



普通高等教育“十一五”国家级规划教材

杨翠萍 刘鸣放 周兴霞 主编 / 叶兴国 John Nelson 主审

大学商务英语 综合教程

4

教师用书

College English
Business
Integrated
Course

清华大学出版社

College Business English
Integrated Course

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内 容 简 介

本书为普通高等教育“十一五”国家级规划教材《大学商务英语综合教程——学生用书4》的配套教师用书。该教师用书内容全面、详尽,方便教师操作及学习者自学。各单元包括主题简介、课文相关信息注解、课文难句解释、常用词或词组学习、课文参考译文及学生用书的练习答案,为教师的课堂教学实践和学习者的自主学习提供了有利的帮助和极大的方便。

本书适合大学商务英语专业的学生及准备参加 BEC (Business English Certificates) 等商务英语考试的人员使用。

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作为国家级“十一五”规划教材,《大学商务英语综合教程》是一套依据现代外语教育对教材意义及功能的更新理念和应用语言学专门用途英语的最新研究成果设计和编写的、融英语语言知识及技能和国际商务知识及技能于一体的复合型英语教材。

本教材既可供高校英语专业或商务英语专业的本、专科学生使用,也可供国际经济贸易、金融、财会、工商管理等专业的大学生作为复合型专业英语教材使用,还可作为大学英语选修课教材及相关行业的培训教材。

本教材的宗旨是:遵循现代外语教学理念和应用语言学专门用途英语的教学原则;充分考虑学习者在经济、贸易、金融、管理等方面的专业需求,力求以人为本,将英语技能的培养和专业知识的学习有机地结合起来,满足学生在专业和英语两方面的需求;提高学生的商务英语交际能力;拓宽学生的知识领域,全面提高学生的综合素质。

本教材是一套培养复合型、应用型人才的语言实践课教材,其设计和编写完全是从提高学生的综合语言应用能力出发,针对中国学生在商务英语方面的薄弱环节和实际需要,做到了有的放矢。教材的主要特点体现在以下几个方面:

一、选材新颖,内容丰富。本教材在选材上注重内容的知识性、趣味性、可思性、时效性和前瞻性,同时也注重语言的规范性和致用性。教材中专业知识覆盖面广,涉及商务活动的各个方面,如市场竞争、营销策略、经营风险、企业管理、财税管理、商业文化、电子商务、国际化等。所用材料全部摘自国外主要经济、金融、管理等方面近年来的报纸、杂志、专业书籍以及互联网上的最新信息。而且,许多资料,如商务文件、信函、广告、产品说明书等都是来自某些企业、公司或公共场所的全真语料,旨在为学习者创造一个真实、生动的交际环境,有效地激发他们的学习欲望,使他们能自觉地提高自己用英语进行商务活动的 ability。

二、以任务为路径,以交际为目的。本教材注重吸收国外商务英语教

学及研究领域的成果,努力实现国外先进理论和国内实践的有机统一。教材遵循任务型编写原则,强调教学过程中的互动性,突出对学生交际能力的培养,通过灵活多样的商务活动情景或场合,为学习者设计了形式多样的交际任务,如双人讨论、小组讨论、角色扮演、情景模拟等,鼓励学生在完成任务的过程中发挥主动性,积极合作,将课堂所学用于实践,并将自己生活中的经历和观点融入交际活动中,以实现学以致用,提高交际能力的目的。

三、内容设计严谨,综合应用性强。本教材的每个单元由“导入活动(Lead-in)”、“阅读活动(Reading)”、“案例讨论(Case Discussion)”和“专业扩展(Relevant Extension)”四部分组成。各部分内容的设计与编写坚持了操作性与挑战性并重的原则,以保持学生的学习热情和自觉实践的积极性。

1.“导入活动”以各种贴近学生生活、易于学生交流、与单元主题相关的内容为素材,设计了双人讨论和小组讨论等互动练习,旨在引发学生思考,激发他们对本单元内容的学习欲望。

2.“阅读活动”主要围绕一篇与单元主题相关的文章进行。文章的长度适中,难易度由浅入深,其中的生词、习语、专有名词和有关表达等均有中英文注释,以帮助学生提高阅读效率。本教材注重提高学生分析问题的能力。每篇文章后面除了针对文中的观点、要点以及具体细节的理解设计讨论问题之外,还要求学生对文章的篇章结构和文体风格等进行分析、归纳,使他们在了解商务英语语言特色的基础上,明白文章形式与内容之间的关系,懂得观点的逻辑组织和清楚表达的重要性,从而对提高其写作能力提供一定的帮助。针对文章中重要的词或词组所设计的练习都以商务、经济等方面的内容为素材,而且形式多种多样,尽量避免重复,从而引发学生的新奇感,令其自觉参与活动。此外,这部分还设计了英汉互译练习,以增强学生的翻译技能,并提高其活学活用的能力。

3.“案例讨论”是本教材的重要特色。这部分围绕单元主题,参照各种真实的商务交际情景,为学习者设计了灵活多样的口头与书面交际的任务。在口头任务设计中,不仅注重培养学生的自主学习能力,同时还强调了研究性学习与合作性学习的重要性。多数活动要求学生在小组研究与合作的基础上,规划实施各个步骤,最终实现交际目标。结合口语练习,该板块还设计了关于各种商务应用文的写作练习,其中包括备忘录、传真、商务报告、公司业务通信以及常见的贸易信函等,同时,提供了某些公司真实而优秀的商务文件作为范例,并对其构架及主要内容或表述方式进行了分析,以便于学生进行实践性写作练习。

4.“专业扩展”是本教材的另一个重要特色。为了进一步满足学生对专业知识的需求,这部分根据单元主题设计了相关专业术语的巩固性练习和专业阅读练习。鉴于学生在高年级还需分门别类、系统地学习专业课程,此处的练习避免过深过专,旨在使学生学习一些常用的专业术语,掌握一定的专业基础知识,提高他们在专业英语方面的阅读能力。另外,考虑到不少学生日后可能会参加 BEC(Business English Certificates)等商务英语考试,此处的练习从内容到形式都兼顾了这类考试的要求。所以,本教材也可以为学习者通过 BEC 或 TOEIC(托业)等国际商务英语考试提供很大的帮助。

四、配套教参便于教学操作和学习者自学。本教材配有内容较为全面详细的教学参考书。教参各单元包括主题简介、课文相关信息注解、课文难句解释、常用词或词组学习、课文参考译文和几乎所有练习的参考答案,为教师的课堂教学实践和学习者的自主学习提供了有力的帮助和极大的方便。

《大学商务英语综合教程》的编写立足本国,博采众长,力求新颖。教材宜采用糅合中外多种教学法之长的折中主义(eclecticism)教学法。

《大学商务英语综合教程》共4册,每册配有相应的教师用书。每册由10个单元组成。建议每6个课时完成一个单元。但使用时,各校可根据情况灵活处理。

《大学商务英语综合教程》为上海市教委第五期重点学科(外国语言学及应用语言学)资助项目(项目编号A-3102-06-000),主要由上海对外贸易学院主持编写,邀请复旦大学、上海外国语大学、华东师范大学、湖南大学、上海立信会计学院、上海师范大学、西安交通大学等院校多名具有丰富的商务英语教学经验的教师参与,由大家共同努力完成。此外,本教程还邀请国内商务英语教学领域的资深专家、上海对外贸易学院副校长叶兴国教授和美国达科他州立大学英语学院教授John Nelson博士对书稿进行了审阅。从教材编写体系的形成到文字内容的修改及润色,他们都提出了许多宝贵的建议,并给予热情的指导和帮助。清华大学出版社对此教程的编写提供了大力的支持。在此,我们教材编写组对所有关心、支持和帮助过本教材编写工作的领导、专家、教授以及有关同志一并表示衷心的感谢。

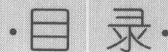
本教材从内容到形式有许多大胆的尝试,但由于编者的水平所限,书中难免有不妥或疏漏之处。欢迎外语界专家、同仁以及本教材的所有使用者批评指正。

编者

2011年5月



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UNIT ONE

INTELLECTUAL PROPERTY

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Brief on Intellectual Property

Intellectual property (IP) is originally called **intangible property**. In a broad sense, it refers to the creations of the mind. In a narrow sense, it is divided into two categories: **Industrial property**, which includes inventions (**patents**), **trademarks**, **industrial designs**, **trade secrets**, and geographic indications of source; and **Copyright**, which includes literary and artistic works such as drawings, paintings, photographs and sculptures, and architectural designs.

Modern usage of the term *Intellectual property* began with the 1967 establishment of the **World Intellectual Property Organization (WIPO)**. It did not enter popular usage until passage of the Bayh-Dole Act¹ in 1980.

The **legal monopoly** granted by IP laws are credited with significant contributions toward economic growth. Economists estimate that two-thirds of the value of large businesses in the U. S. can be traced to intangible assets. Industries which rely on IP protections are estimated to produce 72 percent more value per added employee than non-IP industries. A joint research project of the WIPO and the United Nations University measuring the impact of IP systems on six Asian countries found “a positive correlation between the strengthening of the IP system and subsequent economic growth”.

Countries generally have laws to protect intellectual property for two main reasons. One is to give statutory expression to the moral and economic rights of creators in their creations and to the rights of the public in accessing those creations. The second is to promote creativity and the dissemination and application of its results, and to encourage fair trade, which would contribute to economic and social development.

The World Intellectual Property Organization is an international organization dedicated to ensuring that the right of creators and owners of intellectual property are protected worldwide and that inventors and authors are thus recognized and rewarded for their ingenuity.

¹ The Bayh-Dole Act or University and Small Business Patent Procedures Act is United States legislation dealing with intellectual property arising from federal government-funded research.

As a specialized agency of the United Nations, WIPO exists as a forum for its Member States to create and harmonize rules and practices to protect intellectual property rights. Most industrialized nations have protection systems that are centuries old. Many new and developing countries, however, are now building up their patent, trademark and copyright laws and systems. With the rapid globalization of trade during the last decade, WIPO plays a key role in helping these new systems evolve through negotiation, legal and technical assistance, and training in various forms, including in the area of enforcement of intellectual property right.

However, there are some critics of intellectual property, such as those in the free culture movement, who characterize it as **intellectual protectionism** or **intellectual monopoly** and argue that the public interest is harmed by protectionist legislation such as **copyright extension**, **software patents** and **business method patents**. Some libertarian critics of intellectual property have argued that allowing property rights in ideas and information creates artificial scarcity and infringes on the right to own tangible property. Several academics even argue that copyrights, patents, and trademarks should be called **intellectual monopoly privileges** because they are systems of government-granted monopolies.

Reading-related Information

- 1. Clorox Company**—It is a manufacturer of various food and chemical products based in Oakland, California, which is best known for its bleach product, Clorox. The product and the company date to May 3, 1913, when five entrepreneurs, Archibald Taft, a banker; Edward Hughes, a purveyor of wood and coal; Charles Husband, a bookkeeper; Rufus Myers, a lawyer; and William Hussey, a miner, invested \$100 apiece to set up the first commercial-scale liquid bleach factory in the United States, on the east side of San Francisco Bay.
- 2. Glad brand**—The Glad brand originated in the United States in 1963 when the owner and CEO of the company, David Darroch, launched “Glad Wrap”, a polyethylene film used as a food wrap. The brand originally belonged to Union Carbide, but was divested in 1985 to First Brands Corporation in the United States. In 1998, First Brands was acquired by Clorox. In 2002, Clorox allowed Procter & Gamble to buy a 10% share in Glad Products Company, thus making it a joint venture. Three years later, P&G exercised its option under the agreement to increase its ownership to 20%, the maximum allowed under the joint venture agreement.
- 3. General Electric**—The General Electric Company, or GE, is a multinational American technology and services conglomerate incorporated in the State of New York. It was founded in 1878 in Schenectady, New York. The early founders were Thomas Edison, Elihu Thomson and Edwin J. Houston. The headquarters is located in Fairfield, Connecticut. The conglomerate provides a wide variety of products and services, ranging from aviation, jet engines, electricity, entertainment, finance, gas turbines, generation,

- industrial automation, lighting, medical imaging equipment, medical technology, health informatics, electric motors, locomotives to wind turbines. In 2009, Forbes ranked GE as the world's largest company. The company has 323,000 employees around the world.
- 4. Commercial Strategy LLC** — It is a management and intellectual property consulting firm headquartered in Boston, MA. It is organized to support senior management at Fortune 500 companies. Its focus is on the use of intellectual property as a business asset to drive innovation and growth. Its consulting team has developed working solutions and results for many famous companies including: GE Energy, 3M Innovative Properties Company, Eastman Kodak Company, Honeywell International, GE Consumer Finance, The Procter & Gamble Company, GE Licensing & Trading, and so forth.
- 5. Florida Power & Light** — Florida Power & Light Company, the principal subsidiary of FPL Group, Inc., commonly referred to by its initials, FPL, is a Juno Beach, Florida-based power utility which serves roughly 4.4 million customers in Florida. FPL Group holds power generation assets in more than 20 U. S. states. FPL was founded in 1925 by merging a number of smaller companies providing power and other services to local communities in Florida, and grew rapidly due to the rapid growth in population that state has experienced.

Language Interpretation

- 1. It's the subtle little secret of the corporate revenue stream.** (L. 1) — It (intellectual property) is a part of the income for corporations but is not widely or deeply known.
- 2. ...that's the easy part...** (L. 9) — ...to get the company's revenue from patent and technology licensing is not difficult...
- 3. ...not be the business...** (L. 10) — ...most corporations do not see intellectual property as their primary business; it is a way for them to enhance their ability to do business and make profit...
- 4. ...virtually no models exist for assigning economic or competitive values to IP...** (L. 16) — ...practically there is no fixed pattern for making IP generate more profit or become the company's powerful competitive advantage...
- 5. ...during peak summer energy demand...** (L. 34) — in the period of summer when energy was badly needed...
- 6. ...potentially overlooked intellectual assets...** (L. 49) — ...intellectual property is a company's intangible asset which was unconsciously neglected...
- 7. ...mapping and assigning economic and competitive values to its technology and IP.** (L. 51) — ...cataloging the technology and intellectual property holdings of a company and identifying potential earnings from them.
- 8. Against this map of high-value possibilities, GE overlaid the intellectual property holdings...** (L. 56) — GE looked at the income-generating possibilities in their field and

then identified where their IP holdings would fit into the picture...

9. ...Siemens was already well on the road to developing a technology of its own that would allow it to exploit GE's hardware. (L. 64) — ...Siemens had advanced well in terms of developing its own technology that would enable it to take advantage of GE's hardware.
10. ...it would nonetheless leave a lot of money on the table...(L. 68) — ...this practice would still miss the chance of making a lot of money...
11. ...to build a "predictive intelligence" platform for delivering service and supply chain improvements to the utilities. (L. 79) — ...to provide a program that intelligently predicts the need for services and supplies by the utilities.
12. ...the new agreement...(L. 85) — ...the contract signed between Florida Power & Light and GE according to the new business model...
13. But he won't be alone for long, as corporate IP strategy innovators, inspired by the GE example, blaze similar trails one company at a time. (L. 89) — However, GE's John Rice would not remain for a long time as an only pioneer who made the company stronger by taking advantage of IP, because other IP strategy innovators, one after another, will follow his example and do likewise.

Word Study

1. utility (L. 29)

n.

- 1) a company that performs a public service

Examples

- ◎ *The utility, though seemingly rebuffed, in fact got what it wanted.*
- ◎ *The utility had expended thousands of dollars on posters and comic books devoted to the subject.*

- 2) a service such as gas or electricity provided for people to use

Examples

- ◎ *As production increased, the utility cost could go up, too.*
- ◎ *Not so long ago utility bills didn't amount to much.*

- 3) the quality or condition of being useful

Examples

- ◎ *This information is of the highest utility for our marketing plan.*
- ◎ *Their research project has limited practical utility.*

- a.* that can be used for several different purposes

Examples

- ◎ *The magazine slogan on the plane advertised a sports utility vehicle (SUV) produced by a*

Chinese-American joint venture.

- ⊙ *Joseph is not only an excellent entrepreneur, but also an all-round utility player who can spark his team to victory.*

utilize

v. put to use, especially to find a profitable or practical use for; make (good) use of

Examples

- ⊙ *The company will utilize only one-fourth of its revenue to pay back its investors.*
- ⊙ *The company chose to downsize and more fully utilize the remaining workers.*

2. output (L. 30)

n.

1) the energy, power, or work produced by a system

Examples

- ⊙ *They improved their product substantially so as to increase effective output of distributing transformer and optimize the quality of power demand.*
- ⊙ *After technological upgrading, part of the output of an amplifier can be fed back to get rid of sound distortion.*

2) the amount of sth. that a person, a machine or an organization produces

Examples

- ⊙ *Our imports are expected to increase at a slower pace due to rising domestic supply and decline in the output growth.*
- ⊙ *The car factory hopes to increase its output by 30% next year.*

v. (computing) supply or produce information, results, etc.

Examples

- ⊙ *Computers can now output data much more quickly.*
- ⊙ *They are working on a program which will output the useful information into a file.*

3. dispatch (L. 38)

v.

1) send sb./sth. off to a destination or for a special purpose

Examples

- ⊙ *I hope that the goods can be dispatched promptly after you get my L/C.*
- ⊙ *The maintenance supervisor would dispatch an experienced crew to repair the damage.*

2) complete, transact, or dispose of promptly

Examples

- ⊙ *The chairman dispatched the meeting in 20 minutes.*
- ⊙ *He dispatched the job in three days' time.*

n.

1) the act of sending off, as to a specific destination

Examples

- ◎ *We write to advise you of the dispatch of the goods on your order of yesterday's date.*
 - ◎ *You should give the seller in time the necessary instructions for dispatch.*
- 2) a written message, particularly an official communication, sent with speed

Examples

- ◎ *This valedictory dispatch was written as he retired from the foreign service a few weeks ago.*
- ◎ *He couldn't quite believe the dispatch sent by his PR manager.*

4. chart (L. 53)

v.

- 1) record or follow the progress or development of sb./sth.

Examples

- ◎ *He was required to chart the progress of his business and directly report to the CEO periodically.*
- ◎ *The marketers have been charting the market fluctuations in order to formulate more appropriate strategy.*

- 2) plan a course of action

Examples

- ◎ *The two companies have made no serious effort in the past years to chart their larger common purposes.*
- ◎ *Each branch was responsible for making its own decisions and charting its own course.*

n. a table or diagram giving information

Examples

- ◎ *This sales chart showed the company's rapid growth in recent years.*
- ◎ *You will be receiving cuttings of our materials and a colour chart.*

5. enhancement (L. 67)

n. the act or the state of increasing (the good qualities of sb./sth.)

Examples

- ◎ *Economic development and the enhancement of overall national strength are the main strategic trends of all countries.*
- ◎ *The development of market economy inevitably leads to the enhancement of integration of industry with commerce, of agriculture with commerce, and of commerce itself.*

enhance

v. intensify or increase in quality, value, power, etc.; improve; augment

Examples

- ◎ *New economic preservation techniques would enhance the marketing of processed agricultural products.*
- ◎ *This is an opportunity to enhance the reputation of the company.*

6. staggering (L. 69)

a. astounding or overwhelming; shocking

Examples

- ⊙ *The tobacco industry is allowed to spend staggering sums on advertising.*
- ⊙ *Job applications from disabled workers poured in at a staggering rate.*

stagger

v.

1) move or stand unsteadily, as if under a great weight

Examples

- ⊙ *The company is staggering under the weight of a £ 10m debt.*
- ⊙ *We seem to stagger from one crisis to the next.*

2) begin to lose confidence or strength of purpose; overwhelm with emotion or astonishment

Examples

- ⊙ *The boss was staggered with bills after he tried to rebuild his company following the financial crisis.*
- ⊙ *It staggers me that the government is doing nothing about our investment plan.*

7. be/get wise to sth. (L. 6)

(*informal*.) be/become aware of sth./of sb.'s qualities or behavior

Examples

- ⊙ *Dealers have already got wise to the trend and increased their prices accordingly.*
- ⊙ *He thought he could fool me in this business deal but I got wise to him.*

8. reside in / with sb./sth. (L. 14)

(of a power, a right, etc.) belong to sb./sth.

Examples

- ⊙ *The right to interpret these rules shall reside in the management of the company.*
- ⊙ *Creative power in company has to reside with the company's creative leadership.*

9. shut down (L. 32)

(of a factory, shop / store, etc. or a machine) stop opening for business; stop working

Examples

- ⊙ *The whole company shuts down for three weeks' summer holiday.*
- ⊙ *The company has threatened to shut down the mine if the strike is not resolved.*

10. do away with (L. 38)

discard or abolish

Examples

- ⊙ *Only by the joint efforts of the government and the common people can we do away with false advertisements.*
- ⊙ *The tobacco industry agreed to do away with some of its most famous advertising icons.*

11. bring in (L. 46)

1) yield (income, profit, or cash); earn

Examples

- ◎ *Some slight concession in price would bring in sufficient profit.*
- ◎ *They supply these things to the market and bring in little extra income.*

2) cause to come in; introduce

Examples

- ◎ *We hope to bring in several new fashions this spring.*
- ◎ *He hopes the sales talk with those foreign businessmen would bring in large orders.*

bring sb. in

ask sb. to do a particular job or to be involved in sth.

Examples

- ◎ *She had raised her voice to bring in the other two customers.*
- ◎ *Experts were brought in to advise the government on economic affairs.*

12. in turn (L. 62)

1) as a result of sth. in a series of events

Examples

- ◎ *Increased production will, in turn, lead to increased profits.*
- ◎ *The output declines stemmed mainly from drops in demand which were in turn responses to the price increases.*

2) one after the other in a particular order

Examples

- ◎ *Each of us in turn described how this corporate culture had influenced the way we work.*
- ◎ *Our CEO and the sales manager in turn shook hands with the consumer representatives.*

Key to the Exercises

Lead-in

1

- 1) Documented or undocumented knowledge, creative ideas, or expressions of human mind that have commercial (monetary) value and are protectable under copyright, patent, servicemark, trademark, or trade secret laws from imitation, infringement, and dilution. Intellectual property includes brand names, discoveries, formulas, inventions, know-how, designs, software, and works of artistic, literary, or musical nature. It is one of the most readily tradable property in the internet (digital) marketplace.
- 2) **Industrial property** takes a range of forms. These include patents to protect inventions, and industrial designs, which are aesthetic creations determining the appearance of

industrial products. Industrial property also covers trademarks, service marks, layout-designs of integrated circuits, commercial names and designations, as well as geographical indications, and protection against unfair competition.

Copyright includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and those of broadcasters in their radio and television programs.

- 3) The World Intellectual Property Organization (WIPO) is one of the 17 specialized agencies of the United Nations. WIPO was created in 1974 "to encourage creative activity, to promote the protection of intellectual property throughout the world". WIPO currently has 184 member states, administers 24 international treaties, and is headquartered in Geneva, Switzerland.

As a specialized agency of the United Nations, WIPO exists as a forum for its member states to create and harmonize rules and practices to protect intellectual property rights. Most industrialized nations have protection systems that are centuries old. Many new and developing countries, however, are now building up their patent, trademark and copyright laws and systems. With the rapid globalization of trade during the last decade, WIPO plays a key role in helping these new systems to evolve through treaty negotiation, legal and technical assistance, and training in various forms, including in the area of enforcement of intellectual property rights.

- 4) Open-ended.



- 1) **Proponents** of online piracy hold that the financial impact of piracy is negligible, and that in some cases piracy may actually help sales of a product. They argue that the vast majority of people who pirate music, videos, and software are not people who would purchase the product in the first place. Some also argue that some people pirate music to see if they enjoy it, and once they do they begin buying actual CDs, or legal copies of the songs, or attending concerts and feeding money into the system in that way. They further point out that the majority of the price of a sale does not go to the artist, and that except in the cases of top performers, the artists can be helped by fans pirating their music and donating to them, or attending concerts, so that they see nearly all of the money.

Opponents of online piracy hold that it poses a serious threat to artistic and creative development in the world. They hold that piracy cuts into profits, reducing the amount of money an artist or programmer can expect to make, and therefore reducing the incentive for them to create new work. They further point out that most modern music is produced not only by artists, who may be compensated by attending concerts or donations, but by a large support staff, including engineers, publishers, and designers,