

BUSINESS ENGLISH

实用 商务英语 阅读教程

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实用商务英语阅读教程

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再版前言

由河南人民出版社于1999年出版的《实用商务英语阅读教程》先后在省内外的八所学校使用,至今已有五年之久,对满足商务英语专业教学的急需发挥了积极作用。

五年来,国际、国内的经济取得了空前的进步,产业结构、市场形势发生了巨大的变化。这些变化对国内高校的商务英语专业建设和教学改革产生了深刻的影响。《阅读教程》中的许多内容已经过时,反映国内外经济形势变化的最新知识需要补充到教材中。据此,我们同河南人民出版社商定对原书进行修订再版。

修订后的《阅读教程》只保留了原书的10篇文章,另外选用了《北京周报》2004年1—4月份的文章12篇,28篇选自2002年至2004年的《英语世界》,对以上两家杂志及其文章的作者表示敬意和感谢。文中内容涉及:经济改革、经济理论、企业管理、国际贸易、金融和保险、证券和投资、市场营销、商业经营与广告等领域。这些最新资料反映了上述各经济领域的最新变化和发展动态。最突出的特点是文章的作者以“科学的发展观”和“可持续发展”的思想为指导,紧密结合经济发展和社会进步中的热点问题,实事求是地表达了各自的观点,认识和意见,对解决我国经济发展中所存在的问题,促进“小康社会”建设具有现实的指导价值。

作为商务英语专业的学生,学习和了解这些相关知识,有助于

开阔视野,拓宽思路,借鉴经验,提高创新能力,为毕业后顺利走上工作岗位奠定较好的基础。

为减轻学生阅读中的困难,修订版在每篇文章后增加了中文提示,扩展了注释的内容。

全书共收录文章 50 篇,分 50 个单元。参加本书修订工作的有开封大学、南阳理工学院、安阳大学、河南大学和河南机电高等专科学校的十位教师。编写任务分工如下:

王祖兴:23、28、34、35、46 单元;耿广利:37、40、41、45、50 单元;尹杨帆:4、7、32、48、49 单元;张二旗:15、17、25、26、33、47 单元;刘伟强:1、2、27、29、30、43 单元;赵颖:6、8、12、38、39、42 单元;樊玉霞:3、5、16、36 单元;买红:18、19、20、24、31 单元;程珊珊:9、21、22、单元;李霞:10、13、14 单元。王祖兴副教授审阅了全部书稿,并逐一做了部分修改。樊玉霞老师审校了部分书稿。

本书的修订工作始终得了河南人民出版社译文处刘玉军处长的关怀和支持,他书稿进行了认真地审校,提出了许多宝贵意见。在此表示诚挚的谢意。开封大学外语学院的王磊、赵志诚二同志承担了书稿的打印和编辑工作。对他们的辛苦表示感谢。

鉴于编者水平所限,加之时间紧迫,书中定有错误和疏漏之处,敬请同行专家和读者提出批评和指正。

本书的教师参考书将另册出版。

《实用商务英语教程》修订组

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Quality and Excellence, the Keys to Good Business in the Future¹

[提示] 本文是一位美国高级副总裁的演讲词,演讲的主题是:完美意识和质量是未来企业成功的秘诀。演讲人认为从公司的领导到公司的员工都必须树立追求完美的意识,这是保证生产优质产品的前提。产品的质量是企业的生命。而产品的质量取决于公司管理人员的素质和全体员工的素质。只有通过公司的领导和全体员工的齐心协力,共同奋斗才能保证质量。正如演讲人在结束语中所说:“成功的路标上只写着‘质量和完美’。”

I know you're supposed to talk about one thing in a speech, not two, but today I'm going to violate the rule and go ahead and talk about two topics, and then see if I can bring them together somehow.

The two things I want to talk about are first, what I think is expected of companies that hope to compete in the world nowadays, and second, that I think is expected of the people who work for them.

American business has entered a process of change that is continuous and permanent. A process that forever alters way things are. Monumental change. Vital change.

Countries all over the world are developing their economies and entering the main stream of global competition. There are plenty of opportunities that American business can seize, abroad and at home,

but we have to get there “fastest with the mostest”, as the wise general said during the Civil War—or somebody else will. And we can do that, if we keep in mind one crucial ingredient above all: quality.

I know those of you who have been preparing for careers in manufacturing have become familiar with concepts like just - in - time², simultaneous engineering,³ integrated manufacturing⁴ ... and also the mandates⁵ that drive them—efficiency, speed, cost containment and quality.

Let me suggest that you also equip yourselves with a global mind - set, a global consciousness.

Today the opportunities to operate anywhere in the world are open. Some people think modern economies can just close the gates; but the movement of capital and ideas knows no borders. Isolationism is out of the question. There's no alternative to thinking globally.

Even if you're not in a company that competes overseas, you're effected. There is no such thing as isolationism anymore, not for nations, not for companies and not even for individuals. The company with a competitive advantage will go anywhere there's an opportunity to make profitable use of that advantage. So if you're playing at a world - class level, watch out: somebody, somewhere in the world, may be watching for an opening.

Time, change and competitive advantage and survival in a global environment of continuous and unanticipated change. That is the marching song for the employees of 21st century. And if we wait till then to recognize the tune, we won't make it past the 1900s.

Let's wrap up⁶ all the requirements of industry now and in the years ahead, and all the operating styles and procedures, and put just one label on all of it, in one world: QUALITY.

Quality should be throughout the customer's experience with whatever it is that our company does. Of course, "companies" don't do anything—people do. Everybody in the organization contributes in some way to the total experience of the customer—the "entire value chain", as Michael Porter of Harvard University puts it. Companies that are rich in people who contribute valuably and consistently gain the competitive advantage.

But that doesn't just happen. It takes leadership. So what will be expected of leaders?

Leadership today is about empowering employees to direct themselves and operate as teams. . . empowering them with a clear, consistent understanding of organization goals and the means by which we intend to achieve them. . . empowering them with recognition immediately, and sincerely, as one human being to another.

If we lead like that, we attend to what might be called the First Commandment⁷ for business leaders today—and that is, to make ourselves accountable for the continuous renewal of the organization. Richard Teerlink is Chief Executive Officer (CEO) of Harley—Davidson, which is one of the great success stories of the century. Harley creased its market share⁸ from 23% to 64%. No bad. And you don't have to wade through⁹ acres of executive memos to find out how they did it, either. Mr. Teerlink makes it very simple. He says: Leaders have three responsibilities:

One, make sure that you define the reality. Two, be a servant. Three, say "thank you". Because a leader's only real success comes through the efforts of others.

We are leaders only if we can look through the eyes of our followers, and ask ourselves the questions that our followers would

ask, and answer them straight and clear.

One of our recruiters says he focuses on five considerations; first, of course, whether the applicant has a broadbased education with sound technical training in the areas where we have or anticipate openings, but second through fifth, in no particular order, are good oral and written communications, team working skills, the applicant's ethical base, and sensitivity to social and environmental issues.

The University of Southern California study found that the mathematics - oriented people¹⁰ have personality and decision - making traits that work well in corporations with rigid hierarchies¹¹, but not so well in organizations operating with loosely managed teams. They analyzed the personality tests of 1,200 business students at the University of Southern California and found that the quantitatively oriented¹² ones were generally intolerant of uncertainty, uncomfortable with complex data, and even unanalytical.

The study found that the high - verbal people, on the other hand, thrive on¹³ complexity and uncertainty. They're more analytic, nonjudgmental¹⁴, more open - minded, and better at integrative thinking¹⁵—at putting together The Big Picture.¹⁶

People who thrive on excellence stand out. They pursue their goals with a will, with energy. They contribute more than talent and time—they care. They don't wait for someone else to do what needs to be done. They seek no easy way out. They know that excellence is hard and you have to pursue it purely and relentlessly. they persevere. They have a sense of priority and purpose. They appreciate the dignity of others. They enjoy the journey.

I've been talking about quality and excellence separately. But really, aren't they the same thing? Quality doesn't just happen it's the

result of excellence consistently delivered by people who know what they're doing and care consistently about doing it better. People who have prepared themselves to do it, and then do it.

If change is the only constant, it is certain that a changing world is constantly offering new opportunities to those who are prepared, imaginative and diligent.

But the path is not clearly marked—the signposts say only “quality” and “excellence”. The map offers no other directions. But maybe this much is enough. . . for those who are prepared, imaginative and diligent.

At the Nintendo Company which makes computer games, a game designer asked his boss, “What should I make?” “Something great,” the boss answered. “Something great.” Let's all do something great.

Notes:

1. 本文是一位美国高级副总裁的讲话,其中有精彩的企业经营之道,它受到美国各地许多人的欢迎,并作为一篇演讲范文在教学中使用。
2. just - in - time: 及时生产
3. simultaneous engineering: 同步工程
4. integrated manufacturing: 集成制造
5. mandate: 指令; 命令
6. Let's wrap up ... (美国口语) 总结, 概括
7. the first Commandment: 第一诫律 (源于基督教十诫)。The Commandments 此处转意为“第一要素, 第一信条”
8. market share: 市场占有率
9. wade through: 艰难地通过, 费力地做完
10. mathematics - oriented (people): 数学方面较好
11. rigid hierarchies: 等级森严, 分类严格

12. quantitatively oriented; 定量思维较好
13. thrive on; 在……上茁壮成长
14. nonjudgmental; 不偏激的, 客观的
15. integrative thinking (= at putting together) 综合思维
16. the big picture; 原意为形成整体画面, 此处作拥有全局观念

Exercise :

I . Questions for discussion

1. What is the topic of this speech?
2. What kind of companies can be expected to gain the competitive advantage?
3. In the speaker's view, what is expected of the company's leaders?
4. What is expected of the employees of the company?
5. What do you think of the relation between "Quality & Excellence"?

II . Put the following into Chinese :

1. the main stream of global competition
2. one crucial ingredient
3. just - in - time
4. integrated manufacturing
5. cost containment
6. a global mind - set

III . Put the following into English :

1. 同步工程
2. 全球意识
3. 观念的传播
4. 资本的流动
5. 整体价值链
6. 企业的不断更新

The Sharp Edge of Focused Reforms

[提示]在当代中国,提高生产过程的技术水平是经济改革的重中之重。世界经济论坛(WEF)和瑞士国际管理与发展研究所建立了一套评估一个国家在全球经济结构中的竞争能力的理论框架。一个国家的经济发展取决于三个因素,即:宏观经济环境、政府机构的素质和技术水平。对技术先进的国家来说,最重要的增长因素是技术创新,而对于技术落后的国家来说,一方面需要技术创新,另一方面要通过技术转让借鉴和采纳经济发达国家的先进技术。对于中国大陆来说,保持宏观经济环境的稳定和提高政府机构的工作效率将成为今后二十年中国经济发展战略的首要任务。

In today's China, improving the production process sophistication remains the single most important corporate priority.

The most prominent contribution of the competitiveness rankings by the World Economic Forum(WEF) and Swiss International Institute of Management Development(IMD)¹, in brief, is the establishment of a theoretical framework to assess each single economy's status in the global economic structure. With this as a guide, people can attain a more rational recognition of the superiorities and inferiorities of different countries/regions in global competition, along with the causes, institutional environment, and historical and cultural elements

behind their differences.

Though they are unavoidably rough, estimates of an individual economy's competitiveness, whether they are based on the ranking of WEF or IMD, can reflect its general development level by and large. On this basis, a practical development strategy can be created and solutions for major challenges can be devised. In this sense, both rankings are highly significant to help each country/region surveyed become aware of current and imminent problems.

Three Pillars²

In comparison, the *Global Competitiveness Report*³ compiled by WEF places particular stress on the vital importance of competitiveness in the formulation of a development strategy.

The report's co-compilers, Jeffery Sachs and John McArthur, have built their Growth Competitiveness Index (GCI)⁴ on three central ideas.

The first one is that the process of economic growth can be the Macro economic environment, the quality of public institutions, and technology. These three mechanisms are what Sachs and McArthur called the "three pillars" on which the process of economic growth rests.

The second idea underlying the GCI is that, although technological advance is generally seen as the most critical factor in driving sustained high growth for all countries and regions, these advances may have different sources for different countries. In particular, for economies that are already close to the technological frontier, the only way to improve technology is to innovate. For countries that are far away from the frontier, on the other hand,