

新时代商务英语专业系列教材

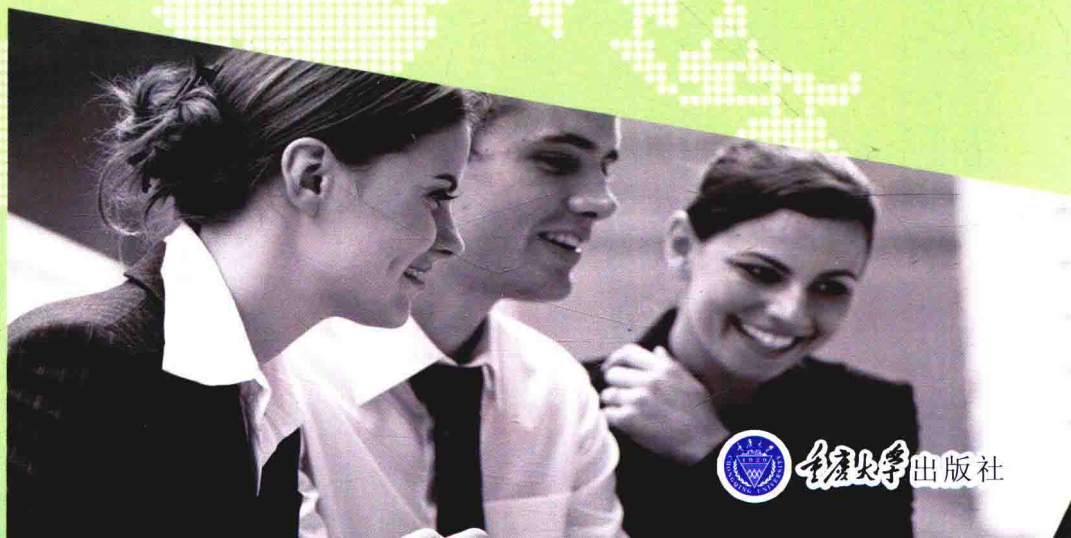
New Era Business English Series

总主编 / 翁凤翔 郭桂杭

An Integrated Course of Business English

商务英语综合教程 1

主 编 / 周 俐



浙江大学出版社

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机械工业出版社

内 容 提 要

《商务英语综合教程 1》共 12 个单元,涉及事业热情、判断与决策、成功商业人士、中国经商之道、成功之路、巴菲特的一封信、天赋与才能、性格与个性、校园生活、未来的英语、人力资源数字化、客户中心市场营销等与商务文化、语言交际及相关商务领域紧密相关的内容。每单元都由导入性练习、课文 A、词汇表、注释、练习和课文 B 组成。课文 A 主要选自英语国家出版的专著和重要刊物;词汇表列出了课文中出现的重要词汇和短语;注释侧重于相关背景知识的介绍、较难语句的理解和商务术语的解释;练习从说、写、译等方面,紧紧围绕课文的重点和难点进行设计,包括对课文相关话题的讨论、重要词汇的基本运用、语法要点和细节的运用练习等,形式丰富多样,能较好地检测和巩固所学知识。课文 B 为延伸阅读,是学生自主学习、丰富相关话题知识的好材料。

本教材适合商务英语专业或英语专业(商务方向)一年级学生使用,也可作为商务英语爱好者和国际商务相关领域从业人员的英语学习及培训参考教材。

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总序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的、熟悉国际商务基本知识的、具备国际商务领域操作技能的跨文化商务交际复合型、应用型商务英语人才。

高校商务英语专业教育首先必须有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材在一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业,所以,基础年级的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学习普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟练掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年级的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素质

和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求,在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用型的商务英语人才的商务英语本科院校使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年3月

前 言

《商务英语综合教程》(An Integrated Course of Business English)是为高等院校商务英语专业本科一、二年级学生编写的基础教材,由四川外国语大学商务英语学院教师编写而成。

《高等学校商务英语专业本科教学要求》指出:高等学校商务英语专业旨在培养具有扎实的英语基本功、宽阔的国际化视野、合理的国际商务知识与技能,掌握经济、管理和法学等相关学科的基本知识和理论,具备较高的人文素养和跨文化交际与沟通能力,能在国际环境中用英语从事商务、经贸、管理、金融、外事等工作的复合型英语人才。作为商务英语专业中的主干课程,《商务英语综合教程》则力图培养过硬的英语基本能力、拓展丰富的商务知识、加强人文关怀,使学生在提升语言能力和知识结构的同时,也关注经济的发展对贫富差距、地球环境和地缘政治等的影响。

英语基础阶段的主要教学任务是,对学生进行全面严格的基本技能训练,培养他们运用语言的实际能力,为进入高年级阶段打下扎实的专业基础。为了实现这一目标,本套教材将英语基本核心词汇与商务领域的术语和概念结合起来,加强学生对基本语法和词汇的熟练掌握和运用,进而培养学生的听、说、读、写、译的综合技能以及多方位的商务知识感知能力。在练习设计过程中,为了避免词汇和句法简单的重复与模仿,我们对出自英语原刊的句子进行了严格的挑选,这些句子极富表达力,目的是开拓学生独立的思维空间,培养他们用英语表达自己思想的能力。

就商务知识而言,内容涵盖了经济学基础、税收、企业管理、企业文化、产品、营销、人力资源管理、电子商务、保险、国际贸易、证券与资本市场等众多领域。需要指出的是,该教材不同于单纯的以知识体系为主的商务英语教材,本套教材仍然保留了英语专业传统精读教材的精髓,以一课为一单元,每一单元的精读文本与补充阅读文本基本围绕同一个主题,相邻的几篇课文在内容上都与某一特定的商务知识相关。如果以知识体系为主,这套教材必然与商务英语专业的其他课程造成内容上的重复,难免会忽视学生人文素养的提高。

本套教材文本绝大多数选自英语国家出版的刊物。这似乎超越了基础阶段学生的能力,实则不然。首先,纯正的英文素材是保证学生语言输入的关键,也是语言输出的重要保证;其次,这样的选材有助于他们逻辑思辨能力的提高,同时,也能为一些学员在高年级阶段去国外院校进一步深造打下坚实的语言基础。

为了方便教师使用,本套教材配备了课件 PPT,其主要内容是练习答案和课文中难句的理解。

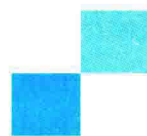
本套教材的编写从一开始就得到了中国国际商务英语研究会副主任、上海海事大学外国语学院翁凤祥教授的指导,四川外国语大学商务英语学院院长段玲俐教授自始至终给予了悉心的关怀,重庆大学出版社也一直关注着教材的建设。在此,我们对他们一并表示衷心的感谢。

在本套教材的编写过程中,各册主编和编者就各个单元的设计各抒己见,畅所欲言,后几经论证,终成此书。我们一直追求编著一套非常务实的商务英语综合教程,虽不能至,心向往之。由于编者水平有限,错误和疏漏之处在所难免,恳请各位教师和读者不吝赐教。

《商务英语综合教程》编写组

2017年4月

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UNIT

1

Passion in Career

Part I Lead-in Activities

Directions: You will hear a letter written by Howard Schultz, CEO of Starbucks. The words listed below will be of some help to you.

arabica /ə'rabɪkə/ *n.* 阿拉比卡(咖啡豆)

cynic /'sɪnɪk/ *n.* someone who is critical of the motives of others 愤世嫉俗者, 讽世者

ethically /'eθɪkəlɪ/ *adv.* 伦理(学)上地

laser-focused /'leɪzə(r) 'fəʊkəst/ *adj.* 激光聚焦的

spectacular /spek'tækjələ(r)/ *adj.* very impressive 壮观的; 非常棒的

Sumatra /sʊ'matrə/ *n.* a mountainous island in western Indonesia 苏门答腊

Task 1

Complete the following paragraphs according to the recording you have just heard.

Dear Partners,

As I sit down to write this note, I am enjoying a spectacular cup of Sumatra, brewed my favorite way—in a French press. It's been 1 weeks since I returned to my role as CEO of the company I love, and I wanted to share with you what I know to be true:

Since 1971 we have been ethically sourcing and roasting the highest quality arabica coffee in the world... We are in the 2 business and always have been... Our stores have become the third place in our communities—a destination where human 3 happen tens of thousands of times a day... We have a 4 clarity of purpose and we are laser-focused on the customer experience and returning to our 5 to reaffirm our coffee authority.

There will be cynics and 6, all with an opinion and point of view, but this is not about them or competitors, although we must 7 respect the changing landscape and the many choices

facing every 8. I will lead us back to the place where we belong, but I need your help and support every step of the way. My 9 of you are high, but higher for myself.

I am 10 to be your partner. I know this to be true.

Task 2

Answer the following questions.

1. When did the speaker begin sourcing and roasting high quality arabica coffee?
2. What is the meaning of “the third place” according to the passage?
3. What is the purpose of the speaker to write the letter?

Part II Intensive Reading

Pre-reading Questions

1. You may have ever had a cup of coffee in Starbucks. What attracts you to consume there, the coffee itself, the atmosphere, the service or something else?
2. Have you ever known something about the brand, the company, its founder or its culture?
3. Have you ever considered to start a business of your own, especially something you are keen on?

Text A

A Love Story

By Howard Schultz¹

Excerpted from *Onward*

My love of coffee developed when I first went to work as head of marketing for the four stores of a small coffee company named Starbucks. That was in 1982. I didn't truly discover coffee's magic, however, until one year later on a business trip to Italy. That visit was the seed of what blossomed into today's Starbucks Coffee Company.

Early one day in Milan, I was strolling from my hotel to a trade show when I popped into a small coffee bar. “*Buon giorno!*”² an older, thin man behind the counter greeted me, as if I were a regular. Moving gracefully and with precision, he seemed to be doing a delicate dance when he ground coffee beans, steamed milk, pulled shots of espresso, made cappuccinos, and chatted with customers standing side by side at the coffee bar. Everyone in the tiny shop seemed to know each other, and I sensed that I was witnessing a daily ritual.

“Espresso?” he asked me.

I nodded and watched as he repeated the ritual for me, looking up to smile as the espresso machine hissed and whirred with purpose. “This is not his job,” I thought, “it’s his passion.”

For a tall guy who grew up playing football in the schoolyards of Brooklyn, being handed a tiny white porcelain demitasse filled with dark coffee crafted just for me by a gracious Italian gentleman called a barista was nothing less than transcendent.

This was so much more than a coffee break; this was theater. An experience in and of itself.³

After the espresso’s rich flavors had warmed me, I thanked the barista and cashier and continued toward the trade show exhibit hall, stopping along the way at more coffee bars. There seemed to be at least one on every block! Inside, there was always a similar scene: a skilled barista or two behind a bar creating espressos, cappuccinos—and other drinks I had yet to taste—for people who seemed more like friends than customers. In every bar I felt the hum of community and a sense that, over a demitasse of espresso, life slowed down.

The blend of craftsmanship and human connection combined with the warm aroma and energizing flavors of fresh coffee, struck an emotional cord. My mind raced. It was as if I envisioned my own future and the future of Starbucks, which at the time sold only whole bean and ground coffee in bags for home consumption. No beverages.

After Milan I flew back to the United States, excited to share what I had experienced. But my bosses, the first founders of Starbucks, for whom I had tremendous respect, did not share my dream of re-creating the coffee bar experience in Seattle. I was crushed, but my belief was so powerful that, in April 1986, I left Starbucks and raised money from local investors to found my own retail coffee company. I named it *Il Giornale*⁴, after Milan’s daily newspaper.

That year, *Il Giornale* opened its first store in the lobby of Seattle’s newest, highest coffee tower, Columbia Center⁵. The store was 710 square feet, and I had to personally guarantee the lease, even though I had no assets at the time. To keep our labor costs down, my two colleagues and I—our chief coffee buyer Dave Olsen and Jennifer Ames-Karreman—sometimes worked behind the counter with the baristas. Pouring shots. Steaming milk. Blending beverages.

I also wrote my very first memo to employees. In it, I outlined the company’s mission and the goals I expected us to achieve, as well as how we should achieve them. I was confident, especially because my passion was backed by conviction. I believed. The memo’s tone captured the ambition and enthusiasm of the young entrepreneur I was:

Il Giornale will strive to be the best coffee bar company on earth. We will offer superior coffee and related products that will help our customers start and continue their work day. We are genuinely interested in educating our customers and will not compromise our ethics or integrity in the name of profit... Our coffee bars will change the way people perceive the beverage, and we will build into each Il Giornale coffee bar a level of quality, performance and value that will earn the respect and loyalty of our customers.

At the end, above my signature and in lieu of a traditional “Thank you” or “Sincerely,” I

wrote “Onward.”

To this day, I am not sure if I had used the word prior to writing that memo. But at that moment the word struck me. It felt right a call to arms that seemed to fit the daunting yet exciting adventure our little company was embarking on. Forward leaning. Nimble. Scrappy. An unquenchable desire to succeed, but always with heads held high.

It would, indeed, be quite a journey.

Sixteen months later, I found myself in a position to purchase my former employers' company. Starbucks' owners, Jerry Baldwin and Gordon Bowker,⁶ had decided to sell their Seattle stores and roasting plant, as well as the wonderful name. Although I felt somewhat attached to the Il Giornale moniker, I knew that I had to let it go. The name itself—after the first mate of the whale ship Pequod⁷ in Herman Melville's classic *Moby Dick*, Starbuck⁸—harbored a familiar yet mystical quality, reflecting the essence of the products and services as well as the promise that we would be introducing to customers. (917 words)

Words and Expressions

aroma /ə'raʊmə/ *n.* a distinctive odor that is pleasant 香味, 芳香

barista /bə'rɪstə/ *n.* a person who works in a coffee bar 咖啡馆服务生

cappuccino /kæpu'tʃi:nəʊ/ *n.* a type of coffee made with frothy milk and sometimes with chocolate powder on the top 卡布奇诺咖啡

compromise /kɒmprəmaɪz/ *v.* to do sth. that is against ones principles 违背(原则)

conviction /kən'vɪkʃn/ *n.* an unshakable belief 信念, 坚信

craftsmanship /'krɑ:ftsmənʃɪp/ *n.* skill in an occupation or trade 工艺, 技艺

crush /krʌʃ/ *v.* to destroy sb.'s confidence or happiness 破坏, 毁坏(信心或幸福)

daunting /dɔ:ntɪŋ/ *adj.* discouraging through fear 令人畏惧的

demitasse /'demɪtæs/ *n.* small coffee cup for serving black coffee 小型咖啡杯

envision /ɪn'vɪʒn/ *v.* to imagine what a situation will be like in the future 展望, 想象

espresso /e'spresəʊ/ *n.* strong black coffee

brewed by forcing hot water under pressure through finely ground coffee beans 蒸馏咖啡, 浓缩咖啡

ground /graʊnd/ *adj.* cut or crushed into very small pieces or powder 磨细的

hum /hʌm/ *n.* the state of being or appearing to be actively engaged in an activity 繁忙, 活跃

integrity /ɪn'tegrəti/ *n.* moral soundness 诚信, 诚实

lease /li:s/ *n.* a contract granting use or occupation of property during a specified time for a specified payment 租约, 租契

nimble /'nɪmbl/ *adj.* mentally quick 机智的, 机敏的

stroll /strɔ:l/ *v.* to walk leisurely and with no apparent aim 散步, 闲逛

pop /pɒp/ *v.* to appear suddenly or unexpectedly 突然出现, 造访

precision /prɪ'sɪʒn/ *n.* the quality of being exact, accurate and careful 精确, 准确

porcelain /'pɔ:səlɪn/ *n.* a hard, shiny substance made of baking clay and used for making

delicate cups, plates, and ornaments 瓷;瓷器

ritual /'rɪtʃuəl/ *n.* sth. that is done regularly and always in the same way 习惯,程序

scrappy /'skræpi/ *adj.* full of fighting spirit 充满斗志的

transcendent /træn'sendənt/ *adj.* going beyond

the usual limits; extremely great 卓越的,杰出的

unquenchable /ʌn'kwentʃəbl/ *adj.* that cannot be satisfied 抑制不住的

embark on to start to do sth. new or difficult 从事,着手(新的或艰难的事)

in lieu of in place of 替代

Notes

- Howard Schultz** Howard Schultz (born on July 19, 1953) is an American businessman. He is executive chairman of Starbucks and a former owner of the Seattle SuperSonics. He was a member of the Board of Directors at Square, Inc. In 1998, Schultz co-founded Maveron, an investment group, with Dan Levitan. In 2016, *Forbes* magazine ranked Schultz as the 595th richest person in the United States, with a net worth of \$2.9 Billion as of September 2016. On December 1, 2016, Schultz announced his resignation as CEO of Starbucks, effective April 2017. He will become executive chairman, with Kevin Johnson to become CEO.
- Buon giorno!** It's an Italian expression, which means "Good morning/day!" ("日安!")
- This was so much more than a coffee break; this was theater. An experience in and of itself.** My stay at that Italian coffee bar was more than drinking a cup of coffee. It was like a theatre. While you were drinking coffee, you could see, feel, enjoy and experience a lot by yourself.
- Il Gionate** *Il Gionate* was founded by the Italian businessman Cino Del Duca on 21 March 1956, with the journalist Gaetano Baldacci, to challenge *Corriere della Sera*, also a daily newspaper published in Milan. Later, because of a financial crisis, Italian public administrator Enrico Mattei and the state-owned oil company Eni bought part of the publishing company. The paper maintains a liberal political stance.
- Columbia Center** Columbia Center (formerly Bank of America Tower and Columbia Seafirst Center) is the tallest skyscraper in the downtown Seattle skyline and the tallest building in the State of Washington. At 287.4264 m (943.000 ft) it is currently the second tallest structure on the West Coast (after Los Angeles' 73 stories U.S. Bank Tower). The tower has the tallest public viewing area on the West Coast and west of the Mississippi.
- Jerry Baldwin and Gordon Bowker** Gerald "Jerry" Baldwin is an American businessman, who along with Gordon Bowker and Zev Siegl founded Starbucks in Seattle in 1971. Baldwin learned the coffee trade from Alfred Peet, whose store Peet's Coffee & Tea was the inspiration for Starbucks. Starbucks purchased roasted coffee beans from Peet's during its first year of operation. In 1984 Peet's was put up for sale; Baldwin led a group of investors that purchased the company. In 1987 he sold his interests in Starbucks. Baldwin was Chairman of Peet's until 2001 when Peet's

became a publicly traded company; he now holds the title of Director.

7. **the whale ship Pequod** The Pequod is a fictitious 19th-century Nantucket whaling ship that appears in the 1851 novel *Moby Dick* by American author Herman Melville. The Pequod and her crew, commanded by Captain Ahab, are central to the story, which, after the initial chapters, takes place almost entirely aboard the ship during a three-year whaling expedition in the Atlantic, Indian and South Pacific oceans. Most of the characters in the novel are part of the Pequod's crew, including the narrator Ishmael. The Pequod is at the end of the novel destroyed by Moby Dick, and only Ishmael survives.
8. **Herman Melville's classic *Moby Dick*, Starbuck** *Moby Dick*; or, *The Whale* is a 1851 novel by Herman Melville considered an outstanding work of Romanticism and the American Renaissance. A sailor called Ishmael narrates the obsessive quest of Ahab, captain of the whaler Pequod, for revenge on the white whale Moby Dick, which on a previous voyage destroyed his ship and severed his leg at the knee. Starbuck, the young chief mate of the Pequod, is a thoughtful and intellectual Quaker from Nantucket. He is married with a son. Such is his desire to return to them, that when nearly reaching the last leg of their quest for Moby Dick, he considers arresting or even killing Ahab with a loaded musket, and turning the ship back, straight for home. Starbuck is alone among the crew in objecting to Ahab's quest, declaring it madness to want revenge on an animal, which lacks reason; such a desire is blasphemous to his Quaker religion. Starbuck advocates continuing the more mundane pursuit of whales for their oil. But he lacks the support of the crew in his opposition to Ahab, and is unable to persuade them to turn back. Despite his misgivings, he feels himself bound by his obligations to obey the captain. Starbuck was an important Quaker family name on Nantucket, and there were several actual whalers of this period named Starbuck, as evidenced by the name of Starbuck Island in the South Pacific whaling grounds. The multinational coffee chain Starbucks was named after Starbuck, not due to any affinity for coffee, but because the name "Pequod" was first rejected by one of the co-founders.

— Text Comprehension —

- I. Decide whether each of the following statements is true or false.
- From the very beginning, Starbucks enjoys a high reputation for its coffee drinks and beverages.
 - The author's experience in one coffee bar in Italy made him decide to take over his former employer's company, Starbucks.
 - Sometimes the author and his two colleagues have to work with the baristas in order to cut the labor costs.
 - From the memo to employees, we can infer that the author was not very confident in starting the business because it is a daunting adventure.
 - For the author, the ethics and integrity of the company is more important than profits.

II. Answer the following questions.

1. What made the author want to re-create the coffee bar in Seattle?
2. When the author's bosses refused to share his dream, what did the author do?
3. From the memo, what is the author's ambition and enthusiasm as a young entrepreneur?
4. What does the word "Onward" mean to the author?
5. Why did the author want to keep the name of Starbucks when he purchased the former employer's company?

III. Explain the underlined part in each sentence in your own words.

1. That visit was the seed of what blossomed into today's Starbucks Coffee Company.
2. This was so much more than a coffee break; this was theater.
3. I was crushed, but my belief was so powerful...
4. To keep our labour costs down, my two colleagues and I...
5. I was confident, especially because my passion was backed by conviction.
6. At the end, above my signature and in lieu of a traditional "Thank you" or "Sincerely," I wrote "Onward."
7. But at that moment the word struck me.
8. Sixteen months later, I found myself in a position to purchase my former employees' company.

— Vocabulary —

I. Match the words and expression on the left with the explanations on the right.

- | | |
|-------------------|---|
| 1. ritual | a. to like sb. or sth. very much, because you have known them or had them for a long time |
| 2. porcelain | b. to combine into one |
| 3. blend | c. impossible to suppress |
| 4. aroma | d. a distinctive odor that is pleasant |
| 5. blossom | e. the selling of goods to customers, usually in small quantities |
| 6. be attached to | f. to develop or come to a promising stage |
| 7. perceive | g. ceramic ware made of a more or less translucent ceramic |
| 8. unquenchable | h. any customary observance or practice |
| 9. retail | i. an unshakable belief in sth. |
| 10. conviction | j. to become aware of through the senses |

II. Determine the part of speech of each of the underlined words and translate each sentence into Chinese.

1. There he bought a bar of chocolate for his daughter, and then he had a couple of beers in the bar not far from the school.