

- 高等院校商务专业系列教材
- 21世纪商务人士必备工具书
- 内容涵盖当今国际商务最新观点、最新动态
- 帮助您迎接新世纪国际商务业态的新挑战

现代实用商务英语丛书
Modern Practical Business English

丛书主编\张立玉 主审\罗建生

商务英语选读

Business English Selected Reading

编著 罗虹 陆志兴

全国优秀出版社
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自中国加入 WTO 以来,国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提供了新的挑战。如何充分利用现有教育资源,培养大批社会急需的复合型外经贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,因此,综合目前的形势,为满足广大教师、学生、从业人员的需要,我们有责任为其提供一套全方位的、综合性强的现代商务英语丛书。张立玉院长主编的《现代实用商务英语丛书》在此做了成功的尝试。

本套丛书分为八分册:《商务跨文化交际》、《商务英语英汉口译》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。本套丛书的内容涵盖了当今国际商务最新观点、最新动态。它可以满足读者所需要了解的在全球背景下商务活动的最新进展状况,并提供和帮助读者做好准备迎接新世纪国际商务业态的新挑战。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者花了近两年的时间做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰,理论性和实用性强,通俗易懂、层次分明,其读

者对象虽定位于高等学校商贸英语专业的学生,但对于外贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

A handwritten signature in black ink, consisting of stylized Chinese characters.

2003 年 12 月 16 日

随着中国加入 WTO 及经济全球化进程的加快,国际交流日益频繁和普遍,国际之间的各种商务活动日益增多,从事商务领域活动,包括财贸、金融、经济、法律、外交等部门的专业人员和从业人员亦越来越多。然而,关于如何准确处理商务信息,进行商务谈判,从事各种商务活动的实用书籍不多。为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《现代实用商务英语丛书》。

本套丛书分为八分册,依次为:《商务跨文化交际》、《国际市场营销技术》、《国际贸易结算》、《国际商务英语初级口语》、《商务英语选读》、《商务英语英汉口译》、《国际贸易进出口实务》、《商务合同写作及翻译》。

《商务跨文化交际》力求在叙述、讨论和任务布置时融入情感因素,强调其在商务跨文化交流中的作用,旨在使读者意识到情感因素的重要性并能将其下意识运用于今后的实际工作中。

《国际市场营销技术》涵盖了营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组合等各基本层面的知识和方法。

《国际贸易结算》重点介绍了有关国际贸易结算方面的基本理论、基本知识和基本技能,以及相关的国际贸易惯例和游戏规则。

《国际商务英语初级口语》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖、简明扼要、易学易懂。

《商务英语选读》选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等。不仅具有知识性、实用性,而且内容丰富,练习精当,趣味性强,具有强烈的时代气息。

《商务英语英汉口译》强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务口译工作的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《国际贸易进出口实务》重点介绍了进出口贸易的整个流程,读者可以了解

一笔交易从发生到发展再结束的整个过程。

《商务合同写作及翻译》介绍了我国当前常用的几大类涉外商务合同写作的理论要点和范例,并列举了法律规范以及翻译技巧和常用术语表达。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。

编撰本套丛书是一种新尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者和同仁予以批评指正。

张立玉

2003年12月于武昌珞珈山

前 言

《商务英语选读》是“现代实用商务英语丛书”之一。随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,而关于如何准确处理商务信息,进行商务谈判,从事各种商务活动的实用书不多。为了满足当前社会经济发展的需要,也为了满足大专院校师生及从业人员的需要,本书从实用的角度向读者介绍了经济贸易领域方面的知识,帮助读者了解商务英语独特的语言现象和文体风格,熟悉商务实践的技能、策略以及相关的现实商务活动。

本书中的语言材料均选自当代英语报刊杂志以及某些商务专著,其内容新颖,题材涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性;本书中商务方面的阅读材料内容丰富,语言地道,趣味性强,具有强烈的时代气息;本书还从构词、句法、中心大意、阅读技巧等方面介绍了如何提高英语阅读理解的系列方法。

《商务英语选读》共分为八章,每一章可分为三个部分。每章围绕一个主题,精心安排与主题密切相关的课文,阅读材料和练习。书中练习均附参考答案,并在书后提供了词汇表,以利于读者查阅。

本书可供普通高等学校、高等职业学校以及高等专科学校经贸专业、英语专业一、二年级学生使用,亦可用作非商务英语专业学生的阅读课本及其有同等英语水平其他人员的学习参考用书。

当然,限于我们的学识,本书可能还有不尽如人意之处,甚至存在各种差错。在此,我们恳请专家、学者、教师和学生及广大读者提出宝贵意见。

在本书付梓之际,我们谨向武汉大学出版社表示感谢,在出版社领导以及谢群英编辑的关心和支持下,这本书才得以顺利完成。

编者

2003年11月25日

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Chapter 1 **Cross Culture of Business**

Section I

Text A

Aspects of Culture (I)

A thorough cross-cultural analysis involves understanding of and appreciation of the values, customs, symbols, and language of other societies.

Values A society's values represent personally or socially preferable modes of conduct or states of existence that are enduring. Understanding and working with these aspects of a society are important factors in successful global marketing. For example:

A door-to-door salesman would find selling in Italy impossible, because it is improper for a man to call on a woman if she is home alone. Similarly, a popular Procter & Gamble commercial for Camay soap in Western Europe flopped when it aired in Japan. The ad, which showed a husband interrupting his wife's bath, was thought to be in poor taste since it is considered improper for a Japanese man to intrude on his wife.



McDonald's does not sell hamburgers in its restaurants in India, because the cow is considered sacred by almost 85 percent of the population.

Germans have not been overly receptive to the use of credit cards such as Visa or MasterCard and installment debt to purchase goods and services. Indeed, the German word for debt, *schuld*, is the same as the German word for guilt.

In the Arab world and Latin American countries, business-to-business negotiations are a social event where bargaining is a part of any transaction. Efforts to adhere to a strict agenda and impersonalize the negotiation could be viewed as an insult.

These examples illustrate how cultural values can influence behavior in different societies. Cultural values become apparent in the personal values of individuals that affect their attitudes and beliefs, and the importance assigned to specific behaviors and attributes of goods and services. These personal values affect consumption-specific values, such as the use of installment debt by Germans, and product-specific values, such as the importance assigned to credit card interest rates.

Customs Customs are the norms and expectations about the way people do things in a specific country. Clearly, customs can vary significantly from country to country. Did you know that mothers in Tanzania don't serve their children eggs? They believe that eggs cause both baldness and impotence. General Mills designed a cake mix especially for preparation in the rice cookers used by Japanese customers. It failed because of a lack of understanding of Japanese consumers and customs: Japanese take pride in the purity of their rice, which they thought would be contaminated if the cooker were used to prepare another food. The 3M Company's Scotch-Brite floor-cleaning product got lukewarm sales in the Philippines. When a Filipino employee explained that consumers there often clean floors by pushing coconut shells around with their feet, 3M changed the shape of the pad to a foot and sales soared! Some other customs unusual to Americans include:

In France, men wear more than twice the number of cosmetics that women do.

Japanese women give Japanese men chocolates on Valentine's Day.

Businesspeople in Middle Eastern and Latin American countries prefer to negotiate within inches of their colleagues; Americans who find this difficult can offend their potential associates and ruin a possible agreement.

Customs also relate to nonverbal behavior of individuals in different cultural settings. For instance, in many European countries it is considered impolite not to have both hands on the table in business meetings. The story is also told of U. S. executives negotiating a

purchase agreement with their Japanese counterparts. The chief American negotiator made a proposal that was met with silence by the Japanese head negotiator. The American assumed the offer was not acceptable and raised the offer, which again was met with silence. A third offer was made and an agreement was struck. Unknown to the American, the silence of the Japanese head negotiator meant that the offer was being considered, not rejected. The Japanese negotiator obtained several concessions from the American because of a misreading of silence! Unlike American businesspeople, who tend to express opinions early in meetings and negotiations, Japanese executives prefer to wait and listen and the higher their position, such as chief negotiator, the more they listen.

Companies with worldwide operations are sensitive to how customs can make the difference between success and failure in global markets. For example, Colgate-Palmolive, General Electric, and Honda of America represent firms that place high priority on cross-cultural training relating to customs.

(to be continued)



Words and Expressions

- | | |
|------------------|---------------------------------|
| 1. value | <i>n.</i> 价值 |
| 2. mode | <i>n.</i> 方式,做法 |
| 3. conduct | <i>n.</i> 举止,品行 |
| 4. receptive | <i>adj.</i> 愿意接受的,可以接受的 |
| 5. integral | <i>adj.</i> 构成整体所必需的,不可缺少的 |
| 6. impersonalise | <i>vt.</i> 使失去人格性;使不具人格 |
| 7. assign | <i>vt.</i> 分配,指派 |
| 8. baldness | <i>n.</i> 秃发 |
| 9. impotence | <i>n.</i> 软弱无能,性无能 |
| 10. cooker | <i>n.</i> 炊具 |
| 11. contaminate | <i>vt.</i> 污染,玷污 |
| 12. Philippines | <i>n.</i> 菲律宾共和国 |
| 13. Filipino | <i>n. & adj.</i> 菲律宾人;菲律宾人的 |
| 14. pad | <i>n.</i> 垫板,垫子 |
| 15. negotiate | <i>vi.</i> 洽谈,协商 |

16. counterpart *n.* (在职位, 作用上) 对等的对手
 17. concession *n.* 让步
 18. intrude on 把...强加于
 19. adhere to 遵守



Notes to the Text

- | | |
|----------------------|----------------------|
| 1. Visa | “威世”信用卡(美国的一种购物信用卡) |
| 2. MasterCard | “万事达”信用卡(美国的一种购物信用卡) |
| 3. 3M Company | 美国电脑磁盘生产厂家 |
| 4. Valentine's Day | 圣瓦伦丁节(二月十四日情人节) |
| 5. Colgate-Palmolive | 高露洁公司 |
| 6. General Electric | 美国通用电器公司 |
| 7. Honda | 日本本田公司 |



Exercises

I. Comprehension of the Text. Choose the right answer.

1. Understanding the values of other societies is important in global marketing because _____.
- A. values represent consumers' attitudes and beliefs
 B. values affect consumers' attitudes and beliefs
 C. values vary from culture to culture
 D. values may affect consumption behavior of the customers
2. What do we learn about customs?
- A. Customs are the norms and expectations about the way people do things in a specific society.
 B. Customs are the personally preferable ways of conduct.
 C. Customs are the socially preferable ways of conduct.

- D. Social customs affect people's attitudes and beliefs.
3. Why haven't the Germans been very enthusiastic about using credit cards?
- A. Because they are not used to this form of payment.
B. Because they probably think it is wrong to run into debt.
C. Because the Germans are rather old-fashioned.
D. Because it takes time for a new form of payment to be received by people.
4. Which of the following will be regarded as improper in the Arab world and Latin American countries?
- A. A matter-of-fact negotiation.
B. A friendly business negotiation.
C. A flexible negotiation.
D. A face-to-face negotiation.
5. What do we learn about the cake mix?
- A. It becomes popular in Japan.
B. It met its Waterloo in Japan.
C. It failed to be as good as it promised.
D. It should be cooked together with rice.
6. How did the 3M Company's floor-cleaning product succeed in entering the Filipino market?
- A. The company changed its policy.
B. The company changed its way of promotion.
C. The company changed the shape of the product.
D. The company changed the material of the product.
7. What do Frenchmen like more than any other men in the world?
- A. Food B. Suits C. Perfume D. Wine
8. What is a Japanese woman likely to buy on Valentine's Day?
- A. A card of love B. A bunch of roses
C. A box of chocolates D. A beautiful gift
9. What is the message conveyed in the story of the U.S. executives?
- A. Silence has different meanings in different cultures.
B. It pays for a Japanese to be silent when doing business with an American.
C. Understanding of nonverbal behavior is also important in global transactions.
D. Different cultures have different ways in expressing one's opinions.
10. What do we learn from the text?

- A. Culture differs from country to country.
- B. Understanding of different cultures is the key to the success of a business.
- C. The existence of different cultures requires flexibility in the marketing strategies adopted.
- D. Consumption behavior is affected by the specific culture the consumers are in.

II . Choose the right meaning of the underlined part according to the context.

1. Similarly, a popular Procter & Gamble commercial for Camay soap in Western Europe flopped when it aired in Japan.
A. dropped B. failed
C. was presented D. was criticized
2. The cow is considered sacred by almost 85 percent of the population in India.
A. uneatable B. undesirable
C. blessed D. well-treated
3. Germans have not been overly receptive to the use of credit cards such as Visa or MasterCard and installment debt to purchase goods and services.
A. extremely B. apparently
C. seemingly D. warmly
4. Customs are the norms and expectations about the way people do things in a specific country.
A. speculations B. ways C. predictions D. standards
5. Clearly customs can vary significantly from country to country.
A. decisively B. considerably
C. obviously D. importantly
6. The 3M Company's Scotch-Brite floor-cleaning product got lukewarm sales in the Philippines.
A. good B. unusual C. unexpected D. unenthusiastic
7. A third offer was made and an agreement was struck.
A. hit B. reached C. understood D. accepted
8. Companies with worldwide operations are sensitive to how customs can make the difference between success and failure in global markets.
A. offices B. branch companies
C. management D. business activities