

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Establishment of Business Relations & Status Inquiries

建立业务关系，进行资信调查



在教师带领下示范阅读

Establishing Business Relations

Establishing business relations is the first step to develop trade ties. A successful business person is able to get new opportunities for the company he or she works for. Since business growth and expansion largely depend on the establishment of business relations, writing appropriate business letters in this respect is vitally important. To establish business relations is to know about your clients in terms of business lines and capacities, financial credit, and the intention to make contacts. In international trade, one may establish business relations with companies in other countries through the following channels:

- banks;
- chambers of commerce;
- trade directories;
- business associates;
- commercial counselors' offices;
- commercial office of embassies;
- advertisements;
- exhibitions and trade fairs;
- market surveys;
- recommendations by business partners or clients;
- the Internet;
- other sources.

After obtaining the information from any of the sources mentioned above you can write "First Letter" or circulars to the party.

Generally speaking, this kind of letter begins by telling the addressee how you have obtained his name and address. Then express your desire to establish business relations with him and give information about your intention, the business scope of your firm and your firm's financial position and integrity. At the end of the letter you should express your expectation of cooperation and an early reply.

If you are interested in some products, you may ask for samples, price-lists, catalogues or other reference materials. No matter what you are interested in buying or selling, your letter should be written politely, simply, clearly and concisely.

The first impression matters very much. Be sure to follow the standard format and try your best to avoid making mistakes. Be sure to answer in full without the least delay after you receive any letter of this nature. Only in this way can you create goodwill and leave a good impression on the reader.

Status Inquiries

In the course of a trade, status inquiries are very important. If you are a dealer, the followings are what you are going to learn about your customer:

Capital: wealth used to produce more wealth, such as a business's machinery and equipment.

Capacity: the ability of produce or sales which you can test by the scope of its establishment and the volume of business actually done.

Character: whether your customer owns a good reputation or not.

Regarding the above-mentioned information, you must keep them strictly confidential. If not, you and your informer would be involved in trouble.

How to inquire about the status? Recommendation is that you may turn to banks, firms and professional status inquiry agencies for information.

Tips to Establish Your Good Business Reputation

It is long believed that a good reputation is the most valuable asset one can have in business. By reputation, it is meant how people think of the way you do business and how they assess your character as a business person. Do you compete fairly? Do you run a nice, clean operation? Do you treat your employees well? Do you go around bad-mouthing other companies in the industry, or do you speak about them with respect?

Those are all factors that help to share your business reputation, which in turn affects your ability to hire people, attract customers, get financing, make deals, and do everything else that contributes to building a successful company.

What's interesting is the role your competitors play in the process. Their opinions count more than the view of any other group. Why? Because of their credibility within the industry and with potential customers. Competitors have a unique perspective on you and your company. They face the same pressures and have to make the same choices that you do. If you have the respect of your competitors, you probably deserve it. If they think you are a lowlife, you're headed for trouble.

So it's important to act in a way that's going to earn their respect. Not that you shouldn't compete as aggressively as possible, but you need to play by the rules. Which rules? There are usually three:

Never bad-mouth a competitor. When you compete for an account, remember that you'd always ask which other suppliers the prospective customer is considering. Most prospects name the same two or three records-storage companies, your major competitor. "Those are all fine companies," you should say, "and you are going to be happy if you choose any one of us. Of course, I think you'll be happiest with my company." Then you talk about your strong points, taking care to say nothing negative about the other companies.

To be sure, the customer occasionally includes on the list a company you don't hold in such high regard. In that case, you simply say, "Well, that firm isn't really a competitor of ours, but the others we compete against all the time, and they are very good. I just think we are better, and here's why. "

Don't be a sore loser. It's always tough when a competitor takes a customer away from you, especially if the account is a big one. What happens? You get angry. You can't help it. But you have to remind yourself that you never know what the future holds. The people you deal with at the account may not agree with the decision to switch suppliers; if they go to work somewhere else, they could bring you another customer. Even the customer you just lost will come back again someday, provided you keep yourself cool. In any case, you can only hurt yourself by letting your anger show.

So, no matter how upset you may feel inside, make sure you treat your customers as well when they leave as you do when they come in. You can make them remember you a class act all the way, and of course you want your competitors to hear about it.

Always be accommodating. There are times when you have to deal directly with competitors—for example, when a customer is moving into or out of your warehouse. That's an opportunity for you to send your competitors a message. Even if someone is taking a big account away from you, you're as nice as you can be. You acquiesce to

the other company's schedule and handle the process however the competitor wants you to.

You are equally accommodating when you're moving a new customer out of a competitor's facility. Tell your drivers to be patient if they're kept waiting, as they often are. They can take all the day if they have to. Don't try to provoke any fights or arguments, and don't try to rub salt in a competitor's wound.



I Read the material very fast and then answer the following questions.

1. How should you write the "First Letter"?
2. List some channels to establish business relations with companies in other countries.
3. What factors possibly help to shape the business reputation of a company?
4. How can your competitors help you to improve your business reputation?
5. What is the proper way suggested of treating your competitors?

II Choose the correct meaning of the underlined word according to the context.

1. Competitors have a unique perspective on you and your company.
A. view B. respective C. opinion D. personal
2. If they think you are a lowlife, you are headed for trouble.
A. people who are outside normal societies
B. people who live a life at a low level
C. people who are involved in criminal activities
D. people whose life are not rich
3. When you compete for an account, remember that you'd always ask which other suppliers the prospective customer is considering.
A. forthcoming B. positional C. perspective D. purpose
4. Even the customer you just lost will come back again someday, provided you keep yourself cool.
A. when B. offered C. supplied D. if
5. You acquiesce to the other company's schedule and handle the process however the competitor wants you to.
A. require B. acquaint C. accept D. agree



供课堂练习

I. Read the following letter about Compensation Trade. Choose the correct title for each of the four paragraphs of the text.

- | | |
|-------------|--------|
| Paragraph 1 | [] |
| Paragraph 2 | [] |
| Paragraph 3 | [] |
| Paragraph 4 | [] |
-
- a) Our hope for a long-term relationship
 - b) Our successful cooperation in the past
 - c) The diplomatic relations between our two countries
 - d) Our wish to increase the quantity of products
 - e) Our need of help in glass-cutting
 - f) Our goal to make the window glass business large
 - g) Improvement of equipment in Chinese factories

Ministry of Foreign Trade
Xi Chang'an Street
Beijing, China

Dear Sir,

This letter is in regard to the window glass business between our firm and the China National Light Industry Products Import & Export Corporation, Daren Branch and the Daren Window Glass Factory.

1. Our two sides sincerely worked in the past and the window glass business has already been done successfully. However, the quantity of products doesn't meet our requirements. This company wants to develop the trade and business further in this line. We now expect to begin working with all the other branches and window glass factories on the same basis, i.e. compensation trade.

2. For the US market, we require very large quantities of small cut sizes. Therefore, we are asking your prompt assistance to help us in expanding glass-cutting business. We would highly appreciate it if you take this matter into consideration. We are certain that with your prompt cooperation, our purchases of Chinese window glass for sale in the US market will very quickly increase to a large and substantial volume. With the establishment of diplomatic relations between

our two countries, the time is now right for a very quick and large increase in trade between us.

3. For our information, we are doing everything possible to cooperate in achieving our mutual goal of making the window glass business a very large one. We have offered to purchase various equipments for your Daren factory, which will increase its products, improve quality and raise its efficiency. We have offered to accept payment for this machinery in the form of buy-back of glass. We have also cooperated with factory in making suggestions for better efficient packing and containerization. The factory has been very cooperative and receptive to our ideas. As we want to begin our business with the other branches too, we plan to offer the same suggestions and proposals to purchase machinery for them.

4. From this letter, you can see that we are very sincere in our desire for a long-term relationship between our countries and our firms and various branches of the China National Light Industry Products Import & Export Corporation, Window Glass Department.

During our next visit to China, we will discuss the appointment of our firm as the exclusive agent for Chinese Window Glass in the US market. Since we have already discussed this question, we expect that the official appointment of our firm as the exclusive agent will be made during our next trip.

Thank you for your prompt attention to the above.

Best regards.

Yours faithfully,

II. Read these letters about establishing business relations and do the following exercises.

Letter A:

Dear Sirs,

We have obtained your name and address from the Commercial Counselor's Office of our Embassy in America, and we are writing to enquire whether you would be willing to establish business relations with us.

We have been importers of shoes for many years. At present, we are interested in extending our range and would appreciate it if we could have your catalogues and quotations.

If your prices are competitive, we would expect to place volume orders with you.

We look forward to your early reply.

Yours faithfully,

Letter B:

Dear Sirs,

We learn from the Commercial Counselor's Office of our Embassy in your country that your company is a well-established exporter of all kinds of bicycles. We are writing to you with a keen desire to open an account with you.

We have been importers of light industrial goods for many years. At present, we are interested in various kinds of bikes, especially, mountain bikes, and would appreciate your catalogues and quotations.

If your prices are acceptable, we believe that we may have good prospect of cooperating in marketing your products here in China.

We look forward to hearing from you soon.

Yours faithfully,

Letter C:

Dear Sirs,

We met during the China Import and Export Commodities Fair 2010 and are keenly interested in your product *Gastrodia elata* of Sichuan origin.

As we are among the leading French importers of products from China with an effective sales network, we would like to market this product in our country if you are ready to give us sole agency here.

For information about our credit standing reputation, please contact the Banque de France (Bank of France).

If you find this suggestion attractive and workable, we shall be glad to hear what terms you can offer us.

Yours sincerely,

Exercises:

1. Try to find the sentences in Letters A to C respectively stating the main ideas of them.

Letter A:

Letter B:

Letter C:

2. Mark the supporting sentences respectively in each letter with wave lines under them.

3. Decide whether the following statements are TRUE or FALSE.

(1) In Letter A the writer says that he has obtained the company's information from the Chamber of Commerce.

- (2) In Letter B the writer tells us that the company he wants to build the relation with is a well-established exporter of all kinds of bicycles.
- (3) In Letter C the writer suggests that his credit reputation can be checked through the Bank of France.



供课外练习

- ⌋ Read the statements below.
 - ⌋ Which topic does each sentence 1–7 refer to?
 - ⌋ For each sentence, mark one letter A, B, C or D.
 - ⌋ You will need to use some of these letters more than once.
1. Managers need to take action to convince high-flyers of their value to the firm.
 2. Organizations need to look beyond the high-flyers they are currently developing.
 3. There is a concern that firms investing in training for high-flyers may not gain the benefits themselves.
 4. Managers need expert assistance from within their own firms in developing high-flyers.
 5. Firms currently identify high-flyers without the support of a guidance strategy.
 6. Managers are frequently too busy to deal with the development of high-flyers.
 7. Firms who work hard on their reputation as an employer will interest high-flyers.



Existing management research does not tell us much about how to find and develop high-flyers, those people who have the potential to reach the top of an organization. As a result, organizations are left to formulate their own systems. A more effective overall policy for developing future leaders is needed, which is why the London Business School has launched the Tomorrow's Leaders Research Group (TLRG). The group contains representatives from 20 firms, and meets regularly to discuss the leadership development of the organizations' high-flyers.



TLRG recognizes just how significant line managers are in the process of leadership development. Unfortunately, with today's flat organizations, where managers have functional as well as managerial responsibilities, people development all too often falls victim to heavy workloads. One manager in the research group was unconvinced by the logic of sending his best people away on development courses, only to see them poached by another department or, worse still, another firm. This

fear of losing high-flyers runs deep in the organizations that make up the research group.



TLRG argues that the task of management is not necessarily about employee retention, but about creating “attraction centers”. “We must help line managers to realize that if their companies are known as ones that develop their people, they will have a greater appeal to high-flyers,” said one advisor. Furthermore, selecting people for, say, a leadership development program is a sign of commitment from management to an individual. Loyalty can then be more easily demanded in return.



TLRG has concluded that company’s HR specialists need to take action and engage with line managers individually about their role in the development of high-flyers. Indeed, in order to benefit fully from training high-flyers as the senior managers of the future, firms must actually address the development of all managers who will be supporting the high-flyers. Without this, managers will not be in a position to give appropriate advice. And when eventually the high-flyers do move on, new ones will be needed to replace them. The next challenge will be to find a new generation of high-flyers.



材料

课外快速阅读

Directions: Read the following passage and the statements that follow. Choose the best answer for each statement from the four choices marked A, B, C and D.

“Let me send you our brochure” is probably the most commonly used phrase in business. But all too often, it can spell the end of a customer enquiry because many brochures appear to be produced not to clarify and to excite but to confuse. So what goes wrong and how can it be put right? Too often, businesses fail to ask themselves critical questions like, “Who will the brochure be sent to?” “What do we want to achieve with this?” The truth is that a brochure has usually been produced for no other reason than that the competition has one.

However, with a little research, it often transpires that what the client wants is a mixture: part mail shot, part glossy corporate brochure and part product catalogue—a combination rarely found. Having said that, the budget is likely to be finite. There may not be enough money to meet all these three marketing needs, so the first task is to plan the brochure, taking into account the most significant of these. Then

other requirements will have to be met in a different way. After all, introducing the company's product range to new customers by mail is a different task from selling a new season's collection to existing customers.

The second task is to get the content right. In 95 percent of cases, a company will hire a designer to oversee the layout, so the final product looks stylish, interesting and professional; but they don't get a copywriter or someone with the right expertise to produce the text, or at least tidy it up—and this shows. A bigger failing is to produce a brochure that is not customer-focused. Your brochure should cover areas of interest to the customer, concentrating on the benefits of buying from you.

Instead, thousands of brochures start with a history lesson, "Founded in 1987, we have been selling our products..." I can assure you that customers are never going to say to themselves, "They've been around for 20 years—I'll buy from them." It's not how long you've been in business that counts. It's what you've done in that time. The important point to get across at the beginning is that you have a good track record. Once this has been established, the rest of the brochure should aim to convince customers that your products are the best on the market.

It is helpful with content to get inside the customer's head. If your audience is young and trendy, be creative and colorful. As always, create a list of the benefits that potential customers would gain from doing business with you, for example, product quality, breadth of range, expertise of staff and so on. But remember that it is not enough just to state these; in order to persuade, they need to be spelt out. One possibility is to quote recommendations from existing customers. This also makes the brochure personal to you, rather than it simply being a set of suppliers' photographs with your name on the front.

At the design stage, there are many production features that can distinguish your brochure from the run-of-the-mill. You may think that things like cutouts or pop-ups will do this for you and thus make you stand out, or you may think they just look like designer whims that add cost. Go through all the options in detail. One of them might be that all-important magical ingredient.

1. What point does the writer make about brochures in the first paragraph?
 - A. Customer expectations of them are too high.
 - B. They ought to be more straightforward in design.
 - C. Sufficient thought tends to go into producing them.
 - D. Companies should ensure they use them more widely.
2. The writer's advice to companies in the second paragraph is to _____.
 - A. produce a brochure to advertise new product lines