

领先商务英语专业系列教材

BUSINESS

■ 总主编 仲伟合 王立非

Leader coursebook

领先

商务英语 综合教程 2

■ 主编 许德金

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十二五期间,我国对外开放和经济全球化的步伐不断加快,迫切需要培养大批精通跨国投资、跨国贸易且具备较强外语能力的复合型商务英语人才。截至2013年,教育部已批准近150所高校开办商务英语本科专业,全国700多所院校开设了商务英语方向课程。

《领先商务英语》系列教材的设计理念和定位是:培养具有扎实的英语基本功、宽阔的国际视野、专门的国际商务知识与技能,掌握经济学、管理学和法学等相关学科的基本知识和理论,具备较强的跨文化交际能力与较高的人文素养,能在国际环境中熟练使用英语从事商务、经贸、管理、金融等工作的复合应用型商务英语专业人才。

教材突出商务英语的特色和优势,包含语言技能、商务知识、跨文化交际能力和人文素养四个模块,体系完整,内容全面,设计新颖,特色鲜明;注重贯彻以内容为依托的教学理念,注重语言技能、跨文化能力和国际商务知识三者的平衡,以形式新颖和丰富的教学任务激发学生的学习兴趣 and 积极性,培养学生的自主学习能力、实践能力和创新能力。本套教材具有以下4个特点:

1) 合理兼顾语言、商务、文化三者的关系

教材选材新颖,反映当今社会经济发展的新知识和新动态。选材兼顾语言、商务和文化三者的合理比例和衔接。不同阶段有所侧重,从侧重语言与文化逐步过渡到侧重商务与文化。

2) 突出跨文化商务交际能力的培养

教材突出商务英语应用性和实践性强的特点,在打好扎实的语言基本功的同时,强调跨文化商务交际能力的培养,培养国际化思维,提高在多元文化和复杂国际商务关系的环境中用英语沟通、跨文化思维、跨文化适应和跨文化沟通的能力。

3) 强调国际商务知识与技能的应用

教材突出商务英语特色和国际商务知识与技能的运用,逐步培养学生的学科思维和创新能力,使其掌握就业所需的社交知识、商务办公礼仪等普通商务知识和经济学、管理学、国际商法、国际贸易、国际金融等商务专业知识以及谈判、演讲、写作等商务技能。

4) 采用立体化教材设计手段

教材突出可教性原则,在保留传统教学方法的优势的同时,整合现代信息技术与教材设计,搭建立体化商务英语学习平台建设,将多种类、多模态的商务英语学习资源进行网络化和数字化集成,培养学生在网络环境下的自主学习能力。

本套系列教材均配有学生用书、教师用书、多媒体教学材料等立体化教学资源,适合商务英语专业的本科生、高职高专商务英语和经贸方向的学生以及涉外财经方向的本科生使用。

教材作者均为全国主要商务英语专业院校的教学科研专家或中青年骨干教师,不仅具有丰

丰富的商务英语教学和商务实践经验，而且都主持或参与过多项商务英语教材编写项目，从而保证了本套教材的编写质量。我们衷心地希望本套教材能够很好地满足各类大专院校商务英语教学和课程建设的需要。

编者

2013年12月

进入21世纪以来,随着全球化进程的不断加快,国际商务环境正经历着前所未有的变化。在此大语境下,如何培养英语水平过硬、跨文化交际能力强、具备一定的商务知识及基本商务技能的复合型创新商务人才就显得尤为迫切和重要。由对外经济贸易大学英语学院牵头、高等教育出版社出版的《领先商务英语综合教程》系列因时制宜,应运而生。

本套教材主要面向全国各高等院校商务英语专业本科生以及英语专业商务英语或经贸方向的本科生;同时本教材也适合涉外商务人员以及有兴趣提高商务英语水平的广大爱好者使用。

本系列教材基于由对外经济贸易大学牵头、国内十几所高校联合研发的《高等院校商务英语专业教学要求》(试行),除了倡导“以商养技”(即通过商务知识的学习以达到语言习得的目的)的全新语言教学理念外,还在编材中贯彻了“四化”的原则,即技能商务(专业化)、技能形象(立体)化、技能普适(大众)化和技能旨趣(趣味)化。

1. 技能商务(专业化)化,即尝试通过商务类内容的学习来达到训练并提高学生语言技能的目的;改变了传统的以文学素材为主要语言技能训练内容的教材编写原则。
2. 技能形象(立体)化,即通过运用当代成熟、先进的多媒体技术,将语言技能技术化、多媒体化,充分调动学习者的视觉、听觉来综合提高学习者的共时语言技能;改变了传统的听说读写各自为政,单一化、平面化的教材编写模式,借助当代先进的技术,使无形抽象的语言技能变得立体、丰满以达到形象化的目的。
3. 技能普适(大众)化,即针对教材的内容,采用“大商务”的概念,通过精心选材,使语言技能的训练能够为普通学习者所接受,既不过于专业化,同时也不过于泛知识化;通过不同内容的选材,体现“大商务”知识的输入,同时实现语言技能层面的提高,以改变传统的要么过于专业和理论化,要么过于文学文化化的倾向。
4. 技能旨趣(趣味)化,即将语言技能的训练融入妙趣横生的教学内容中,让学习者能“寓学于乐”,在教的旨趣中高效地习得所需要的语言技能;改变传统的教材编写模式,争取让教材体例更加灵活多变,在“旨趣”的指引下到达“技能”的顶峰。

总之,本套教材将语言、商务知识与技能以及跨文化交际能力的培养有机地融合到一起,不仅编写理念新,而且内容也新,选材全部出自2008年以后的国外报刊上的文章,可让读者在学习商务语言及技能的同时,紧跟时代潮流。本书还配有教师用书及视频和音频资料,前者同步出版,而后者可通过登录中国外语网(<http://www.cflo.com.cn/>)获得,极大地方便了教师教学及学生学习。

是为前言。

许德金
2013年10月12日

郑重声明

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Contents

Section I Traveling	1
Unit 1 Going Abroad	3
Unit 2 Like a City's Brand, Like Its Identity	25
Unit 3 Travelog	45
Case Study: Hangzhou City Brand Promotion Community	61
Section II Cross-Cultural Communication	65
Unit 4 Culture Difference	67
Unit 5 Emerging Economies	87
Unit 6 Mergers and Takeovers	107
Case Study: Training and Development for Cultural Diversity.....	125
Section III Globalization	131
Unit 7 Global versus National Cultures	133
Unit 8 Globalization and Colonization	155
Unit 9 Global Warming	177
Case Study: French Film Quotas and Cultural Protectionism	200

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Section **I**

Traveling

Unit 1 Going Abroad ◀

Text A Recession Settles in with Hotel Industry; Good Deals Easier to Find
Text B Luxury Hotels Are Burgeoning in China

Unit 2 Like a City's Brand, Like Its Identity ◀

Text A The Importance of City Branding
Text B How to Sell a City

Unit 3 Travelog ◀

Text A Travelog: The Serbian Culture of Business
Text B Marco Polo's Asia

Case Study: Hangzhou City Brand Promotion Community ◀

Going Abroad

Part I Lead-in

- 1. Look at the following data. What do the numbers suggest?

HOTEL FACTS 2008 vs 2007

Revenue per available room for the first 10 months of the year

- Cleveland: \$51.72, down 4.4 percent
- U.S.: \$67.51, down 0.3 percent

Occupancy rates for the first 10 months of the year

- Cleveland: 56.8 percent, down 6.2 percent
- U.S.: 62.8 percent, down 3.4 percent

Cleveland's average daily rate for the first 10 months of 2008

- \$91.13

Demand for hotel rooms in Cleveland

- Down 5.7 percent this year, as of Oct. 31

Projected national drop in revenue per available room in 2009

- 7.8 percent

- 2. Watch the video “Hampton Hotels New Ad Video” and discuss how Hampton Hotels debuted its newest ad campaign to reach young, social media-savvy travelers and encourage them to experience the brand.

■ 3. Do you know anything about the following terms?

ADR

RevPAR

Occupancy

limited-service hotel

Low (off-peak) Season

Motel

■ 4. Discussion: In what ways do you think hotels offer you convenience when you are traveling or visiting a new place?

Part II Text A

A

Reading

Recession Settles in with Hotel Industry; Good Deals Easier to Find

By Michelle Jarboe McFee

recession *n.*

the state of the economy declines

衰退; 不景气

flush *adj.*

having an abundant supply of money or possessions of value

景气的; 欣欣向荣的

Hotel rooms across the country remain unoccupied as the recession makes it harder for people to travel.

Hotels are feeling the recession, and recent industry projections show this might be an extended stay.

After a few flush years, hotel owners and operators nationwide are watching demand for rooms fall. Consumers are holding onto their cash and traveling less, while companies have cut back on business trips and events.

“It was like a light switch going on the day after Labor Day,” said Jeff Higley, director of communications for Smith Travel Research. “All of a sudden the hotel industry woke up. We’ve been riding a wave of tremendous growth for the last few years, and it finally hit home in September that things have changed for the worse.”

The industry expects that business will get worse before it gets better. The gap between supply and demand could widen during the first half of next year, with the openings of roughly 190,000 rooms planned and under construction before the economy collapsed. **Hospitality** might not recover until late 2009 or mid-2010, according to some reports.

One research firm predicts a hospitality recession, with **anticipated** revenues per available room — a key measure of hotel performance — falling 7.9 percent next year in the United States. That firm, PKF Hospitality Research of Atlanta, expects U.S. hotel revenues to fall 7.3 percent in 2009.

Hotel owners will have to consider promotions and cut overhead costs. And the projections don't bode well for developers, who already have **put hotels on hold** in the face of limited access to construction loans and other financing.

Perhaps the only **beneficiary** will be travelers, who will find plenty of available rooms, more discount hotel deals online, some lower rates and, perhaps, an opportunity to negotiate.

“From a consumer point of view, it's good,” said David Sangree, president of consulting firm Hotel & Leisure Advisors in Lakewood. “You can book at the last minute, shop for deals and actually call the hotel and sort of **haggle**, because the front-desk clerks are told ‘Don't hang up the phone until you get that sale.’ ”

Sangree said Cleveland has been the state's second-biggest loser in hotel occupancies this year — topped only by Toledo.

The Cleveland market, which includes roughly 21,300 rooms in Cuyahoga, Geauga, Lake, Lorain and Medina counties, saw its occupancy rate fall 6.2 percent, to 56.8 percent, during the first 10 months of this year, according to Smith Travel. Revenue per available room fell 4.4 percent, even though average daily room rates rose 1.9 percent.

The financial crisis caused some pain, but Sangree said hotels here also suffered when the Geauga Lake amusement park closed, the Cleveland Cavaliers fell out of the playoffs last season and the Cleveland Indians failed to have a banner season.

That could explain, in part, why the hospitality **slump** looks worse here than nationally. But Cleveland recently has fared better

hospitality *n.*

kindness in welcoming guests

or strangers

招待; 服务业

anticipate *vt.*

make a prediction about; tell in

advance 预感; 预见

put ... on hold

stop a process or a habit by

imposing a freeze on it

搁置; 延期; 暂停

beneficiary *n.*

the recipient of funds or other

benefits 受益人

haggle *v.*

wrangle (over a price, terms of

an agreement, etc.) 讨价还价;

争论不休

slump *n.*

a noticeable deterioration in

performance or quality 暴跌

single out

select from a group 挑选

convention n.

a large formal assembly 会议

submit v.

hand over formally 提交

than some other major markets including Norfolk, Va., and Phoenix, which were **singled out** by Smith Travel for the largest revenue and occupancy declines.

“We’ve seen the beginnings of a slowdown, but we have not seen the drastic decline in our market that perhaps some other markets are experiencing,” said Dennis Roche, president of Positively Cleveland, the area’s **convention** and visitors bureau. “We’ve been holding on pretty well, quite frankly.”

Positively Cleveland relies on Cuyahoga County bed taxes for the bulk of its money. That revenue stream has dropped by about 1 percent this year, said Roche, who expects it to slide 3 percent more in 2009. Events like the U.S. Figure Skating Championships in January and induction ceremonies for the Rock & Roll Hall of Fame in April should keep hotel occupancies from falling further, he said.

Local boosters and industry experts say the health of the hospitality market in 2009 largely depends on news about the new convention center and medical mart. After many delays, Cuyahoga County officials have said they want to have a site chosen and a deal in place by Jan. 15. The project could be situated on property surrounding the existing Cleveland Convention Center or on land near Tower City Center.

Sangree said an announcement would boost business for existing hotels and make it easier for developers to finance new projects. Downtown plans including the \$522 million Flats East Bank neighborhood and a redevelopment of the former Ameritrust complex on East Ninth Street involve hotels — but both projects are in limbo because of the credit crisis.

“We’ve actually done more work in Cleveland this year than in the past few years,” said Sangree, whose firm has been involved with plans for hotels downtown and in University Circle. “A key assumption we’re making in our studies was this medical mart. We feel this is going to generate significant new business for the city of Cleveland.”

Despite the economic uncertainty, some hotel plans are moving forward. Five developers have **submitted** proposals for a hotel at Cornell Road and Euclid Avenue, near a cancer hospital that University Hospitals will open in 2011. Another hotel could open

halt v.

cause to stop 使停止; 使中断

in the old Tudor Arms building, at East 107th Street and Carnegie Avenue, by late 2010.

“A number of developers have told me that this is the best time to build, because when the economy turns around you’re positioned with a brand new property,” Higley said. “But financing the project is the big issue, and a lot of projects have been halted because of that. Whether they’re picked up again depends on how quickly the bailout can get money into hotel developers’ hands.”

■ Notes

1. The Financial Crisis

The financial crisis of 2007–2008, also known as the Global Financial Crisis and 2008 financial crisis, is considered by many economists to be the worst financial crisis since the Great Depression of the 1930s. It resulted in the threat of total collapse of large financial institutions, the bailout of banks by national governments, and downturns in stock markets around the world. In many areas, the housing market also suffered, resulting in evictions (逐出), foreclosures (丧失抵押品赎回权) and prolonged unemployment. The crisis played a significant role in the failure of key businesses, declines in consumer wealth estimated in trillions of U.S. dollars, and a downturn (低迷) in economic activity leading to the 2008–2012 global recession and contributing to the European sovereign-debt crisis. The active phase of the crisis, which was manifested as a liquidity (流动性) crisis, can be dated back to August 7, 2007, when BNP Paribas (法国巴黎银行) terminated withdrawals from three hedge funds (对冲基金) citing “a complete evaporation (蒸发) of liquidity”.

The bursting of the U.S. housing bubble, which peaked in 2006, caused the values of securities tied to U.S. real estate pricing to plummet (骤然下跌), damaging financial institutions globally. The financial crisis was triggered by a complex interplay of policies that encouraged home ownership, providing easier access to loans for subprime (次级贷款) borrowers, overvaluation of bundled sub-prime mortgages based on the theory that housing prices would continue escalating, questionable trading practices on behalf of both buyers and sellers, and a lack of adequate capital holdings from banks and insurance companies to back the financial commitments they were making.

2. A bailout

A bailout is a colloquial pejorative (轻蔑的) term for giving a loan to a company or country which faces serious financial difficulty or bankruptcy. It may also be used

to allow a failing entity to fail gracefully without spreading contagion (传染病). The term is maritime in origin being the act of removing water from a sinking vessel using a smaller bucket. Emergency-type government bailouts can be controversial. Debates raged in 2008 over if and how to bail out the failing auto industry in the United States. Those against it saw this bailout as an unacceptable passing-of-the-buck to taxpayers. They denounced any bailout for the Big Three, arguing that mismanagement caused the companies to fail, and they now deserve to be dismantled organically by the free-market forces so that entrepreneurs may arise from the ashes. Furthermore, government bailouts are criticized as corporate welfare, which encourages corporate irresponsibility.

Other economists have characterized this particular bailout as a necessary evil (权宜之计) and have argued that the probable incompetence in management of the car companies is an insufficient reason to let them fail completely and risk disturbing the (current) delicate economic state of the United States, since up to three million jobs rest on the solvency of the Big Three and things are bleak enough as it is. In any case, the bones of contention here can be generalized to represent the issues at large, that is, the virtues of private enterprise versus those of central planning.

Governments around the world have bailed out their nations' businesses with some frequency since the early 20th century. In general, the needs of the entities bailed out are subordinate to the needs of the state.

3. The playoffs

The playoffs of a sports league are a game, a series of games or a tournament played after the regular season by the top competitors to determine the league champion or a similar accolade. Depending on the league, the playoffs may be either a single-elimination system or one of several other different playoff formats.



Post-Reading Activities

■ 1 Reading Comprehension

Answer the following questions based on your understanding of the text.

- 1) Why do so many hotel rooms across the country remain unoccupied?
- 2) How does the hospitality recession benefit travelers?

- 3) In what way is the Cleveland market affected?
- 4) According to local boosters and industry experts, what can be done about the hospitality recession?

■ 2 Language Study

Word Formation

Fill in the blanks with appropriate forms of the given words wherever applicable.

Verb	Noun	Adjective
	industry	industrial
	construct	constructional
economize	economy	
anticipate		anticipated
promote	promotion	
benefit		beneficial

Paraphrasing

Rephrase the following sentences in your own words.

- 1) All of a sudden the hotel industry woke up. We've been riding a wave of tremendous growth for the last few years, and it finally hit home in September that things have changed for the worse.

- 2) But financing the project is the big issue, and a lot of projects have been halted because of that. Whether they're picked up again depends on how quickly the bailout can get money into hotel developers' hands.

- 3) And the projections don't bode well for developers, who already have put hotels on hold in the face of limited access to construction loans and other financing.
