



全国高职高专专业英语规划教材

# Economic And Trade English 经贸英语

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赠送  
电子课件



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# 经 贸 英 语

房玉靖 主 编

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## 内 容 简 介

本书是专为高职高专英语教学所编写的一本综合性教材,根据高职教育培养“高素质技能型专门人才”的目标,本着高职教育“实用为主、够用为度”的指导思想,针对高职高专学生的特点,以经贸工作的实际需求为出发点,集阅读、写作和翻译为一体,着重培养学生的实际语言应用能力,全方位地训练学生经贸英语的阅读能力和书面表达能力。

本书编排灵活,实用性强。本书适用于高职高专院校商务英语、国际贸易、国际商务等相关专业的学生,也可供从事翻译、外事、外经贸、旅游等涉外人员及有较好基础的英语自学者使用。

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# 前 言

“经贸英语”是专为高职高专英语教学所编写的一本综合性教材。本书遵循“高职高专教育英语课程教学基本要求”，本着高职教育“实用为主，够用为度”的指导思想，着重培养学生的实际语言应用能力——常见经贸文章的阅读能力及常用经贸文本的翻译和写作能力。

高职高专英语专业的学生最终需要掌握的实用技能包括口头表达能力(听力→口语→口译)和书面表达能力(阅读→写作→翻译)。本书主要针对高职高专学生的特点，以经贸工作的实际需求作为出发点，集阅读、写作和翻译为一体，全方位地训练学生经贸英语的阅读能力和书面表达能力。

针对高职高专教学目标，本教材有以下特点。

## 1. 编排独特，难度适当

每个单元的 **Bilingual Reading** 旨在介绍相关的背景知识并激发学生的学习兴趣。考虑到直接阅读专业英语文章对高职高专学生来说有一定难度，但用中文介绍背景知识又对学生学习英语帮助不大，所以本教材采用了双语阅读的形式，这种教学方法已在编者实际教学中进行了实践并收到了良好效果。

教材中的翻译课前练习采用了“改写翻译”的间接翻译形式，也是出于对高职高专学生直接翻译有困难的考虑。练习原文大部分出自本院商务英语专业的学生作业(编者略加改动)，其中的翻译错误或不当之处均是学生使用英语过程中会遇到的常见问题。教师在授课时可针对原文与参考译文的差别，循序渐进地引导学生摆脱中式英语，掌握地道的英文表达方法。

## 2. 题材新颖，实用性强

**Text A** 主要是介绍经贸知识和经贸业务，**Text B** 大部分内容来自 2008 年下半年及 2009 年初最新发表的外文期刊、网站最新资料和最新的国际国内新闻，学有余力的学生可以作为补充阅读，目的是让学生了解时事并把握国际经济和跨国贸易方面的动态，学习最新的专业术语、专有名称和相关背景知识。同时，针对培养高素质技能型人才的要求，本教材配有大量的实训练习，目的是通过大量的读写译实践来全面提高学生的语言应用技能。

## 3. 编排灵活，方便教学

本书分为十六个单元，学校可根据具体的课时安排，分一个学期或两个学期进行教学。每个单元均涉及经贸领域的某一主题，在使用本教材时，教师可根据实际情况按单元



顺序逐课讲解，也可以在一段时间内集中进行阅读教学，在另一段时间内着重进行单项实务(翻译或写作)方面的训练，从而将三项重要技能有机地结合起来，最终使学生的英语阅读及书面表达能力获得质的提高。

本书适用于高职高专院校商务英语、国际贸易、国际商务等相关专业的学生，也可供从事翻译、外事、外经贸、旅游等涉外人员以及有较好基础的英语自学者使用。

本书由房玉靖担任主编，刘玉玲担任副主编，具体编写工作由刘海燕、马国志、房玉靖、刘玉玲共同承担编写。

编 者



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## Unit 1

# China's Economy

### Overview

- *Warm-up: Bilingual Reading — Report on the Work of the Government (2009)*
- *Text A: China's Development Roadmap*
- *Text B: Beefing Up BPO*
- *Business English Translation — Basics of Translation for International Business*
- *Extended Knowledge: Business English Writing — Memorandum*



### Warm-up: Bilingual Reading

#### *Report on the Work of the Government (2009) (Excerpted)* *政府工作报告(2009)(节选)*

Wen Jiabao, Premier of the State Council    国务院总理温家宝

We have set the following major targets for this year's national economic and social development: GDP will grow by about 8%; the economic structure will further improve; urban employment will increase by more than nine million persons; the urban registered unemployment rate will be held under 4.6%, urban and rural incomes will grow steadily; the rise in the CPI will be around 4%; and the balance of payments will continue to improve. It needs to be stressed that



in projecting the GDP growth target at about 8%, we have taken into consideration both our need and ability to sustain development. In China, a developing country with a population of 1.3 billion, maintaining a certain growth rate for the economy is essential for expanding employment for both urban and rural residents, increasing people's incomes and ensuring social stability. As long as we adopt the right policies and appropriate measures and implement them effectively, we will be able to achieve this target.

...

今年国民经济和社会发展的主要预期目标是：国内生产总值增长 8%左右，经济结构进一步优化；城镇新增就业 900 万人以上，城镇登记失业率 4.6%以内；城乡居民收入稳定增长；居民消费价格总水平涨幅 4%左右；国际收支状况继续改善。这里要着重说明，提出 8%左右的国内生产总值增长目标，综合考虑了发展的需要和可能。在我们这样一个 13 亿人口的发展中国家，要扩大城乡就业，增加居民收入，维护社会稳定，就必须保持一定的经济增长速度。只要政策对头，措施得当，落实有力，就有可能实现这一目标。

.....

### III. Major Tasks for 2009

This year, our government work will give high priority to dealing with the global financial crisis and promoting steady and rapid economic development. We will take a coordinated approach, stress key areas, and fully implement a package plan to ensure steady and rapid economic development. We will dramatically increase government investment by launching a four trillion yuan two-year investment plan, for which the central government has pledged 1.18 trillion yuan, and implement a structural tax reduction in order to stimulate domestic demand. We will also implement a massive plan to adjust and reinvigorate industries to raise the overall competitiveness of the economy; vigorously promote independent innovation and provide scientific and technological support to increase the sustaining power of development; and significantly increase social security benefits, expand urban and rural employment and promote development of social programs. To implement this package plan, we will concentrate our efforts on the following seven areas.

1. Improving and strengthening macro control and maintaining steady and rapid economic development.
2. Actively boosting domestic demand, especially consumer demand, and strengthening the role of domestic demand in driving economic growth.
3. Consolidating and strengthening the position of agriculture as the foundation of the economy, and promoting steady development of agriculture and continuous increase in rural incomes.
4. Accelerating transformation of the pattern of development and energetically promoting strategic economic restructuring.
5. Continuing to deepen reform and opening up, and further improving systems and



mechanisms conducive to developing in a scientific manner.

6. Energetically developing social programs and vigorously ensuring and improving the well-being of the people.

7. Intensifying government self-improvement and making the government better able to manage overall economic and social development.

—Delivered at the Second Session of the Eleventh National People's Congress on March 5, 2009

### 三、2009 年主要任务

今年的政府工作，要以应对国际金融危机、促进经济平稳较快发展为主线，统筹兼顾，突出重点，全面实施促进经济平稳较快发展的一揽子计划。大规模增加政府投资，实施总额 4 万亿元的两年投资计划，其中中央政府拟新增 1.18 万亿元，实行结构性减税，扩大国内需求；大范围实施调整振兴产业规划，提高国民经济整体竞争力；大力推进自主创新，加强科技支撑，增强发展后劲；大幅度提高社会保障水平，扩大城乡就业，促进社会事业发展。以实施一揽子计划为重点，今年要着力抓好以下七方面工作。

(一)加强和改善宏观调控，保持经济平稳较快发展。

(二)积极扩大国内需求特别是消费需求，增强内需对经济增长的拉动作用。

(三)巩固和加强农业基础地位，促进农业稳定发展和农民持续增收。

(四)加快转变发展方式，大力推进经济结构战略性调整。

(五)继续深化改革开放，进一步完善有利于科学发展的体制机制。

(六)大力发展社会事业，着力保障和改善民生。

(七)推进政府自身建设，提高驾驭经济社会发展全局的能力。

——2009 年 3 月 5 日，第十一届全国人民代表大会第二次会议  
(节选自《北京周报》)



## Text A: China's Development Roadmap

China is about to adopt its 11th five-year plan, setting the stage for the continuation of probably the most remarkable economic transformation in history, while improving the well-being of almost a quarter of the world's population. Never before has the world seen such sustained growth; never before has there been so much poverty reduction.

Part of the key to China's long-run success has been its almost unique combination of pragmatism and vision. While much of the rest of the developing world, following the Washington Consensus, has been directed at a quixotic quest for higher GDP, China has once again made clear that it seeks sustainable and more equitable increases in real living standards.





China realizes that it has entered a phase of economic growth that is imposing enormous and unsustainable demands on the environment. Unless there is a change in course, living standards will eventually be compromised. That is why the new five-year plan places great emphasis on the environment.

Even many of the more backward parts of China have been growing at a pace that would be marvel, were it not for the fact that other parts of the country are growing even more rapidly. While this has reduced poverty, inequality has been increasing, with growing disparities between cities and rural areas, and between coastal regions and the interior.

This year's World Bank World Development Report explains why inequality, not just poverty, should be concern, and China's 11th five-year plan attacks the problem head-on. The government has for several years talked about a more harmonious society, and the plan describes ambitious programs for achieving this.

China recognizes, too, that what separates less developed from more developed countries is not only a gap in resources, but also a gap in knowledge. So it has laid out bold plans not only to reduce that gap, but to create a basis for independent innovation.

China's role in the world and the world's economy has changed, and the plan reflects this, too. Its future growth will have to be based more on domestic demand than on exports, which will require increases in consumption. Indeed, China has a rare problem: excessive savings. People save partly because of weakness in government social-insurance programs; strengthening social security (pensions) and public health and education will simultaneously reduce social inequalities, increase citizens' sense of well-being, and promote current consumption.

If successful—and, so far, China has almost always surpassed even its own high expectations—these adjustments may impose enormous strains on a global economic system that is already unbalanced by America's huge fiscal and trade imbalances. If China saves less—and if, as officials have announced, it pursues a more diversified policy of investing its reserves—who will finance America's more than \$2 billion a day trade deficit? This is a topic for another day, but that day may not be far off.

With such a clear vision of the future, the challenge will be implementation. China is a large country, and it could not have succeeded as it has without widespread decentralization. But decentralization raise problems of its own.

Greenhouse gases, for example, are global problems. While America says that it cannot afford to do anything about it, China's senior officials have acted more responsibly. Within a month of the adoption of the plan, new environmental taxes on cars, gasoline, and wood products were imposed: China was using market-based mechanisms to address its and the world's environmental problems. But the pressures on local government officials to deliver economic growth and jobs will be enormous. They will be sorely tempted to argue that if America cannot afford to produce in a way that preserves our planet, how can we? To translate its visions into



action, the Chinese government will need strong policies, such as the environmental taxes already imposed.

As China has moved toward a market economy, it has developed some of the problems that have plagued the developed countries: special interests that clothe self-serving arguments behind a thin veil of market ideology.

Some will argue for trickle-down economics: don't worry about the poor, eventually everybody will benefit from growth. And some will oppose competition policy and strong corporate governance laws: let Darwinian survival work its wonders. Growth arguments will be advanced to counter strong social and environmental policies: higher gasoline taxes, for example, will kill our nascent auto industry.

Such allegedly pro-growth policies would not only fail to deliver growth, they would threaten the entire vision of China's future. There is only one way to prevent this: open discussion of economic policies in order to expose fallacies and provide scope for creative solutions to the many challenges facing China today. George W. Bush has shown the dangers of excessive secrecy and confining decision-making to a narrow circle of sycophants. Most people outside China do not fully appreciate the extent to which its leaders, by contrast, have engaged in extensive deliberations and broad consultations (even with foreigners) as they strive to solve the enormous problems they face.

Market economies are not self-regulating. They cannot simply be left on autopilot, especially if one wants to ensure that their benefits are shared widely. But managing a market economy is no easy task. It is a balancing act that must constantly respond to economic changes. China's 11th five-year plan provides a roadmap for that response. The world watches in awe, and hope, as the lives of 1.3 billion people continue to be transformed.

(908 words)

## Vocabulary

well-being		幸福; 舒适; 安宁
pragmatism	<i>n.</i>	实用主义; 实际的、可行的方法
consensus	<i>n.</i>	共识, 立场; 一致同意
quixotic	<i>adj.</i>	不切实际的, 空想的; 堂吉诃德(Don Quixote)式的
equitable	<i>adj.</i>	公平的; 公正的, 平衡的
compromise	<i>v. n.</i>	危及, 危害; 妥协, 折中
marvel	<i>n.</i>	奇异的事; 奇迹
disparity	<i>n.</i>	不平等; 差异; 不一致
harmonious	<i>adj.</i>	和谐的; 协调的
simultaneously	<i>adv.</i>	同时地
diversified	<i>adj.</i>	多样化的; 多变化的, 各种的



implementation	<i>n.</i>	执行; 履行; 落实
decentralization	<i>n.</i>	分散; 地方分权, 分权化
plague	<i>vt.</i>	折磨, (使)苦恼, 肆虐
veil	<i>n.</i>	面纱, 面罩; 帐, 幕; 掩饰物
ideology	<i>n.</i>	思维方式; 意识形态
governance	<i>n.</i>	管理; 监管; 统治
nascent	<i>adj.</i>	初生的; 初期的; 新生的; 萌芽的
allegedly	<i>adv.</i>	依其申述; 被说成, 声称
fallacy	<i>n.</i>	谬误, 谬论
sycophant	<i>n.</i>	趋炎附势之人, 拍马屁的人, 谄媚者, 奉承者
deliberation	<i>n.</i>	商议, 考虑; 深思熟虑; 审议, 商讨, 评议
self-regulating	<i>adj.</i>	自动调节的, 能自行调节的
autopilot	<i>n.</i>	自动驾驶仪
pension	<i>n.</i>	养老金, 退休金
reserve	<i>n.</i>	储备; 外汇储备(foreign exchange reserve); 准备金

### Useful Expression

set the stage for	为……做准备; 促成
were it not for	若非
GDP(gross domestic product)	国内生产总值
excessive savings	过度储蓄
social-insurance programs	社会保险计划
social security	社会保障, 社会保险
fiscal and trade imbalance	财政和贸易不平衡
market economy	市场经济
trickle-down economics	涓流经济学
corporate governance laws	企业监管法律

### Notes

1. the 11th Five-Year Plan “十一五”规划, 中华人民共和国国民经济和社会发展的第十一个五年(2006—2010)规划纲要。
2. the Washington Consensus 《华盛顿共识》, 系统地提出指导拉美经济改革的各项主张, 包括三大内容——财政紧缩、私有化、自由市场和自由贸易。这种政策建议在 20 世纪 80 年代末首先在拉丁美洲推广开来。推行《华盛顿共识》的结果是拉美国家发生一连串的经济和金融危机, 经济增长率下降, 贫富差距急剧扩大。
3. GDP gross domestic product 国内生产总值, 在扣除国家从国外取得的净收益后





剩下的部分，是居民从国内完成的生產中所取得的总收益的暈度。

4. World Bank: International Bank for Reconstruction and Development 世界銀行，国际復興开发銀行，它是隶属于联合国的一个机构，为成员国提供为发展生产和增加国际贸易所需的长期贷款。
5. social insurance: any system of state insurance for workers 社会保險，向工人提供的国家保障体系。
6. social security: any government scheme for paying allowances such as sickness, maternity and unemployment benefits and retirement pensions 社会保障，政府对像疾病、生育，以及失业救济金和退休养老金提供津贴的机制。
7. economic system: 经济制度，经济体系，指一个国家组织经济活动的特定方式。
8. trade deficit: when the total value of imports is greater than the total value of exports 贸易赤字，贸易逆差，进口总值大于出口总值时即发生贸易逆差。

## Follow-up Practice

### I. Reading Comprehension.

1. What is the key to China's long-run success in terms of economic development?
2. Why is it that China's government has attached great importance to establishing a more harmonious society?
3. In what ways is the government able to promote the current consumption?
4. Do you have confidence in trickle-down economics and its function?
5. What can you learn about market economy from the passage?

II. Fill in the blanks with the words or expressions given below. Change the forms where necessary.

set the stage for	well-being	confine to	pension	fallacy
impose on	marvel	so far	consensus	respond to

1. He \_\_\_\_\_ my suggest with a laugh.
2. The unjust peace treaty will merely \_\_\_\_\_ another war.
3. She went to the post office to draw her \_\_\_\_\_.
4. The new government would not dare to \_\_\_\_\_ taxes \_\_\_\_\_ such necessities as bread or milk.
5. This is a lonely road. We have not met another person \_\_\_\_\_.
6. Please \_\_\_\_\_ your remarks \_\_\_\_\_ the subject under discussion.
7. The government is responsible for the care and \_\_\_\_\_ of the disabled.
8. How they train those lions is a \_\_\_\_\_ to me.
9. Finally the two parties reached a \_\_\_\_\_ on the issue.



10. It is a popular \_\_\_\_\_ that success always brings happiness.

### III. Cloze.

When companies emerge from their home countries and become “global”, they often leave behind their native culture and \_\_\_\_\_ 1 \_\_\_\_\_ international business values. Most of these values come from the United States. And \_\_\_\_\_ 2 \_\_\_\_\_ the most global of companies are often \_\_\_\_\_ 3 \_\_\_\_\_ influenced by Western cultural values. This \_\_\_\_\_ 4 \_\_\_\_\_ a number of issues for companies recruiting in China, and for the local people who apply \_\_\_\_\_ 5 \_\_\_\_\_ work for them. For many Chinese people, employment in a Western company can be \_\_\_\_\_ 6 \_\_\_\_\_ moving to a foreign country during working hours.

One major difference is the attitude towards the individual, and his or her \_\_\_\_\_ 7 \_\_\_\_\_ to others. The Western- \_\_\_\_\_ 8 \_\_\_\_\_ tend to believe that success is \_\_\_\_\_ 9 \_\_\_\_\_ to individuals, whether they work together or \_\_\_\_\_ 10 \_\_\_\_\_. The Western idea of teamwork is about directing and individual's \_\_\_\_\_ 11 \_\_\_\_\_ towards a goal. Going on from this, Western style workplaces are often “achievement oriented” \_\_\_\_\_ 12 \_\_\_\_\_ than “relationship oriented”. They may also value innovation over traditional methods. They \_\_\_\_\_ 13 \_\_\_\_\_ change as more important than stability \_\_\_\_\_ 14 \_\_\_\_\_ even prefer conflict to compromise.

If these philosophical differences are badly managed, they can lead to conflict \_\_\_\_\_ 15 \_\_\_\_\_ an organization. Human resources professionals in China are \_\_\_\_\_ 16 \_\_\_\_\_ familiar with the situation \_\_\_\_\_ 17 \_\_\_\_\_ the Western manager can not open his or her mouth at offending someone and \_\_\_\_\_ 18 \_\_\_\_\_ complains that nothing \_\_\_\_\_ 19 \_\_\_\_\_ done. Cultural differences can go deeper than relations in the workplace. They may even \_\_\_\_\_ 20 \_\_\_\_\_ a company's long-term strategy.

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|--------------------|-----------------|---------------|---------------|
| 1. A. adjust       | B. accord       | C. adopt      | D. avoid      |
| 2. A. still        | B. even         | C. sometimes  | D. often      |
| 3. A. slightly     | B. publicly     | C. heavily    | D. gradually  |
| 4. A. invents      | B. publishes    | C. takes      | D. creates    |
| 5. A. to           | B. for          | C. with       | D. in         |
| 6. A. as           | B. for          | C. like       | D. about      |
| 7. A. relationship | B. relative     | C. assumption | D. associate  |
| 8. A. orienting    | B. orientations | C. oriented   | D. orients    |
| 9. A. down         | B. up           | C. over       | D. under      |
| 10. A. alone       | B. lone         | C. lonely     | D. loneliness |
| 11. A. ambition    | B. ambulance    | C. amendment  | D. ambitious  |
| 12. A. more        | B. rather       | C. better     | D. less       |
| 13. A. take        | B. look         | C. see        | D. think      |
| 14. A. or          | B. and          | C. but        | D. nor        |
| 15. A. with        | B. in           | C. across     | D. through    |





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|---------------|-------------|-------------|-------------|
| 16. A. only   | B. much     | C. little   | D. all      |
| 17. A. which  | B. at which | C. on which | D. in which |
| 18. A. though | B. although | C. however  | D. yet      |
| 19. A. goes   | B. gets     | C. does     | D. has      |
| 20. A. affect | B. defect   | C. effect   | D. reelect  |



## Text B: Beefing Up BPO

On April 19, Microsoft Chairman Bill Gates visited China for the 10th time, bringing a surprise for Chinese outsourcing service companies with him.

Timothy Chen, Vice President and CEO of Microsoft's Greater China Region, disclosed that the surprise from the world's richest man was a promise to bring Microsoft service orders worth \$100 million to China. Besides these orders, Chen said Microsoft is committed to helping local Chinese companies promote their competitiveness.

With these service orders, many Chinese outsourcing providers will have the chance to get a fresh start, with companies ready to fill orders having the early advantage. Other companies not yet to speed will have the ability to tap into training offered by Microsoft.

In recent years, the Chinese outsourcing industry had developed at a faster rate. In 2006, China's software outsourcing market reached \$1.43 billion, up 55.4 percent from a year earlier, according to a report from CCID Consulting. The report predicted that by 2010, China's software outsourcing market will exceed \$7.03 billion, or 8.4 percent of the world's total.

Despite these developments, China still needs another five to 10 years to catch up with India, the most favored nation for outsourcing. The U.S.-based Diamond Management & Technology Consultants Inc. issued a report in 2006 showing that 80 percent of the world's outsourcing businesses currently flow into India. Thanks to its large population of computer literate English speakers and quality service, India has garnered the largest share of the global outsourcing market.

While China has the strength of a cheap labor force, it lags behind India in terms of service quality and qualified employees. The lack of a highly qualified human resource pool is one of the major obstacles China must surmount if it wants to develop an outsourcing industry to rival its southwestern neighbor.

Outsourcing can be defined as the transfer of an organization's entire non-core, though critical, business process functions to an external vendor that uses IT-based service delivery. By doing so, business process outsourcing (BPO) helps an organization concentrate on its core competencies, improving shareholder value.

Large companies have long begun outsourcing their non-core business to cut costs. For