



国家“十二五”职业规划教材
经全国职业教育教材审定委员会审定

新商务英语教程

A NEW
ENGLISH COURSE
For
BUSINESS STUDIES

新商务英语综合教程

Integrated Skills

总主编 杨亚军 王君华 戴明元
主 编 王小梅



清华大学出版社



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A New English Course for Business Studies

—Integrated Skills 2

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内 容 简 介

“新商务英语教程”系列教材采用话题、语言技能和任务紧密结合的编写原则，全套教材以话题为核心，语言技能为主线，精心设计的任务型活动贯穿每个教学单元。本教材为《新商务英语综合教程2》，分为8个单元，每单元由 Learning Objectives, Lead-in, Readings, Grammar 和 Fun Time 5个模块构成，以多种形式对英语阅读、翻译、写作和口语等基本技能进行综合性训练，并根据高职高专大一新生的实际水平对基础语法知识进行复习巩固。

本教材可供高职高专院校商务英语专业和应用英语专业外贸和涉外文秘方向的学生在一年级下学期使用。

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《新商务英语综合教程2》是“新商务英语教程”系列教材的主干教材之一，可供高职高专商务英语专业和应用英语专业学生一年级下学期使用，其体例结构基本与《新商务英语综合教程1》相同，全书共8个单元，每单元基本安排如下：

Learning Objectives 此部分列出包括本单元主题层面、词汇层面和语言技能层面的学习目标。

Section A: Lead-in 此部分包括两个活动，第一个活动承接上一单元，让学生通过这一活动复习上一单元内容；第二个活动启下，让学生了解本单元的主题和内容。活动形式包括 individual work、pair work 和 team work 3种。

Section B: Readings 此部分包含两篇阅读课文。Text A: 包括阅读预习问题 (Pre-reading Questions)、课文 (Text)、生词和词组 (New Words and Expressions)、注释 (Notes) 和课文练习 (Exercises)。阅读预习问题主要通过与课文内容相关的问题激发学生阅读课文的兴趣，将本单元主题的知识和学生已有的知识进行贯通，为阅读课文做好知识和心理的准备。课文长度为650~700字，生词比例控制在5%左右。生词和词组采用中英文双解，便于学生用英语理解词义。为了便于学生理解，注释主要采用中文讲解，内容包括语言难点和文化背景知识点。练习部分主要设有阅读理解题 (Reading Comprehension)，形式为问答题和多项选择题；词汇练习 (Vocabulary)，形式为词义配对、选词填空；以及汉译英翻译 (C-E Translation) 等基础语言技能练习。Text B: 课文围绕本单元的主题选材，是A课文的补充和加强，包括课文 (Text)、生词和词组 (New Words and Expressions)、注释 (Notes) 和课文练习 (Exercises)。B课文的生词和词组没有单独列表，而是采用分栏的形式放在课文正文的旁边，便于学生的阅读，有利于学生的自主学习。课文练习包括阅读理解练习 (Reading Comprehension)、词汇 (Vocabulary)，题型为完形填空 (Cloze) 以及英译汉练习 (E-C Translation) 等。完形填空题文本的题材紧密结合本单元主题，旨在使学生对主题有更多的了解，同时加强语言能力的训练，提高学生的篇章理解能力和对语言的运用能力。同时，本册仍然保留了《新商务英语综合教程1》的构词法练习，通过练习帮助学生复习、巩固学过的构词方法，增强词汇运用能力。

Section C: Grammar 此部分包括讲解和练习两个部分，练习没有采用多项选择题，而主要采用改写、完成句子、翻译等练习形式，旨在培养和提高学生的语言输出能力。本册语法部分从基本句型出发，主要介绍了句子的基本结构、时态、语态、语气、非谓语动词等语法知识，主要针对高职高专英语专业学生语法基础普遍偏弱而特别设计，旨在进一步系统地夯实学生的语言基础。

Section D: Fun Time 本册的此部分在第1册的幽默笑话、故事等形式基础上又增加了一些

新的形式，如 Crossword Puzzle, Brain Twister 等，融时代性、知识性、趣味性于一体，做到寓教于乐。

本教材配有课文录音光盘、教师用书和电子课件供任课教师使用。

本教材的编写和出版得到了清华大学出版社和相关高职高专院校的大力支持。在编写过程中参阅了大量国内外英语教材及文献。北京联合大学英籍专家 Colin James Osland 对全书进行了文字审定。我们在此一并表示谢忱。为了使本教材进一步完善，编者希望使用本书的教师和学生提出宝贵意见，服务邮箱：wkservice@tup.tsinghua.edu.cn。

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Human Resources

Learning Objectives

In this unit, you will

- get to know what a career in Human Resources (HR) involves;
- learn about the documents with which you start your HR career;
- grasp the vocabulary related to human resources in this unit;
- review types of sentences.

Section A / Lead-in

I. Please make a list of the etiquettes necessary for business travel.



II. Do you want to be an HR professional? Why or why not?



Section B / Readings

Pre-reading Questions

1. Why was "Human Resources" called "Personnel" in the past?
2. What does HR usually involve?
3. What is important when disagreements arise between employees?



人力资源部是一个企业或公司的核心部门之一。本文介绍了人力资源部的工作内容，即如何运用行之有效的方法和模式，对员工进行合理的培训、组织和调配，同时对员工之间的关系、心理和行为进行正确的诱导、控制和协调，使人尽其才，事得其人，人事相宜，最大程度地优化人员配置。

Text A

What Is a Career in Human Resources All About?

“Human Resources” used to be called “Personnel” because it dealt with persons and managed the hiring and firing. Changing the name offers a realistic **insight** into what the work **entailed** in a modern business **encompasses** because it suggests the resources held within people.¹ It involves not only working with people but their skills and ability to be **cooperative** with colleagues and something of their personality. This is a responsible career, which can aid or **hinder** the company if the work is not well done.

This work involves finding candidates to fill vacancies in an organization, interviewing them, checking references and ensuring that they fit in and are comfortable in their working environment when they are employed. The **morale** of a **workforce** can be an important element to its success.

As a Human Resources professional you need to be able to assess the person you are interviewing for a job as well as what their **potential** for the company might be. **Eliciting unexpected** skills which will be of benefit means asking the right questions during interviews.²

Keeping an eye out for professionals working for other companies who might be of use to the business is useful, so networking is worthwhile. Head hunting is a specialist activity but can change the **dynamics** positively for the organization when the right person is found.

A Human Resource employee needs to be able to keep relevant records because they are involved in **administering** employee benefits. As a result, not only the basic information about an employee needs to be kept but also how they fit into the organizational system. When individuals feel they are not being given their worth their morale drops and they become less engaged and eager to work well.³

There will inevitably be some **disputes** between employees. Crises happen everywhere. Being able to sort these out without **panicking** is **vital**. The personality **clashes** that occur between managers and employees and between colleagues require an understanding of people. The issue may merely be a **misinterpretation** of how someone said something or an employee feeling **bullied**. Most people misunderstand someone else at some time and a brief discussion of feelings and what was actually said with a neutral person can **calm** things **down**. Being able to listen to **grumbles** and sorting out whether they are **reasonable**, or just someone who is complaining, and taking the appropriate action are part of the job. **Tact** and insight are necessary elements to the job.

There are times when a business **lags**. Morale drops and **output** is below normal. Here the human resource professional can offer advice to management on how to **boost** morale and change the working environment. As a result, human resource professionals have to be competent managers. They must know how to offer incentives and ideas to turn a poor situation into a positive one — in other words, how to use the people resources **available to** the best advantage.

A degree is not necessarily the entry requirement but a valuable **asset**. Degrees in Business **Administration, Psychology** and **Behavioral** Sciences are appropriate for Human Resource roles. A degree in Social and Behavioral Sciences is also useful. These days one can even get a degree in human resources by attending college online.

While many small firms cannot afford to hire a Human Resource professional full time, there are occasions when a business **flounders**. Here an experienced Human Resource professional can evaluate the issue and consider ways which may lead to a **resolution**. This can **generate a profitable consultancy** fee. Such a position cannot be a **side line** because working for a large organization is a full time job, but after a number of years of experience being a consultant might be an option.⁴

The **profession** of Human Resources can never be boring because the dynamics of working with people is always changing and there will always be challenges. (641 words)

New Words and Expressions

- | | | |
|-----------------------------------|-------------|---|
| insight /'ɪnsaɪt/ | <i>n.</i> | a sudden clear understanding of something or part of something, especially a complicated situation or idea 洞察力; 深刻的了解 |
| entail /ɪn'teɪl/ | <i>v.</i> | to involve something as a necessary part or result 使(某事物)必要; 需要 |
| encompass /ɪn'kʌmpəs/ | <i>v.</i> | to include a wide range of ideas, subjects etc 包含或包括某事物 |
| cooperative /kəu'ɒpərətɪv/ | <i>adj.</i> | willing to cooperate 合作的 |
| hinder /'hɪndə/ | <i>v.</i> | to make it difficult for something to develop or succeed 阻碍、妨碍某人(某事物)的进展; 阻挠或耽搁某人(某事物) |
| morale /mə'reɪl/ | <i>n.</i> | the level of confidence and positive feelings that people have, especially people who work together, who belong to the same team etc 士气; 精神状态 |
| workforce /'wɜ:kfɔ:s/ | <i>n.</i> | all the people who work in a particular industry or company, or are available to work in a particular country or area 人力; 劳动力; 劳工 |
| potential /pə'tenʃəl/ | <i>n.</i> | if people or things have potential, they have a natural ability or quality that could develop to make them very good (人的)潜力, 潜能; (事物的)潜在的可能性 |
| | <i>adj.</i> | likely to develop into a particular type of person or thing in the future; likely to come into existence 潜在的, 可能的; 可能出现或存在的 |

elicit /r'li:st/	<i>v.</i>	to succeed in getting information or a reaction from someone, especially when this is difficult 从某人处诱出, 探出 (事实、反应等)
unexpected /,ʌnik'spektɪd/	<i>adj.</i>	used to describe something that is surprising because you were not expecting it 未料到的; 意外的; 突如其来的
dynamics /daɪ'næmɪks/	<i>n.</i>	the way in which things or people behave, react, and affect each other 动态; 产生变化、行动或影响的力量
administer /əd'mɪnɪstə/	<i>v.</i>	to manage the work or money of a company or organization 管理 (业务等); 治理
dispute /dɪ'spju:t/	<i>n.</i>	a serious argument or disagreement 争论; 辩论 (区别于 quarrel 争吵)
panic /'pænik/	<i>n.</i>	a sudden strong feeling of fear or nervousness that makes you unable to think clearly or behave sensibly 恐慌; 惊惶
vital /'vartl/	<i>adj.</i>	extremely important and necessary for something to succeed or exist (对某事物的存在、成功或运作) 极重要的, 必不可少的
clash /klæʃ/	<i>n.</i>	an argument between two people or groups because they have very different beliefs or opinions 重大的分歧; 冲突
misinterpretation /mɪsɪntə:'pri:teɪʃən/	<i>n.</i>	not understanding the correct meaning of something that someone says or does, or of facts that you are considering, or making a wrong inference of something 误会; 误解; 误读; 曲解
bully /'buli/	<i>v.</i>	to threaten to hurt someone or frighten them, especially someone smaller or weaker 恐吓; 欺负; 伤害 (弱者)
grumble /'grʌmbəl/	<i>n.</i>	complaint 怨言; 牢骚
reasonable /'ri:zənəbəl/	<i>adj.</i>	fair and sensible (指人) 讲理的, 明事理的
tact /tækt/	<i>n.</i>	the ability to be careful about what you say or do, so that you do not upset or embarrass other people 言行得体、不得罪人或能赢得好感的技巧
lag /læg/	<i>v.</i>	to move or develop more slowly than others 走得极慢; 落后
output /'aʊtput/	<i>n.</i>	the amount of goods or work produced by a person, machine, factory etc (机器、工人等的) 产量
boost /bu:st/	<i>v.</i>	to increase or improve something and make it more successful 增强 (某事物的) 力量; 提高 (某事物的) 价值; 鼓励
asset /'æset/	<i>n.</i>	something or someone that is useful because they help you succeed or deal with problems 有价值的或有用的特性或技能
administration /əd,mɪnɪ'streɪʃən/	<i>n.</i>	the activities that are involved in managing the work of a company or organization 管理; 经营; 行政
psychology /saɪ'kɒlədʒi/	<i>n.</i>	the study of the mind and how it influences people's behavior 心理学
behavioral /br'hɛvjərəl/	<i>adj.</i>	relating to behavior 行为的
flounder /'flaʊndə/	<i>v.</i>	to have a lot of problems and to be in danger of failing completely 困难重重; 艰苦挣扎

resolution /ˈrezəˈluːʃən/	<i>n.</i>	a formal decision or statement agreed on by a group of people, especially after a vote 正式决定; 决议
generate /ˈdʒenəreɪt/	<i>v.</i>	to produce or cause something 使(某物)存在或发生; 产生
profitable /ˈprɒfɪtəbəl/	<i>adj.</i>	producing a profit or a useful result 可获利润或好处的; 有利可图的; 有益的
consultancy /kənˈsʌltənsi/	<i>n.</i>	advice that a company is paid to provide 咨询
profession /prəˈfeʃən/	<i>n.</i>	a job that needs a high level of education and training 职业(尤指须受高深教育及专业训练者, 如建筑师、律师或医师之职业)
keep an eye out for		留心、注意某人或某事物
calm down		(使某人)平静, 镇静, 安静
available to		可用于; 可被……利用或得到的
a side line (sideline)		副业; 兼职

Proper Names

Human Resources	(公司等机构的)人力资源部(缩略形式为HR)
Business Administration	工商管理
Psychology	心理学
Behavioral Science	行为科学
Social Science	社会科学

Notes

1. *Changing the name offers a realistic insight into what the work entailed in a modern business encompasses because it suggests the resources held within people.* 改变名称反映了人们对于该工作在现代商务中所包含内容的很现实的洞察——人力资源意味着人本身所蕴藏的资源。

这是一个复合句。主句为 *changing the name offers a realistic insight...*; 在主句中含有一个介词 *into* 所带的宾语从句 *what the work entailed in a modern business encompasses*。...because it suggests the resources held within people 为原因状语从句。在这两个从句中, *entailed in a modern business* 和 *held within people* 分别为过去分词短语作定语修饰其前面的名词 *word* 和 *resources*。

2. *Eliciting unexpected skills which will be of benefit means asking the right questions during interviews.* 从候选人身上挖掘到出乎意料和技能, 会对公司大有裨益。想要挖掘出这样的技能, 意味着在面试时要提出对路的问题。

这是一个复合句。主句为 *eliciting unexpected skills means asking the right questions during interviews*; 定语从句 *which will be of benefit* 修饰 *unexpected skills*。

3. *When individuals feel they are not being given their worth their morale drops and they become less engaged and eager to work well.* 当员工感到自身的价值得不到应有的体现时, 他们的士气下降, 工作就不会那么专注, 也不那么渴望好好工作。

在这个复合句中, 主句为 *their morale drops and they become less engaged and eager to*

work well; 时间状语从句 when individuals feel they are not being given their worth 中还包含一个从句 they are not being given their worth, 作状语从句的谓语动词 feel 的宾语。

4. *Such a position cannot be a side line because working for a large organization is a full time job, but after a number of years of experience being a consultant might be an option.* 由于在大机构的工作是全天候的, 这样一个职位不可能是兼职。但是如果多年之后具备了工作经验, 做小公司的顾问倒不失为一个选择。

从大框架来看, 这是一个含有复合句的并列句, 连词 but 连接了两个意义上呈转折关系的并列句, 分别为 *such a position cannot be a side line because working for a large organization is a full time job* 和 *after a number of years of experience being a consultant might be an option.* 要特别注意, 并列句的第一个分句中还包括一个原因状语从句 *because working for a large organization is a full time job.*

Exercises

Reading Comprehension

I. Answer the following questions according to the text.

- 1) What is the effect of changing the name from “Personnel” to “Human Resources”?
- 2) Why is HR a responsible career?
- 3) What is the significance of head hunting?
- 4) What is the purpose of keeping relevant records?
- 5) What can HR do to cope with business lags?
- 6) How is a degree viewed in the HR world?

II. Choose the best answer to each of the following questions according to the text.

- 1) “Human Resources” used to be called “Personnel” because _____.
 - A. it managed the relationship between human beings and natural resources
 - B. it managed the hiring of persons
 - C. it managed the firing of persons
 - D. it managed the hiring and firing of persons
- 2) What can be an important element to the success of a workforce?
 - A. Its leadership.

- B. Its morale.
C. Its welfare.
D. Its project.
- 3) When do employees become less engaged?
A. They feel they are not being given their worth.
B. They feel they are misunderstood by others.
C. They feel they are not respected.
D. They feel they are over-worked.
- 4) What are supposed to be the necessary elements for coping with disputes?
A. Patience and sympathy.
B. Patience and tact.
C. Tact and insight.
D. Understanding and insight.
- 5) How is HR profession described in the passage?
A. It is always very boring.
B. It is very boring and tends to be more and more boring.
C. It can occasionally be boring.
D. It can never be boring.



Vocabulary

III. Match the English words in Column A with the English explanations in Column B.

Column A	Column B
_____ 1. Vacancy	A. quarrel; controversy
_____ 2. resolution	B. to include a wide range of ideas, subjects
_____ 3. cooperative	C. a job that is available for someone to start doing
_____ 4. encompass	D. a choice you can make in a particular situation
_____ 5. option	E. a formal decision or statement
_____ 6. dispute	F. willing to cooperate

IV. Fill in the following blanks with the words or phrases given below. Change the forms where necessary.

entail	hinder	elicit	lag
boost	generate	sort out	calm down

- 1) So far we _____ any positive response from our customers.
2) The situation in the quake-hit area must _____ as soon as possible.