



新基点(New Benchmark)全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

# 商务英语阅读

(专业篇)

A Professional  
Course for Business  
English Reading

主编 耿民



对外经济贸易大学出版社

University of International Business and Economics Press

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## 商务英语阅读 (专业篇)

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耿 民 主编

责任编辑: 李 丽 张 顺

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# 出版说明

“新基点(New Benchmark)全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了以“工学结合、项目为中心、案例驱动教学、边讲边练”为核心理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力的目的,采取了模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育的“双证书”(毕业证和技术等级证)教学的需要。本套教材的编写始终贯彻商务英语教学的基本思路:将英语听、说、读、写、译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《国际商务英语模拟实训教程》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《文秘英语》、《会计英语》、《餐饮与服务英语》、《劳动与社会保障英语》、《商务英语阅读(基础篇)》、《商务英语阅读(专业篇)》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推陈出新。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称和企业第一线工作经历,并主持或参与过多项应用技术研究。这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社

2013年1月

# 前 言

全球化经济的迅速发展,对于如何培养商务专业型英语人才提出了新的要求。从理论层面探究,把过去我们经常强调的听说读写译的培养方法向商务交往活动的方向迁移。向学生传递大量英语专业阅读信息量(包括:生产、销售、信息、保险、金融、商法等方面的知识),进而填补各类英语、外贸专业学生适应当今商务活动交往中的空白,同时也为外贸沟通交流平台提供保证。因此,基于这种实际状况,我们通过多年英语阅读实践教学的摸索、积累、提炼,组织高职英语教学一线教师编写了这套高职高专商务英语阅读教材姊妹篇。

教材的编写以教育部教材建设意见和教育部高等职业学校专业教学标准为指导,以由浅入深、循序渐进的阅读训练方式,开阔学生阅读眼界、增大阅读信息量,力争做到把所学的知识运用于日常交际活动和商务活动之中。

本教材突出以学生英语阅读技能训练培养为重点,同时兼顾能力与知识并重的编写原则,把英语技能训练与商务专业知识结合起来。突出编写教材的特点:精选题材,涵盖当今英语报纸、杂志、网站和学术刊物中最具代表性的经济、商务相关的文章。融入实效性、趣味性、知识性。注重结构新颖,文体实用,简洁易读。体现课后练习多样性和互动性。为学生在商务环境下自主学习、创新思维提升英语运用能力搭建平台。

《商务英语阅读》(专业篇)与《商务英语阅读》(基础篇)是姊妹篇。其编写体例,每单元包括:介绍,三篇课文,生词与短语,课文注释,课后练习。阅读题材、课后练习的数量加大,练习的形式多种多样,包括结合课文回答问题、判断对错、填空、中英文翻译等,针对性强,注重学生翻译能力的培养,可供学生灵活掌握使用。

本教材编写是由耿民教授担任主编,对书稿做了修改、统纂和定稿工作。其他编写人员朱艳红、侯玲、李勇、杜文耸、王健这几位老师参与了各个章节的编写,他(她)们为编写此教材付出了辛勤的汗水,同时也得到了许多学界、同行的热心帮助和指导。在此对他们一并表示感谢。

由于我们在编写商务英语阅读方面经验不足,加之时间仓促,难免存在疏漏和不当之处,恳请广大教师、读者及专家学者多提宝贵意见,以便不断改进与完善。

编 者  
2013 年 1 月

# Contents

Unit 1	Product.....	1
Unit 2	Marketing.....	21
Unit 3	Electronic Commerce .....	41
Unit 4	Insurance.....	61
Unit 5	International Business .....	81
Unit 6	Enterprise Management.....	101
Unit 7	Business Strategies .....	119
Unit 8	Business Law .....	135
Unit 9	Stock Market .....	153
Unit 10	Globalization.....	169
参考文献	.....	187

## Product

### Text A

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#### Introduction

A product is a commodity or service, or an idea consisting of a bundle of tangible and intangible satisfactions that a consumer receives in exchange for money. The products, like human beings, are mortal and progress in definite stage from birth through maturity to death.

### Product and Product Life Cycle

#### Concept of Product

In general, a product is defined as a “thing produced by labor or effort” or the “result of an act or a process”. In marketing, a product is anything that can be offered to a market that might satisfy a want or need. Product can be classified as tangible or intangible. A tangible product<sup>1</sup> is a physical object that can be perceived by touch such as a building, vehicle, gadget, or clothing. An intangible product<sup>2</sup> is a nonphysical product that can only be perceived indirectly such as an insurance policy.

#### Types of Product

Products generally fall into one of the following categories:

- Goods — Something is considered a good if it is a tangible item. That is, it is something that can be felt, tasted, heard, smelled or seen. For example, bicycles, cellphones, and donuts are all examples of tangible goods. In some cases there is a fine line between items that affect the senses and whether these are considered tangible or intangible. We often see this with digital goods accessed via the Internet, such as listening to music online or visiting an information website. In these cases there does not appear to be anything that is tangible or real since it is essentially computer code that is proving the solution. However, for our purposes, we distinguish these as goods since these products are built (albeit using computer code), are stored (e.g., on a computer hard drive), and generally offer the same benefits each time (e.g., quality of the download song is always the same).
- Services — Something is considered a service if it is intangible or an offering a

customer obtains through the work or labor of someone else. Services can result in the creation of tangible goods (e.g., a publisher of business magazines hires a freelance writer to write an article) but the main solution being purchased is the service. Unlike goods, services are not stored, they are only available at the time of use (e.g., hair salon) and the consistency of the benefit offered can vary from one purchaser to another (e.g., not exactly the same hair styling each time).

- Ideas — Something falls into the category of an idea if the marketer attempts to convince the customer to alter their behavior or their perception in some way. Marketing ideas is often a solution put forth by non-profit groups or governments in order to get targeted groups to avoid or change certain behavior. This is seen with public service announcements directed toward such activities as youth smoking, automobile safety, and illegal drug use.

### **Product Life Cycle**

Product Life Cycle<sup>3</sup> (PLC) is a term used to describe individual stages in the life of a product. Product Life Cycle is an important aspect of conducting business which affects strategic planning. Product Life Cycle can be divided into several stages characterized by the revenue generated by the product.

The product life cycle method identifies the four distinct stages affecting sales of a product, from the product's inception until its retirement:

#### **Introduction**

In the introduction stage<sup>4</sup> of the product life cycle, a product or a service is introduced to the market. This stage involves focused and intense marketing effort designed to establish a clear identity and promote maximum awareness. Consumers are testing the product in this phase. The broad marketing aim is to persuade as many target customers as possible to try it out for the first time. It is not until the product has been sold at its genuine commercial price to one or two customers and is known to be operating efficiently that the introductory phase is complete.

#### **Growth**

After a product is introduced into the market, consumers become more interested in it. This is called the growth stage<sup>5</sup> of the product life cycle. Sales are increasing and competitors are emerging as well. Products become more profitable and companies form alliances, joint ventures, and takeovers. Customers are accustomed to the product and are starting to purchase it repetitively. Marketing efforts and costs are still significant. Advertising costs are high. Market share tends to stabilize.

#### **Maturity**

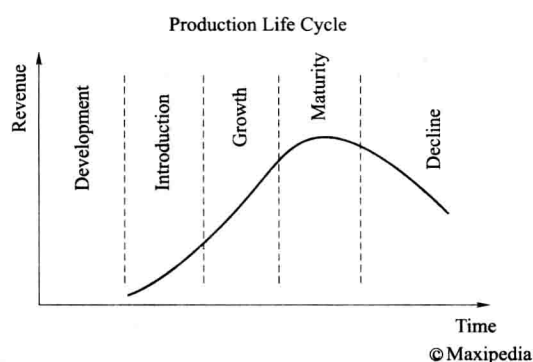
The market has reached saturation. Some producers at a later stage of the maturity stage<sup>6</sup> of the product life cycle begin to leave the market due to poor profit margins. Sales dynamics are



beginning to decrease. Sales volume reaches a steady state supported by loyal customers. Producers attempt to differentiate their products. Brands, trademarks, and image are key tools in this product life cycle stage. Price wars and intense competition are common.

### Decline

Continuous decline in sales signals entry into the decline stage of the product life cycle. Competition is taking over your market share at this point. Economic and production conditions are becoming unfavorable. Introduction of innovative products or a change in consumer tastes is a common reason for a decline. There is intense price-cutting and many more products are withdrawn from the market. Profits can be improved by reducing marketing and cutting other costs.



In some cases a firm will be able to keep a current product by increasing its life cycle. One way of doing this is to find other uses for the product. Nylon is an illustration. When nylon first came out it was used primarily by the military for things such as parachutes, thread, and rope. This was followed by nylon's entry into the women's hosiery industry. Since this time we have seen nylon used in the production of tires, sweaters, men's hoses, and carpets, to name but a few. If a firm can find new uses for the goods, it may be possible to extend the product's life cycle. If not, the goods must be replaced.

Yet replacement can be difficult because for every one hundred ideas a company has for new products, only 2 percent will ever prove profitable. Most of the others (95%) are screened out after market testing, while a few (3%) will flop despite all initial signs to the contrary. The successful firm will want to replace those products whose profit levels make them marginal ventures with new lines of merchandise that have better profit potential.

(1,069 words)

## Words

1. classify      ['klæsɪfaɪ]      vt.      分类; 划分

2. tangible	['tæn(d)ʒɪb(ə)l]	adj.	有形的; 切实的; 可触摸的
3. intangible	[ɪn'tæn(d)ʒɪb(ə)l]		
		adj.	无形的; 触摸不到的; 难以理解的
4. perceive	[pə'si:v]	vt.	察觉, 感觉; 理解; 认知
5. gadget	['gædʒɪt]	n.	小玩意; 小器具; 小配件
6. donut	['dəʊnət]	n.	炸面圈; 环状线圈(等于 doughnut)
7. access	['ækses]	vt.	使用; 存取; 接近
		n.	进入; 使用权; 通路
8. distinguish	[drɪ'stɪŋɡwɪʃ]	vt.	区分; 辨别; 使杰出, 使表现突出
		vi.	区别, 区分; 辨别
9. freelance	['fri:læns]	adj.	自由投稿的
10. available	[ə'veɪləb(ə)l]	adj.	有效的; 可得的; 可利用的; 空闲的
11. alter	['ɔ:lteɪ; 'ɒl-]	vt.	改变, 更改
		vi.	改变; 修改
12. perception	[pə'sepʃ(ə)n]	n.	知觉; [生理] 感觉; 看法; 洞察力; 获取
13. targeted	['tɑ:gɪtɪd]	adj.	定向的; 被定为攻击目标的
14. aspect	['æspekt]	n.	方面; 方向; 形势; 外貌
15. strategic	[strə'ti:ʒɪk]	adj.	战略上的, 战略的
16. revenue	['revənju:]	n.	税收; 国家的收入; 收益
17. distinct	[drɪ'stɪŋ (k)t]	adj.	明显的; 独特的; 清楚的; 有区别的
18. inception	[ɪn'sepʃ(ə)n]	n.	起初
19. phase	[feɪz]	n.	阶段
20. emerge	['ɪmɜ:dʒ]	vi.	浮现; 摆脱; 暴露
21. alliance	[ə'laɪəns]	n.	联盟, 联合; 联姻
22. takeover	['teɪkəʊvə]	n.	接管; 验收
23. stabilize	['steɪbəlaɪz]	vi.	稳固; 安定
24. saturation	[sætʃə'reʃən]	n.	饱和
25. margin	['mɑ:dʒɪn]	n.	利润; 赚头
26. differentiate	[dɪfə'renʃɪet]	vt.	区分, 区别
27. innovative	['ɪnəvətɪv]	adj.	革新的, 创新的
28. decline	[drɪ'klaɪn]	vi.	下降; 减少; 衰退
29. withdraw	[wɪð'drɔ:]	vt.	撤退; 收回; 撤销; 拉开
		vi.	撤退; 离开
30. illustration	[ɪlə'streɪʃ(ə)n]	n.	说明; 插图; 例证; 图解
31. parachute	['pærəʃu:t]	n.	降落伞

32. hosiery	[ˈhəʊziəri; -ʒəri]	<i>n.</i>	针织品; 袜类
33. hose	[həʊz]	<i>n.</i>	长筒袜
34. flop	[flɒp]	<i>vi.</i>	失败; 扑通落下; 笨重地摔
35. initial	[ɪˈniʃəl]	<i>adj.</i>	最初的; 字首的
36. merchandise	[ˈmɜːtʃ(ə)ndaɪs; -z]	<i>n.</i>	商品; 货物

## Notes

1. a tangible product 有形产品, 又称形体产品或形式产品, 是产品呈现在市场上的具体形态, 也是满足消费者某一需求的特定的形式, 是核心产品得以实现的形式。
2. an intangible product 无形商品是指对一切有形资源通过物化和非物化的转化形式使其具有价值和使用价值属性的非物质的劳动产品以及有偿经济言行等。
3. Product Life Cycle 所谓产品生命周期, 是指产品从进入市场开始, 直到最终退出市场为止所经历的市场生命循环过程。产品只有经过研究开发、试销, 然后进入市场, 它的市场生命周期才算开始。产品退出市场, 则标志着生命周期的结束。
4. the introduction stage 介绍(投入)期。新产品投入市场, 便进入介绍期。此时, 顾客对产品还不了解, 只有少数追求新奇的顾客可能购买, 销售量很低。为了扩展销路, 需要大量的促销费用对产品进行宣传。
5. the growth stage 成长期。这时顾客对产品已经熟悉, 大量的新顾客开始购买, 市场逐步扩大。产品大批量生产, 生产成本相对降低, 企业的销售额迅速上升, 利润也迅速增长。
6. the maturity stage 成熟期。市场需求趋向饱和, 潜在的顾客已经很少, 销售额增长缓慢直至转而下降, 标志着产品进入了成熟期。在这一阶段, 竞争逐渐加剧, 产品售价降低, 促销费用增加, 企业利润下降。

## Exercises

### I. Choose the best answer to each of the following questions according to the text.

1. A product is anything that can be offered to a market and that might satisfy a want or need. It includes \_\_\_\_\_.  
 A. a commodity, service, and an idea      B. a commodity, education, and an idea  
 C. art, service and an idea      D. culture, art and entertainment
2. The following products are tangible products except \_\_\_\_\_.  
 A. a building, vehicle and gadget

- B. books, furniture and clothing  
C. an insurance policy and vegetables, shoes  
D. iron ore, coal and a lipstick
3. Marketing ideas is often a solution put forth by \_\_\_\_\_ in order to get targeted groups to avoid or change certain behavior.  
A. stores and supermarkets  
B. non-profit groups or governments  
C. top management of a company  
D. exporters
4. Why is Product Life Cycle an important aspect of conducting business?  
A. Because it describes the product life.  
B. Because it can be divided into several stages.  
C. Because it tells us something about a product.  
D. Because it affects strategic planning.
5. The product life cycle consists of four stages, including \_\_\_\_\_.  
A. introduction, growth, death and decline  
B. introduction, growth, maturity and decline  
C. introduction, spread, development and retirement  
D. growth, maturity, decline and death
6. Which one is the broad marketing aim of the introduction stage?  
A. To bring the new product to the market for the first time.  
B. To let people have a better understanding of the new product.  
C. To persuade as many target customers as possible to try it out for the first time.  
D. To test customers' response to the new product.
7. Customers are accustomed to the product and are starting to purchase it repetitively at \_\_\_\_\_ stage.  
A. introduction  
B. decline  
C. growth  
D. maturity
8. \_\_\_\_\_ are key tools in maturity stage of the production life cycle.  
A. Publicity, product differentiation and construction  
B. Brands, trademarks, and image  
C. Appearance, product feature and product benefit  
D. Market acceptance, model and profit expectation
9. What signals entry into the Decline stage of the product life cycle?  
A. Continuous decline in sales.  
B. Continuous increase in sales.  
C. Continuous increase in profit.  
D. Continuous decline in production.
10. What means can a company apply to extend a product's life cycle?  
A. Find new customers for the goods.  
B. Find new producers for the goods.  
C. Find new markets for the goods.  
D. Find new uses for the goods.

**II. Fill in the blanks with the words given below. Change the form if necessary.**

decline	margin	differentiate	stabilize	illustration
emerge	inception	tangible	classify	saturation

1. There is a high \_\_\_\_\_ of interest on the car loan.
2. Accurate valuations of \_\_\_\_\_ assets play a critical role in many businesses.
3. The government should take some effective measures to \_\_\_\_\_ prices.
4. The issue is not development time but rather the time between project \_\_\_\_\_ and delivery.
5. This is true regardless of how we \_\_\_\_\_ the service.
6. The truth \_\_\_\_\_ that the driver of the car had been drunk.
7. The price of the washing machines \_\_\_\_\_ from 1,700 to 1,500 *yuan* each.
8. Because of severe competition and market \_\_\_\_\_, it is more and more difficult for companies to acquire new customers.
9. She can \_\_\_\_\_ this kind of rose from the others.
10. Not all medical doctors are like this, but I use the stereotype as a (n) \_\_\_\_\_.

**III. Translate the following sentences into Chinese.**

1. Next you determine the replacement costs of each tangible asset for a specified period of time (usually a year).
2. Any for-profit business is constantly seeking ways to grow future cash flows by maximizing revenue from the sale of products and services.
3. We must utilize all available resources.
4. The life cycle, which is inevitable existence, covers the stages from market development, the expansion of the market, market saturation, market decline to finally gradually being faded out of the market.
5. New product refers to the newly-improved product in one aspect or some aspects in terms of fundamental, structure, function, material and use.
6. During the stage it is advisable for the company to identify trends that pose both opportunities and threats to the environment.
7. Service quality is the foundation for services marketing because the core product being marketed is a performance.
8. Another reason prediction markets flop is that employees cannot see how the results are used, so they lose interest.
9. The technique of creating, selecting, and emphasizing the points of superiority of a specific product in business negotiations is called product differentiation.

10. Not only you understand your product, but also your customers and their buying motives — either selective or patronage, rational or emotional.

## Text B

### Introduction

Are you interested in playing electronic games? Are you familiar with a handheld game console named PSP? Now let's explore the history of PSP and get a better knowledge about this product.

### The History of PSP

The PlayStation Portable (プレイステーション・ポータブル, officially abbreviated to PSP<sup>1</sup>) is a handheld game console manufactured and marketed by Sony Corporation<sup>2</sup>.

Sony first announced development of the PlayStation Portable at a press conference before E3<sup>3</sup> 2003. Although mock-ups of the system were not present at the press conference or E3, Sony did release extensive technical details regarding the new system. Then-CEO of Sony Computer Entertainment Ken Kutaragi called the device the “Walkman of the 21st Century” in a reference to the console's multimedia capabilities. Several gaming websites were impressed by the handheld's computing capabilities and looked forward to the system's potential as a gaming platform.

The first concept images of the PlayStation Portable appeared in November 2003 at the Sony Corporate Strategy Meeting and showed a PSP with flat buttons and no analog stick. Although some expressed concern over the lack of an analog joystick, these fears were allayed when the PSP was officially unveiled at the Sony press conference during E3 2004. In addition to announcing more details about the system and its accessories, Sony also released a list of 99 developer companies that had pledged support for the new handheld. Several PSP game demos, such as Konami's Metal Gear Acid and SCE Studio Liverpool's Wipeout Pure were also shown at the conference.

The PlayStation Portable is the only handheld video game console to use an optical disc format, Universal Media Disc (UMD), as its primary storage medium. Other distinguishing features of the console include its large viewing screen, robust multimedia capabilities, and connectivity with the PlayStation 2<sup>4</sup>, PlayStation 3, other PSPs and the Internet.

PSP, or PlayStation Portable, was developed in the US in 2005 by the Sony Computer Entertainment Company. It soon became a highly desirable, portable and handheld wireless device for multiple entertainment purposes. A one-time fee to TiVo ToGo allows users to watch television and save the data to a memory device. The “Location Free” option allows TV

to be watched anywhere in the world on the PSP device.

The PSP system allows users to view photos, listen to music, watch pre-recorded and live television, enjoy movies and backstage footage, access the Internet through a wireless connection, as well as the many free downloads available through the PlayStation website (wallpaper, screenshots, movie trailers, news & events).

PSP also offers packs depending on your entertainment needs. The PSP Entertainment Pack includes the PSP system, a battery pack, AC adapter, ATV Off Road Fury: Blazin Trails UMD Game, Lords of Dogtown UMD movie, and a 1-GB Memory Stick ProDuo. The PSP Core Pack includes the PSP system, AC adapter, and a battery pack. The PSP Value Pack includes the PSP system, a battery pack, AC adapter, Memory Stick ProDuo, pouch and wrist strap, cleaning cloth, and headphones with remote control.

PSP users can download games through the PlayStation website. Users connect directly to the PlayStation website from their PSP system and access the download portion of the webpage.

PSP game downloads include game information, game demos, game trailers, and game audio tracks. The Content Pack on the PlayStation website is a collection of pre-selected downloads that can be downloaded directly to the PSP system.

On October 17, 2004, Sony announced that the PSP would launch in Japan on December 12, 2004 at a price of ¥19,800 (about US\$181 in 2004) for the base model and ¥24,800 (about US\$226 in 2004) for the Value System. The console's launch was a success with over 200,000 units sold the first day. They also sell different color variations in bundle packs, which cost more than usual, around \$200. Sony announced on February 3, 2005, that the PSP would go on sale in North America on March 24, 2005 in one configuration for a MSRP<sup>5</sup> of US\$249/CA\$299. Some expressed concern over the high price, which was almost US\$20 higher than the system's price in Japan and more than \$100 higher than the recently launched Nintendo DS<sup>6</sup>. Despite the concerns, the PSP's North American launch was a success, although reports two weeks later indicated that the system was not selling as well as expected despite Sony's claim that 500,000 units had been sold in the first two days.

The PSP was originally to have a simultaneous PAL region and North American launch, but on March 15, 2005, Sony announced that the PAL region launch would be delayed because of high demand for the console in Japan and North America. A month later, on April 25, 2005, Sony announced that the PSP would launch in the PAL region on September 1, 2005 for \$249/£179. Sony defended the high price, which was nearly US\$100 higher than in North America, by pointing out that North American consumers had to pay local sales taxes and that the GST<sup>7</sup> was higher in the UK than the US. Despite the high price, the console's PAL region launch was a resounding success, selling more than 185,000 units in the UK alone,

more than doubling the previous first-day sales record of 87,000 units set by the Nintendo DS. The system also enjoyed great success in other areas of the PAL region with more than 25,000 units preordered in Australia and nearly one million units sold across Europe in the first week.

On August 20, 2008, a revised PSP design was announced at a press conference in Leipzig<sup>8</sup>. Based on the Slim & Lite (PSP-2000) design, the PSP-3000 features an improved LCD screen, the LCD screen features a higher contrast ratio, shorter response time, and wider color gamut, as well as anti-reflective technology for improved visibility in well-lit environments. This model was released in Japan, Asia, North America, Europe and Australia in October 2008.

(992 words)

### Words and Expressions

1. portable	['pɔ:təb(ə)l]	adj.	手提的, 便携式的; 轻便的
2. handheld	[,hænd'held]	adj.	手提式的, 便携式的
3. console	['kɒnsəʊl]	n.	[计]控制台; [电]操纵台
4. mock-up	['mɒkʌp]	n.	实物模型
5. entertainment	[,entə'teɪnm(ə)nt]	n.	娱乐; 消遣; 款待
6. analog	['ænəlɒg]	adj.	[自]模拟的
7. joystick	['dʒɔɪstɪk]	n.	操纵杆, [机]控制杆
8. allay	[ə'leɪ]	vt.	减轻; 使缓和; 使平静
9. unveil	[ʌn'veɪl]	vt.	使公之于众, 揭开; 揭幕
		vi.	除去面纱; 显露
10. accessory	[æk'sesəri]	n.	附件
11. pledge	['pledʒ]	n.	保证, 誓言
		vt.	保证, 许诺
12. demo	['deməʊ]	n.	演示; 样本唱片
13. optical	['ɒptɪk(ə)l]	adj.	光学的; 眼睛的, 视觉的
14. format	['fɔ:mæt]	n.	格式; 版式; 开本
15. robust	[rə(ʊ)'bʌst]	adj.	强健的; 健康的
16. option	['ɒpʃ(ə)n]	n.	[计]选项; 选择权; 买卖的特权
17. backstage	[bæk'steɪdʒ]	adv.	在后台; 向后台
18. footage	['fʊtɪdʒ]	n.	(影片中的)连续镜头, 片段
19. screenshot	['skri:nʃɒt]	n.	屏幕截图
20. trailer	['treɪlə]	n.	[电视]预告片; 追踪者
21. pouch	[paʊtʃ]	n.	小袋



22. strap	[stræp]	vi.	用带捆绑
		n.	带; 皮带
23. headphones	['hedfəʊnz]	n.	双耳式耳机; 头戴式受话器; 戴在头上的收话器
24. bundle	['bʌnd(ə)l]	n.	束; 捆
25. configuration	[kən.fɪgə'reɪʃ(ə)n]	n.	配置; 结构; 外形
26. simultaneous	[.sɪm(ə)'teɪniəs]	adj.	同时的; 联立的; 同时发生的
27. resounding	[rɪ'zaʊndɪŋ]	adj.	响亮的; 轰动的; 彻底的
28. ratio	['reɪʃiəʊ]	n.	比率, 比例
29. gamut	['gæmət]	n.	整个范围
30. anti-reflective	[.æntɪrɪ'flektɪv]	adj.	抗反射
31. visibility	[.vɪzɪ'bɪlɪtɪ]	n.	能见度, 可见性; 能见距离; 明显性
32. press conference			新闻发布会
33. analog stick			操纵杆, 摇杆
34. Konami's Metal Gear Acid			科乐美合金装备 (PSP 游戏名)
35. Wipeout Pure			反重力赛车 (PSP 游戏名)
36. bundle packs			套餐, 销售捆绑

## Notes

1. PSP 是 PlayStation Portable (プレイステーション・ポータブル) 的简称, 是日本索尼公司开发的多功能掌机系列, 具有游戏、音乐、视频等多项功能。
2. Sony Corporation 索尼公司 (ソニー株式会社) 是一家全球知名的电子产品制造商, 为横跨数码、生活用品、娱乐领域的世界巨擘, 总部设在日本东京。索尼的前身为“东京通信工业株式会社”, 创立于 1946 年 5 月, 由盛田昭夫与井深大共同创办, 目前的经营团队由平井一夫与中钵良治共同领导。
3. E3 美国电子娱乐展览会。E3 展会是全球规模最大、知名度最高的互动娱乐展示会, 在全球电子娱乐产业中有着至高无上的地位, 被评论誉为“电子娱乐界一年一度的奥林匹克盛会”。E3 的定义为“贸易展”(Trade Show), 这意味着 E3 是面向游戏产业业内人士开放的一个商贸交流展会。该展会的主要观众是业内的发行商、分销商、开发商、媒体等。
4. PlayStation 2, 简称 PS2, 是日本索尼公司旗下的索尼电脑娱乐 SCEI (Sony Computer Entertainment Inc.) 于 2000 年 3 月 4 日推出的家用型 128 位游戏主机, 日本推出当天即造成抢购热潮, 并于 2004 年在全球推出了超薄版的 PS2 主机 (名称为 PlayStation Two, 相对于 MINI 版的 PS——PlayStation One 来说), 到 2008 年 7 月 8 日为止已经在全世界销售超过 1 亿 2 千万台。