

高等学校商务英语系列教材

总主编 杨翠萍



新编商务英语

综合教程



谢丹焰 主编

教师用书

(第 2 册)

Teacher's Book

清华大学出版社 • 北京交通大学出版社



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内容简介

新编

商务英语综合教程

Business English Integrated Course



教师用书
Teacher's Book

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内 容 简 介

《新编商务英语综合教程》是“高等学校商务英语系列教材”之一。本书为第2册的教师用书，共10个单元，主要内容包括单元教学目标、背景知识、语言点讲解及课后练习答案。

本教程选材新颖，内容丰富，专业面广，实用性强，可供高等院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学习使用。

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前言

《新编商务英语综合教程》是针对高等院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之一。本教程突破了传统的教材模式，综合考虑了高等院校经贸和商务英语专业学生的特点，以专业英语（ESP）的教学原则为指导，以现代外语教育对教材的意义和功能的更新理念为依托，力求以人为本，以任务为路径，以交际为目的，将商务英语技能的培养和相关学科专业知识的学习科学地结合起来，使学生在学习和掌握商务类专业基础知识的同时，深化英语学习，提高语用能力。

为了适应商务英语教学，紧扣时代脉搏，满足社会需要的发展趋势，本教程的编写人员在听取、汇总来自语言教学专家、商务专业人士和教学一线的广大师生的意见和建议的基础上，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。

本教程在编写上主要体现了以下特点。

1. 丰富性。本教程课文精选自世界著名商务英语报刊、杂志、网站及学术刊物，内容涵盖当今国际经济贸易和商务的各个重要领域，如商业文化、企业管理、经济全球化、信息技术、市场竞争、国际营销和国际金融等。选材还充分考虑了文章内容所涉及的区域性，包括世界经济中最具代表性的国家、区域和经济体。另外，选材也特别注重内容的时效性、典型性、专业性和语言质量，以最新、最典型的商务语言传递最新的国际商务信息。

2. 多样性。本教程的编写兼顾了社会需求、专业培养目标、学生的认知程度和语言技能，在口语、阅读、词汇、翻译和写作几个方面均精心设计了形式多样的练习。每单元提供主、副两篇课文，练习包括与课文相关的阅读理解及围绕重点词汇和词组的词汇练习及翻译练习等。结合单元商务主题设计的口语活动包括双人讨论、角色扮演、小组讨论、大组汇报、模拟活动、班级辩论和个案讨论等课堂活动及相应的书面练习。此外，还设计了包括商务词汇、实用阅读、翻译技巧和写作策略几个模块的扩展练习，以便教师根据实际需要，有选择地组织课堂教学。

3. 实用性。本教程的编写注重以点带面，侧重实用。每单元重点讨论、分析一个专题。通过大量来自公共媒体、公共场所、某些企业、公司及因特网的数据、图表和案例等真实的语料，结合商务活动诸多层面中遇到的具体语境，为学生提供真实的语言输入与输出环境，激发其想象力和发散性、创造性思维，真切地掌握英语语言基础知识，同时熟悉商务实践的技能、策略及相关的现实商务活动的真实场景。

4. 实践性。作为特殊用途英语教学用书，本教程尤其突出对学生英语交际能力的培养，强调教学过程中的师生及生生互动，让学生边学边练，学练结合，达到学以致用

教学目的。为了确保实践活动的顺利进行，在各项内容的组织与编写上，始终贯穿以学生为中心，以方法为导向，以任务为驱动，注重过程与经历的指导思想，努力实现帮助学生学会应用语言行事的编写意图。本教程本着理论联系实际的原则，针对各单元涉及的主题内容，结合有关商务活动的特点，设计了多种商务仿真、模拟练习，使学生在掌握语言技能的同时了解当代国际商务的现状，在体验商务中学习语言并提高商务交际的能力。

《新编商务英语综合教程》分两册，每册均配有相应的教师用书，练习答案由《新编商务英语综合教程学生用书》（第2册）编写组提供。本册为第2册，共10个单元，每单元由三大部分组成：阅读I（Reading I）、阅读II（Reading II）及扩展练习（Extension）。每单元围绕一个主题，精心安排了与主题密切相关的课文和练习。

阅读I包括导入活动（Lead-in）和课文（Text）。其中，导入活动是有关单元主题的相关问题，旨在激发学生进一步学习的兴趣和积极性，引导学生进入单元主题，为阅读课文做好心理准备。课文部分包括生词（New Words）、习语和词组（Idioms & Expressions）、专有名词（Proper Nouns）、课文注释（Notes）及课文练习（Exercises）。生词、习语和词组采用中英文释义，便于学生深入理解英语原义并逐步学会英语思维。课文注释主要包括课文中出现的专有名词、专业术语和重要的商务背景知识。课文练习包括阅读理解（Comprehension）、词汇（Vocabulary）和翻译（Translation）练习。其中，阅读理解又分为课文内容提问和课文结构分析，在检查学生对课文理解程度的同时，加强其篇章分析、概括、归纳等综合能力。词汇练习针对课文中的重点词汇和词组设计，要求学生反复操练，重点掌握。翻译练习分为单句翻译与段落翻译，注重活学活用，逐步增强学生的翻译技能。

阅读II是对Reading I的补充和强化，包括课文（Text）和接续活动（Follow-up）。其中，课文部分包括生词（New Words）、习语和词组（Idioms & Expressions）、专有名词（Proper Nouns）、课文注释（Notes）及课文练习（Exercises）。课文练习由阅读理解（Comprehension Checkup）、词汇（Vocabulary）和完形填空（Cloze）或语篇改错（Proofreading）组成。接续活动是在对阅读I和阅读II两篇课文的学习和一系列的语言操练之后设计的灵活多变的交际任务，以期进一步提高学生运用英语进行商务交际的能力。

扩展练习包括商务词汇（Business Vocabulary）、实用阅读（Practical Reading）、翻译技巧（Translation Skills）和写作策略（Writing Strategy）4个模块。其中，商务词汇的内容紧扣单元商务主题，练习形式多样，旨在帮助学生扩大相关主题的商务词汇和表达语，强化、巩固、活化并扩展所学的知识。实用阅读针对一些商务上的数据、图表、案例、商务文书等应用性较强的资料进行阅读训练，以增强学生的商务阅读能力，更好地适应日后所从事的各种商务实践活动。翻译技巧从词义的选择、引申和褒贬等基本的翻译方法和技巧入手，逐步过渡到国际商务英语所涉及的主要业务领域的翻译问题，帮助学生在翻译实践中理论联系实际，提高商务英语翻译的技能和运用英语处理国际商务业务的综合能力。写作策略涉及现代商务领域进行书面沟通所经常撰写的不同类型的商务应用文的写作，力求使学生熟悉各类商务文本的体例、规范要求和写作技巧，

全面提高运用英语书面语言进行有效的商务沟通的能力。

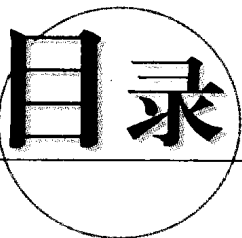
《新编商务英语综合教程》的编写博采众长，力求新颖。本教程宜采用融合中外多种教学法之长处的折中主义教学法。建议每8课时处理一个单元，教师可根据各校具体情况灵活增删。

本教程为第2册的教师用书，共10个单元，每单元的主要内容包括单元教学目标、背景知识、语言点讲解及课后练习答案。

《新编商务英语综合教程》由复旦大学翟象俊教授和美国专家Peter Shen博士共同审阅。本教程由华东师范大学主持编写，联合复旦大学、同济大学、上海大学、上海对外贸易学院及华东理工大学的部分英语教师通力合作编写而成。在编写过程中，国内外外语教学专家的教学理论和方法给予了我们很多的启示，院领导对我们的工作也给予了多方面的支持和关心。清华大学出版社和北京交通大学出版社的领导和编辑在出版过程中仔细编审，精心设计，在此一并致以衷心的感谢。

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4月



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Unit

1

Advertisement

- **Reading I The Money in the Message**
- **Reading II Advertising on the Web**



I. Teaching Objectives

| | |
|------------------------------|---|
| Cognitive Information | Advertisement |
| Language Focus | <ul style="list-style-type: none"> ➤ Reading I <ul style="list-style-type: none"> • Key Words: commerce, impressive, rational, decision-making, time-consuming, campaign, enticing, asymmetric, detect, ingredient, verify, irreplaceable, sophisticated, signal, considering, lifespan, distinction, confound • Idioms & Expressions: excel at, cajole ... into, lay/place/put emphasis on, in advance, as/so long as, on the whole, agree on/upon, as opposed to, at stake, for now ➤ Reading II <ul style="list-style-type: none"> • Key Words: proliferate, overt, service-oriented, bothersome, literally, pushy, considerably, decent, linger, abhorrent, spam, pertinent, unobtrusive, inoffensive, regarding, constrain • Idioms & Expressions: of use, one way or another, in tune with, stick out, participate in |
| Business Vocabulary | Expressions of Advertisement |
| Practical Reading | Classified Advertisements |
| Translation Skills | Comparative Structures |
| Writing Strategy | Layout and Envelope of Business Letters |

II. Background Information

1. An Overview of Advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service by creating and reinforcing brand image and brand loyalty. Advertisements are often placed anywhere an audience can easily or frequently access visual, audio and printed information. Advertising spending has increased dramatically in recent years, which will contribute a lot to the economic growth of a country. Advertising is a process, not a medium in its own right, although it uses different media forms to communicate. Advertising, in its simplest form, is the way in which the vendor or manufacturer of a product communicates with consumers via a medium, or many different media. It has become a prominent feature of modern economic life.

The key reasons for advertising include: increasing the sales of the product or service, creating and maintaining a brand identity or brand image, communicating a change in the existing product line, introducing a new product or service, increasing the buzz value of the brand or the company, etc.

2. Types of Advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web pop-ups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes (“logojets”), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an “identified” sponsor pays to deliver their message through a medium is advertising.

3. The Advantages of Internet Advertising

The Internet has not only brought the global community close but introduced a new medium of advertising that is quite unlike any other. Internet advertising is different from conventional advertising and has its own unique advantages.

Internet advertising is targeted — As a company is looking for advertising opportunities to a specific market, Internet advertising offers some targeting methods which ensure that those who see your ads are the ones most likely to buy. Forget the costly machine-gun strategy of newspaper advertisements. Internet advertising is targeted!

Internet advertising enables good conversion tracking — It’s impossible to get a good idea of how many people see advertising through traditional means. Tracking the reach of newspaper and television advertisements is difficult. However, Internet advertising allows the advertiser to track the number of impressions an ad gets (how many people see it), and how many visits their business website gets from particular ads, making it easy to see what kind of conversion rates Internet advertisements are getting.

Internet advertising has a lower entry-level fees — If you have a limited budget, Internet advertising can be much more in reach than traditional methods. A small yellow-page ad can cost several hundred dollars. However, you can bid for advertisements on Google and Overture on a performance basis. That means you only get charged when visitors click on the advertisement, and bidding starts at a nickel or a dime.

Internet advertising can be much cheaper — Because of the targeted nature of Internet advertising and the ability to track the effectiveness of ads, conversion rates from Internet advertising is typically much better than traditional media.

Internet advertising has greater range — One more benefit is that, since the Internet spans the globe, pockets of your target market scattered around the world can all be targeted at once, rather than trying to find different publications, radio stations and television stations that cater to a particular geographical area.

Internet advertising can convey the message effectively and efficiently — The technology that is available to Internet advertising allows the creative team to present their message in versatile and flexible ways.

4. Common Advertising Strategies

Ideal Kids

The kids in commercials are often a little older and a little more perfect than the target audience of the ad. They are, in other words, role models for what the advertiser wants children in the target audience to think they want to be like. A commercial that is targeting eight-year-olds, for instance, will show 11- or 12-year-old models playing with an eight-year-old's toy.

Heart Strings

Commercials often create an emotional ambience that draws you into the advertisement and makes you feel good. For example, the McDonald's commercials feature father and daughter eating out together. We are more attracted by products that make us feel good.

Amazing Toys

Many toy commercials show their toys in a lifelike fashion, doing incredible things. Airplanes do loop-the-loops and cars do wheelies, dolls cry and spring-loaded missiles hit gorillas dead in the chest. This would be fine if the toys really did these things.

Lifelike Settings

Barbie struts her stuff on the beach with waves crashing in the background, space aliens fly through dark outer space and all-terrain vehicles leap over rivers and trenches. The rocks, dirt, sand and water don't come with the toys, however.

Sounds Good

Music and other sound effects add to the excitement of commercials. Sound can make toys seem more lifelike or less lifelike, as in a music video. Either way, they help set the mood advertisers want.

Cute Celebrities

Teenage Mutant Ninja Turtles (忍者神龟) sell pizza. Spuds McKenzie sells beer. "Joe Cool" camel sells cigarettes. All of these are ways of helping children identify with products either now or for the future.

Selective Editing

Selective editing is used in all commercials, but especially in commercials for athletic toys like Frisbees or footballs. Commercials show only brilliant catches and perfect throws. Unfortunately, that's not the way most children experience these toys.

Family Fun

"This is something the whole family can do together!" or "This is something Mom will be glad

to buy for you.” Many commercials show parents enjoying their children’s fun as if the toy will bring more family togetherness.

Excitement

Watch the expressions on children’s faces — ever a dull moment, never boring. “This toy is the most fun since fried bananas!” they seem to say. Or one bit of snack food and you’re surfing in California or soaring on your skateboard.

Star Power

Sports heroes, movie stars, and teenage heart throbs tell children what to eat and what to wear. Children listen, not realizing that the star is paid handsomely for the endorsement.

III. Language Focus



The Money in the Message

1. The Money in the Message

The title can be understood as “the money spent in advertising” or “the money that can be made from advertising”, referring to people’s study of and experiments with advertising or the potential profits that can be gained by means of advertising. 广告中的金钱

2. excel at — to be exceptionally good at sth.

Examples:

- The one who excels at communication will excel at such areas related to communication as teamwork, managing people, building products and services, and interacting with customers.
- They are trying to recruit someone who excels at negotiation.

3. commerce — *n.* the buying and selling of goods, trade (esp. between countries)

Examples:

- With electronic commerce growing exponentially, staying competitive through an effective e-business strategy is a tough challenge.
- Industrial expansion and international commerce have a similar impact on the Third World.

[Inflexion]

commercial —

(1) *a.*

① of or for commerce; of business practices and activities generally

Examples:

- His practice reflected sound commercial sense.
- We consider profit and commercial growth as our top priorities.

② making or intended to make a profit

Examples:

- Computers are used increasingly for commercial purposes.
- The movie was a huge commercial success, and earned eight Academy Award nominations.

(2) *n.* advertisement on TV or radio

Examples:

- In general a radio commercial is going to have a much better chance of achieving its desired effect if it is created from scratch.
 - Investing in a TV commercial is much more cost-effective than one might think.
4. **If you watch the Winter Olympics in Nagano, you will see that same impressive blend of sports, creativity and the profit motive at work.**

If you watch the Winter Olympics in Nagano, you will find operating the same remarkable mixture of sports, creativity and the motivation for making profit. 如果你观察长野冬奥会, 你会发现体育运动、创造性和谋利动机这三个方面同样融为一体, 在共同发挥作用, 令人印象深刻。

impressive — *a.* making a strong or vivid impression; striking or remarkable

Examples:

- An impressive résumé can make an impact on a potential employer and help a job seeker land a job interview with the company of his or her choice.
- At the beginning of the conference, he mentioned the impressive economic performance of some developing countries like Indonesia.

[Inflection]

impress — *vt.* to have a favorable effect on sb.; fix sth. in sb.'s mind

Examples:

- The flexible packaging material has already impressed several key customers.
- We were greatly impressed by the career development opportunities of the company.

impression — *n.* deep lasting effect on the mind of sb.; idea, feeling or opinion

Examples:

- Our manager's appearance gives an immediate impression of determination and courage.
 - He was under the impression that the renewal of his contract was a formality.
5. **For, while the world's best skiers and skaters compete heroically for medals, its best-known colas and copiers will compete ferociously for market share.**

The world's best skiers and skaters strive courageously and daringly for Olympic medals and at the same time the world's most famous cola companies and copier companies will battle fiercely for market share through Winter Olympics advertisements. 在世界顶级滑雪运动员和滑冰运动员奋勇争夺奥运奖牌的同时, 世界上最著名的可乐饮料生产商和复印机制造商在激烈地争夺市场份额。

[Additional Note]

Market share here refers to the share of the total sales of all brands or products competing in the same market that is captured by one particular brand or product, usually expressed as a percentage.

6. To economists — the official sponsors of rational decision-making — the motives and methods of advertisers raise doubts about a fundamental claim: that people are good at making decisions for themselves.

To economists, who advocate officially rational ways of making purchasing decisions, advertisers' motivations and methods bring up doubts about a basic claim: that people are good at making decisions for themselves. 经济学家是理性决策的权威倡导者, 在他们看来, 广告商的动机和做法在质疑一个基本观点, 即人们是善于自己做决策的。

rational — *a.* having or exercising the ability to reason

Examples:

- Rational economic and financial analysis will be vital in presenting proposals.
- Rational buying motives usually appeal to the consumer's reason or better judgment.

decision-making — *n.* the process or action of making a decision

Examples:

- All members in the marketing team participate in the decision-making process.
- It is self-evident that better managerial decision-making and problem-solving can greatly improve an organization's profits and goals.

7. In the economist's view of the world there is little need for firms to spend so much money cajoling consumers into buying their wares.

In the economist's view of the world firms actually have no need to spend so much money enticing consumers into buying their goods. 以经济学家的眼光看世界, 公司几乎没有必要花费如此巨资去引诱消费者购买其商品。

cajole ... into — to persuade (sb.) often by clever means, away from (doing sth.)

Examples:

- Software companies usually cajole their customers into buying more licenses than they need.
- We should recognize that advertisements are there to cajole us into having the latest gadget or whatever else.

8. time-consuming — *a.* taking up much time

Examples:

- Organizing a conference or corporate event can be a time-consuming and frustrating exercise for any company.
- Organization-wide data analysis may be rather costly and time-consuming.

9. So advertising a product's features, its price, or even its existence can provide genuine value.

So it can provide people with real value to advertise a product's features, its price, or even just to tell people that there is such a product. 所以, 对产品的特性、价格, 甚至其本身的存在进行

广告宣传就可能为人们提供它的真正价值。

10. But many ads seem to convey no such “hard” information.

However, many advertisements don't seem to convey some reliable and definite information for consumers, such as a product's features, its price, or even its existence. 但是许多广告似乎没有传递这种可靠确切的信息。

11. lay/place/put emphasis on — to attach importance to

Examples:

- The delegates at the conference placed an overriding emphasis on hanging on to the foreign investment.
- The Union lays a firm emphasis on the importance of employees' social and recreational life.

12. campaign — *n.* series of planned activities with a particular social, commercial or political aim

Examples:

- If you can get your message and timing right, you will be able to maximize the impact of your advertising campaign.
- They launched a campaign to raise money for the renewable energy project.

13. Economists need to explain, therefore, why a rational consumer would be persuaded by an ad which offers nothing but an enticing image or a good laugh.

Therefore, there is a need for economists to explain why a consumer who has the ability to reason would be cajoled into buying something by an ad which only offers an eye-catching image or a hearty laugh. 因此, 经济学家需要解释, 为什么理性的消费者会相信一则广告, 而这则广告不过提供了产品的诱人图像或令人开怀大笑而已。

enticing — *a.* attractive; drawing one's attention

Examples:

- Even the most savvy job seeker can experience a temporary lapse in judgment when faced with an enticing job offer.
- According to the survey, consumers agree that the most enticing part of the product is its packaging.

14. The existence of such advertising thus stands out like a giant billboard, proclaiming to economists that something is amiss.

The existence of such advertising thus catches the attention of people like a huge billboard, which shows to economists that something must be wrong. 于是, 这类广告的存在就像一个巨大的广告牌一样引人注目, 它向经济学家表明某些问题的存在。

15. Most economists would reply that advertising is a way to deal with “asymmetric information”: the fact that sellers often know more about their product than buyers.

Most economists would reply that advertising a product is a way to handle “asymmetric information”, which refers to the fact that sellers often know more about their product than buyers. 大多数经济学家会回答说, 为产品做广告是一种处理“非对称信息”的方法; “非对称信息”指卖家对其产品的了解通常要比买家多得多。

asymmetric — *a.* having no balance or symmetry

Examples:

- Such an asymmetrical distribution of transport systems has been shown in its website.
- They found a red asymmetrical shape and a green symmetrical one on the package.

16. detect — *vt.* to find out; notice or discover

Examples:

- Employers should know how to detect common signs that might indicate an employee is committing fraud.
- Such data are valuable for detecting and monitoring changes in corporate structure.

[Inflexion]

detection — *n.* the act of detecting; discovery

Examples:

- This medical device company is committed to developing innovative systems for the early detection of cancer.
- All staff are concerned with the prevention and detection of fraud, but the prime responsibility for designing, operating and reviewing control systems rests with the managers involved.

17. ingredient — *n.* an element in a mixture or compound; a constituent

Examples:

- Running a successful business requires a delicate mix of many different ingredients.
- It was thought that these were the essential ingredients of economic stability in the country.

18. verify — *vt.* to determine or test the truth or accuracy of, as by comparison, investigation, or reference

Examples:

- Due to high fraud activities from the Internet, we need to verify our new online business partner from the legitimate source.
- The profit has been verified by the bank's internal audit department.

19. irreplaceable — *a.* impossible to replace

Examples:

- Certain employees are secure in their jobs because they are irreplaceable.
- The price used to play an irreplaceable position in the country's futures market.

20. in advance — beforehand; ahead in time

Examples:

- Negotiating can be difficult, but sharpening your skills in advance will put you on top.
- Visits to the storage space must be arranged in advance.

21. as/so long as — if; on condition that; provided

Examples:

- Customers are probably OK with your automated solution so long as they can complete their task.
- As long as sales are greater than returns, the company will make a profit.