



教育部高等学校商务英语专业教学协作组重点推荐
新国标应用型本科商务英语系列规划教材

总主编 王立非

商务英语综合教程

(中级)

An Integrated English Course for
International Business

(Intermediate)

主 编 王光林 吴宝康
副 主 编 徐中意
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出版说明

本系列教材是国家现代教育改革的必然要求。2014 年伊始，国家国务院和相关部门针对现代职业教育改革开展了多次会议，引导普通本科高等学校转型发展，采取试点推动、示范引领等方式，引导一批普通本科高等学校向应用技术类型高等学校转型，重点举办职业教育。

截至 2016 年年底，全国有 300 多所高等院校开设了商务英语本科专业，其中多数院校属于应用型本科院校。《商务英语专业本科教学质量国家标准》也即将颁布。本套教材根据本标准着力打造，适用于全国应用型本科商务英语专业和财经类本科专业学生。

本套教材具有以下特色：

一、吸收二语习得和现代教育的最新理论，体现《商务英语专业本科教学质量国家标准》的最新要求。教材编写上注重提高学生的语言技能、让学生掌握相关的商务知识与实践技能，培养学生的跨文化交际能力、思辨与创新能力，以及自主学习能力。

二、秉承应用型本科教育“优化理论，突出实践”的理念。应用型本科教育注重技术但不能完全抛弃学术，其人才培养是学术性与职业性的有机统一，其基本特征是“本科底蕴+突出应用+专业特长”。体现在教材上，其强调“优化理论，突出实践”，优化理论基础，注重理论与专业技术的相关性，以培养目标与从业要求为依据对基础理论进行优化整合，介绍与专业相关的必要理论，重点强化行业知识的讲解；突出实践方面，强调教材的编排设计从教学目标到内容的组织，练习题的设计都环环相扣、注重培养学生的职业适应能力，突出实践教学的内涵。

三、贯彻“任务引领、项目导向”的指导思想。本套教材以“任务驱动”为理念，强化了教材的任务驱动效应，突出作业流程的可操作性；以真实企业业务经营为主线贯穿始终，从而保持教材内容前后的一致性和连续性；通过具体任务的设计和实施，使学生能够掌握业务技能。

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2017 年 1 月

序 言 | Foreword

自 2007 年教育部批准设立商务英语专业以来,我国的商务英语专业已经有了突飞猛进的发展,目前已经有 200 多所高校开设了商务英语本科专业。商务英语的开设促进了我国外语专业走跨学科、复合型人才培养的道路,促使我国的外语教育更加顺应国际、国内的发展需求,培养出更能适合国家发展需求的复合型外语人才。

1997 年,英国著名语言学家 David Crystal 在《作为全球语言的英语》(*English as a Global Language*)第一版序言中,开宗明义地点出了英语作为全球通用语言这一发展事实。Crystal 说道:“所有这一切都来得那么突然。放到 1950 年,如果有人把英语看作是一门世界语言,那还只是一个模模糊糊、虚无缥缈的理论假设。……50 年后,世界英语成了政治和文化现实。”^①在这么短的时间内,英语变成了世界通用语言,这确实不可思议,也难怪引发语言学家、历史学家和社会学家的众多思考,但是英语在当今全球的重要地位却是无法回避的事实。随着全球化的推进,英语在国际交往中的地位和影响日益显现,尤其是在国际经济贸易领域。英孚援引世界银行和联合国人类发展报告 2014 年的指数,列举了英语与经商便利度、英语与收入、英语与年轻人就业与培训、英语与生活品质之间的关系,指出了英语和经济、生活等方面的纽带关系。在《英孚英语熟练度指标 2014》第四版指标中,我看到除了亚、非、欧、美等地区的分析,还有一项地区特写:金砖国家,这实际上是对应了全球对新兴市场的关注和展望。在 2014 版中有这样一段分析:“尽管英语作为全球通用语言的地位日益得到认可,但教育系统和社会整体还需经历一段时间的适应期。职场英语需求旺盛,而许多国家正努力迎合这一需求。我们的研究显示,多数国家的成人英语熟练程度均有所提升,但一些国家在相关方面的投资并未带来回报。”根据英国贸易和投资办公室(UK Trade and Investment office (UKTI))的统计,到 2030 年,93%的世界中产阶级将会生活在所谓的新兴市场。全球经济与跨文化沟通能力亟待加强。根据世界贸易组织(WTO)的研究,在全球创新 1000 强(Global 1000)中,70%的工作人员将会是英语为非母语(non-native English speakers)的工作人员。环球英语(Global English)2010 年对 152 个国家 26 000 名客户调查,92%的雇员认为英语对他们的工作至关重要。根据麦肯锡(McKinsey Global Institute)的研究统计,“新兴市场国家只有 13%的大学生适合在跨国公司工作,其不适应的主要原因就是英语技能差”。美国教育部(The U.S. Department of Education)的研究指出,到了 21 世纪,在所有的新型工

^① David Crystal. *English as a global language* (second edition). Cambridge University Press, 2003.

作中,约有60%的工作需要各种技能,而现有劳动力中只有20%能够胜任,因为到了现代社会,交际是生存的重要技能,而他们大多欠缺。而网络和数字技术的发展又给我们的传统教学模式提出了新的机遇和挑战。

2001年12月11日,我国正式加入世界贸易组织(WTO),成为其第143个成员。这同时意味着我们正式进入国际经济贸易的轨道。据商务部网站统计,2016年1—9月,我国新设立外商投资企业21292家,而海关信息网(www.haiguan.info)给出的《2015年我国经济形势综述及进出口贸易形势分析报告(年度报告)》则预计2016年我国进出口贸易总值25万亿元,同比增长1.9%。所有这些数字都为我们的人才培养模式提供了借鉴和参考的依据。为了顺应国家的经济发展和大量的社会需求,教育部出台了《高等学校商务英语专业本科教学质量国家标准》,明确指出商务英语专业旨在培养具备扎实的英语基本功,宽阔的国际视野和较高的人文素养,掌握语言学、经济学、管理学、法学(国际商法)等相关基础理论与知识,熟悉国际商务的通行规则和惯例,具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力,能够从事国际商务工作的复合型、应用型人才。按照全球贸易理论专家希尔^①的说法,在新的全球贸易理论中,国际贸易涉及社会发展的方方面面,包括全球化意识、全球经济、全球贸易、全球市场、国别差异、政治制度、经济制度、法律制度、文化差异、伦理道德、国际贸易理论、外国直接投资、跨文化管理、国际货币体系,等等。在《大战略:文学、经纶和世界秩序》一书的后记里,希尔还指出,在现代国际社会,国家及其现代政体就是一个文学王国,人类的境况以及面临的重大问题都在这个王国里得到了最大展现^②。他的观点其实辩证地谈到了国际贸易和人文底蕴的关系,值得我们商务英语专业的师生去思考。

本套“商务英语综合教程”根据商务英语新的国家标准,由上海对外经贸大学、浙江越秀外国语学院、上海商学院、上海海关学院、厦门工学院部分教师参加编写。这些教师有的在海外获得博士学位,具有扎实的理论研究功底和丰富的教学经验。

本套教材适应全国高校商务英语本科专业、财经类本科英语专业学生使用。

孔子说“学而不思则罔,思而不学则殆”。我们希望这套教材能给学生带来新的理念和新的思辨能力培养路径。

王光林
2017年1月

① Charles W. L. Hill. Global Business Today (9 edition). New York: McGraw-Hill Education, 2016.

② Charles W. L. Hill. Grand Strategies: Literature, Statecraft, and World Order. New Haven & London: Yale University Press, 2010.

前言 | Preface

本册教材是“商务英语综合教程系列教材”的第二册，学习对象为商务英语专业及英语类专业二年级的学生，或商务管理、经贸类专业学生。

本系列教材的编写思路源自于本人的“商务英语”精品课程教学理念与教学实践，以商务活动开展的流程及所需商务技能设计教学任务与练习，目的是培养学生的商务英语应用能力、商务专业实践能力和综合职业能力；以案例分析与综合性任务培养学生的批判性思维能力、自主学习能力、团队合作能力与创新创业能力。本系列教材的特色体现在六个方面：1. 应用性（以就业为导向：培养创新创业能力）；2. 前沿性（最新最炫的资讯：跟上时代的步伐）；3. 跨学科（题材的多样性：积累相关领域的商务知识）；4. 国际化（编写模式国际化：培养全球化的视野）；5. 合作学习（项目式的任务编排：培养团队合作能力）；6. 问题意识（以问题为导向的任务编排：培养各项商务技能）。

本册教材共分为 12 个单元，每个单元的课文与练习都围绕一个专门的商务主题进行设计，主题的排列顺序是按照个人或团队创立公司的顺序设计的。每个单元包含五个部分内容：A. Brainstorming, B. Business Knowledge, C. Business Skills, D. Business Actions 和 E. Highlights。以本册教材的第一单元为例，第一部分 A. Brainstorming 通过生动活泼的练习引出本单元的主题“Companies”，同时为学生介绍了商标与公司类别等基本商务知识，旨在激发学生的学习兴趣与培养学生的发散性思维。第二部分为 B. Business Knowledge，学生可通过主题为“A Simple 6-Step Process to Starting a Small Business”的文章学习创业策略、预算制定、法人确立等商务知识以及商务主题的英文表达等语篇知识，旨在培养学生的商务英语篇章阅读理解能力。第三部分为 C. Business Skills，学生可通过 Section A 的听力练习和 Section B 的会话练习进一步学习公司管理等商务知识，旨在培养学生与公司主题相关的商务英语听力与口语交际能力。第四部分为 D. Business Actions，学生可通过案例分析学习公司创立以及如何应对创业失败等商务专业知识，并在执行小组合作任务的过程中，结合前面三个部分所学相关知识和能力，训练个案分析能力、批判性思维能力、商务专业实践能力与创新创业能力。最后，学生可通过第五部分：E. Highlights，对本单元各项重点内容进行总结与回顾，并通过巩固练习进一步加强商务英语应用能力、商务专业实践能力和综合职业能力。每个单元的阅读、听力、会话和案例分析中的重点词汇以加粗的形式在文中标识，在每个章节最后一部分设有词汇表，标注这些重点词汇的词性及中英文释义。

同时，本书配套的练习题参考答案、听力材料和教学课件等教学资源，教师可登录 www.uibep.com 下载。

本册教材由浙江越秀外国语学院英语学院商务英语专业及翻译专业部分骨干教师参与编写，主编：徐中意、陈琨琨；副主编：刘郢、李梦楠；编者：徐英、魏莉芳、陈瑜、刘欣。在此特别感谢本系列《商务英语综合教程》主编王光林教授和吴宝康教授的热情邀请与悉心指导。

由于水平所限，难免存在疏漏之处，敬请广大专家与读者批评指正。

徐中意
浙江越秀外国语学院
2017 年 1 月

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Unit 1

Companies



A. Brainstorming

Task One Matching

Please match the logos on the left column with the companies on the right column.

(1)



(a) Huawei

(2)



(b) Starbucks Coffee

(3)



(c) Apple

(4)



(d) BMW

(5)



(e) China Mobile



(f) Pepsi



(g) Tencent



(h) McDonald's



(i) Walmart



(j) Nike

Task Two Discussion

Generally speaking, companies can be divided into two types, **product-based companies** and **service-based companies**. For product-based companies, manufacturers sell tangible products, such as Apple; while for service-based companies, service providers supply “useful labour”, such as Google.

Discuss with your partner and decide which companies listed above are product-based companies and which are service-based companies.

Product-based companies: _____

Service-based companies: _____

Task Three Group Work

Work in groups to think of other examples of product-based companies or service-based companies, and then briefly describe their unique features of selling points.

B. Business Knowledge

Task One Pre-reading Questions

1. Is it your dream to start your own business?
2. What is the key to a successful small business?
3. How will you get started with your business in an easy way?

A Simple 6-Step Process to Starting a Small Business

by Matthew Toren, August 6, 2015

A great small business always starts out as an idea, but you have to change that idea into action. That's where many individuals can start to feel lost. It's understandable to stop at too many things that are required to get a business started, but getting going is actually easier than you might think.

Like any big goal, if you start by breaking it down into smaller tasks, you'll be able to **tackle** enough of the actions necessary to get started. Here are six ways to break down the process and simplify getting started with your own small business.

1. Write a one-page business plan.

The key to a successful small business, especially in the **startup** phase, is to keep things simple and costs low. Costs don't just mean your monetary costs, but also your time.

Many would-be small-business owners easily fail by trying to create the world's biggest and strongest business plan. You're only going to need that if you're seeking money, and even if you will be seeking either of those things down the road, I always recommend small-business owners start out by testing their ideas first before investing lots of time and money.

So to get started, create your own simple, one-page business plan that is a high-level **overview** of the small business you're about to start.

- Define your **vision**. What will be the end result of your business?
- Define your **mission**. Different to a vision, your mission should explain the reason your company exists.
- Define your objectives. What are you going to do—what are your goals—that will lead

to the accomplishment of your mission and your vision?

- Outline your basic strategies. How are you going to achieve the objectives you just bulleted?
- Write a simple action plan. Bullet out the smaller task-oriented actions required to achieve the stated objectives.

That's it. It might be longer than one page, but it will surely be more organized and shorter than a full business plan, which could take weeks to write.



2. Decide on a budget.

While I highly recommend you keep your costs as low as possible, you'll still need to determine a budget to get started and how much you'll be able to spend. If you're self funding, be realistic about numbers and whatever you anticipate your budget to be. You should set up your business with earning power in mind the first 30 to 90 days. And you should also have money kept so you can survive if things go bad than expected.

3. Decide on a legal entity.

Often in the initial "test" phase for your small business, it can be wise to start as a **sole proprietor**. That can save you some big-time cash while you determine the **viability** of your business. Do be aware though that acting as a sole proprietor can put you at personal risk, so you'll want to consider the advantages vs. risks and then speak with a tax professional to decide which is smarter for your short-term vs. long-term goals.

4. Take care of the money.

Whatever business you decide on, keep the money separate from your personal accounts. This is a big mistake that makes tax time and financials so confusing. It's really easy to set up a free business checking account with your local credit union or bank. All you'll need is your

filing paperwork, sole proprietor licensing information and an **initial** deposit to get set up from most financial institutions.

5. Get your website.

Regardless of whether your business will be online, you'll need a website. Popular domain sites such as HostGator and Go Daddy will allow you to search for the website domain address of your choice and purchase it for as little as \$9.99. If you're starting an online business, you can tie your domain to an online shopping cart and store front such as Shopify for a low monthly fee.

6. Test sales.

You have enough of a foundation now that you can start testing some sales. Try to spread the word in inexpensive and creative ways. If you have a service-based business, get involved with your local **Chamber of Commerce** immediately and ask what resources are available for you to speak, present or share information about your business. If you have a product-based business, test the viability of your product at farmers markets or other community events to test what the public really thinks (and if they'll purchase) from you.

You can follow these six steps by yourself for not a lot of money. It's a fantastic way to test the viability of your small business before throwing all your time and money into an unproven idea.

Words: (797)

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Task Two After-reading Questions

1. Which major things could a one-page business plan involve?
2. In what way is the mission different from the vision of a business?
3. What are the advantage and disadvantage of starting your business as a sole proprietor?
4. How can you set up a free business checking account?
5. What should you do to test sales?

Task Three

Section A Gap Filling

Complete the gap-filling task according to the text.

A Simple 6-Step Process to Starting a Small Business

Matthew Toren holds that the following six ways may help you start your own small business.

1. Write a one-page business plan.

The key to a successful small business: _____

not a _____ and _____ business plan

but a _____, _____ business plan

Focus:

a. define your _____

b. define your _____

c. define your _____

d. _____

e. _____

2. Decide on a budget.

For self-funding:

and _____

3. Decide on a legal entity.

Wise to start as _____

Consider the _____

Speak with a _____

4. Take care of the money.

Keep the money separate from _____

To set up a free business checking account, you need:

and _____

5. Get your website.

Popular domain sites such as _____

For an online business:

tie your domain to an online shopping cart and store front such as _____