

高等学校商务英语系列教材

◆ 张立玉 主审

新编 商务英语阅读教程

A New Reading Course In Business English

2

■ 主 编 陆志兴 罗 虹

- 最新商务英语阅读教材
- 全新教学理念与实践
- 全方位的语言技能操练
- 多层次的学习能力培养
- 助你走上成功的商务道路
- 增强你的国际竞争实力



WUHAN UNIVERSITY PRESS

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序 言

在世界经济全球化时代,为了适应中国对外开放,参与国际经济合作与竞争的需求,培养全方位、多层次、宽领域、高素质的复合型商务英语人才,我们编写了《新编商务英语阅读教程》。

本教材根据商务英语的特点及培养目标,在编写设计时特别注重把握商务活动主题的涵盖面,商务知识的系统性与完整性以及语言技能与商务知识的平衡,使读者能够基本掌握商务英语独特的语言现象和文体风格,提高阅读和分析能力,最终从整体上提高英语语言水平以及运用语言的能力。同时,本教材帮助读者从不同的侧面了解国际商务知识,追踪当今世界经贸领域的最新动态,开阔视野,扩展知识面。

本教材在选材、练习设计上有以下几个鲜明特点:

1. 内容的丰富性:本教材精选了当今世界经贸领域具有代表性的时文报刊,涵盖了经济、贸易、金融、企业管理、商业文化、信息技术、旅游等各个领域。

2. 练习的多样性:本书在听、说、读、写、译各方面均精心设计了形式多样的练习,主要包括双人讨论、角色扮演、小组讨论、模拟活动、口译等课堂活动以及各种书面练习,为学生提供了更多基本技能训练的机会。

3. 语言材料的真实性:本书选用了大量来自公共媒体、公共场所和公务往来的真实语言材料,为学生创造了真实的语言输入和输出机会。同时为学生提供了熟悉商务实践的技能、策略以及相关的现实商务活动的真实场景。

4. 灵活的实践性:本书突出对学生语言交际能力的培养,强调教学过程中的互动性,注重语言场合、情境及任务的设计,以期达到学以致用目的。

《新编商务英语阅读教程》共计2册,可供1学年(2个学期)使用。每册有15个单元,每单元由4个部分组成:课文(Text)、练习(Exercises)、快速阅读(Fast Reading)和阅读技巧及实践(Reading Skill and Practice)。每单元围绕一个主题,精心安排了与主体密切相关的课文和练习。

此外,本书还针对多项练习提供了较为详细的参考答案,并附有总词汇表、习语词组表及专业术语表,以便教师和读者参考查阅。

《新编商务英语阅读教程》可供普通高等院校、高职高专商务英语专业以及对外贸易、财政金融、工商管理专业的学生使用,还可以用作经贸部门、外贸公

司、涉外企业的培训教材,以及广大商务工作者的学习参考书。

知识和信息浩如烟海,汲取沧海一粟,奉献给广大读者。衷心希望我们的努力能帮助读者学会在知识和信息的海洋中搏击、遨游!

编 者

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Unit 1

Trade (1)—International Marketing

Aims of the Unit

- 1. Introduction of Global Marketing**
- 2. The Impact Role of Trade**
- 3. The Value of Special Training in Speech**
- 4. Reading Skill: Active Reading**

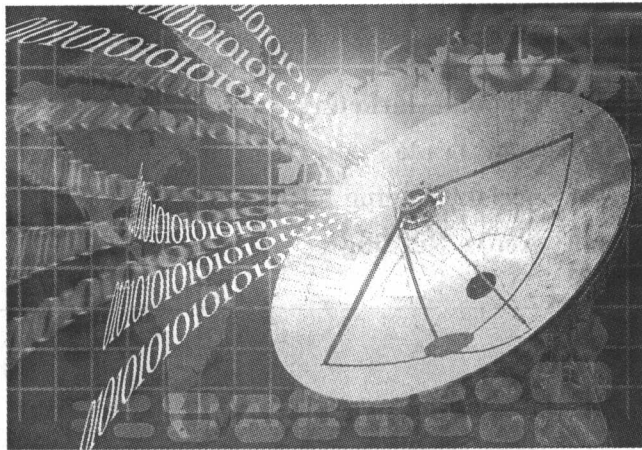
Text

Global Marketing

The term global marketing is frequently used to refer to the marketing of products and services in different countries. Rather than using the term international marketing or even multinational marketing, many firms with operations in more than one country are increasingly using term global marketing to define their marketing activities. Global marketing, global corporations, and global economy are today's watchwords. We live in a global economy and we are served by global corporations who engage in global marketing. But what are the distinguishing characteristics of global marketing?

Consider the following. Rather than conducting marketing activities on a country-by-country basis, global marketing focuses on a firm's marketing activities in all of the countries where the firm is currently operating and expects to operate in the future.

Rather than developing marketing strategies for a country as an integral part of the firm's global marketing plan, rather than ignoring the effects of implementing marketing plans in one country on operations in other countries, global marketing makes this consideration an important component of its planning process. And rather than treating a country as domestic or foreign, global marketing considers each country as a part of the global market. Overall, global marketing takes into consideration the total marketing activities of a firm and strives for synergism in analysis, planning, implementation and control. More important, when a firm engages in global marketing, it considers the world as its market and its marketing activities as coordinated efforts to enhance its global competitive position.



In contrast to the political reality of a world divided into countries with defined borders, the economic reality today is that of a borderless world connected by communications satellites, linked by supersonic jets, and united by economic interdependence. In this borderless economy, global sourcing, global production, and global competition have blurred the distinction between domestic and foreign markets. To achieve an advantage in today's highly competitive global economy, many marketers have begun to think and act globally. Take the case of Jim Easton, chairman of Easton Aluminum, Inc., a firm based in Van Nuys, California. When designing a new hybrid arrow for archers, Jim Easton had to choose whether to develop the technology for the world market or for the American team competing in the Olympics in Barcelona. As chairman of the company, he decided that if he were going to develop all arrow shaft with his own money, he would sell the product all over the

world. For Jim Easton and many others, the world is the market. The idea of the world-as-market is increasingly shaping how global marketers think about and conduct marketing activities.

Defining Global Marketing

The definition of global marketing can be built upon the definition of marketing adopted by the American Marketing Association (AMA) in 1985. This new definition states the following: “Marketing is the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” Although this definition does not capture the full essence of marketing, it has many distinguishing features.

First, this definition does not restrict marketing to exchange activities that are motivated by profit alone; it includes nonprofit marketing activities. Thus, the activities not only of IBM but also of the Red Cross or World Health Organization, or even Billy Graham (the TV evangelist), are included within marketing. Second, by including not only products but ideas and services, the definition broadens the domain of marketing. Third, it includes two important sets of marketing activities—those that precede the production of goods or services and others that follow it. And fourth, it includes all four elements of the marketing mix (product, price, place, and promotion) and considers them equally important.

Building on the definition of marketing adopted by the AMA, global marketing is being defined herein as the coordinated performance of marketing activities to create exchanges across countries that satisfy individual, organizational, and societal objectives. This definition makes three important additions to the one adopted by the AMA. First, it indicates that global marketing activities are conducted across countries without labeling these countries as domestic or foreign. Second, it emphasizes coordination of global marketing conducted across different country markets. And third, it suggests that global marketing should be motivated not only by the achievement of individual and organizational goals but societal as well. The inclusion of societal goals in the definition of global marketing is instructive because both profit and nonprofit corporation operate within a social system. Thus, the success or failure of these corporations is influenced by how the society responds to their activities. By

being socially responsible, environmentally accountable, and ethically conscientious, global marketers enhance the survival and growth potential of their firms.

The Global Marketing Environment

Certain key points about the global marketing environment of a firm should be noted. First, consumers are the focal point of the global marketing environment. The task of a global marketer is to enhance his firm's competitiveness by making product, price, place, and promotion decisions that satisfy consumers' needs. However, it is important to note that these marketing decisions are influenced by the economic, financial, political, and cultural environment of each country as well as by the broader regional and global environment. This realization is the hallmark of a global marketer.

Word List

multinational	<i>n.</i> 跨国的
corporation	<i>n.</i> 法人; 社团法人; 公司
watchword	<i>n.</i> 口号; 标语
distinguishing characteristics	突出的特点
integral	<i>adj.</i> 构成整体所必需的; 缺一不可的
implement	<i>vt.</i> 实现; 实施
overall	<i>adv.</i> 大体上; 一般地
strive for	力求
synergism	<i>n.</i> 协同; 协助作用
coordinate	<i>vt.</i> (使) 协调
supersonic	<i>adj.</i> 超声(频)的; 超声速的
interdependence	<i>n.</i> 互相依赖; 互相依存
blur	<i>vt.</i> 把(界线、视线等)弄得模糊不清
distinction	<i>n.</i> 区分; 区别; 差别
aluminum	<i>n.</i> [化] 铝
hybrid	<i>adj.</i> 混合(型)的
archer	<i>n.</i> 弓箭手; 射箭运动员
shaft	<i>n.</i> 箭杆; 矛杆
execute	<i>vt.</i> 实行; 实施; 执行

capture	<i>vt.</i> 捕获;俘获
domain	<i>n.</i> 领域;(学问、影响等的)范围
herein	<i>adv.</i> 于此;此中
societal	<i>adj.</i> 社会的
label	<i>v.</i> 贴标签于;用签条标明
accountable	<i>adj.</i> 有说明义务的;负有责任的
conscientious	<i>adj.</i> 谨慎的;凭良心做的;认真的
focal	<i>adj.</i> 焦点的;在焦点上的
hallmark	<i>n.</i> 标志;特点

Idioms and Expressions

1. engage in	参与;参加
2. country-by-country	在一国又一国范围内
3. focus on	集中于
4. in contrast to	与...相对;相反
5. take case of	例如;拿...作比方
6. build on	在...基础上
7. respond to	与...相对应

Notes to the Text

1. on a country-by-country basis 在一国又一国范围内;在一国又一国的基础上
2. Rather than ignoring... its planning process. the effects... on 对...的影响; consideration 需要考虑的事。全句意为:全球营销学并不忽视在一国所执行的营销计划对在别国业务情况的影响,而是将此看做是计划过程中一个很重要的组成部分。
3. In contrast to... by economic interdependence. in contrast to 与...形成对照;与...大不相同;divided into 是过去分词短语,修饰前边的 world,作定语;后边的 connected by..., linked by... 和 united by... 与此相同,也是修饰前边的 world。全句大意为:政治现实是将一个世界分成多个具有鲜明国界的国家,而如今的经济现实与此大不相同,则是一个无国界、靠通信卫星和超音速飞机联系的各国在经济上互相依赖的世界。
4. Inc. = incorporated 股份有限公司
5. The idea... marketing activities. shaping 影响;左右。全句意为:将全世界作为

市场的想法在不断影响全球营销商们如何考虑并进行营销活动。

6. executing the conception 执行计划。conception 指前面提到的 planning。

7. Billy Graham (the TV evangelist) 贝利·格拉汉姆(电视传教士,即:利用电视传教者)

Special Terms

1. global marketing	全球销售
2. global corporation	跨国公司
3. global economy	全球经济
4. economic interdependence	经济依赖
5. global competition	全球竞争
6. American Marketing Association	(AMA)美国市场营销协会
7. the World Health Organization	世界卫生组织
8. marketing mix	销售组合

Exercises

► Comprehension of the Text

I. Answer the following questions.

1. What does the term "global marketing" refer to?
2. What are the striking features of global marketing?
3. Make a comparison between the political reality of a world and the economic reality.
4. The definition of marketing in this article makes three important additions to the one adopted by the AMA. What are they?
5. What are the key points about the global marketing environment of a firm?

II. Fill in the blanks with the correct words or phrases given below.

facilitate free-trade examining
removal analyzing interdependent
consideration taking place

The three layers of the economic environment that influenced conduct of global marketing activities are the local economy, the regional economy, and the global

economy. In _____ the local economic environment, a firm focuses on three variables: the economic conditions of consumers, the economic conditions of the host country, and the competitive environment of the industry. In _____ regional economics, a global marketer focuses on economic relations among countries within a region. The emphasis is on understanding how the _____ or imposition of trade barriers within a region would affect the flow of the products and services from one country to another.

Countries cooperate to manage their economic relations. The level of cooperation is reflected in economic arrangements made to _____ trade. These arrangements can result in the formation of a _____ area, a customs union, a common market, or an economic union.

Global marketers realize that to successfully establish their marketing presence in a host country they have to understand economic developments _____ at the global level. In recent years, global trade and foreign direct investments have been increasing rapidly, making the global economy more _____, competitive, and complex.

The United States, with the largest economy in the world, plays an important role in the global economy. Both exports from and imports into the United States have been increasing. Growing U. S. involvement in global trade and investment means that economic, political, and social developments in other countries have a bearing on the performance of the U. S. economy. For firms, this is an important _____ in developing global marketing strategies.

► Activity

III. Role play.

1. Suppose you are a general manager, you are going to negotiate with an American company to achieve agreement. What is your plan?
2. If you are the CEO of a Chinese company and you want to develop your company to the foreign countries, how do you manage the company?

IV. Topics for reflection and discussion.

Discuss the definition of global marketing.

Fast Reading

Directions :The passages are meant to be read through quickly. Try to finish each within 5 minutes. Don't preview.

Passage 1

The Value of Special Training in Speech

Most of us would like to feel we have some influence over what happens around us and to us. Citizens speak out to influence policy on abortion, use of nuclear power, conserving the environment and endangered animals, registration of guns, the draft, local and state taxes, the appropriate use of funds by organizations of which they are members, proper land use and rehabilitation of urban areas, the nature of education in the public schools, and a host of other issues. Some of these affect the speakers' immediate self-interest, others attempt to make the social environment conform more closely to their own ideals. To speak on such matters effectively enough to influence the opinions and actions of others is to exercise power.

Even in jobs relying on technical specialization, the opportunities and demands for public speaking skills remain more common than many college students realize. The engineer finds that if his career is to advance he must be willing to accept management duties that include speaking to groups of employees, or he must serve as spokesperson for consultant teams presenting results to agencies outside the company. The certified public accountant finds an opportunity to teach classes in her area of specialization. The dentist has to give speeches as an officer of his dental association, or he must speak as a lobbyist before regulatory agencies.

Sometimes you may have speech-making thrust on you as part of your duties in your job or organization. Perhaps more frequently you will have opportunities where you speak voluntarily, as when you speak out in a meeting or join the speakers' bureau of the company for which you work. Some of these speaking situations will be of little consequence; you will feel better if you do the speech well, but it will not really make much difference. In other situations, the stakes may be significant for you, for groups you represent, or for the audience. In any of these situations, it is comforting to know that you can do at least an adequate job. And you may not be content merely to get through the task adequately. To be able to increase listeners' understanding or to