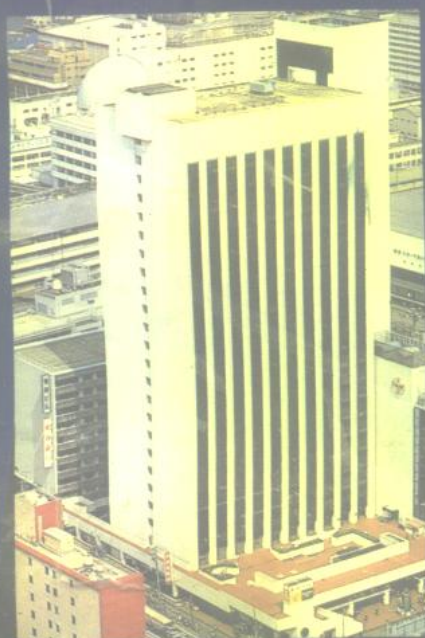


ENGLISH FOR INTERNATIONAL BUSINESS

国际商务英语教程



主 编
刘海平
王守仁
副主编
张玉兰
姜文胜



2

南京大学出版社

11319.4
L662
2

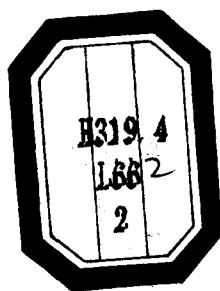
393262

English for International Business

国际商务英语教程

第二册

刘海平 王守仁 主 编
张玉兰 董文胜 副主编



南京大学出版社

2013 57

国际商务英语教程

第二册

刘海平 王守仁 主 编
张玉兰 董文胜 副主编

*

南京大学出版社出版

(南京大学校内 邮政编码:210093)

江苏省新华书店发行 江苏省扬中市印刷厂印刷

*

开本 787×1092 1/16 印张 13.25 字数 450 千

1995 年 2 月第 1 版 1997 年 3 月第 2 次印刷

印数 5001—8000

ISBN 7-305-02168-7/H·117

第一、二册定价 22.00 元

《英语国际商务系列教材》

主 编 刘海平

副主编 张 冲

编 委 (按姓氏笔划顺序)

王守仁	任天石	朱永生	刘海平	汪海如	时惠荣
周三多	张 冲	洪庆福	洪银兴	赵曙明	徐东升
钱厚生					

《国际商务英语教程》(第二册)

主 编 刘海平 王守仁

副主编 张玉兰 董文胜

编 者 刘海平 王守仁 张玉兰 董文胜 周丹丹 环英智

序

《国际商务英语教程》由南京大学外国语学院国际商务系设计规划,由南京大学外国语学院国际商务系、英语系,南京师范大学外语系与苏州大学外语系的部分教师通力合作编写而成。它是计划编写的“英语国际商务系列教材”中首先推出的一套基础教程。

随着改革开放的不断深入和社会主义市场经济的逐步建立,我国已经成为世界经济大家庭中的一个生机勃勃、不可或缺的成员。我国与国外的经济往来与日俱增;外商、外资在我国开办的合资、独资企业,设立的办事处、代理机构如雨后春笋,星罗棋布;国有公司、集体企业以及私人企业家早已把眼光投向世界,办起许多跨国公司和境外企业。所有这些,都急切地需要我们培养出大批既能熟练使用英语、又有国际商务头脑的优秀人才。近年来,为适应这一变化了的形势,全国外语、商贸和财经院系都纷纷办起了外贸、外经、国际金融、国际财会、国际旅游等与国际商务密切相关的专业,招收了数以万计的学生。“英语国际商务系列教材”正是为了这些专业的本科生和大专生以及社会上有志于自学此道的青年而编写的。

编写教材,与从事任何其它创造性活动一样,贵在特色。目前市场上确有不少与国际商务有关的英语教材,但大多要不只重视英语语言教学,以文学和日常生活为内容,极少涉及商务;要不以商务为中心,而很少考虑英语学习的内在规律和我国学生的实际水平。《国际商务英语教程》的一个重要特色在于把英语语言技能的训练与国际商务观念的建立密切结合,通过阅读一些内容丰富、专业面广、程度适宜、富有趣味的商务方面文字,以及进行大量形式多样、生动活泼、针对性强的练习来帮助学生掌握英语。

《国际商务英语教程》全套四册,在全日制专业学习环境下,供两学年学完。每分册十六个单元,每个单元有一篇主要课文和一篇与之呼应的补充读物。这些文章取材新颖,大多选自最近一、二年内英美国家出版的报刊书籍,稍作压缩修改而成。尽管课文内容涉及国际商务种种观念与理论,但文字大多能深入浅出、生动活泼而不乏幽默。根据专业计划,学生以后还需分门别类地学习商务专业课程,因此,这里所选课文在内容上力戒过细过深,唯求将学生引入国际商务大厦之门,掌握基础原理、建立基本观念、培养新的思维方式,并通过一些企业管理及营销方面的成败案例分析,使之了解国际商务新动向,获取新认识。

每个单元中的语言练习设计,体现了多年来我国英语教学的成功经验和国外语言教学研究的最新成果,也部分吸收了全国专业英语统测使用的题型。针对我国学生在语音语调、基本词汇、语法掌握、交际活动、商务会话、英汉互译、实用写作等方面存在的问题,我们设计了七、八种不同类型的练习,对学生的语言应用能力逐项进行操练。考虑到中学已经系统地学过英语

语法,这里便以练习为本而摈弃了繁杂的理论说明。该教材语言教学的总体目标是以全国英语教学指导委员会制定的“专业英语基础阶段教学大纲”为基准,让学生大量阅读,反复训练,切实掌握英语听、说、读、写、译等基本技能,以望他们在今后变化多端、竞争激烈的国际商务活动中,能以其厚实语言功底和灵活的商务头脑,左右逢源而游刃有余。

《国际商务英语》已在一定范围内给国际商务系及英语专业本科和大专学生试用,并按试用情况作了修改。这套教材自构思、编写到出版前后花了两年多时间,参编人员二十有余。无论是挥汗如雨的酷暑,还是呵气成雾的严寒,时常为了一字一句,编写人员查尽成堆资料,有时在电脑前一坐十几个小时,这里的辛劳,不言而喻。但是,大家明白,这套教材若没有原文作者的成果供借鉴参考,没有所在院系提供的多种保障,没有南京大学出版社社长时惠荣先生、总编任天石先生、外语编辑室主任钱厚生先生和责任编辑张倩小姐的支持与耐心,是绝不可能如期按质完成的。愿在此一并感谢。

刘海平

1994. 8. 8

前 言

《国际商务英语教程》是一套将国际商务专业知识的掌握与英语语言技能的训练紧密结合的综合性英语教材,以我国国际商务、对外贸易、国际金融、国际财会、国际旅游等专业的大专生、本科生为主要编写对象,同时也可供外经外贸部门、驻外商团、“三资企业”及民营企业中的在职人员和其他社会青年作自学用书。学生学了这套教材,不仅可以全面提高商务英语阅读理解、口头表达、书面写作、英汉互译和自学的能力,而且可以了解并掌握国际商务的基础知识和基本概念。

《国际商务英语教程》全套共分四册,第二册计十六个单元。每一单元可根据学生的需要,用六至八课时学完。现将单元主要内容说明如下:

课文:第二册课文选材重点放在介绍世界著名的大公司和成功的企业家,同时也注意让学生熟悉国际商务的基本理论和基本概念,了解东西方文化的差异。每篇课文均配有与课文思想内容紧密相关的预习问题。课文注释主要对背景知识进行简明扼要的解释说明。形式多样的阅读理解题旨在检查学生对课文内容的掌握。围绕课文设计的讨论题促使学生进行独立思考,并提供口头表达、相互交流的机会。

词汇:“词汇学习”中所列单词从课文中遴选,均为使用频率高、用法较多或与商务有关的常用词。词汇练习的设计紧扣课文内容,帮助学生熟练掌握常用词的最基本的词义和用法,同时也注意介绍有关商务的专业词汇。

会话:第二册会话练习形式不同于传统做法,目的是要提高学生用英语进行交际的能力。具体做法是让学生根据书中提供的基本素材,创造性地编排对话,进入角色,结对进行交谈。

语法:语法练习旨在复习、巩固和提高。每一单元侧重某一语法现象,集中进行操练,提高学生将语法知识转化为实际运用语言的能力。

翻译:第二册英译汉练习的原文取之于课文,汉译英练习的单词短语也是从课文中选出。部分单元除汉英单句翻译外,还增加了汉英短文翻译。翻译练习的目的是要培养学生准确理解、贴切表达的能力。

写作:第二册介绍一般英文书信的写作,提供通知、便条、请柬、感谢信等常用信件的样本,供学生仿效练习。

补充阅读材料:补充阅读材料在选材上注意与课文协调,使其成为对课文内容的进一步展开、深化和补充。与课文相比,补充阅读材料篇幅较长、词汇量较大,有一定的难度,主要是为了增强学生的英语阅读理解能力,扩大商务专业知识。

第二册课文中出现的生词主要用英语释义,以便学生掌握确切词义,逐步学会使用英语原版词典。书后所附总词汇表用汉语释义,供学习时参阅。为扩大学生词汇量,总词汇表收入“高等学校英语专业基础阶段分级词汇表”部分四级词汇。

第二册在南京大学外国语学院英语系试用时,得到学生和支持配合。试用第二册的教师提出了不少宝贵的建议,在此特表示谢意。

第二册的输入和排版均由编写人员承担。由于我们是第一次在计算机上进行编写,加上时间紧迫,缺点错误在所难免,欢迎使用第二册的同志们批评指正。

王守仁

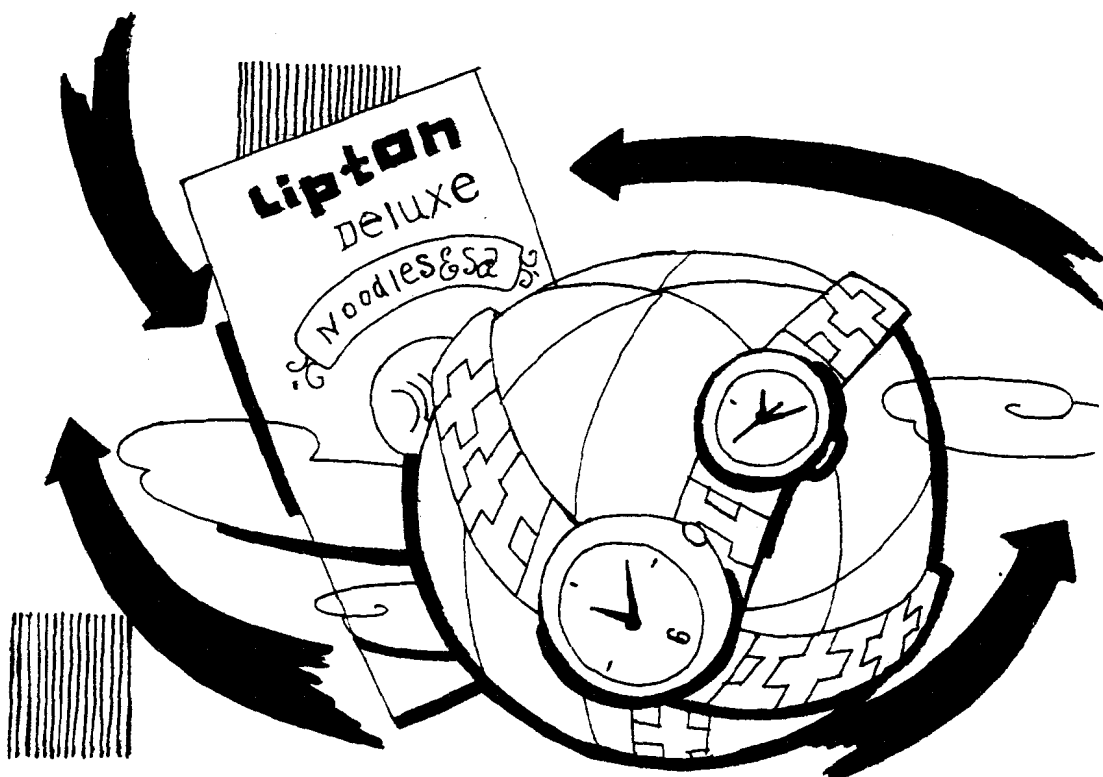
一九九四年十月

Contents

Unit 1	1
Text: Market Economies	
<i>Supplementary Reading: What, How, and for Whom in the Market Economy</i>	
Unit 2	11
Text: A Smart Move or an Error--Story of the New Coke	
<i>Supplementary Reading: Survey Research: A Questioning Approach</i>	
Unit 3	22
Text: Andrew Ponder: the Young Entrepreneur	
<i>Supplementary Reading: To Be Or Not to Be a Small Business Owner?</i>	
Unit 4	33
Text: The 60-Hour Week	
<i>Supplementary Reading: (I) The Appointment of Judges</i> <i>(II) There Is Always a Better Alternative</i>	
Unit 5	44
Text: Kentucky Fried Chicken: A Classic Turnaround Story	
<i>Supplementary Reading: It Takes a Tough Man to Make a Tender Chicken</i>	
Unit 6	55
Text: The Money Persuader	
<i>Supplementary Reading: Maslow's Hierarchy of Needs</i>	
Unit 7	67
Text: Rolling Out the Barrel in China	
<i>Supplementary Reading: An Old Friend's Hard Truths</i>	
Unit 8	77
Text: Shopping Basket Psychology	
<i>Supplementary Reading: Manners Maketh Corporate Man</i>	
Unit 9	89
Text: McDonald's in Japan	
<i>Supplementary Reading: The Japanese Economy: from Miracle to Mid-life Crisis</i>	
Unit 10	99
Text: Service of Advertisement	
<i>Supplementary Reading: (I) The Poster Will Always Be with Us</i> <i>(II) You'll Never Know Until You've Tried It--Jameson!</i>	
Unit 11	110
Text: The IBM Way	
<i>Supplementary Reading: The IBM Culture</i>	

Unit 12	121
Text: Who Controls the Corporation?	
<i>Supplementary Reading: Understanding the Stock Market</i>	
Unit 13	132
Text: Just-Picked Flowers: A Fresh Idea Pays	
<i>Supplementary Reading: Frieda Caplan</i>	
Unit 14	143
Text: Marketing Myopia	
<i>Supplementary Reading: Humminbird: Listening to the Customer</i>	
Unit 15	155
Text: Different Attitudes Toward Wealth	
<i>Supplementary Reading: Development of U.S. Business (I)</i>	
Unit 16	167
Text: Henry Ford	
<i>Supplementary Reading: Development of U.S. Business (II)</i>	
Business Conversation	178
Glossary	186

Unit 1



Warming-up

● Words and Expressions

resource <i>n.</i>	(often pl.) the wealth of a country, or a business enterprise, e.g. mineral, land, labor; or capital, equipment, personnel, etc.
alike <i>a.</i>	being the same in appearance, quality, character, etc.
blouse <i>n.</i>	a loose outer garment for women
fabric <i>n.</i>	cloth or other material made by weaving cotton, nylon, wool, silk or other threads together in any of various ways
shortage <i>n.</i>	a condition of having less than is needed
suffer <i>vt.</i>	experience or have to deal with (something painful or unpleasant)
go out of business	stop trading; fail
incentive <i>n.</i>	something which encourages a person on
-oriented <i>a.</i>	designed for, directed towards, or concerned with

● Pre-Text Questions

1. What do you know about the market economy?
2. What do you know about the planned economy?
3. What is the meaning of the word "market"?
4. How does the change to a market economy affect your life?

Market Economies*

Products such as bread, meat, clothing, refrigerators and houses are produced and sold in every country of the world today. The production methods and resources used to make these products are often very similar in different countries. Bread, for example, is made by bakers using flour, water, salt, sugar and yeast. Once the bread has been baked, the loaves are sold to consumers in stores which can look very much alike.

However, the processes used to determine what products to make, how to make them, and what prices to charge for them are different. In market economies, anyone--individual or company--can make production and sales decisions. To see this more clearly, consider a specific kind of product, say shirts and blouses.

If many producers believe that they can sell shirts and blouses at prices high enough to cover their production costs and earn profits, they will decide to produce and sell them. This leads to direct competition between different companies making and selling these products. That competition is one of the basic reasons why there are so many different styles, fabrics and brands of clothing for consumers to choose from in stores.

A key point about market economies is that the prices for shirts, blouses and other products sold in stores are not set by a government planning committee. Instead, every seller is free to raise or lower prices according to changing market conditions. If one kind of shirt becomes very popular for a time, the price of such shirts will usually rise. Because of this price increase, consumers will buy fewer shirts. At the same time, as the higher price increases profits, the shirt makers will produce more shirts, and other companies will decide to start making shirts. As a result, any shortage will soon be wiped out.

In the market, consumers are free to choose among competing products. Companies making shirts that are popular with consumers can sell them at competitive prices and earn profits. Producers who make unwanted products, or operate inefficiently, will suffer losses. Eventually, they must either learn to produce and compete efficiently or they will go out of business, and someone else will take over their factories, machines and other resources. This is the basic process in which economic incentives work in a market economy.

Market economies may be practical, but they are also based on the fundamental principle of individual freedom: freedom as a consumer to choose among competing products and services; freedom as a producer to start or expand a business; and freedom as a worker to choose a job or an employer.

It is true that market economies provide no magic solutions to all our headaches. Government plays a critical role in solving problems such as inflation, unemployment, pollution, and poverty. Nevertheless, a market-oriented economic

system seems to offer greater opportunity for economic growth, technological progress and prosperity.

* The text is based on *What is a Market Economy?* (U.S. Information Agency June 1992).

Comprehension and Reflection

I. Questions for comprehension:

- What is similar under different economic systems? The correct answer is:
 - Production decision-making process
 - Production methods
 - Sales decision-making process
- According to the text, competition is caused by producers' desire to _____.
 - have different styles
 - improve the quality of products
 - earn profits
- In what ways do consumers benefit from competition among different producers?
- Will higher price necessarily bring in profits?
- What are the two alternatives for those producers who make unwanted products?
 - _____
 - _____
- Paraphrase the following sentence:
This is the basic process in which economic incentives work in a market economy.
- In what aspects can government play a critical role in a market economy?
 - _____
 - _____
 - _____
 - _____

II. Topics for discussion:

- What are the pre-conditions of a market economy?
- In what ways are market economies different from planned economies?
- What are the limitations of a market-oriented economic system?
- How can a college student be prepared for the challenges of a market-oriented economic system?

Pronunciation and Intonation

I. Pronounce the following words:

economy	refrigerator	determine	resource
committee	eventually	efficient	incentive
employer	employee	individual	prosperity
yeast	process	progress	houses
sales	blouse	fabric	clothing
competition	competitive	competitor	compete

II. Read aloud:

A key point about market economies is that the prices for shirts, blouses and other products sold in stores are not set by a government planning committee. Instead, every seller is free to raise or lower prices according to changing market conditions. If one kind of shirt becomes very popular for a time, the price of such shirts will usually rise. Because of this price increase, consumers will buy fewer shirts. At the same time, as the higher price increases profits, the shirt makers will produce more shirts, and other companies will decide to start making shirts. As a result, any shortage will soon be wiped out.

Word Study

I. Study the following words:

determine *v.*

- ① control; have a direct and important effect on
Economic factors determine the progress which a society can make.
The amount of rainfall determines the size of the crop.
- ② find out the facts about
It was in the public interest to determine exactly what happened.
- ③ decide or settle
The date of the match is yet to be determined.
The court determined that the man was guilty of assault.

determination *n.* determining *a.*

sell *v.*

- ① give or pass (property or goods) to someone else in exchange for money
He would like to buy your apartment if you are willing to sell it.
The picture was finally sold for 1,000 yuan.
- ② be bought; get a buyer or buyers
This kind of magazine sells at \$1.5.
Business English books sell like hot dogs nowadays.
- ③ make acceptable, believable or desirable to (someone) by persuading
Will this candidate be able to sell his ideas to his voters?
You've got to sell yourself at the interview.

sell off: sell (goods) cheaply, as to raise money quickly or at need

The store is selling off old television sets to make room for the latest models.

He was forced to sell off his land because he needed money badly.

sell out: sell the whole supply of (something); (of a supply) be all sold

I'm sorry, all the lemonade is sold out.

on sale: offered to be sold at lower prices than usual

I got this beautiful hat on sale. It was really cheap.

expand *v.*

- ① increase in size, number, volume, degree, etc.; (cause to) grow larger
Metals expand when they are heated.
Our international trade has expanded during recent years.
- ② make (a story, argument, etc.) more detailed by addition: enlarge (on)
Can you expand on your reasoning so that we can all follow you?

expansion *n.* expansive *a.*

earn v.

- ① get (money) by working
He is earning a lot of money as a consultant engineer.
This young girl earns \$30,000 a year.
- ② get (something that one deserves) because of one's qualities or actions
His bravery in the war earned him the title of "Great."
She's earned a break after all that hard work.

II. Do the following exercises:

1. Complete each of the following sentences by using the words given in the brackets.
 - a) Mary invited her friends to the trade fair so that _____. (sell)
 - b) First of all, we should _____. (determine)
 - c) _____ him the admiration of his colleagues. (earn)
 - d) You'll have to _____ if you want to convince them. (expand)
 - e) Because _____, this young engineer failed to fulfil this task. (determination)
 - f) Do you think _____ his ideas? (sell)
 - g) With the _____, this country is becoming more and more prosperous. (expansion)
 - h) At first, life was difficult for him. He _____. (earn)
2. Compose a short passage of not more than 80 words, using **determine, sell, expand and earn**.

Business Conversation

Foreign Travel

As a businessman, you travel to foreign countries a lot. Before you make such a travel, you need some information about how to behave properly in the foreign country. Appropriate behavior may lead to unexpected business results. You and your partner are going to advise each other on how to behave in two countries.

Student A: turn to page 178.

Student B: turn to page 182.

Here are some useful expressions:

Oh, let me think for a minute.

I wonder if you could tell me...

How should I...?

Remember, you cannot...

Sorry, I've got no idea.

Something else I was wondering about was...

How about...?

This may sound a dumb question, but I'd like to know...

Oh, that's something I'd rather not talk about just now.

That's a very interesting question...

Vocabulary Exercises

I. Give Chinese or English equivalents to the following:

- | | |
|------------------------|----------------------------------|
| 1. market economy | 2. production costs |
| 3. wipe out shortage | 4. government planning committee |
| 5. earn profits | 6. as a result |
| 7. economic incentives | 8. play a critical role |
| 9. 蒙受损失 | 10. 变化的市场情况 |
| 11. 导致引起 | 12. 涨/降价 |
| 13. 生产方法 | 14. 停业歇业 |
| 15. 扩展业务 | 16. 基本原则 |

II. Fill in the blanks with the right form of the given words:

1. short

- a) The customer is not satisfied with this shirt, and he wants to have the sleeves _____.
b) Labor and material _____ lead to the decrease of production in this factory.

2. base

- a) _____ on the suggestions from the workers, the boss finally decided to fire two incompetent directors.
b) Be sure to remember that faithfulness to the company is the _____ requirement.
c) In most factories, employees work on a three-shift _____.

3. choose

- a) If you _____ him as your leader, you'll have made a reasonable _____.
b) Any customer, no matter how _____ he is, will be satisfied with the _____ apples.

4. profit

They collected all kinds of _____ information about this project.

5. produce

- a) More and more people want finished instead of unfinished _____.
b) With the development of new machinery, the factory becomes more _____.
c) Mass _____ does not necessarily mean poor quality.

6. efficient

- a) If you want to stay here, you must try your best to work _____.
b) Due to the _____ of the sales manager, the firm suffered great loss in the competition.

III. Fill in each blank with a proper preposition or adverb:

- Are the buildings in this area similar _____ appearance and height _____ those in New York?
- The proposal is extremely popular _____ the young people.
- For the same product, we have got four brands for you to choose _____.
- The country is taking some actions to wipe _____ illiteracy and poverty.
- To our great surprise, these high-quality goods are sold _____ a reasonable and acceptable price.
- Your carelessness will someday lead _____ your failure.
- Whenever he falls ill, his brother takes _____ his job as a supervisor.
- To discontinue the workers' salary is certainly not a good solution _____ the problem.
- The auto-repair man charged Mr. Li 1,000 yuan _____ a new hood.
- This is the decision which I am sure they will profit _____.

IV. Fill in each of the blanks with a word given below:

You there with better make

as frequently with of about

Consumer Economics

James Duesenberry, former chairman _____ the Harvard Economics Department, once wrote, "Economics is all about how people make choices. Sociology is all _____ why people don't have any choices to _____." If that is the case, then consumer economics is all about how individuals can make _____ choices.

Good decision makers are made, not born _____ must learn and practice decision-making skills if you are to cope _____ the hundreds of decisions that you will make in a lifetime. Decisions come in all sizes and shapes. Some, such _____ choosing a career or getting married, occur only infrequently. Other choices are important and occur _____ enough to allow for some learning and reevaluation. Buying a car or a house and making an investment are examples of these kinds of decision. Then, _____ are the more frequently made decisions of food shopping or obtaining credit. Life is filled _____ decisions.

Grammar Review

Infinitives

I. Insert to where necessary before the infinitives in brackets:

1. He made me (do) it all over again.
2. He made her (repeat) the message.
3. How dare you (open) my letters!
4. I used (smoke) twenty cigarettes a day.
5. Will you help me (move) the bookcase?
6. Do you wish (make) a complaint?
7. Visitors are asked (not feed) the animals.
8. I heard the door (open) and saw a shadow (move) across the floor.
9. Did you remember (give) him the money?
No, I didn't. I still have it in my pocket, but I'll (see) him tonight and I promise (not forget) this time.
10. The American said that he had seen nine presidents (come) and (go). He must (be) a very old man.
11. We don't want anybody (know) that we are here.
12. He doesn't like (be told) what (do).

II. Identify and correct the mistake in each of the sentences if any:

1. People complain that the costs of establishing a business are so high that only the rich can afford running a company.
2. Although few people really like to be leaders themselves, nearly all people enjoy to criticize their leaders.
3. John was made work day and night.
4. As time went on, he suffered such heavy losses that he was forced give up his business.
5. A letter of credit is issued by a bank, permitting an individual or a business firm drawing up to a stated amount of money on that bank.
6. The man was seen run away with something black under his arm.
7. The desire to make a profit motivates business executives organizing and operate their firms.