

商务英语快车

田德新 杨延龙 王树昌 李舫军 编著 贺富考 Deirdre Dwyer 审校



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【内容简介】 为加深和拓宽对外经贸各专业学生基础阶段商务英语学习的背景知识,使其掌握并巩固必备的商务英语读写基本技能,并以优异的成绩通过 BEC 考试,我们精心编写了《商务英语快车》一书,以飨读者。

本书总体分为读写指南和模拟题库两大部分。指南包括 15 个单元,各单元由精读、阅读技巧、写作练习和泛读四篇课文组成,每篇课文后均附有形式多样、实用性极强的各种练习,其中精读和泛读课文后还附有详尽的中英文注释。课文内容涉及管理、外贸、营销、金融、投资、银行、保险、运输、图表、函电和商务英语语言等各个方面。模拟题库包括 5 套 BEC 1 和 5 套 BEC 2 试题,除没有编排听力部分外,其余均模拟 BEC 全真试题。

本书编排合理,读写渗透,学、练、考环环相扣、相辅相成,恰似一列从 BEC 1,经过 BEC 2,直奔 BEC 3 的特别快车。

本书适用于大、专院校对外经贸各专业基础阶段课内外商务英语阅读课的教学或自学,是剑桥商务英语证书考生的极好参考书。



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前 言

随着我国改革开放的不断深入发展, 中外商务活动日益频繁, 商务英语热已成为一种趋势, 参加 BEC 的考生逐年剧增。

但是, 不管是商务英语的学习者还是 BEC 的考生, 都普遍存在三个弱点: 其一, 商务英语学习背景知识欠缺; 其二, 商务英语语言运用能力较差; 其三, BEC 应试经验和信心不足。

为此, 我们特编写了《商务英语快车》一书。本书的编写首先严格按照《剑桥商务英语考试大纲》(第 1、2 级) 的有关要求, 力求从内容和形式上与其吻合。其次, 本书采用高起点、大容量的方式从管理、外贸、营销、金融、投资、银行、保险、运输、函电和图表等各个方面拓宽和加深学生的商务英语学习背景知识。同时, 书中有大量针对性强、形式多样的读写练习, 可使学生在充分理解课文的同时, 掌握和运用必要的读写技巧与技能。最后本书所编辑的 5 套 BEC 1 和 5 套 BEC 2 模拟题, 经有关人士鉴定均达到标准。考生可通过做题, 达到知己知彼。若参加 BEC 1, 一定得“A”; 若参加 BEC 2, 信心十足。

参加本书编写的有田德新(主编并编写读写指南第 1 至第 10 单元及答案), 杨延龙(编写读写指南第 11 至第 15 单元、BEC 2 模拟题库及答案), 王树昌和李舫军(合编 BEC 1 模拟题库及答案)。本书在编写过程中得到了贺富考教授和外籍专家 Deirdre Dwyer 以及谢倩、王英和刘洁等同志的关心和热情支持, 在此一并表示由衷的谢意。

限于编者的水平, 不足之处在所难免, 望读者不吝赐教。

编 者

1995 年 5 月

Table of Contents

Part One Business English: Guided Reading and Writing

I Business People	1
Unit One	1
Passage 1 The Right Job and the Right Person	1
Passage 2 Building a Stronger Vocabulary	4
Passage 3 Good Business Writing	6
Passage 4 A Great Success as a Businessman	7
Unit Two	9
Passage 1 The Boss and His Secretary	9
Passage 2 Management and Managers	12
Passage 3 Writing Should Be as Clear as Crystal	13
Passage 4 Executive Recruitment	14
I Foreign Trade	17
Unit Three	17
Passage 1 International Business	17
Passage 2 Types of Companies	19
Passage 3 Local Customs and Business Norms	20
Passage 4 Differences between Foreign Trade and Domestic Trade	22
Unit Four	24
Passage 1 International Trade	24
Passage 2 A Letter Is a Personal Contact	27
Passage 3 Purposes of Business Letters	27
Passage 4 Problems Concerning International Trade	29
II Marketing	31
Unit Five	31
Passage 1 The New Era of Marketing	31
Passage 2 Improving Production Efficiency	34
Passage 3 Markets	35
Passage 4 Ways of Entering a Foreign Market	36
Unit Six	39
Passage 1 The Benefits of Advertising	39

Passage 2	The Texan Bar & Grill	41
Passage 3	The Big Business of Advertising	42
Passage 4	Ways of Advertising	43
IV	Financing	46
Unit Seven	46
Passage 1	Banking Services	46
Passage 2	What Does the World Bank Do?	49
Passage 3	Money	50
Passage 4	International Finance	52
Unit Eight	54
Passage 1	The Finance of Foreign Trade	54
Passage 2	Credit Letters	57
Passage 3	Granting and Refusing Credit	58
Passage 4	The Foreign Exchange Market	59
V	Investments	62
Unit Nine	62
Passage 1	Investments	62
Passage 2	Where Does Money Come from?	64
Passage 3	Investment Banking	66
Passage 4	International Investment	68
Unit Ten	69
Passage 1	The Stock Market in the U. S. A.	69
Passage 2	Brokers and Jobbers	72
Passage 3	Bulls and Bears	73
Passage 4	The Stock Market	74
VI	Business Correspondence	77
Unit Eleven	77
Passage 1	The Business Letter	77
Passage 2	Application Forms	80
Passage 3	A Letter of Application	81
Passage 4	Reference Letters	83
Unit Twelve	85
Passage 1	Business Reports	85
Passage 2	Business Memorandum	87
Passage 3	A Business Report in Memo Form	88
Passage 4	The Marketing Mix	90
VII	Graphic Aids and Telecommunications	92
Unit Thirteen	92
Passage 1	Graphic and Visual Aids	92

Passage 2	Bar Graphs	94
Passage 3	Organizational Charts	96
Passage 4	Statistics—Measures of Central Tendency	97
Unit Fourteen	100
Passage 1	Some Frequently - used Graphs	100
Passage 2	Reading Tables	103
Passage 3	Composing Telex Messages	104
Passage 4	International Telex Service	105
VII Business and English	108
Unit Fifteen	108
Passage 1	Conference English	108
Passage 2	Clarity and Simplicity	110
Passage 3	The Use of Transitions	112
Passage 4	History of the English Language	114

Part Two Practice Tests

IX Practice Tests for BEC 1	117
Practice Test One	117
Practice Test Two	124
Practice Test Three	131
Practice Test Four	138
Practice Test Five	145
X Practice Tests for BEC 2	154
Practice Test One	154
Practice Test Two	159
Practice Test Three	165
Practice Test Four	171
Practice Test Five	177
Keys	184

Part One Business English: Guided Reading and Writing

I Business People

Unit One

Passage 1 The Right Job and the Right Person

1.1 Warm-up: Answer the following questions before reading the passage in detail.

- 1) If you want to enter business, which field do you want to enter?
- 2) Where can you usually find job vacancies as advertised?
- 3) Which kind of person do the companies often welcome?

1.2 Intensive Reading:

The Right Job and the Right Person

Finding the Right Job

The young people who are thinking of going into business just need to look at the advertisement pages of the newspapers. Most of the big firms now realize the need to employ talents for management, and a few are even looking for top business people.

In order to attract graduates, the leading companies have for some years been advertising on a half or a whole page in such papers as the Guardian or the Times. They set forth the advantages to be got by a keen young person from joining the company. He is likely to be told as follows:

For young people who want an exciting and different career, the future is here.

We need you because, in a large organization like ours, we must never stand still. Today's outstanding career opportunity offers a future as big as you are big enough to make it.

We are a progressive organization operating in a continually expanding world market. We offer opportunities to responsible young people who are seeking a worthwhile career.

If you feel you would be interested in working with the team that achieved these successes for Great Britain, write to us.

It is noticeable that the companies give no definite indication of salaries in their advertisements. What the companies stress is the prestige of their name and the prospects of their firm or industry. The aircraft industry has high prestige, while oil, especially international oil, is almost like going into the civil service. The manufacturer of consumer goods is even lower in prestige.

Finding the Right Person

Some companies consider that their management trainee schemes are useful to catch able employees. These schemes do give the graduate who is unused to industry a chance to look

round before taking a particular job. But the trouble with such schemes is that graduates of any worth quickly get bored, going from department to department without a job to do.

Sometimes, businessmen may say that university education simply spoils young people, destroys their simple enthusiasm and makes them too sophisticated to be loyal to the firm.

Among the traits mentioned as essential for the young person applying for his first job in an industrial empire are: drive, decisiveness, determination, push, an inquiring mind, analytical ability, and the ability to get on with colleagues. The last is highly regarded by businessmen as the "dependable, combinable type" in the words of Andrew Carnegie.

Above all, they want good mixers and, of course, drive. These are the alpha and omega of desirable traits for entering management and going into business. There is wide agreement that academic distinction is less important than personality.

1.3 Notes.

- 1) go into business 经商
- 2) firm /fɜ:m/ *n.* a business company 商号, 商行
company 公司 corporation 法人; 公司(美) incorporated 股份有限公司
- 3) talent /'tælənt/ *n.* man with ability 人才
- 4) the Guardian 《卫报》(英)
- 5) the Times 《泰晤士报》(英)
- 6) set forth; state clearly 宣布, 发表
- 7) career /kə'riə/ *n.* profession, vocation 职业
- 8) stand still; remain where one is 停滞不前
- 9) progressive /prə'gresiv/ *adj.* keeping up with new developments 上进的
- 10) operate /'ɒpəreit/ *v.* manage 经营
- 11) noticeable /'nəʊtɪsəbl/ *adj.* that can be noticed, worth noticing 值得注意的
—able; that can be (done) 可……, 能够……
washable 可洗的 reliable 可靠的 respectable 值得尊敬的
- 12) give indication of; indicate, show 指出
- 13) prestige /pres'ti:ʒ/ *n.* respect from good reputation 声望
- 14) prospect /'prɒspekt/ *n.* sth. expected or hoped for 前景
- 15) go into the civil service 做文职, 当公务员
- 16) consumer goods 消费品
- 17) trainee scheme; plans to train employees 职工培训计划
—ee; a person to whom the stated action is done 被……的人, ……的承受者
trainee 受训者 employee 雇员 examinee 考生
- 18) enthusiasm /in'θju:ziæzəm/ *n.* strong emotion or interest 激情, 热心
- 19) sophisticated /sə'fɪstɪkeɪtɪd/ *adj.* worldly-wise 世故的, 老练的
- 20) trait /treɪt/ *n.* characteristic 品质, 特性
- 21) push *n.* aggressiveness, determination to succeed 奋进
- 22) drive *n.* energy 精力
- 23) inquiring mind; having the habit of asking questions and not being content with ready-made answers 勤学好问
- 24) combinable /kəm'bainəbl/ *adj.* getting on well with others 与人相处融洽的

- 25) Andrew Carnegie 安德鲁·卡内基
 26) good mixers 善于交际的人
 27) alpha and omega /'ælfə ənd 'əʊmɪgə/ 始终,全部
 28) academic distinction: success in university studies 学业

1.4 Exercises.

1.4.1 Analysis of Ideas and Relationships: Circle the best choice according to the passage.

- 1) Young men can find out about business jobs in the _____.
 A. advertisements B. newspapers C. big firms
- 2) Leading companies try to attract graduates by _____.
 A. publishing newspapers
 B. advertising on a whole newspaper page
 C. making clear the advantages to be got
- 3) In the advertisement, the companies lay stress on _____.
 A. salaries B. their prestige and prospects
 C. their names
- 4) The value of the management trainee scheme is _____.
 A. that it is useful to catch able employees
 B. that it does give the graduate a chance for a job
 C. both A and B
- 5) Management trainee schemes run into such difficulties as boring the _____.
 A. worthless graduates B. worthy graduates C. the companies
- 6) Some business men say that university education _____.
 A. spoils young business graduates
 B. destroys the product
 C. makes young men disloyal to the firm
- 7) The essential traits for those entering management are _____.
 A. dependable and combinable
 B. drive, decisiveness and determination, etc.
 C. good mixers and drive
- 8) For those entering management, the more important trait is _____.
 A. personality B. academic distinction C. neither A nor B

1.4.2 Vocabulary: Match the words in Column A with their synonyms in Column B

- | | |
|----------------|------------------|
| A | B |
| 1) firm | a. emphasize |
| 2) keen | b. expectation |
| 3) stress | c. company |
| 4) prospect | d. increase |
| 5) expand | e. extraordinary |
| 6) opportunity | f. chance |
| 7) outstanding | g. necessary |
| 8) drive | h. make clear |
| 9) set forth | i. energy |

- | | |
|-------------------|--------------------|
| 10) definite | j. look for |
| 11) seek | k. plan |
| 12) consider | l. strong interest |
| 13) dependable | m. aggressiveness |
| 14) scheme | n. characteristic |
| 15) essential | o. clear |
| 16) enthusiasm | p. reliable |
| 17) push | q. think about |
| 18) trait | r. worldly-wise |
| 19) particular | s. exact |
| 20) sophisticated | t. eager |

1. 4. 3 Structure: Fill in the blanks with the appropriate phrases listed below.

set forth, go into, apply to ... for, be used to, be bored of, in the words of, look round, alpha and omega, be loyal to, above all

- 1) This young man is thinking of _____ big business.
- 2) Leading companies _____ the advantages of joining them.
- 3) He is a good mixer, _____ most of his colleagues.
- 4) A trainee scheme gives a graduate a chance to _____ before making the final decision.
- 5) Those who are _____ industry have to attend the training course.
- 6) _____ the companies need good mixers.
- 7) Why do you _____ us _____ this job?
- 8) An employee is required to be _____ his firm.
- 9) Graduates quickly get _____ going from department to department.
- 10) He was on the spot and saw the _____ of the negotiation.

Passage 2 Building a Stronger Vocabulary

2.1 Reading Skills: Ways to work out and remember the meanings of words

Building a Stronger Vocabulary

To read well, you need a stronger vocabulary. To build a stronger vocabulary, you need to read well.

Most of us have vocabularies that allow us to read widely from the everyday sources of information that surround us. These sources are newspapers, magazines, signs, advertisements, credit card and job applications. The person with the richest and most useful vocabulary, however, can read more complicated and varied sources of information easily. You may not be as confident about reading a psychology textbook, a history journal, or an encyclopedia entry as you are about reading other kinds of material. Still supplementing your familiar and usual resources with a wide variety of materials offers you the opportunity to expand your knowledge of words as it improves your reading skills.

Here are some ways to find the meanings of difficult words.

- 1) Learn to use the context—that is, clues that surrounding sentences sometimes give about the meanings of new words.

- 2) In a word you don't know, look for parts within the word, parts whose meanings you might know.
- 3) Learn the difference between what a word means and what a word suggests or makes you feel.
- 4) Learn to use a dictionary so you can find meanings easily.
- 5) Keep a list of words you want to add to your vocabulary.

Once you've learned a new word and you think you understand it, try to make sure that you don't forget it. To remember new words, you may make use of the following methods.

- 1) Learn to pronounce the word correctly.
- 2) Make up a phrase or a sentence that uses the word in a way you understand.
- 3) Use the word when you talk or write in class, on the job or at home.
- 4) Spell the word and say its meaning over and over again in your mind.
- 5) Don't try to learn long lists of new words. Study just a few words each day for several days so that you can learn by repeating.

2.2 Exercises.

2.2.1 List your own steps to learn new words.

- 1)
- 2)
- 3)

Now compare your steps with those in the passage and revise your steps below.

- 1)
- 2)
- 3)
- 4)
- 5)

2.2.2 List your own steps to remember new words.

- 1)
- 2)
- 3)

Now compare your steps with those in the passage and revise your steps below.

- 1)
- 2)
- 3)
- 4)
- 5)

2.2.3 Work out the meanings of the problem words taken from Passage 1 and Passage 2, and remember them by pronouncing, spelling and using them correctly.

- | | |
|------------------|----------------|
| 1) leading | 2) progressive |
| 3) worthwhile | 4) prestige |
| 5) sophisticated | 6) psychology |
| 7) encyclopedia | 8) entry |
| 9) supplement | 10) context |

Passage 3 Good Business Writing

3.1 Writing Practice: Writing correct sentences

Good Business Writing

What is good business writing? Why is it important? How do you achieve it?

You might answer that good business writing is grammatically correct, the sentences are well written, and the choice of words is precise. In addition, such mechanics as spelling and punctuation are correct; otherwise, the reader's attention can be diverted from the content of the letter by these errors. However, there are other factors. Good business writing is coherent. The sentences go together, the parts of the sentences are parallel and the message or purpose of the letter is easily understood and can't possibly be misunderstood. There is a directness to the sentences and to the meanings of the sentences that stresses the right points and conveys a clear meaning. The letter or report contains everything the reader needs to know but nothing that he or she does not need or want to know.

The next question that arises is how to achieve good business writing. To do so, you must get rid of the major problems and frequent errors in business writing and become familiar with the important writing devices that can be used to convey certain meanings.

3.2 Exercises.

3.2.1 Correct the mistakes in the following sentences.

- 1) Good business writing is grammatically correct, all the sentences are well written.
- 2) Good business writing is grammatically correct, in addition, spelling and punctuation should also be correct.
- 3) The sentences go together the parts of the sentences are parallel the message of the letter is easily understood.
- 4) The letter or report containing everything the reader needs to know.
- 5) The next question is how to achieve good business writing?

3.2.2 Join the following pairs of sentences with the relatives or conjunctions given within the brackets.

- 1) Big firms advertise jobs in newspapers. They realize the need to employ talents for management. (since)
- 2) The aircraft industry has high prestige. Oil is like going into the civil service. (but)
- 3) The sentences are well-written. The choice of words is precise. (and)
- 4) The reader's attention can be diverted. Business writing should be correct and precise. (otherwise)
- 5) The letter contains everything. The reader needs to know. (that)

3.2.3 Answer the following questions on Passage 1 in complete sentences, leaving out the question numbers. Your answers together will make a complete paragraph.

- 1) Can young men find out about business jobs in newspapers or not?
- 2) Do leading companies try to attract graduates by taking a half or a whole page in such papers as the Guardian and the Times or not?

- 3) Do the companies usually emphasize their prestige and prospects instead of setting forth the salaries in their advertisements or don't they?
- 4) Does prestige vary greatly between industries such as aircraft and petroleum or not?
- 5) Do some companies, therefore, carry out trainee schemes to attract able employees and provide graduates with job opportunities or don't they?
- 6) Is it essential for those entering business to be dependable and combinable or not?
- 7) Is there wide agreement that personality is more important than academic distinction or isn't there?

Passage 4 A Great Success as a Businessman

4.1 Warm-up: Answer the following questions before skimming over the passage.

- 1) Can you name several world-famous businessmen?
- 2) Do you know who Ronald McDonald is?
- 3) Why is McDonald's so famous?

4.2 Extensive Reading:

A Great Success as a Businessman

Who is Ronald McDonald? The question might be hard for some grown-ups to answer, but not hard for American school-children. Even many children in other countries know the name. In the U. S. A., almost 96 percent of children could identify Ronald McDonald—only Santa Claus has a higher rating.

McDonald's is a most successful American corporation today. And we owe it all to Ray A. Kroc. In the 1940s Kroc became the exclusive salesman for a new invention, a milkshake machine. Once a small hamburger restaurant owned by two brothers named McDonald attracted his attention. They bought eight of his machines. Kroc thought that a chain of similar restaurants would use many such machines, so he began his own hamburger restaurants under a royalty arrangement with the two brothers.

As McDonald's restaurants began appearing across the country, Kroc soon realized that his future would be in the restaurant and not the machine business. He bought out the McDonald brothers at last. "I needed the McDonald name ..." he said. "What are you going to do with a name like Kroc?"

Since then McDonald's has established outlets all over the world, from New York to Paris to Tokyo. Operating under a strict set of rules the units provide high-quality service and good food for the whole family. By connecting his operations to consumer needs and, at the same time, making McDonald's a household word, Ray A. Kroc succeeded as a businessman. Millions who left his units would say, "Nobody can do it like McDonald's can."

4.3 Notes.

- 1) Ronald McDonald /'rɒnəld mek'dɒnəld/ n. 罗纳德·麦克唐纳
- 2) identify /ai'dentɪfaɪ/ v. recognize 认出
- 3) Santa Claus /'sæntə 'klɔːz/ n. Father Christmas 圣诞老人
- 4) rating /reɪtɪŋ/ n. rank 级别

- 5) owe ... to ... 把……归功于……
 - 6) Ray A. Kroc /'rei'ei 'krɒk/ n. 雷·埃·克罗克
 - 7) exclusive /ɪksk'lʊsɪv/ adj. not shared with others 独家的
 - 8) a chain of; a series of 一系列
 - 9) royalty /'rɔɪəlti/ n. money paid to use a certain patent 专利权使用费
 - 10) buy out; pay sb. to give up all his property 买下某人的全部产权
 - 11) outlet /'aʊtlɪt/ n. shop 商店, 销路
 - 12) Tokyo /'təʊkiəʊ/ n. 东京(日本首都)
 - 13) a set of rules 一套制度
 - 14) a household word; a household name, well-known 家喻户晓的词
4. 4 Comprehension Exercise: Circle the best choice based on your understanding of the passage.
- 1) McDonald's is the family of _____.
A. Mr. McDonald B. Ray A. Kroc C. neither A nor B
 - 2) Most of the American children know Ronald McDonald.
A. Right. B. Wrong. C. Doesn't say.
 - 3) Who is the most well-known to American children?
A. McDonald. B. Ray A. Kroc. C. Santa Claus.
 - 4) McDonald's is a most successful American corporation today owing to _____.
A. McDonald B. Hamburger C. Ray A. Kroc
 - 5) In the 1940s Kroc alone _____.
A. invented a milk-shake machine
B. sold a kind of milk-shake machine
C. attracted a small hamburger restaurant
 - 6) The McDonald brothers sold their small hamburger restaurant because _____.
A. they bought eight machines from Kroc
B. Kroc was richer C. doesn't say
 - 7) Kroc realized that his future would be in the restaurant _____.
A. after he bought out McDonald
B. when he got tired of the machine business
C. as McDonald's began appearing all over the country
 - 8) Kroc bought out the McDonald brothers because _____.
A. the McDonald name was familiar to the customers
B. he didn't like his own name
C. he was a rich man
 - 9) McDonald's provides customers with _____.
A. good food B. high-quality service C. both
 - 10) Ray A. Kroc succeeded as a businessman because _____.
A. nobody else could do it
B. he connected his management with the consumer needs and made McDonald a household name
C. he was working under strict rules

Unit Two

Passage 1 The Boss and His Secretary

1.1 Warm-up: Answer the following questions before reading the passage in detail.

- 1) Are all bosses men and secretaries women? Why?
- 2) Can you list some essential qualities of a boss and a secretary?
- 3) What is the relationship between a boss and a secretary?

1.2 Intensive Reading:

The Boss and His Secretary

A recent article in a business newspaper reports that a good secretary can make a \$15,000-a-year man worth \$20,000. The article also says that a bad secretary can reduce his value to \$10,000. Any executive should recognize this as the truth.

Backed by a good secretary, many a man without spectacular talents, but with the good sense not to prevent her, has achieved success and power undreamed of by his less fortunate colleagues. On the other hand, anyone who has had the experience of ill-typed letters and often-missed appointments will know that the personal secretary makes the difference between riches and ruin.

What, then, would every man consciously or unconsciously like to find in his secretary?

Loyalty is the first requirement. If a man can't trust his secretary, whom can he trust? No relationship in business involves a higher degree of trust and responsibility between two persons than the secretary-boss-team.

Next, conscience. Secretaries are seldom paid what they deserve or what they are worth, though conditions are improving. Consequently, there is little except her conscience to insure that long hours are kept when necessary, things are done properly, and no loose ends are left untied.

Then we come to initiative. A secretary should be able to act for her boss in his absence in many of the fields in which he operates. In fact, true initiative is the ability to know when to act on your own and when to consult.

Ability to write. Every secretary should at least be able to handle routine correspondence for her boss and avoid mistakes in English and in spelling. It is preferable, of course, if she has a real ability to write—to do reports and summaries and take good minutes of meetings. Well-educated women often have considerable talent in this direction, and whatever talent there is should be used to the full.

Tact and charm. Business can be tense, and tempers often get lost. A girl who can not only avoid friction but actually reduce it is of great value.

Good dress sense and presentation. This involves looking and sounding attractive, yet never cause unnecessary attention. A secretary is a man's status symbol. You may not agree, but it is a fact of life, and a man's income and success depend on his status.

Psychological insight is another requirement. It involves understanding what makes people tick, being able to make predictions about their behavior in certain situations and understanding the boss's moods.

A good educational background is another plus value. It is greatly useful to have people who know things around you.

Of course, the executive who finds all these traits in his secretary is fortunate indeed.

1.3 Notes.

- 1) executive /ig'zekjutiv/ *n.* a chief manager 总经理, 董事
- 2) back /bæk/ *v.* support 支持
- 3) many a man; many men 许多人
- 4) spectacular /spek'tækjulə/ *adj.* extraordinary, outstanding 杰出的
- 5) loyalty /'lɔɪəlti/ *n.* being faithful 忠诚
- 6) conscience /'kɒnfəns/ *n.* an inner sense that knows the difference between right and wrong 良心
- 7) consequently /'kɒnsikwəntli/ *adv.* as a result 结果
- 8) loose ends left untied; work or business that should be completed is left undone 把该做的事留着没做
- 9) initiative /i'nɪʃiətiʋ/ *n.* ability to see what should be done and to do it 主动性, 创造力
- 10) handle routine correspondence 处理日常信函
- 11) preferable /pri'fərəbl/ *adj.* superior to, better than 可取的, 优越的
- 12) minutes /'minits/ *n.* records of what is said and decided at a meeting 会议记录
- 13) to the full; at the greatest extent 最大限度
- 14) tact /tækt/ *n.* skill shown in dealing with other people without offending them 圆通
- 15) tense /tens/ *adj.* nervous 紧张的
- 16) lose one's temper; become angry 发脾气
- 17) friction /'friksən/ *n.* difficult situation leading to quarrels 不和, 冲突
- 18) dress sense; ability to dress well 穿衣得体
- 19) presentation /pri'zenteɪʃən/ *n.* being suitable in appearance or manner 打扮得体
- 20) status symbol 地位象征
- 21) insight /'insait/ *n.* power to see into and understand 洞察力
- 22) what makes people tick; what makes people act as they do 什么在操纵着人们
- 23) mood /mud/ *n.* state of mind 情绪
- 24) plus value; additional worth 额外价值

1.4 Exercises.

1.4.1 Analysis of Ideas and Relationships; Circle the best choice according to the passage.

1) This article most probably appeared in _____.

A. a newspaper

B. a magazine

C. doesn't say