

- 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

# 2

Business English  
A Reading Course  
(Second Edition)

(第二版)

总主编 虞苏美 张春柏  
主 编 吴长镛



高等教育出版社  
HIGHER EDUCATION PRESS



- 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

## 2

## Business English A Reading Course (Second Edition)

(第二版)

XINBIAN SHANGWU YINGYU YUEDU JIAOCHENG

总主编	虞苏美	张春柏
主 编	吴长镛	
副主编	宋 梅	
编 者	印丕杰	宋 梅 戴红珍
	汪洪章	余建平 吴长镛



高等教育出版社·北京  
HIGHER EDUCATION PRESS BEIJING

### 图书在版编目(CIP)数据

新编商务英语(第二版)阅读教程.2/虞苏美,张春柏主编;吴长镛分册主编.--2版.--北京:高等教育出版社,2011.11

ISBN 978-7-04-033206-3

I. ①新… II. ①虞…②张…③吴… III. ①商务-英语-阅读教学-高等学校-教材 IV. ①H319.4

中国版本图书馆 CIP 数据核字(2011)第 221076 号

策划编辑 陈锡鏢 王雪婷 责任编辑 王雪婷 封面设计 顾凌芝 责任印制 田 甜

---

出版发行	高等教育出版社	网 址	<a href="http://www.hep.edu.cn">http://www.hep.edu.cn</a>
社 址	北京市西城区德外大街 4 号		<a href="http://www.hep.com.cn">http://www.hep.com.cn</a>
邮政编码	100120	网上订购	<a href="http://www.landaco.com">http://www.landaco.com</a>
印 刷	北京宏伟双华印刷有限公司		<a href="http://www.landaco.com.cn">http://www.landaco.com.cn</a>
开 本	850×1168 1/16	版 次	2004 年 8 月第 1 版
印 张	16.25		2011 年 11 月第 2 版
字 数	416 000	印 次	2011 年 11 月第 1 次印刷
购书热线	010-58581118	定 价	32.00 元
咨询电话	400-810-0598		

---

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换

版权所有 侵权必究

物 料 号 33206-00

# 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,编者水平有限,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9月



# Contents

## Unit 1

### Part A Text / 1

Text A Advertising / 1

Text B A Surge in Online Ads / 10

### Part B Fast Reading / 17

## Unit 2

### Part A Text / 23

Text A Money and Its Functions / 23

Text B Are We Headed for the Cashless Society? / 30

### Part B Fast Reading / 37

## Unit 3

### Part A Text / 42

Text A Steps in Entering Business in China / 42

Text B KFC China's Recipe for Success / 51

### Part B Fast Reading / 59

## Unit 4

### Part A Text / 65

Text A Marketing and Selling to Chinese Businesses (I) / 65

Text B Marketing and Selling to Chinese Businesses (II) / 73

### Part B Fast Reading / 81

## Unit 5

### Part A Text / 87

Text A The Job Search / 87

Text B Women Need Not Apply / 96

### Part B Fast Reading / 103

## Unit 6

### Part A Text / 117

Text A Protecting Against Economic Loss (I) / 117

Text B Protecting Against Economic Loss (II) / 124

### Part B Fast Reading / 131

## Unit 7

### Part A Text / 137

Text A Management: Its Meaning and Purpose / 137

Text B Wal-Mart's Magic Moment / 143

### Part B Fast Reading / 151

## Unit 8

### Part A Text / 158

Text A Accounting / 158

Text B Finance: Basic Concepts / 164

### Part B Fast Reading / 171

## Unit 9

### Part A Text / 176

Text A Stocks and Bonds (I) / 176

Text B Stocks and Bonds (II) / 183

### Part B Fast Reading / 191

## Unit 10

### Part A Text / 197

Text A Types of Products / 197

Text B Packaging / 205

### Part B Fast Reading / 213

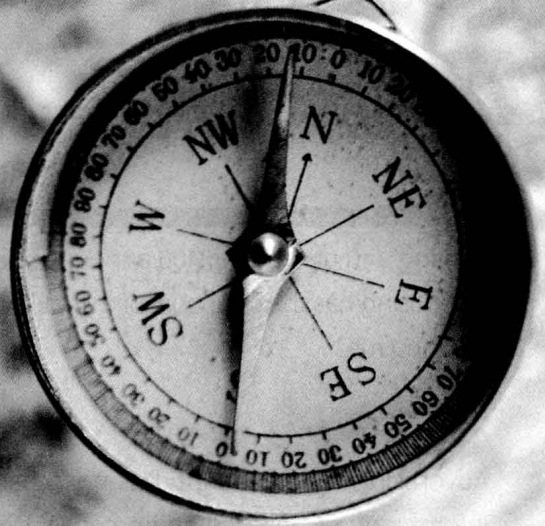
Test 2 / 219

Some Important Reading Strategies and Skills / 226

Vocabulary / 239

Key / 244

# Unit 1



## Part A Text

### Text A

#### Advertising

- 1 American businesses spend about \$30 billion per year for advertising of all types. This large advertising industry offers a wide variety of jobs for college graduates, including such positions as advertising managers, layout specialists, artists, copywriters, account executives, media directors, and sales specialists.
- 2 The special challenge that advertising presents can be illustrated by a statement made by the president of a major advertising agency in New York. In concluding a lecture to a large group of business owners, this executive said: "We know that American businesses spent almost \$30 billion last year for advertising. We know that half of that amount was wasted. But, unfortunately, we don't know which half."
- 3 In designing an advertising program, an individual firm or its hired advertising experts must somehow balance the necessity of advertising against the likelihood that some expenditures will be wasted. Individual advertising expenditures vary from more than \$200,000 for a one-minute nation-wide television commercial during the World Series or Super Bowl to the small cost of



printing and distributing 100 announcements to promote a sale or service in a neighborhood. All advertising has the final goal of increasing sales for the business firm, either in the short run or in the long run.

### A Definition of Advertising

- Advertising can be defined as nonpersonal commercial messages to the public designed to inform both established and potential customers. Advertising is paid for. As such, it differs from other forms of sales promotion.

### Types of Advertising

- Traditionally, all advertising was classified either as direct-action advertising (designed to sell a firm's products or services) or as institutional advertising (designed to promote a firm's name). Thus, the statement "Raincoats are on sale today at \$9.95" is an example of direct-action advertising, and the claim "Our employees subscribe to the United Fund 100 percent" is an example of institutional advertising.
- Modern business practices have further divided these two types of advertising into distinct approaches. For instance, primary-demand advertising seeks to increase the total demand for certain products without distinguishing specific brands. Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a natural food. Usually, this type of advertising is sponsored by a particular trade association or marketing cooperative, not by individual retailers or manufacturers.
- Another distinct type of advertising is brand advertising, which promotes the use of a particular brand among competing products. This type of advertising is used most often today. In addition, the Federal Trade Commission (FTC) has recently encouraged the use of comparative advertising, which points to the advantages of the advertiser's product over competing products. This type of advertising has become very popular for headache remedies, credit cards and even automobiles. In comparative advertising, competing products are named and shown, rather than using the old idea of comparing unnamed products X and Y.
- Institutional advertising also can take a wide variety of forms. For example, when a large corporation sponsors a symphony concert or underwrites a program for educational television, it basically is using institutional advertising. Thus, the "Bell Telephone Hour" combines fine music

with commercial messages, and the major oil companies and many other firms sponsor programs dealing with the arts and other subjects of public interest.

### Advertising Media

- 9 In planning an advertising program, individual manufacturers, wholesalers, or retailers can choose from a large assortment of media. Here is a list of the main advertising media:
- (1) Television;
  - (2) Radio;
  - (3) Newspapers;
  - (4) Magazines;
  - (5) Outdoor billboards;
  - (6) Specialty advertising (calendars, matchbooks, telephone pads, and so on);
  - (7) Public transportation vehicles;
  - (8) Yellow pages of telephone directory;
  - (9) Direct mail;
  - (10) Internet;
  - (11) All others (catalogs, samples, leaflets, and so on).

### Considerations in Choosing Media

- 10 It obviously doesn't pay for a local, one-unit department store to advertise on national television. Likewise, it usually is not practical for a neighborhood variety store to advertise in a large metropolitan newspaper. In deciding which media to use, advertisers must consider these questions:
- (1) Does the advertising medium cover the market?
  - (2) What is the cost per reader or listener in the market?
- 11 Advertising firms have been more effective in answering these questions than many business owners have been. For instance, newspapers raise their advertising rates when their circulation increases. Similarly, television-advertising rates are based on audience ratings. And magazine advertising rates are also based on total circulation. All these mass media are expensive advertising methods because they reach so many people.
- 12 In considering these basic questions, we can see why Ford, General Motors, and Chrysler can afford the huge costs of national television advertising. We can also see that local department stores cannot benefit proportionately from national television advertising to justify the expense.

Even so, the growth of suburban shopping centers and the establishment of branch outlets by department stores and other retailers have brought local television advertising within the range of many smaller retailers. Newspapers, too, have attempted to make advertising more attractive to small firms by offering special full-page advertisements featuring the messages of several different firms.

- 13 Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners. Radio advertising often serves local merchants effectively — and at costs that more firms can afford. The yellow pages of the telephone directory are another effective way to promote shopping goods and special items or services for which customers prefer to check sources by telephone first. And advertising on public transportation vehicles is also effective, when it can be geared to the advertiser's market.
- 14 Direct-mail advertising has been so overdone, especially by smaller firms, that its effectiveness has been impaired. Such promotion must be well prepared or it will be tossed into the nearest wastebasket. Still, direct mail offers the advantages of being selective in coverage, relatively inexpensive, and more flexible.

(984 words)

## New Words

1	layout /'leɪaʊt/	n.	设计
2	executive /ɪg'zekjʊtɪv/	n.	主管业务的人; 经理
3	expenditure /ɪk'spendɪtʃə(r)/	n.	花费
4	sponsor /'spɒnsə(r)/	vt.	赞助
5	symphony /'sɪmfəni/	n.	交响乐
6	rate /reɪt/	n.	费用; 价格
7	rating /'reɪtɪŋ/	n.	受欢迎程度
8	proportionately /prəʊ'pɔːʃənətli/	ad.	成比例地
9	comeback /'kʌmbæk/	n.	〈口〉恢复



## Useful Expressions

- |    |                            |                             |
|----|----------------------------|-----------------------------|
| 1  | account executive          | (广告公司)客户经理                  |
| 2  | media director             | 媒体指导,媒介总监                   |
| 3  | in the short run           | 从短期看来,在短期内                  |
| 4  | established customer       | 固定客户                        |
| 5  | as such                    | 就这点而论;就其本身而论                |
| 6  | direct-action advertising  | 直接广告                        |
| 7  | institutional advertising  | 机构广告;信誉广告                   |
| 8  | on sale                    | 出售;削价出售                     |
| 9  | subscribe to               | 捐款;认购                       |
| 10 | divide sth. into           | 把……分成(几部分)                  |
| 11 | primary-demand advertising | 产品需求广告                      |
| 12 | seek to do                 | 试图去做                        |
| 13 | advertising campaign       | 广告活动,广告战                    |
| 14 | trade association          | 同业公会,贸易协会,商会                |
| 15 | marketing cooperative      | 供销合作社                       |
| 16 | brand advertising          | 品牌广告                        |
| 17 | comparative advertising    | (指名与竞争对手产品进行比较的)货比货式广告,比较广告 |
| 18 | point to                   | 表明;指向                       |
| 19 | competing product          | 竞争产品                        |
| 20 | rather than                | 而不是                         |
| 21 | combine ... with ...       | 把……和……结合起来                  |
| 22 | commercial message         | 商业广播广告                      |
| 23 | advertising media          | 广告媒体                        |
| 24 | a large assortment of      | 各种式样的                       |
| 25 | specialty advertising      | 特殊产品广告;纪念品广告                |
| 26 | telephone pad              | 电话信息记录本                     |
| 27 | telephone directory        | 电话号簿                        |
| 28 | variety store              | 量贩店,大量批发的超市                 |



29	advertising rate	广告费率, 广告价格
30	audience rating	收视率
31	branch outlet	直销分店
32	full-page advertisement	整版广告
33	come into its prime	进入全盛期
34	direct-mail advertising	直邮广告

### Notes

- 1 the World Series = the World's Series: 世界职业棒球锦标赛(即美国两大职业棒球联赛的决赛,定于每年秋季进行)。
- 2 Super Bowl: (美国)超级杯赛(美国全国棒球联合会自1967年起每年举行一次)。
- 3 one-unit department store: 没有分店的商店。

### Exercises

#### Comprehension

Choose the right answer.

- 1 The passage mainly discusses all of the following **EXCEPT** \_\_\_\_\_.
 

A. types of advertising	B. advertising media
C. considerations in choosing media	D. measuring the effectiveness of advertising
  
- 2 If you advertise a product, your main purpose of doing so is to \_\_\_\_\_.
  - A. earn more money for the advertising agency
  - B. promote sales of that product

- C. compete with other firms that produce the same kind of product
- D. introduce that producer to the public

3 In advertising, commercial messages are often delivered to the public \_\_\_\_\_.

- A. personally
- B. impersonally
- C. directly
- D. indirectly

4 Primary-demand advertising is designed to \_\_\_\_\_.

- A. sell a particular brand of product
- B. promote a firm's name
- C. increase sales for certain products without giving information about particular brands
- D. increase the demand for important advertising

5 Primary-demand advertising is usually financed by \_\_\_\_\_.

- A. individual retailers
- B. individual manufacturers
- C. a particular advertising agent
- D. a particular marketing cooperative

6 Which of the following does **NOT** belong to direct-action advertising?

- A. "This is Nestle Coffee Music Hour."
- B. "Our product is more durable than Whirlpool's."
- C. "Ours is sugar-free!"
- D. "Cotton is a better material than nylon for T-shirts."

7 According to the passage, which of the following is true?

- A. Brand advertising and comparative advertising are different types of institutional advertising.
- B. Comparative advertising compares unnamed products.
- C. It's not wise for a local department store to advertise on nation-wide television.
- D. Manufacturers and advertising agents are equally capable of answering technical questions involved in advertising.

8 We might safely infer that local merchants and small firms do not often use national television advertising simply because \_\_\_\_\_.

- A. they can't afford the huge costs
- B. it will not bring them the profit in proportion to their advertising expense
- C. it does not cover the whole market
- D. radio advertising can reach to a wider audience





- 6 Likewise, it usually is not practical for a neighborhood variety store to advertise in a large metropolitan newspaper.  
A. Furthermore      B. Similarly      C. Besides      D. Conversely
- 7 Newspapers raise their advertising rates when their circulation increases.  
A. distribution      B. reputation  
C. expenditure      D. number of copies sold
- 8 Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners.  
A. existence      B. effect      C. best days      D. present position
- 9 Advertising on public transportation vehicles is also effective, when it can be geared to the advertiser's market.  
A. point to      B. be designed to reach  
C. stick to      D. be due to
- 10 Such promotion must be well prepared or it will be tossed into the nearest wastebasket.  
A. thrown      B. forced      C. dropped      D. tipped

## Discussion

Questions for discussion.

- 1 What do you know about the types of advertising?
- 2 What do you think is the suitable advertising medium for a small business? Why do you think so?
- 3 What should you take into consideration before you choose a type of advertising medium?

## Text B

### A Surge in Online Ads

- 1 In 2006, with the Egyptian economy on course for its biggest growth in at least two decades, Con O'Donnell's business was in trouble. Sarmady Communications, his Cairo-based digital media company, was struggling to attract advertisers to its websites. "Our business is creating content and selling advertising, and we ended up saying, 'do you want us to do a website for you?' We would do those things to have some cash flow."
- 2 Four years later, Sarmady has three offices, and its sports and entertainment websites are awash with advertisements from companies such as Toyota Motor, BMW, adidas, and Telecom Egypt. Revenue more than tripled, to \$2 million in 2009, and may reach \$4.3 million this year, O'Donnell said.
- 3 The turnaround reflects new marketing strategies across the Middle East region of 22 countries and more than 300 million people. Over the past two years companies have begun to increase spending online, taking advantage of the growing number of Internet users and inexpensive multimedia technologies to advertise their products.
- 4 Spending on online advertising in the Arab world may surge to about \$400 million within four years from about \$90 million in 2009, said Samih Toukan, chief executive of Jabbar Internet Group, which owns online businesses such as e-commerce website Souq.com. That's in contrast to the recent performance of online advertising worldwide, which fell 2.4 percent in 2009, to \$26.4 billion, research group IDC said in March.
- 5 A growing number of Arab businesses are "looking at the return on their [ad] investment and the best way to track that is online," said Husni Khuffash, Google's regional manager for the United Arab Emirates, Lower Gulf, and Levant.
- 6 Large Internet companies are taking note of the region's recent vigor. Last year, Yahoo!, owner of the second-most-popular U.S. search engine, paid \$164 million for Arabic-language Internet venture Maktoob.com, which owns e-mail, search, auction, and entertainment websites. In 2008, Vodafone Egypt took a majority stake in Sarmady.