



新基点(New Benchmark)全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

商务英语综合教程

辅导用书(第一、二册)

An Integrated
Course in Business
English Reference Book 1-2

主编 岳中生 胡富茂



对外经济贸易大学出版社

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副主编 宋海涛

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出版说明

“新基点(New Benchmark)全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了“工学结合,项目为中心,案例驱动教学,边讲边练”为核心理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力,采取模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

根据国家教育指导思想,目前我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《国际商务英语模拟实训教程》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推出新的内容。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称、企业第一线工作经历,主持或参与过多项应用技术研究,这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社

2012年1月

前 言

商务英语是在经济全球化的环境下，围绕贸易、投资开展的各类经济、公务和社会活动中所使用的语言，具体包括贸易、管理、金融、营销、旅游、新闻、法律等。顺应经济社会发展和高等教育人才培养的时代需要，教育部自 2007 年设立商务英语本科专业，旨在培养具有扎实的英语基础、宽阔的国际化视野、合理的国际商务知识与技能，掌握经济、管理和法学的等相关学科的基本知识和理论，具有较高的人文素养和跨文化交际与沟通能力，能在国际环境中用英语从事商务、经贸、管理、金融、外事等工作的复合型人才。商务英语专业已成为广受学生欢迎的新型英语专业。

《商务英语综合教程》共四册，每册十个单元，总主编由曹瑞明教授、胡富茂老师担任，负责全书的设计、通稿工作。第一册的单元主题内容包括国际贸易组织、商界巨贾、知名商务公司、贸易与因特网、商务演讲、商贸流程、国际商务礼仪、商务旅行等方面的语言知识和商务基础知识。第二册的单元主题内容包括货币、全球化、管理者、谷歌搜索、世贸组织、服务市场、团队合作、商品质量、创业和电子商业。第三册的单元主题内容包括银行金融、股票交易、国际贸易、进出口实务、人力资源、商业保险和商业交易市场。第四册的单元主题内容包括企业组织形式、委托代理、供给和需求、国际商务中的风险、包装和标签、谈判策略、定价、商务推广、信用卡和企业文化。

第一、二两册内容以文化知识为主，重在训练学生语言基本功；第三、四两册内容侧重商务专业知识，着力培养学生专业语言应用能力。每个单元紧扣社会热点话题，选择相近话题下不同难度的两篇课文，并在课文练习后附有应用文写作，兼顾了语言学习、中外文化差异、商务通识、商务专业知识和技能等，其中语言技能、文化知识、商务知识根据难易程度按照一定的比例进行分配，在培养学生跨文化交际能力和商务能力的同时，也为进一步学习其他商务英语技能课程和商务专业课程奠定了良好的基础。

本套书配有辅导用书和教学 PPT 课件（可登陆 www.uibep.com 下载）供教师教学参考。

由于编者水平有限，缺点与不足之处在所难免，诚请各位读者不吝指正。

《商务英语综合教程》编委会

2012 年 1 月

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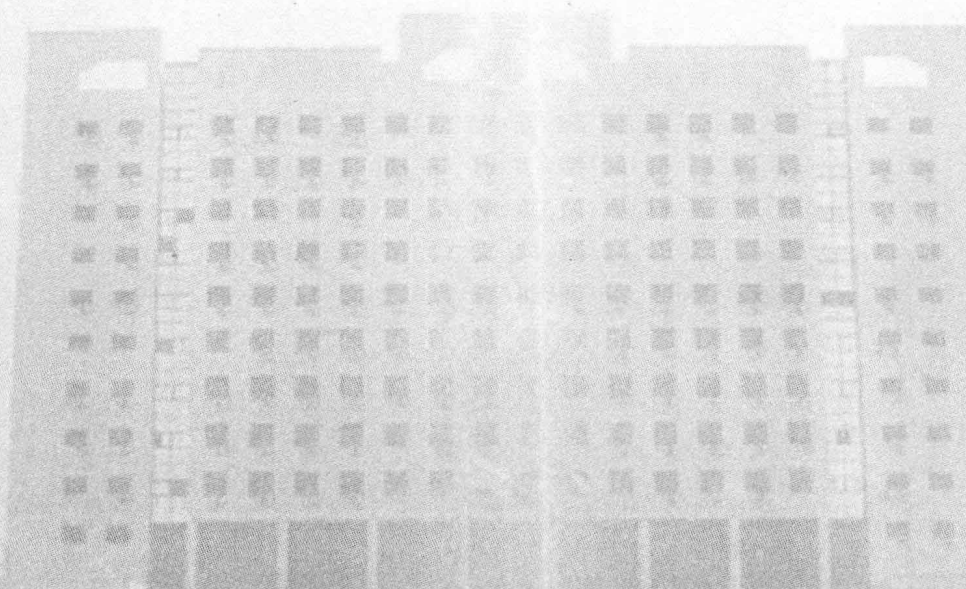
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第一册

练习答案及课文译文



International Organizations

I. The following is a list of abbreviations for some important international or regional organizations. Write down the full names and their equivalents in Chinese.

1. ASEAN Association of Southeast Asian Nations 东南亚国家联盟 (东盟)
2. IMF International Monetary Fund 国际货币基金组织
3. IOC International Olympic Committee 国际奥林匹克委员会
4. NATO North Atlantic Treaty Organization 北大西洋公约组织
5. WHO World Health Organization 世界卫生组织
6. OPEC Organization of the Petroleum Exporting Countries 石油输出国组织
7. ICC The International Chamber of Commerce 国际商会
8. WB World Bank 世界银行
9. ISO International Standardization Organization 国际标准化组织
10. BFA Boao Forum for Asia 博鳌亚洲论坛

III. Listening

1. Listen to the conversation and choose the appropriate answer for the questions you have just heard.

- 1) B 2) C 3) D

2. Listen to a short passage and fill in the blanks using the words you have heard.

1) lending 2) economic 3) part 4) Appeals 5) reduced

3. Listen to the passage and answer the following questions briefly.

- 1) Reasons for changes in family life in Britain.
- 2) Because millions of men died in the war.
- 3) The concept of “the family” as a social unit.

P assage 1

Exercise

I. Answer the following questions according to the text.

1. The United Nations officially came into existence on 24 October 1945 when the UN Charter had been ratified by a majority of the original 51 Member States.
2. The purpose of the United Nations is to bring all nations of the world together to work for peace and development, based on the principles of justice, human dignity and the well-being of all people.
3. The General Assembly is the closest thing to a world parliament. Each country, large or small, rich or poor, has a single vote, however, none of the decisions taken by the Assembly are binding. Nevertheless, the Assembly's decisions become resolutions that carry the weight of world governmental opinion.
4. To keep peace throughout the world.
To develop friendly relations between nations.
To work together to help people live better lives, to eliminate poverty, disease and illiteracy in the world, to stop environmental destruction and to encourage respect for each other's rights and freedoms.
To be a center for helping nations achieve these aims.
5. All Member States have sovereign equality.
All Member States must obey the Charter.

Countries must try to settle their differences by peaceful means.

Countries must avoid using force or threatening to use force.

The UN may not interfere in the domestic affairs of any country.

Countries should try to assist the United Nations.

6. It was signed on 26 June, 1945.
7. Poland, the 51st country, was not able to send a representative to the San Francisco conference but is considered an original member.
8. The League of Nations is the predecessor of the UN.
9. They are China, France, the UK, the USSR, and the US. They were given veto power, which means that decisions taken by the Security Council can be blocked by any of the five permanent members.
10. The UN is not an independent, homogeneous organization; it is made up of sovereign states, so actions by the UN depend on the will of Member States, to accept, fund or carry them out. Especially in matters of peace-keeping and international politics, it requires a complex, often slow, process of consensus-building that must take into account national sovereignty as well as global needs.

II. Word Practice (1)

- | | | | |
|----------------|---------------|-------------|-------------------|
| 1. destruction | 2. interfere | 3. abandon | 4. representative |
| 5. ratified | 6. anticipate | 7. original | 8. permanent |
| 9. sovereign | 10. eliminate | | |

III. Word Practice (2)

- | | | |
|----------------------------|------------------------|--------------------|
| 1. taken into account | 2. came into existence | 3. hammer out |
| 4. laid the foundations of | 5. turned into | 6. focusing on |
| 7. consist of | 8. placed on | 9. put into effect |
| 10. carry out | | |

IV. Translation

1. Educational reforms should focus on raising the quality of education.
2. No one knows when such a custom came into existence.
3. Why should we abandon good policies?

4. Don't interfere in my affairs.
5. We need a man of original ideas.

V. Reading Comprehension

1. A 2. C 3. D 4. A 5. A

P assage 2

Exercise

I. Answer the following questions according to the text.

1. Asia-Pacific Economic Cooperation, or APEC, is the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region.
2. Unlike the WTO or other multilateral trade bodies, APEC has no treaty obligations required of its participants. Decisions made within APEC are reached by consensus and commitments are undertaken on a voluntary basis.
3. APEC has 21 members, among them there are Canada, People's Republic of China; Hong Kong, China; Japan and United States of America.
4. Since its inception, APEC has worked to reduce tariffs and other trade barriers across the Asia-Pacific region, creating efficient domestic economies and dramatically increasing exports.
5. Key to achieving APEC's vision are what are referred to as the "Bogor Goals" of free and open trade and investment in the Asia-Pacific by 2010 for industrialised economies and 2020 for developing economies. These goals were adopted by Leaders at their 1994 meeting in Bogor, Indonesia.
6. Free and open trade and investment helps economies to grow, creates jobs and provides greater opportunities for international trade and investment. In contrast, protectionism keeps prices high and fosters inefficiencies in certain industries. Free and open trade helps to lower the costs of production and thus reduces the prices of

goods and services—a direct benefit to all.

7. APEC is the premier Asia-Pacific economic forum. Our primary goal is to support sustainable economic growth and prosperity in the Asia-Pacific region.

We are united in our drive to build a dynamic and harmonious Asia-Pacific community by championing free and open trade and investment, promoting and accelerating regional economic integration, encouraging economic and technical cooperation, enhancing human security, and facilitating a favorable and sustainable business environment. Our initiatives turn policy goals into concrete results and agreements into tangible benefits.

8. The word “economies” is used to describe APEC members because the APEC cooperative process is predominantly concerned with trade and economic issues, with members engaging with one another as economic entities.
9. The Asia-Pacific region has consistently been the most economically dynamic region in the world. Since APEC’s inception in 1989, APEC’s total trade has grown 395%, significantly outpacing the rest of the world. In the same period, GDP (in purchasing power parity terms) in the APEC region has tripled, while GDP in the rest of the world has less than doubled.
10. They are Trade and Investment Liberalization, Business Facilitation and Economic and Technical Cooperation

II. Read the text again and decide whether the following statements are true or false.

1. T
2. F

正确陈述: Unlike the WTO or other multilateral trade bodies, APEC has no treaty obligations required of its participants.

3. T
4. F

正确陈述: Key to achieving APEC’s vision are what are referred to

as the “Bogor Goals” of free and open trade and investment in the Asia-Pacific by 2010 for industrialized economies and 2020 for developing economies.

5. T

6. F

正确陈述: Protectionism keeps prices high and fosters inefficiencies in certain industries.

7. T

8. T

III. Reading Comprehension

1. D 2. B 3. C 4. A 5. D

Writing

Suggested Answer:

Thank you to all who attended the 50th anniversary celebrations. We hope you enjoyed the weekend as much as we did. It was fantastic to see the whole College community of Senior Members, Fellows, staff, supporters and students enjoying the best of College Name, over one gloriously sunny weekend to mark the 50th anniversary of the College's founding. We were delighted to have over *** people return to the College. Many of whom traveled from a vast array of countries, including New Zealand, the US, Australia and across Europe to be with us now and share in this very special occasion—a wonderful testament to how much people care about College Name.

Many people commented on how wonderful the College looked, how interesting the programme of events was and how pleased they were to have the opportunity to meet with contemporaries.

I so wish I could be with you at this very moment to relive old joys and to stir up new ones for the future. I would like to thank all my friends for the happiness we shared. To the present students of College Name I would simply like to say: “Make the most of your time in this

wonderful place.”

With best wishes from all at College Name.

课文译文



Passage 1

译文:

联合国简介

联合国会徽展现“和平的橄榄枝”捧着我们的世界。

联合国于 1945 年 10 月 24 日正式成立, 此时, 联合国 51 个创始会员国中大多数已经批准了《联合国宪章》。现在这一天已成为联合国日, 每年全世界都庆祝这个日子。

联合国的宗旨是使世界所有国家, 在正义、人的尊严和所有人们福祉等原则基础上, 为和平与发展共同努力。联合国使各国能够在考虑国际问题时, 做到全球依赖性与国家利益的协调。

目前联合国有 193 个会员国。他们在联合国大会举行会议。大会非常像一个世界议会。每个国家无论大小贫富, 都只有一票。不过大会做出的任何决定, 都没有约束力。然而, 大会的决定成为正式决定, 体现着世界各国政府意见的分量。

联合国总部设在纽约, 但是占的土地和建筑都是国际领土。联合国有自己的旗帜, 自己的邮局和自己的邮票。联合国使用 6 种正式语言: 阿拉伯语、汉语、英语、法语、俄语和西班牙语。联合国在欧洲的总部设在瑞士日内瓦的万国宫。联合国还在奥地利的维也纳设有办事处, 在埃塞俄比亚的阿的斯亚贝巴、约旦的安曼、泰国曼谷和智利圣地亚哥市设有经济委员会。联合国秘书处的行政首长是秘书长。

联合国的宗旨:

维护世界和平。

发展各国之间的友好关系。

共同努力帮助人们过更好的生活，在全世界消除贫穷、疾病和文盲现象，制止环境破坏，并鼓励尊重各自的权利和自由。

成为帮助各国实现这些目标的中心。

联合国的原则：

所有会员国主权平等。

所有会员国都必须遵守《联合国宪章》。

各国必须以和平手段解决分歧。

各国必须避免使用武力和威胁使用武力。

联合国不得干涉任何国家的内部事务。

各国应努力帮助联合国。

联合国宪章

甚至在第二次世界大战仍在进行时，在新闻媒介和公众压力下，英国、中国、美国和苏联的领导人讨论了战后组织的各个细节。1944 年，中国、英国、美国和苏联的代表在华盛顿敦巴顿橡树园举行会议，为国际组织描绘蓝图。战争即将结束之际，在 1945 年 4 月至 6 日期间，50 个国家的代表汇聚旧金山，拟定一份文件的最后文本，为国际合作奠定基础。这就是《联合国宪章》，6 月 26 日，50 个国家签署了《联合国宪章》。波兰是第 51 个国家，虽然未能派代表出席旧金山会议，但仍被视为创始会员国。

尽管国际联盟被抛弃，但是它的大多数理想和一些结构被联合国所保持，并在《宪章》中得到概述。和平和社会经济进步的理想仍然是联合国这个新的世界组织的基本目标，不过这些目标经过仔细修订以适应战后新的和更加复杂的世界。

国际联盟的理事会转变为安全理事会，由五个战胜国组成，担任安全理事会常任理事国，还有另外十个理事国，任期为两年。五个常任理事国，即中国、法国、英国、苏联和美国还获得了否决权，也就是说，五个常任理事国中的任何一个都能阻止安全理事会做出决定。这样的安排十分重要，首先因为安全理事会是负责维护和平的主要联合国机关，其次是因为安全理事会的决定对所有会员国都有约束力。联合国创建以来，大国的平衡改变了，一百多个新会员国加入了联合国，主要是非西方国家。由于这些变化，越来越多的国家要求对安全理事会进行改革。

《国际联盟盟约》中简要的条款在《联合国宪章》中发展成为对国际经济和社会合作的全面规定，目的是创造稳定和康乐的条件，这对各国和睦相处至关重要。在经济及社会理事会这个新机构主持下，现有和预期成立的专门机构在劳工、教育、卫生、农业、发展和许多其他领域的工作，都在联合国系统范围内进行协调。由于种族主义和压迫的存在，要求《宪章》重点包含一个新的、人的因素，即权利的因素。《宪章》、《世界人权宣言》和两个议定书中规定了多种权利，从鼓励殖民地人民实现独立的自决权到旨在保护个人的人权，这些已成为对国际法重大的确定标准的补充。

联合国系统

联合国的基本结构用一张组织机构图就可以勾画出来，但是，联合国系统范围内的决策不像许多其他组织那样容易，这一点在这张图中没有表示出来。联合国不是一个独立、统一的组织，而是由不同的主权国家组成的。所以，联合国能否采取行动，取决于会员国是否愿意同意采取行动，是否出钱，是否实施这些行动。特别是在维护和平和国际政治事务方面，需要非常复杂的、往往非常缓慢的形成统一意见过程，而这又必须考虑到国家主权和全球的需要。

专门机构虽然是联合国系统的一部分，但也是独立自主的政府间组织。专门机构与联合国合作，而且互相合作。各专门机构的工作涉及具体的领域，例如，贸易、通信、航空和航海运输、农业和发展。虽然它们有较多的自主权，但是在国家范围内和在国家之间开展的工作总是通过与有关国家合作进行。为实现其目标，专门机构还要依赖会员国提供经费。

最近，联合国组织召开的国际会议重要性大大增加。联合国会议在六十年代以来召开过多次，但是，自从1992年在巴西里约热内卢召开的环境与发展会议，也叫地球首脑会议，这些国际会议已成为真正的决定国家和国际政策的论坛。这些政策关系到所有人，例如，环境、人权和经济发展。地球首脑会议召开以来，在联合国的这些会议上，非政府组织可以同各国政府一起阐述自己的关切问题。这些会议使全世界都注意到这些问题，并将其明确纳入全球议程。不过，这些会议制定的国际协议一经签署，执行这些协议仍然