

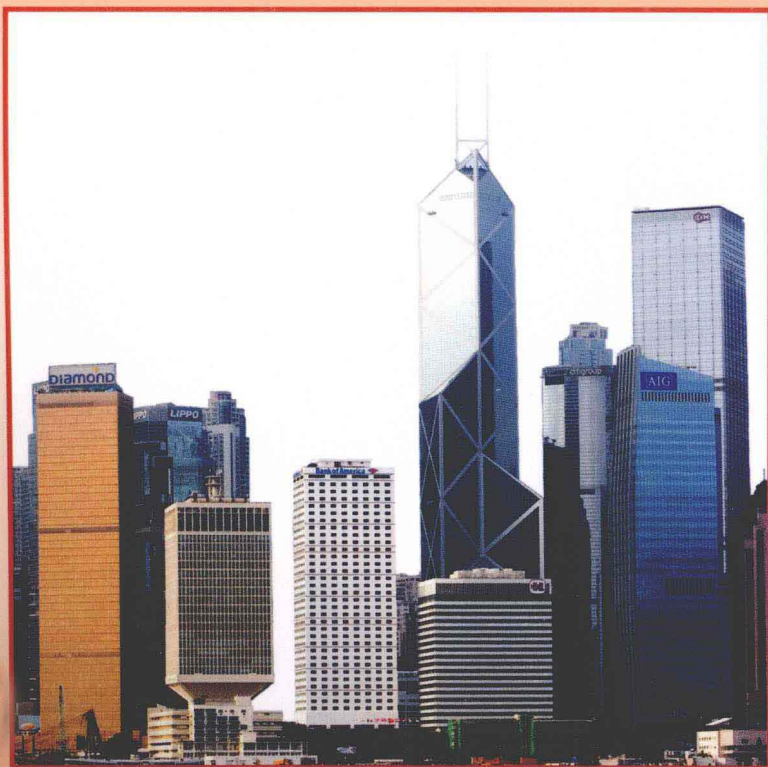
□ 全国高等院校商务英语精品教材

□ 全国商务英语研究会推荐教材

新编商务英语 (第二版)

听力教程 4 教学参考书

Business English (Second Edition)
Successful Listening



总主编 虞苏美 张春柏
主 编 沈爱珍

Teacher's Book



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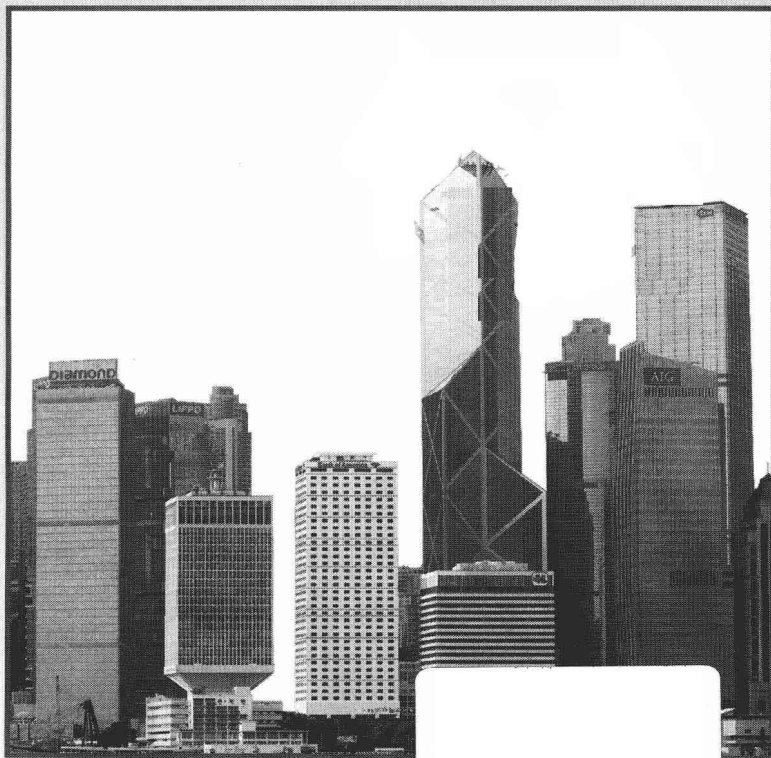
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副主编 胡金媛 奚翠华

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前言

要提高听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识。提高听力绝无捷径可走,最根本的方法就是多听多练,只有多听多练才能变“听不懂”为“听得懂”,变“被动”为“主动”。但如何提高听力训练的效率,较快地提高听力水平,则有科学讲究,有规律遵循。

《新编商务英语(第二版)听力教程》旨在通过由浅入深、由易至难渐进式的、科学的听力技能训练,逐步提高学生“听”的能力。

《新编商务英语听力》在多年的实际教学使用中受到了广泛好评。借这次改版的机会,《新编商务英语(第二版)听力教程》在充分总结多年教学实践经验的基础上对原教材作了进一步完善,使之编排更科学,特点更鲜明,内容更精炼,梯度更合理,形式更生动活泼,以期达到更好的教学效果。

本教材虽然是为商务英语专业的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第一、二册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第三、四册注重提高学生商务英语的实际应用能力。

本书为《新编商务英语(第二版)听力教程》第四册,共15个单元及期中、期末两篇测试题。每单元由4个部分组成:前3个部分的内容涉及求职、合同、合作、信息、金融、企业文化、经营与管理、市场与营销等各类商务活动,其中第一、第二部分拟用于课堂教学,第三部分可用作课外练习,教师和学生可根据教学实际灵活使用。第四部分为幽默故事,旨在活跃教学气氛、增强趣味性的同时,帮助学生增强语感,提高听力。

本书是配套第四册的教学参考书。

编者

2013年2月

于华东师范大学

郑重声明

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反盗版举报电话 (010)58581897 58582371 58581879

反盗版举报传真 (010)82086060

反盗版举报邮箱 dd@hep.com.cn

通信地址 北京市西城区德外大街4号 高等教育出版社法务部

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Part I



Brokers

Fill in the blanks with the information you hear.

A broker is an independent agent-wholesaling middleman that brings buyers and sellers together and provides market information to either party. Most brokers work for sellers, although a small percentage represents buyers.

Brokers have no authority to set prices. They simply negotiate a sale and leave it up to the seller to accept or reject the buyer's offer. They also furnish considerable market information regarding prices, products, and general market conditions.

Brokers are used in selling real estate and securities, but they are most prevalent in the food field. For example, a seafood broker handles the output from a salmon cannery, which operates only about 3 months each year. The cannery employs a broker to find buyers among retail stores, wholesalers, and other outlets. When the entire output has been sold, the agent-principal relationship is discontinued although it may be renewed the next year.

Because of the limited services provided, brokers receive relatively small commissions 5 percent or less. Therefore, brokers need to operate on a low-cost basis.

Food brokers introduce buyers and sellers of food and related general-merchandise items to one another and bring them together to complete a sale. They are well-informed about market conditions, terms of sale, sources of credit, price setting, potential buyers and the art of negotiating. They do not actually provide credit but sometimes store and deliver goods. Brokers also do not take title to goods and usually are not allowed to complete a transaction without formal approval. Like other brokers, food brokers generally represent the seller, who pays their commission.

Food brokers, like manufacturers' agents, operate in specific geographic locations and work for a limited number of food producers within these areas. The sales force calls on chain-store buyers, store managers, and institutional purchasing agents. Brokers work closely with

advertising agencies. The average commission for food brokers is 5% of sales.

● Keys

- A broker is an independent agent-wholesaling middleman.
- His job is to bring buyers and sellers together and provides market information regarding prices, products, and general market conditions to either party.
- Brokers are used in selling real estate and securities, but they are most prevalent in the food field.
- When brokers complete their sale, the agent-principal relationship is discontinued although it may be renewed the next year.
- Brokers receive small commissions 5% or less.
- They are well-informed about market conditions, terms of sale, sources of credit, price setting, potential buyers and the art of negotiating.
- Brokers generally represent the seller, who pays their commission.
- Brokers work closely with advertising agencies.



A Product Manager

Fill in the blanks with the information you hear.

In many companies, a product manager is responsible for planning related to new products as well as to established ones. A large company may have many product managers who report to higher marketing executives.

In many large firms, the product manager's job is quite broad. This executive is charged with planning the complete marketing program for a brand or group of products. Responsibilities may include developing new products along with improving established products. Setting marketing goals, preparing budgets, and developing plans for advertising and field selling activities are some of the product manager's tasks. At the other extreme, some companies limit product managers' activities essentially to the areas of selling and sales promotion.

Probably the biggest problem in the product-manager system is that a company will saddle these executives with great responsibility, yet it may not give them the corresponding authority. They must develop the field selling plan, but they have no authority over the sales force. Product managers do not select advertising agencies, yet they are responsible for developing advertising plans. They have a profit responsibility for their brands, yet they are often denied any control

over product costs, prices, or advertising budgets. Their effectiveness depends largely on their ability to influence other executives to cooperate with their plans.

Most firms that achieve success in product innovation seem to use one of these four organizational structures for new-product development: product-planning committee, new-product department, venture team, or product-manager system.

● Keys

- The product manager's job is quite broad. He is responsible for:
 1. planning related to the complete marketing program for a brand or group of products;
 2. developing new products along with improving established products;
 3. setting marketing goals;
 4. preparing budgets;
 5. developing plans for advertising and field selling activities.
- The biggest problem in the product-manager system is that the executives are given great responsibility, but not corresponding authority.
 1. They must develop the field selling plan, but they have no authority over the sales force.
 2. They do not select advertising agencies, yet they are responsible for developing advertising plans.
 3. They have a profit responsibility for their brands, yet they are often denied any control over product costs, prices, or advertising budgets.
- There are four organizational structures for new product development:
 1. product-planning committee;
 2. new-product department;
 3. venture team;
 4. product-managers system.



Part II



Relationships with Different Kinds of People

Mark the following box before each statement with “T” for true or “F” for false.

Some people believe that you have to be a special kind of person to sell a product. Although it is clear that a successful salesman does need special talents and an open personality, many of the skills he uses are used by us all.

We build and keep relationships with different kinds of people; we listen to and take note of what they tell us and don't just enjoy the sound of our own voices, and we explain things to them or discuss ideas with them.

In the same way any company needs to establish a personal relationship with its major clients and potential customers. It is often said that “people do business with people”: a firm doesn't just deal impersonally with another firm. A person in the buying department regularly receives personal visits from people representing the firm's suppliers. A team of buyers may travel around visiting their suppliers.

Keeping sales people on the road is much more expensive than employing them to work in the office. Much of the sales people's time is spent unproductively travelling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force. Its travel and accommodation expenses may be very high. As a result, servicing overseas customers may often be done by phone, telex or letter, and personal visits may be less often. Many firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country.

● Keys

1 F

2 T

3 T

4 T

5 F



Relationships Between the Employees

Answer the questions according to what you hear.

Most Japanese firms encourage close cooperation and friendship between their employees. They encourage senior and more experienced employees to help and guide their younger co-workers in performing a particular task. A mutual respect soon develops and the senior and the junior employees generally become firm friends. In this way, the younger employees can acquire all the necessary skills and know-how from the experienced colleagues. At the same time the latter can gain job satisfaction and take pride in carrying out the responsibility which they have been given. Aware that their expertise and experience are appreciated by their company and fellow-workers, they are able to identify even more closely with the company.

Whereas a number of European and American companies may ask their employees to write down their suggestions on a piece of paper in order to find out their views and ideas, in Japan the management is more interested in ideas which have not been written down in any formal way. For example, a worker may bring a particular type of screwdriver to work and use it while he or she thinks the supervisor is not looking. The company is aware that the worker does this for a very good reason and notes it. Thus, when the particular employee retires, his or her successor will find a screwdriver nearby to use for a similar purpose. In this way, Japanese firms can change staff without any apparent change in their working methods.

● Keys

1. They are encouraged to have close cooperation and friendship with their colleagues.
2. They can acquire all the necessary skills and know-how from their experienced colleagues.
3. They can gain job satisfaction.
4. They are able to identify even more closely with the company.
5. They may ask their employees to write down their suggestions on a piece of paper.



Part III



Accountant

Fill in the blanks with the information you hear.

Accounting is a system for measuring the result of business activities and communicating those measurements to interested users. The field of accounting is divided into three broad divisions: public, private, and governmental. A certified public accountant, or CPA, as the term is usually abbreviated, must pass a series of examinations, after which he or she receives a certificate. In the United States, the certification examinations are prepared and administered by the American Institute of Certified Public Accountants. The various states or other major governmental jurisdictions set additional qualifications for residence, experience, and so on. The British equivalent of a CPA is called a chartered accountant.

Public accounting consists largely of auditing and tax services. An audit is a review of the financial records of an organization. It is usually performed at a fixed interval of time perhaps quarterly, semiannually, or annually. And as the tax laws have grown increasingly complex, not only corporations but also individuals have had to utilize the services of accountants in preparing their tax forms and calculating their tax liability. Business enterprises, government agencies, and non-profit organizations all employ public accountants either regularly or on a part-time basis.

Many accountants work in government offices or for non-profit organizations. These two areas are often jointed together under the term governmental and institutional accounting. The two areas are similar because of legal restrictions in the way in which they receive and spend funds. Therefore, a legal background is sometimes necessary for this type of accounting practice.

Private accountants, also called executive or administrative accountants, handle the financial records of a business. Like those who work for the government or non-profit organizations, they are salaried rather than paid a fee. Those who work for manufacturing concerns are sometimes