



新编商务英语



听说教程

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学生用书

(第

册)

Business English Listening & Speaking

Student's Book



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内 容 简 介

本教程是与《新编商务英语听说教程学生用书》第2册配套的教师用书，主要包括与各单元主题相关的背景材料及听力部分的文字材料和练习答案。

本教程可供高等学校经贸和商务英语专业的学生使用，同时也可作为具有相应英语水平的商务工作者及商务英语爱好者的参考书。

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前言

《新编商务英语听说教程》是针对高等学校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材。本教程突破了传统的教材模式，综合考虑了高等学校经贸、商务英语专业学生的特点，力求把经贸和商务知识的传授与英语听说技能的培养结合起来。

本教程从学生的实际水平出发，始终遵循“学用结合，重在运用”的原则。本教程循序渐进，通过内容丰富、专业面广、程度适宜、趣味性强的商务材料，促使学生积极参与有关商务实践的听说活动，在提高其口语表达能力的同时，了解商务活动的各个环节，拓宽视野，获取新知识。

为适应商务英语听说教学紧扣时代脉搏、满足社会需求的发展趋势，本教程编写人员在听取汇总来自语言教学专家、商务专业人士和教学一级的广大师生等多方面的意见及建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程精选了24个商务活动中最常用的主题，采用全新的结构，分两册编排，使其更具系统性和可操作性。本教程在单元主题的择取和确立上兼顾了社会需求、专业培养目标、学生的认知程度和语言技能。本教程设计了 Preliminary Listening、Pre-listening、Listening、Speaking、Further Listening 和 Home Listening 等教学模块，力求突出教材的专业性、商务性及练习的多样性、趣味性和实用性等特点。

《新编商务英语听说教程》分两册，每册12个单元，按主题编排各单元的内容。每册配有相应的教师用书和录音光盘。各单元的基本构成如下。

1. Preliminary Listening: 该部分以“spot dictation”的形式对单元主题 (unit topic) 进行概括性的介绍，旨在导入单元主题并让学生对单元主题有初步的认识和了解，激发学生进一步学习的兴趣和积极性。

2. Listening & Speaking: 该部分为每个单元的主体构成部分，围绕单元主题对学生进行听与说的综合训练。该部分含两个结构基本相同、内容相对独立的教学模块: Section A 和 Section B。每个教学模块均具有其独立的且与单元主题紧密关联的副主题 (sub-topic)，并配有相关的一揽子听说活动。这样的编排化整为零，模块交替，听说结合，师生互动，既保证了教学内容的丰富性和多样性，也便于教师根据自己的实际需求，灵活机动地组织课堂教学。因此，本教程在借鉴国外同类教材先进经验的基础上，更好地兼顾了教学的灵活性和系统性，弥补了通常按主题定单元所编写的教材在教学系

统性方面的缺陷。

Section A 和 Section B 主要包含以下内容。

(1) Pre-listening: 针对听力材料中出现的热点问题提问, 以导入后续的听说活动。

(2) Listening: 分成对话 (conversation) 和语篇 (passage) 两部分对学生进行针对性的听力训练。每部分分别配有两项练习, 一项侧重培养学生捕捉细节信息的能力, 另一项侧重培养学生对信息进行整体把握和综合归纳的技能。

(3) Speaking: 围绕教学模块的副主题 (sub-topic) 设计的综合性的口语活动。活动的形式多样, 有小组讨论、看图说话、班级辩论、个案讨论、角色扮演等, 旨在培养学生对英语语言和单元所涉及的商务文化背景知识的综合运用能力。

3. Further Listening: 该部分按照特定的商务场景编排了相互关联的 5 个短篇 (如电话留言、语音信息、财经新闻简报等) 听力练习, 帮助学生进一步熟悉真实场景下的商务活动及办公用语。

4. Home Listening: 该部分安排了相关财经新闻报道一篇, 突出了商务英语的时效性和在日常生活中的实用性。

《新编商务英语听说教程》的编写是以 6 学时完成一个单元为基础的, 教师也可根据学生的实际情况灵活使用本教程。

本教程由华东师范大学联合上海对外贸易学院、上海立信会计学院、上海理工大学、上海外国语大学等院校编写而成。虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的, 但仍可能存在不妥之处和有待进一步完善的地方, 欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编 者
于华东师范大学
2011 年 1 月



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Unit 1

Marketing



Preliminary Listening

Dictation

Listen to the following short paragraph and fill in the blanks with what you hear.

The average consumer would probably define marketing as (1) _____. It actually includes a good deal more. Modern marketing is most simply defined as activities that (2) _____ from producers to consumers. It encompasses, however, a broad range of activities including (3) _____. ... In advanced industrial economies, marketing considerations play a major role in determining corporate policy. Once primarily concerned with increasing sales through (4) _____, corporate marketing departments now focus on credit policies, product development, (5) _____. Marketers may look for outlets through which to sell the company's products, including (6) _____. Marketing is used both to (7) _____ and to (8) _____.

Listening & Speaking



SECTION A

Marketing Mix



Pre-listening ▶▶

Discussion

Discuss the following questions with your partner and take notes when necessary.

1. What role does marketing play in the success of a modern business?

.....

.....

2. What do you think are the possible benefits and limitations of online marketing?

.....

.....



Listening ▶▶

Conversation



WORD BANK

scary /'ske r /

affiliate / 'f l e t/

sponsorship /'sp ns p/

a. 引起惊慌的

n. 附属机构, 会员

n. 赞助者的地位

traffic	/ˈtr f k/	n.	一定时期内的顾客数量, 流量
subscriber	/s b'skra b /	n.	用户, 订户
jump into			参加, 投入
pull in			吸收
sign up			签名, 签约
team up			合作, 协作
affiliate marketing			联属网络营销(独立的广告客户或网站所有者与商家达成协议, 帮助其宣传产品或服务。这些联属机构通过促成销售赚取商家的佣金, 付款和履约等事宜由商家处理)
Make A Living Online Member Site			由美国网络营销先驱 Jim Daniels 创建的一个网站, 主要提供网络营销、网络创业方面的免费信息及相关咨询服务

I. Listen to the conversation and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

- () Jim Daniels, a successful online marketer now, started his business with a very small budget.
- () It only takes Jim Daniels about half a year to generate a yearly income of six figures from his online business.
- () Jim Daniels was very confident of his success when he decided to quit his regular job and go full time online.
- () To Jim Daniels, making a living online means earning more while working less hours from the comfort of his own home.
- () According to Jim Daniels, owning a professional site of your own is a big key to long-term success online.
- () To ensure long-term success online, you should try your best to develop your own products and avoid affiliate programs.
- () Most of Jim Daniels' online income is attributable to his affiliate marketing programs.
- () If magazines that are read by a good percentage of the readership can't get traffic and make sales, there must be something wrong with their sales letter or



site.

9. () The pop-up script that Mark Caron used from Jim Daniels' *Make a Living Online Member Site* has doubled Mark's sign-up rate.
10. () Cooperating with other publishers in the industry, you can increase your subscriber base by doing a cross-recommendation on the signup process.

II. Listen to the conversation again and complete the following notes with what you hear.

The Key to E-marketing Success

The road leading to achievement of marketing objectives:

- 📁 In Feb. 1996: starting to (1) _____
- 📁 By May 1996: starting to (2) _____
- 📁 By Nov. 1996: starting to (3) _____
- _____ and deciding to go full time online

The elements bringing success to online-venture starters:

- 📁 (4) _____
- ✓ the best road to take: (5) _____
- ✓ in the meantime, (6) _____
- 📁 (7) _____

The way to start out with a limited budget:

- 📁 To find (8) _____
- 📁 To buy (9) _____

The sources of magazine subscribers:

- 📁 E-books
- 📁 Free reports
- 📁 (10) _____

Passage



WORD BANK

variable	/ˈve r bl/	<i>n.</i>	可变物, 变量
intermediary	/ɪ nt 'mi d r /	<i>n.</i>	中间人, 媒介 (物)
compatible	/k m'p t bl/	<i>a.</i>	协调的, 一致的
discounter	/'d ska nt /	<i>n.</i>	廉价零售店
attachment	/ 't t m nt/	<i>n.</i>	附件, 附加装置
built-in			内置的
in sum			总而言之, 大体上

I. Listen to the passage and choose the best answers to the questions you hear.

- What goods to sell.
 - What packaging to use.
 - What warranties to offer.
 - What level of customer service to achieve.
- Outlet locations.
 - Supplier selections.
 - Distribution channels.
 - Transportation means.
- Radio.
 - Internet.
 - Television.
 - Newspaper.
- Profit margin.
 - Bundling strategy.
 - Volume discounts.
 - Advertising budget.
- The sound marketing-mix concept contributes most to the business success of Cannon.
 - Cannon usually applies several distinctive marketing mixes to one target market.
 - Cannon mixes the four Ps to give a particular marketing mix for a particular market.
 - Cannon attaches the same degrees of importance to the four Ps in different markets.

II. Listen to the passage again and complete the following notes with what you hear.

The Marketing Mix & Canon

What to Know about Marketing Mix

☞ The marketing mix is defined as a combination of marketing elements used to (1) _____ and (2) _____.

What marketing mixes to use is determined by (3) _____
and (4) _____.

Marketing Mixes Used by Canon

4 Ps \ Target	For Beginners	For Serious Amateur Photographers
Product	offering (5) _____ _____ _____	offering (6) _____ _____ _____
Place	selling through (7) _____ _____ _____	selling through (8) _____ _____ _____
Price	retailing for (9) _____ _____	retailing for (10) _____ _____
Promotion	concentrating advertisement on (11) _____ _____ _____	concentrating advertisement on (12) _____ _____ _____
In conclusion	Canon markets (13) _____, promotes (14) _____, and has (15) _____.	



Speaking

Discussion

 Work in groups. Discuss with your group and decide which P in the marketing mix is the key factor in marketing the following products or services. Explain why.

- ☐ Fast food chain stores
- ☐ Sportswear products
- ☐ Household appliances

- ☐ Dairy products
- ☐ Beauty & health products
- ☐ Insurance products
- ☐ Express delivery services
- ☐ Financial products

 **Work in groups. Discuss and work out the details of a marketing project on the basis of the following steps.**

Our Marketing Project

- ☐ What product or service to offer:
- ☐ How to inform customer of our new offering:
- ☐ How to price our product or service:
- ☐ How to distribute our product or service:
- ☐ What after-sales service to provide:
- ☐ Other things to consider:

 **Work as a class. Share your insights with the rest of the class.**



SECTION B

Marketing Strategies



Pre-listening

Discussion

.....



Discuss the following questions with your partner and take notes when necessary.

1. What do you think is the key to marketing success in today's business world?

.....

.....

2. Do you know any unsuccessful marketing case(s)? And what do you think is responsible for the marketing failure(s)?

.....

.....



Listening



Conversation



WORD BANK

marketer	/ˈmɑːkɪt(r)/	n.	营销人员，在市场上做买卖的人
function	/ˈfʌŋkən/	n.	功能，职务，职责
portfolio	/pɔːtˈfɒliə/	n.	人员组合，投资组合
stakeholder	/ˈsteɪkəʊldə(r)/	n.	股东，享有股份或利润的人
catalog	/ˈkætəlɒɡ/	v.	被列在一个目录中，编制……的目录
pay off			取得好结果，获得成功
lose out			不成功，受损失
roll in			滚滚而来，大量涌来
Wall Street			华尔街（纽约的金融中心）
ROI			投资回报（Return on Investment）

I. Listen to the conversation and choose the best answers to the questions you hear.

- A. Marketing themselves to a variety of audiences.

B. Marketing their companies to Wall Street investors.

C. Marketing their products and services to customers.

- D. Marketing their overall corporate brand to the public.
- 2. A. CEOs should spend this critical period of time examining overall market conditions.
B. CEOs should spend this critical period of time communicating with their employees.
C. CEOs should spend this critical period of time enhancing their corporate image.
D. CEOs should spend this critical period of time keeping in touch with local governments and mass media.
- 3. A. CEO's speeches and presentations are listed on some company websites.
B. Internet has become an important marketing tool for CEOs themselves.
C. Most CEOs use their companies' websites as their personal home pages.
D. CEOs use the Internet to gain instant access to their staff and customers.
- 4. A. When a company nominates its new CEO.
B. When a company is involved in rumors and crises.
C. When a company releases its annual financial report.
D. When a company launches its new range of products.
- 5. A. Internet will exert greater influence on CEOs and change their attitudes toward marketing.
B. Modern CEOs will take more interest in marketing their products and themselves via the Internet.
C. More CEOs will have marketing backgrounds and better understand the significance of good marketing.
D. Online marketing will become more and more popular and bring huge earnings for companies in the future.

II. Listen to the conversation again and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

- 1. () *Ceogo.com* is a website founded to deal with news and information about management and marketing.
- 2. () Generally CEOs are more concerned with marketing their products, services and overall corporate brand.
- 3. () Far more Fortune 500 CEOs have their backgrounds in finance and operations than in marketing and sales.
- 4. () CEOs tomorrow must acquire more marketing skills as they will be solely responsible for corporate communications.
- 5. () CEOs are advised to spend their first 100 days listening earnestly to customers and earning their trust and respect.
- 6. () It's critical for new CEOs to market themselves internally because employee support is essential to their success.
- 7. () Most companies do a good job of website managing as they consider the Web



- an important reputation-management tool.
8. () When companies are in the hot seat, media and financial analysts often visit their company websites for information.
 9. () Many CEOs stay in their positions for a relatively short period of time, while the results of marketing tend to be long term.
 10. () Marketing staff will have a better time in the future because more CEOs will consider recruiting employees with marketing experience.

Passage



WORD BANK

ingrained	/ n' re nd/	a.	根深蒂固的
predominant	/pr 'd m n nt/	a.	占主导地位的, (在数量、技术、地位等上) 占优势的
masculine	/'m skj l n/	a.	男人的, 男子气概的
chagrin	/' r n/	n.	懊恼, 气愤
resemblance	/r 'zembl ns/	n.	相似, 类同之处
proscribe	/pr 'skra b/	v.	禁止
objectionable	/ b'd ek n bl/	a.	引起反对的
Muslim	/'m zl m/	n.	伊斯兰教徒, 穆斯林
Allah	/' l /	n.	(伊斯兰教的) 真主
Islam	/' zl m/	n.	伊斯兰教, 伊斯兰教信徒
Islamic	/ z'l m k/	a.	伊斯兰的, 伊斯兰教的
Bangladesh	/b ũ l 'de /	n.	孟加拉国
Indonesia	/, nd 'ni zj /	n.	印度尼西亚
run afoul of			和……冲突, 与……相抵触
purse strings			钱袋口上的绳子, 金钱

I. Listen to the passage and choose the best answers to the questions you hear.

1. A. Red. B. Blue. C. Pink. D. Yellow.
2. A. Nike intended to put the Arabic word for Allah on its footwear products.

- II. Listen to the passage again and answer the questions briefly according to what you hear.**

- Page 11

Speaking

Discussion

☎ Work in pairs. Examine the Thom McAn shoe logo closely and tell your partner what you think of its graphic design.



☎ Work in groups. Nike, as one of the most famous sportswear brands in the world, is always actively engaged in various marketing practices. Discuss with your group and decide:

- ☐ How is Nike doing in the market of China?
- ☐ What marketing strategies does Nike adopt to promote its brand in the Chinese market?
- ☐ Are Nike's marketing strategies effective and successful in China? Why or why not?
- ☐ If you work for Nike, how would you market it more strongly in the Chinese market?

☎ Work as a class. Share your insights with the rest of the class.

Further Listening

Short Recordings