



教育部职业教育与成人教育司推荐教材
中等职业学校商务英语类专业教学用书

Vocational Education

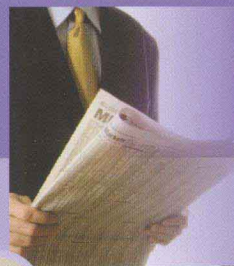
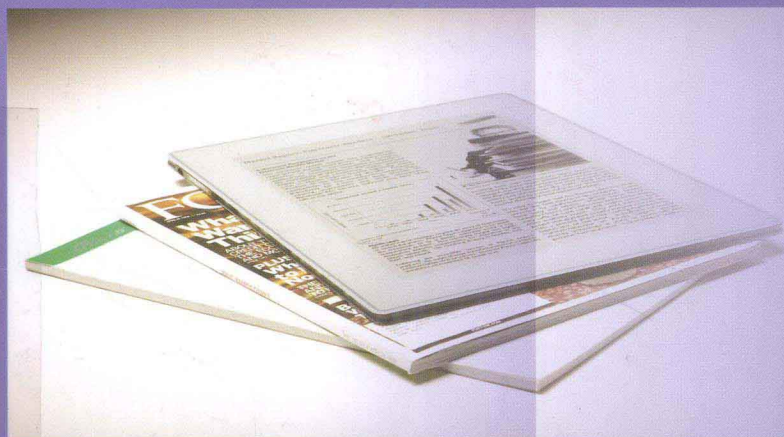
English

职业英语系列

—— 商务英语阅读

第2版

中等职业学校职业英语教材编写组 编



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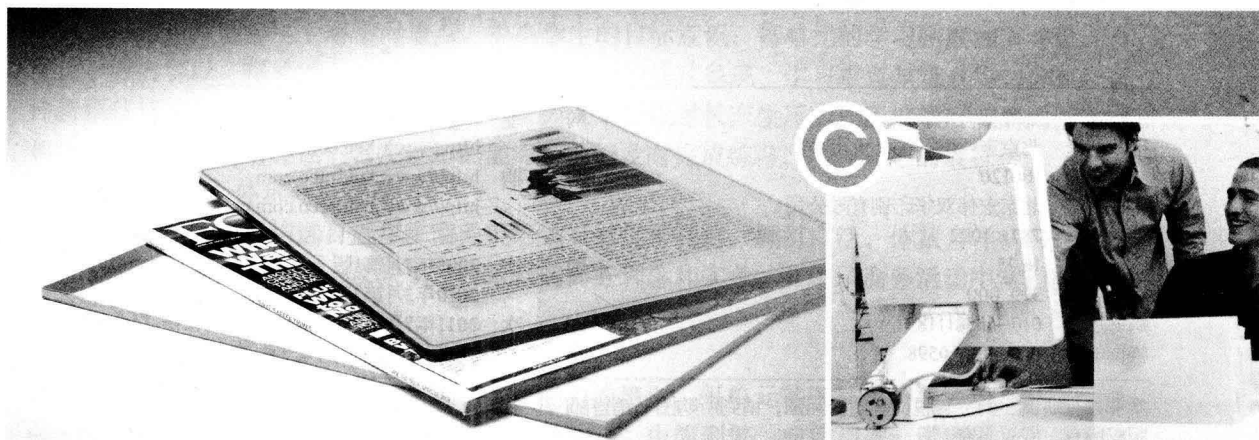
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前 言

《商务英语阅读》(第2版)是教育部职业教育与成人教育司推荐的中等职业学校商务英语系列教材之一。目前国内适合中等职业学校使用的商务英语教材不多,教师普遍反映很难找到适用的教材。为了满足教学需要,我们根据中职商务英语类专业学生的实际水平和其未来就业岗位对于英语应用能力的要求编写了本系列教材。

本教材兼顾了商务基础知识输入和英语语言技能训练(尤其是阅读技能)的双重任务。在编写中,借鉴国外先进的职业教育理念、模式和方法,结合我国的实际情况,本着“以学生为中心”、“开放”和“自主学习”的教学原则,充分考虑中职学生的特点,以就业为导向,以“必需、实用、够用”为度,以能力为本位,以培养高素质劳动者为目标,对教学内容进行全面的设计、精心的选取和合理的编排,力求突破传统的教学模式,适应当代职业教育发展的需要。

本书与《商务英语写作》(第2版)形成系列配套教材。

编者建议中等职业学校商务英语专业采用下列英语课程设置:

1. 主要英语课程安排在两年半中进行。
2. 英语课程周学时为8-10课时。
3. 英语课程分为基础英语、商务英语阅读、商务英语写作。
4. 基础英语开设时间为两年半,第一年周学时6课时,以后周学时4课时。
5. 商务英语阅读开设时间为一学期,第三学期开始开设,周学时4课时。
6. 商务英语写作开设时间为一学年,第三学期开始开设,周学时4课时。

本书共16个单元,每单元围绕一个商务主题展开,由A、B、C、D四个阅读部分构成。A部分为导入阅读,B部分为主阅读,C部分为实用阅读,D部分为补充阅读(该部分较难,可根据情况选择使用)。每个单元设有学习目标、阅读文章、课文注释、结构分析、小组讨论、师生互动以及多种形式的语言技能练习。

本书的主要特色是:

● 编排新颖 培养自主学习

教材从选材到教学活动的设计力求体现“以学生为中心”的教学理念,每单元用中英文介绍学习目标,方便学生了解学习重点,提高学生的学习意识;每单元的学习密度和节奏设计合理,学习内容以“螺旋式”或“渐进式逐步加强”的模式呈现,学习重点与难点均匀分布。这种新颖独特的编排方式,目的是不使学习者因文章篇幅过长产生压力,影响学习者的阅读兴趣和效果;同时着重培养他们自主学习的能力,他们及时完成练习,增强学习的成就感。

● 内容实用 体现商务特点

教材的阅读材料均选自近年来商务英语领域的优秀刊物,题材广泛,体裁多样,内容涉及商务运作过程的方方面面,反映了当代最新的商务理念和实务,介绍了商务活动中常用的交际手段和交际技巧。

● 注重实践 强调学以致用

教材教学目标明确,注重学生语言实践能力的培训。每单元基于某一商务主题设计各项活动(Activities),构成“活动任务链”,由易到难,由简到繁,前后相连,层层深入。学生边学边练,在练中学,在实践中做到熟能生巧、学以致用;培养“学一点,练一点,用一点”的

自主学习精神；养成良好的学习习惯，形成有效的学习策略；强化语言实践能力的锻炼，培养发散性思维的能力。

● 图文并茂 版式活泼增加阅读趣味

教材配有较多图片，与文字内容相互配合，降低了阅读的难度，增强了阅读的趣味性，使教学内容变得更为通俗易懂，符合中职学生的年龄特征和心理需求。

● 形式多样 突出师生互动

教材在注重语言输入的同时，更注重语言输出的教学理念和原则。练习形式多样，生动活泼，内容充实，给师生提供了大量的讲练结合的素材，如既有传统阅读意义上的客观理解题型，又有强调“说”与“写”的主观题型；既有词汇、短语、习惯用法等词汇层面上的知识点，又有句子乃至篇章层面上的练习。教材还提供了多种模拟商务情景，激发学生的学习动机，让学生充分参与教学。教师还可利用书中提供的新颖模式，调动学生的积极性，激发学生的学习兴趣，组织学生进行商务对话或商务讨论，加强师生互动，活跃课堂气氛，充实教学内容，从而切实提高教学水平和教学效果。

本书也适合中等职业学校国际贸易、电子商务等专业的学生以及各类商务工作者选用。

本书由熊锬和陈咏主编，负责拟定教学大纲、编写体例以及最后统稿等工作，林岚、艾龙江、郭红霞和陈成涛担任副主编，参加编写的还有邵玉丽、刘炳学、吕灿和张立韬。具体分工如下：郭红霞：第10单元；陈成涛：第4、6单元；陈咏：第9、11单元；吕灿：第5单元；邵玉丽：第14单元和附录部分；艾龙江：第2、3单元；熊锬：第1、7单元；林岚：第13、16单元；刘炳学：第8单元；张立韬：第12、15单元。参加改编的还有：陈永娟（广州市荔湾区外语职业高级中学），何卓欣（广州市番禺区新造职业技术学校），邱凯仪（广州市贸易职业高级中学），李卫红（广州市白云知职业技术学校），邓燕葵（广州市天河区职业高级中学），蔡昭学（广州市白云行知职业技术学校），叶剑瑜（广州市荔湾区外语职业高级中学）。

本书由南京东南大学夏振邦、北京市宣武区第一职业学校庄严审稿；福建省、北京市、青岛市部分中等职业学校的专业英语教师对教材编写提出了富有建设性的意见和建议；广州市教育局教研室对本教材编写工作给予了大力支持；广州市经济贸易学校、广州市贸易学校、广州市荔湾区职业高级中学、广州市旅游商贸职业学校、广州市增城职业技术学校试用了本教材。在此一并表示感谢。

由于时间仓促，编者水平有限，各种疏漏在所难免，欢迎同行和广大读者不吝赐教，使之日臻完善。

编者

2009年6月

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Unit 1

What's the Business For?

Objectives

At the end of this unit you should be able to

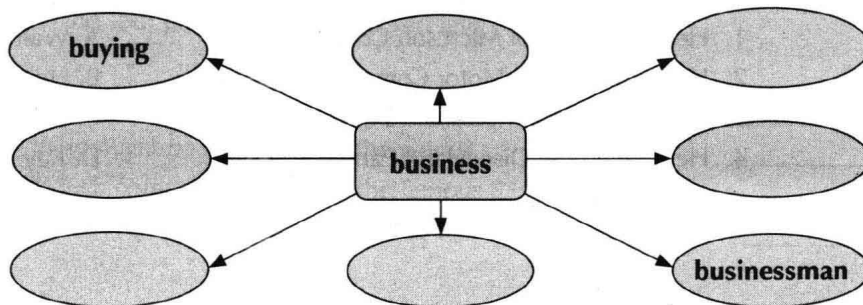
- ☐ know what business is
- ☐ introduce successful businesses
- ☐ identify logos
- ☐ summarize main ideas
- ☐ use the basic terms concerned

学习目标

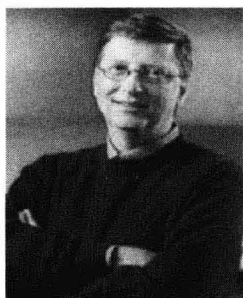
- ★ 理解商务概念
- ★ 介绍成功案例
- ★ 识别公司标志
- ★ 总结段落要点
- ★ 掌握基本术语

Pre-reading

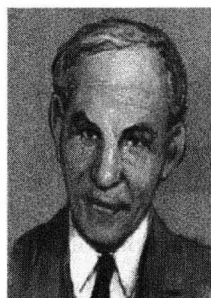
Activity 1 What does the word "business" mean? Try to think in groups as many words that are related to it as possible to fill in the bubbles.



Activity 2 The following pictures are the famous successful businessmen in the world. Have you ever heard of them? Match the name with each picture. If you do not know, please talk with your classmates.



1.



2.



3.



4.

1. _____
2. _____
3. _____
4. _____

- A. Henry Ford
- B. Ray Kroc
- C. Walt Disney
- D. Bill Gates

Activity 3 Match the following descriptions with the above famous businessmen.

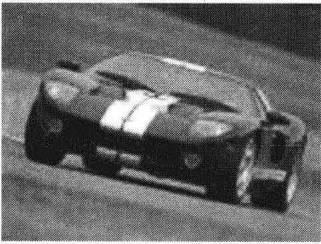
1. He is chairman of Microsoft Corporation.
2. He founded Ford Motor Company.
3. He founded the McDonald's Corporation.
4. He opened the Disneyland Park.

- A. Walt Disney
- B. Henry Ford
- C. Bill Gates
- D. Ray Kroc

Reading

Text A

William (Bill) H. Gates is the founder of Microsoft Corporation, the worldwide leader in software services and solutions that help people and businesses grow. Microsoft had revenues of US\$36.84 billion for the year ending June 2004, and employs more than 55,000 people in 85 countries and regions.



Henry Ford founded Ford Motor Company 100 years ago and brought popular personal transportation to the masses. Ford put the world on wheels and also saw the wisdom in creating a workforce that could buy the products they produced by introducing the famous \$5 a day wage. Ford died at his home on April 7, 1947, at the age of 84.

Ray Kroc was the founder of the McDonald's Corporation, the largest restaurant company in the world. Brothers Mac and Dick McDonald opened the first restaurant called McDonald's in 1953 in California. They sold the name to Kroc, who opened the first store of the McDonald's Corporation in 1955 in Illinois. McDonald's now has over 20,000 stores in 90 countries. The company says it serves 29 million people a day and that a new store opens somewhere in the world every seven hours. Kroc died in the 1980's.



Walt Disney was born on December 5, 1901 in Chicago Illinois, but lived most of his childhood in Missouri. Walt had very early interests in art. He joined the Red Cross and spent a year in France. When he returned, he began to pursue a career in commercial art and made a great success and became a well-known Hollywood person. He produced a lot of Disney cartoons. His *Snow White and the Seven Dwarfs* is still considered one of the greatest films.

Activity 4 Scan the four paragraphs above and find out:

1. Who showed great interest in art at his early age? _____
2. Who might be the richest in the world? _____
3. Which company introduced the famous \$5 a day wage? _____
4. Which company has a new store to open every seven hours? _____

Activity 5 Complete the following table according to the information from Text A.

Name	Year of birth	Company	Industry
Bill Gates	1955		Information
Henry Ford		Ford Motor Company	
Ray Kroc	1902		Restaurant
Walt Disney		Disney Corporation	

Activity 6 Match the words on the left in the table with the correct Chinese translations on the right. One has been done for you as an example.

Example

1. — c.

Words or Expressions	Chinese Translations
1. resource	a. 代理; 中介
2. trade	b. 生产; 制造
3. entrepreneur	c. 资源
4. manager	d. 资本; 资金
5. operation	e. 经理
6. revenue	f. 服务
7. agency	g. 经营; 运营
8. production	h. 贸易
9. service	i. 营收; 收益
10. capital	j. 企业家; 创造者

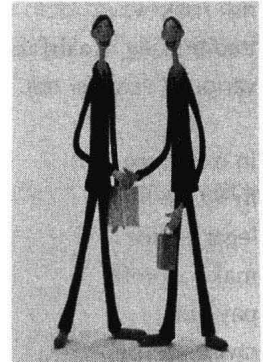
Text B

The Nature of Business

1. What did "business" mean traditionally?
2. What does "business" mean today?
3. What kind of person is called an entrepreneur?
4. How does an entrepreneur organize a business?
5. How many types of businesses are there generally?
6. When will a firm make a profit and when will it suffer a loss?

1. The word "business" is used in many different languages. But exactly what does it mean? Traditionally, business simply meant exchange for things people needed. Today it has two definitions. One is the production, distribution, and sale of goods and services for profit. The other is the effort of individuals to produce and sell the goods and services, for a profit. Generally it refers to all such efforts within a society or within an industry. However, a business is a particular organization.

2. A person who risks his time, effort, and money to start and operate a business is called an entrepreneur. He must combine four kinds of resources: material, human, finance, and information. Material resources include the raw materials, buildings and machinery. Human resources are the people who provide their labor to the business in return for wages. The financial resources are the money needed to pay employees, buy materials, and generally operate the business. And information is the resources that tell the managers how effectively the other resources are being combined and used.



3. Businesses are generally of three types. Manufacturing business is organized to work various materials into tangible goods, such as trucks. Service business produces service, such as haircuts or legal advice. And some companies — called middlemen — are organized to buy the goods and then resell them. All three types of businesses may sell either to other companies or to consumers. In both cases, the final goal of every firm must satisfy the needs of its customers.

4. Usually a business receives money from its customers in exchange for goods or services. It must also pay out money to cover the various costs. If the company's income is greater than its costs, it has made a profit. Otherwise it has got a loss.

New Words & Expressions

consumer /kən'sju:mə/ <i>n.</i>	消费者
cover /'kʌvə/ <i>v.</i>	负担 (支付)
definition /,defɪ'nɪʃən/ <i>n.</i>	定义
distribution /,dɪstrɪ'bju:ʃən/ <i>n.</i>	分销
entrepreneur /,ɒnrəprə'nɜ:/ <i>n.</i>	企业家
exactly /ɪg'zæktli/ <i>adv.</i>	准确地
exchange /ɪks'tʃeɪndʒ/ <i>v.</i>	交换
industry /'ɪndəstri/ <i>n.</i>	工业; 产业
manufacture /,mænju'fæktʃə/ <i>v.</i>	制造
middleman /'mɪdəlmæn/ <i>n.</i>	中间商; 经纪人
nature /'neɪtʃə/ <i>n.</i>	性质
operate /'ɒpəreɪt/ <i>v.</i>	经营
organization /,ɔ:gənaɪ'zeɪʃən/ <i>n.</i>	组织; 结构
profit /'prɒfɪt/ <i>n.</i>	利润
raw /rɔ:/ <i>adj.</i>	未 (或半) 加工的; 未经处理的
resource /rɪ'sɔ:s/ <i>n.</i>	资源
risk /rɪsk/ <i>v.</i>	冒险
traditionally /trə'dɪʃənəli/ <i>adv.</i>	传统地; 惯例地
various /'veəriəs/ <i>adj.</i>	各种各样的
in exchange (for)	作为 (对...的) 交换 (或替代)
in return for	换取...
legal advice	法律咨询
make a profit	盈利; 赚钱
pay out	付出
raw material	原料
refer to	提到, 谈到
tangible goods	有形产品

Notes

1. One is the production, distribution, and sale of goods and services for profit. 商业的定义之一是: 为赢利目的而提供的服务活动或从事商品的生产和分销活动。
2. A person who risks his or her time, effort, and money to start and operate a business is called an entrepreneur. 花费时间、精力并投资资金去开办和经营企业的人叫企业家。
3. In both cases, the final goal of every firm must satisfy the needs of its customers. 在这两种情况下, 每家公司的最终目标是必须满足其客户的需求。
4. It must also pay out money to cover the various costs. 它必须付钱承担各项开支。

Activity 7 Choose the best explanation to the underlined part.

1. Traditionally, business simply meant exchange for things people needed.
 - A. Business used to refer to the exchange for traditional things that were needed.
 - B. Business was defined simply in the past that was for an exchange.
 - C. The meaning of business used to refer to the exchange for what people needed only.
2. A person who risks his time, effort, and money to start and operate a business is called an entrepreneur.
 - A. who establishes and runs a company at the risk of his time, effort and money
 - B. who wastes his time, effort and money on starting and operating the business work
 - C. who spends time and effort to make money if he starts up a business
3. In both cases, the final goal of every firm must satisfy the needs of its customers.
 - A. every firm must do everything to satisfy their own needs and tell the customers about their final target
 - B. the final goal of every company is to satisfy the needs of its customers
 - C. it is necessary for all companies to achieve the final aim of making their customers satisfied

Activity 8 Read Text B again and give each paragraph a heading from the table below.

Paragraph 1 _____	a. Loss or profit
Paragraph 2 _____	b. Business classifications
Paragraph 3 _____	c. Definitions of business
Paragraph 4 _____	d. Business organization

Activity 9 Read the information in the passage, and then decide whether the following statements are T(true) or F(false). Then quote the words or phrases that support your answer. Do not write more than 6 words for each answer. You will lose marks for irrelevant information. Write your answers on the lines.

1. Business simply meant a change for things people needed; a business is a particular group.

2. Businessperson is a person who risks time, effort, and money to start and run a business; he must combine resources of material, human resources, money, and information.
3. If people offer their labor for salaries; they are personnel.
4. Service business manufactures intangible goods; middlemen are organized to retail and wholesale the goods.
5. A company has got a profit if the costs are greater than its income; otherwise it has made a loss.

Activity 10 Match the words or expressions on the left in the table with the correct Chinese translations on the right. One has been done for you as an example.

Example

1. — c.

Words and Expressions	Chinese Translations
1. legal advice	a. 利润
2. definition	b. 亏损
3. middleman	c. 法律咨询
4. financial resources	d. 产业; 工业
5. information resources	e. 定义
6. tangible goods	f. 服务业
7. loss	g. 信息资源
8. service business	h. 中间商; 经纪人
9. profit	i. 有形产品
10. industry	j. 财政资源

Activity 11 Complete the following sentences with the words or expressions in Activity 10. One has been done for you as an example.

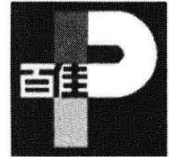
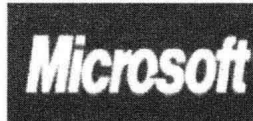
Example

1. — industry
1. In China the tourist _____ is developing very quickly.
2. Would you please give the right _____ of the word "business"?
3. Machines, cash and buildings which have a material form are _____.
4. A _____ is a person who buys goods from a producer, and sells to a

shopkeeper or a user.

5. Education, hotels, and public buses are _____.
6. Last month our company made a _____.
7. The _____ are the money needed to pay the workers' salary, buy materials and operate the company.
8. The _____ are the pieces of information that tell the manager how well the company is going.
9. _____ is very necessary if the business doesn't want to break the law.
10. When the company earns no money from their products, we say it makes a _____.

Activity 12 Are you familiar with the following company logos? Match the words or expressions on the left in the table with correct Chinese translations on the right. One has been done for you as an example.



Example

9. — c.

Name of the Company	Industry
1. Hewlett-Packard	a. Convenience retailing (便利店零售)
2. Maersk	b. Service industry (服务行业)
3. 7-Eleven	c. Fast food (快餐业)
4. Microsoft	d. Tourist industry (旅游业)
5. DELL	e. Express transportation (快递运输)
6. FedEx	f. Information technology (信息技术)
7. Wal-Mart	g. Sea shipping (海运)
8. PARKnSHOP	h. Retail chain store (连锁超市)
9. Mcdonald's	i. Food industry (食品工业)

Activity 13 Choose appropriate prepositions from the box to complete the following sentences below. You will need to use one of them twice.

to for on from in

1. We invested a lot of money _____ the business.
2. We wasted a lot of money _____ the unnecessary equipment.
3. We borrowed a lot of money _____ the bank.
4. We owed a lot of money _____ our suppliers.
5. We spent a lot of money _____ training courses.
6. The manager is responsible _____ the company.

Practical Reading

Everbright Hall

Accommodation

122 rooms, six conference rooms accommodating up to 200 delegates, 24-hour room service, and free parking

Sports and recreation

Health club, nearby golf

Getting to the hotel

Only 30 minutes from Hong Kong Airport and an hour and a half from Shenzhen Airport

Room rates

HK\$650 mid-week

HK\$300 Friday to Saturday

THE MERRYLAND

Accommodation

20 bedrooms, all with en-suite, with TV, tea/coffee-making facilities. Some non-smoking rooms available. Ground-floor conference center with places for up to 300 people. Five further meeting rooms

Sports and recreation

Exercise room, golf club

Getting to the hotel

This hotel is only 20 minutes from Hong Kong Airport, and two hours from Shenzhen Airport

Room rates

HK\$700 Monday to Thursday

HK\$450 Friday to Sunday

Activity 14 Decide whether the following sentences are "Right" or "Wrong" according to Practical Reading. If there isn't enough information to answer "Right" or "Wrong", choose "Doesn't say".

1. Everbright Hotel has an indoor swimming pool.
A. Right. B. Wrong. C. Doesn't say.
2. Both hotels are nearer to Hong Kong Airport than Shenzhen Airport.
A. Right. B. Wrong. C. Doesn't say.
3. The two hotels charge lower rates at the weekend.
A. Right. B. Wrong. C. Doesn't say.
4. There are no parking facilities at either of the hotels.
A. Right. B. Wrong. C. Doesn't say.
5. Neither of the hotels has nonsmoking rooms.
A. Right. B. Wrong. C. Doesn't say.

Supplementary Reading

Instant Office at the Ready

In 1978 Jean Slater set up her company, called it Servcorp and leased half a floor of a central Sydney building. Her business plan was to meet the temporary office needs of busy business people. In those first six weeks she was general manager and the only employee of the company! However things got better when an overseas lawyer became her first client. Servcorp's secretaries, receptionists and other employees have been busy ever since.

Today Slater runs a network throughout Australia and Southeast Asia. Servcorp now leases a total of 22 floors of office space. The company offers modern office facilities complete with staff,