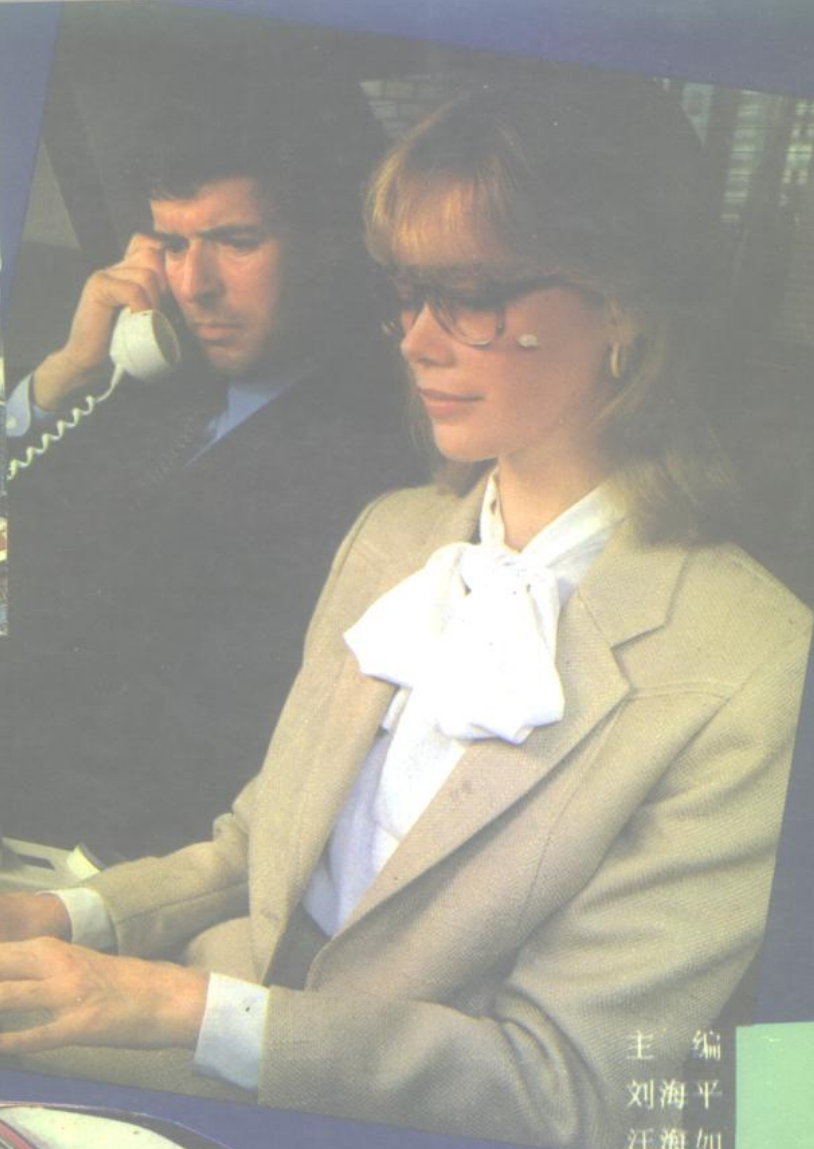


ENGLISH FOR INTERNATIONAL BUSINESS

国际商务英语教程



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English for International Business

国际商务英语教程

第三册

刘海平 汪海如 主 编
刘慧君 王晓英 副主编

南京大学出版社
1996·南京

《英语国际商务系列教材》

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《国际商务英语教程》(第三册)

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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;国有公民、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摒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,能以其厚实的语言功底和灵活的商务头脑,左右逢源而游刃有余。

《国际商务英语教程》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

本书为《国际商务英语教程》第三册,主要编写对象为国际商务英语专业的本科和大专二年级学生,也可供从事外经外贸工作的在职人员以及具有相应水平的自学者使用。

本册的编写原则与前两册相同,主要目的是通过课文的阅读和理解,大量不同类型习题的操练使学生进一步打好英语基础,并初步掌握有关国际商务的基本理论和知识。

本册共分十六单元。每一个单元含正课文和补充阅读材料,题材涉及国际贸易,国际营销,跨国经营,商品学诸多方面。使用者可根据学生的具体情况用六至八学时学完一个单元。现将单元各项内容介绍如下:

1. “预习”(Warming-Up):预习分为“词汇与短语”(Words & Expressions)及“课前提问”(Pre-text Questions)两部分。“词汇与短语”列出本单元主要词汇,并辅以英语解释,必要时也附上汉语解释。“课前提问”主要围绕该单元课文的思想内容进行口头问答,为学习课文作好准备。

2. “课文”(Text):课文主要选自近年来英美等英语国家有关国际商务领域的书刊报纸,大部分是原文,仅有少许改动。在选材时力求内容的知识性、时代性和语言的规范性。

3. “课文注释”(Notes to the Text):主要对背景知识、术语和专有名称给予简明扼要的解释或说明。

4. “理解练习”(Comprehension Exercises):以多项选择题和问答题为主,旨在检查学生对课文内容的掌握和理解。

5. “讨论题”(Topics for Discussion):讨论题着重就课文内容以及与课文相关的问题展开讨论,以培养学生独立思考与口头表达的能力。

6. “词汇学习”(Word Study):从各单元课文中选出的三至四个动词均为常用词和多义词。除了介绍它们的各种用法外还配以练习,以加强学生实际运用的能力。

7. “词汇练习”(Vocabulary Exercises):本项以课文中出现的单词,短语句型为主编排多种形式的练习,帮助学生熟练掌握和正确使用已学的语言知识。

8. “翻译实践”(Translation Practice):本项分“英译汉”与“汉译英”两部分,英译汉大多取自课文中的某一段落,汉译英则由编者用课文中出现的词汇和短语自编的,每次一至两小段,以训练学生连贯性的书面翻译能力。

9. “完型填空”(Cloze):本项所选的短文均与课文内容有关,文中留有十几个空白处,由学生在所给的众多单词中选择填空,既帮助学生增加有关商务方面的知识又训练他们对语言的分析、运用能力。

10. “语法复习”(Grammar Review):本项练习旨在全面复习和提高已学过的语法知识。为了提高学生的四级统考应试能力,本项增加了综合改错练习(Proofreading)。

11. “商务会话”(Business Conversation):为了提高学生用英语进行商务方面的交际能力,本项只提供一个情景和一些素材,由学生结对自编对话,进行交谈。

12. “商务写作”(Business Writing):本项旨在介绍常用商务英文书信的写作,通过提供各种商务英文书信的样本和写作练习,让学生了解并初步掌握各类常用商务英文书信的一般写法。

13. “补充阅读材料”(Supplementary Reading):本项所选的材料均与课文相关,与课文相比,材料篇幅较长,词汇量较大,有一定的难度。材料后面附有是非题和问答题,旨在增强学生的阅读理解能力,扩大有关商务方面的知识。

为了扩大学生的词汇量,总词汇表里收入了“高等学校英语专业基础阶段分级词汇表”中的五级词汇。本册在南京大学外国语学院英语系、苏州大学外语学院及南京师范大学外文系试用时,得到学生和教师的大力支持和配合,并提出了不少宝贵的意见和建议,在此特表示感谢。

由于我们在编写商务英语教材方面缺乏经验,又是第一次自己在计算机上进行编写,缺点错误在所难免,恳请使用本册的同志们批评指正。

汪海如

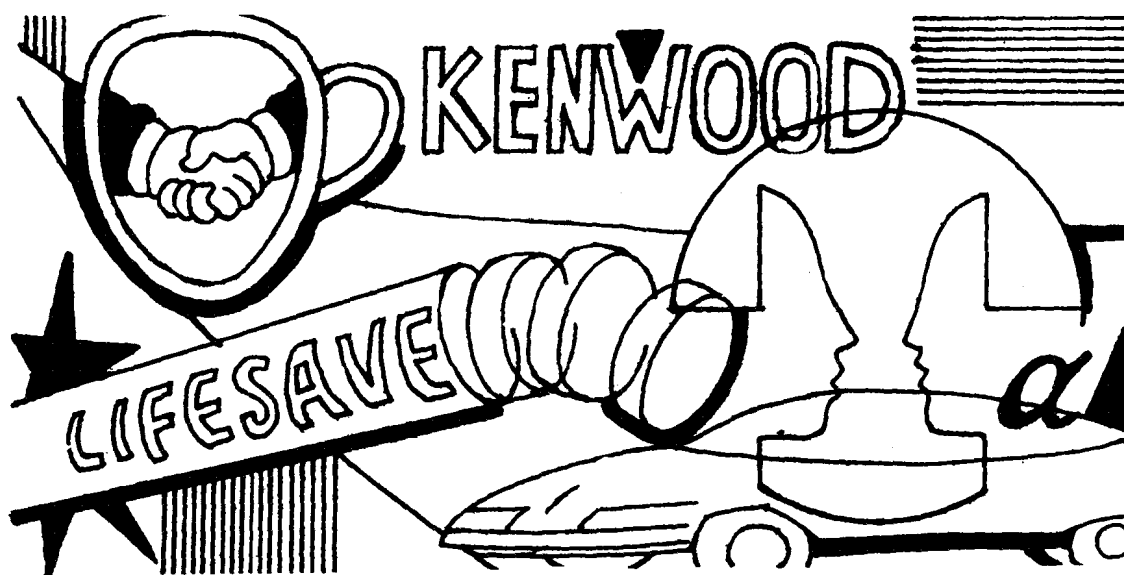
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Unit 1



Warming-up

● Words and Expressions

concept: *n.*

marketing: *n.*

figure out:

personal selling:

physical distribution:

encompass: *v.*

justify: *v.*

point: *n.*

inventory: *n.*

coordinate: *v.*

a generalized idea ; notion

various business activities involved in the moving of goods from the producer to the consumer, including selling, packaging, etc.

work out

the activity of personally helping and convincing buyers to purchase an ideal product or service

the process of transporting goods from the producer to the customer, including transportation and storage 实体分销
include

show or prove to be just or right

particular place

store of unsold goods 库存

cause to work in agreement with another or each other

● Pre-text Questions

1. Do you like going window-shopping? Why?
2. When buying clothes, which do you care the most, style, price or quality?
3. Do you believe in advertising? Have you ever been cheated by advertisement or have you benefited from it?
4. Which products do you prefer to buy, local ones or those made in other parts of the country?
5. Do you like to buy goods sold at discount?

The Changing Concept of Marketing *

The terms *market* and *marketing* can have several meanings depending upon how they are used. The term *stock market* refers to the buying and selling of shares in corporations as well as other activities related to stock trading and pricing. The important world stock markets are in London, Geneva, New York, Tokyo, and Singapore. Another type of market is a grocery market, which is a place where people purchase food. When economists use the word market they mean a set of forces or conditions that determine the price of a product, such as the supply available for sale and the demand for it by consumers. The term *marketing* in business includes all of these meanings, and more.

In the past, the concept of marketing emphasized sales. The producer or manufacturer made a product he wanted to sell. Marketing was the task of figuring out how to sell the product. Basically, selling the product would be accomplished by sales promotion, which included advertising and personal selling. In addition to sales promotion, marketing also involved the physical distribution of the product to the places where it was actually sold. Distribution consisted of transportation, storage, and related services such as financing, standardization and grading, and the related risks.

The modern marketing concept includes all of the activities mentioned, but it is based on a different set of principles. It subscribes to the notion that production can be economically justified only by consumption. In other words, goods should be produced only if they can be sold. Therefore, the producer should consider who is going to buy the product--or what the market for the product is--before production begins. This is very different from making a product and then thinking about how to sell it.

Marketing now involves first deciding what the customer wants, and designing and producing a product that satisfies these wants at a profit to the company. Instead of concentrating solely on production, the company must consider the desires of the consumer, and this is much more difficult since it involves human behavior. Production, on the other hand, is mostly an engineering problem. Thus, demand and market forces are still an important aspect of modern marketing, but they are considered prior to the production process.

Because products are often marketed internationally, distribution has increased in importance. Goods must be at the place where the customer needs them or brought there. This is known as place utility,¹ it adds value to a product. However, many markets are separated from the place of production, which means often both

raw materials and finished products must be transported to the points where they are needed.

Raw materials requiring little or no special treatment can be transported by rail, ship, or barge at low cost. Large quantities of raw materials travel as bulk freight,² but finished products that often require special treatment, such as refrigeration or careful handling, are usually transported by truck. This merchandise freight is usually smaller in volume and requires quicker delivery. Merchandise freight is a term for the transportation of manufactured goods.

Along all points of the distribution channel various amounts of storage are required. The time and manner of such storage depends upon the type of product. Inventories of this stored merchandise often need to be financed.³

Modern marketing is therefore a coordinated system of many business activities, but basically it involves four things: (1) selling the correct product at the proper place, (2) selling it at a price determined by demand, (3) satisfying a customer's need and wants, and (4) producing a profit for the company.

* The text is excerpted from *You Are in Business* by John Thomas French.

● Notes to the Text

1. place utility: the increase in value of a product because of its availability at a certain place 地方效用
e.g. In an area with no roads, a pair of good walking shoes may have more place utility than an automobile.
2. bulk freight: goods carried in great volume 大宗货物
3. Inventories of this stored merchandise often need to be financed: Here "financed" means "paid for". To finance means to provide capital, or money, for.

Comprehension Exercises

1. In the past the main objective of marketing was sales promotion. Marketers were people who _____.
a. bought and sold stock
b. consumed
c. tried to sell production
d. supplied and demanded
2. The word *market* can have several meanings. A person who wants to buy food uses the word to indicate _____.
a. standardization and grading
b. a place where groceries are for sale
c. sales prices
d. supply and demand
3. Modern marketing aims to satisfy the wants of the consumer. Marketing personnel should consider first of all _____.
a. how to advertise the product
b. what products the customer desires
c. how to distribute the product
d. engineering problems
4. Marketing is an important consideration for _____.
a. the consumer
b. the distributor
c. all aspects of production
d. the salesman
5. Raw materials can be transported in bulk at low cost. Finished goods which sometimes

- require special treatment usually are shipped by truck. Transportation by truck is probably _____.
- a. what the customer wants
 - b. the best marketing method
 - c. slow
 - d. more expensive
6. Demand and market forces are considered prior to production. Before designing and producing the product, companies consider _____.
- a. the supply of consumers
 - b. the desire by consumers to purchase a product
 - c. distribution to the consumers
 - d. all the marketing activities
7. Between the producer and the consumer certain goods are stored along the way because there may be great distances between the point of production and the point of sale. Storing along the distribution channel _____.
- a. is suitable for all products
 - b. makes quicker delivery to consumers
 - c. makes standardization and grading necessary
 - d. not add to the cost of the product
8. Economists use the word *market* to refer to a set of forces or conditions which determine the price of a product. This particular meaning of the word *market* _____.
- a. is not important for people who are not economists
 - b. describes in general how prices are determined
 - c. has no effect on the stock market
 - d. considers only demand, but not supply
9. Among other things, modern marketing considers selling the correct product at the proper place. This means that _____.
- a. place utility and consumer demand must be considered
 - b. advertising will help increase sales
 - c. distribution is more important than product designs
 - d. if a product is for sale, someone will buy it
10. Modern marketing is a coordinated system of business activities because _____.
- a. it involves solving design problems to meet consumer demands
 - b. it involves having the product at the right place at the right time
 - c. it considers the profitability of the company
 - d. all of the above

● Topics for Discussion

1. How does modern marketing differ from the old ideas and practices of marketing?
2. What effect does the theory of modern marketing have on production decisions?
3. What makes solving marketing problems more difficult than solving production problems?
4. Why do inventories of stored goods often need to be financed?

Word Study

1. Study the following words:

refer (to) v.

1. concern; be directed towards

The new law does not refer to land used for farming.

The term *market forces* refers to various conditions and situations such as supply and demand which determine price.

2. mention, speak about

The speaker began by referring to the early history of the company.

Referring to your order No. 105, we have not yet received the design sample.

3. look at for information; consult

For further information about the price, please refer to our catalog.

The teacher asked her students to refer to a dictionary for the spelling.

4. transfer something for the attention or action of someone else

You'd better refer the proposal to the manager, not to me.

The shop decided to refer the customers' complaint to the manufacturers.

reference *n.*

grade v.

1. sort, separate into levels

The products will be graded according to size and quality.

The highest quality eggs and milk are graded AA.

2. (AmE) award a mark

The teacher spent all day grading the students' papers.

The third section consists of multiple-choice questions which can be graded by a computer.

3. level out the gradients of (a road, etc.)

Grading the road should minimize its slipperiness.

grade *n.*

subscribe v.

1. contribute or agree to contribute

The company subscribed 10,000 dollars to the relief fund.

This is a cause to which he subscribed generously in the past.

2. sign (one's name) at the end of a document, etc. or add one's signature to (a document, etc.) to indicate consent, approval, etc.

They subscribed the protest against prolonged working hours and low wages.

Hundreds of townspeople subscribed their names to the petition demanding the local government for a new school.

3. consent to; support; favor

I don't subscribe to his view that price reduction can surely increase sales.

His is a pessimistic view to which nobody will subscribe.

4. agree to receive and pay for a periodical, newspaper, books, etc. (with "for" or "to")

The library subscribed for dozens of periodicals every year.

He subscribed to a number of journals and two daily newspapers.

subscriber *n.* subscription *n.*

II. Do the following exercises:

1. Fill in the blanks with the following verbs or their derivatives:

refer grade subscribe

- 1) They _____ the contract after striking an agreement on the delivery terms.
- 2) These reading passages are _____ according to level of difficulty.
- 3) _____ to your letter of June 6, we would like to inform you that your order can be shipped at the beginning of next month.
- 4) This product is priced in _____, and _____ A is the best quality.
- 5) We are raising a _____ for the families who have suffered from the typhon.
- 6) Since they could not solve the problem, they _____ it to experts.
- 7) He didn't _____ to the proposal that the experiment be put off till added funds were available.
- 8) The traveller _____ his guide book for the details of the winter resort.
- 9) This is a good _____ book.
- 10) The magazine made a special offer to new _____.
- 11) In China, the primary school has six _____.
- 12) There is no further _____ to that incident in his report.

2. Compose a short passage of about 100 words, using **refer, grade, subscribe** or their derivatives.

Vocabulary Exercises

I. Suffixes *-fy* and *-ize* can make verbs from nouns and adjectives. Now complete the following sentences with the correct verb form of the words in the brackets:

1. The factory you will visit _____ in the manufacture of engineering plastics and home appliances. (special)
2. This salt has been specially _____ for use in medicine. (pure)
3. His customer asked him to come up with package designs that were economically _____. (just)
4. In the letter he expressed his wish to _____ his office filing system using some of our products. (modern)
5. He said for sure that he could easily _____ that car as his by the dent on the hood. (identity)
6. Some _____ countries, including Germany and the US, were becoming more important sources of orders for the company. (industry)
7. With her knowledge and experience she is no doubt best _____ for the task. (qualification)
8. Only _____ products could enter into the foreign market. (standard)
9. Production machinery must be arranged to _____ and _____ cost. (maximum, minimum)
10. This writing exercise _____ the methods of comparison and contrast. (emphasis)

II. Replace the italicised parts with words or expressions from the text:

1. "Public attention at the moment *is focused on the problem of industrial relations,*" the economist remarked.
2. The shopkeeper had a sale to reduce his *stored goods*.

3. The best method to *attain* the goal is to give the workers an incentive to make greater efforts.
4. To *load and unload* containers, they need special equipment and ports adapted for container traffic.
5. The rate of production should *match* the rate of consumption.
6. The recent excavations have *greatly increased* our knowledge of life in Britain during the Stone Age.
7. A *shipment of finished products* is usually less bulky and requires quicker delivery.
8. Marketing is also concerned with the transportation of the product to places where it is actually sold.
9. Finished goods which sometimes require special treatment are usually *shipped* by truck.
10. Intrigued by the thought and challenge of starting their own profitable business, many people *sell* their own products, as well as others, across international borders.

III. Fill in the blanks with the words and expressions given below, changing the forms if necessary:

available	figure out	involve	prior to	emphasize	manufacture
finance	distribution	justify	subscribe	accomplish	encompass

1. It is believed that consumers' motivation _____ a three-stage cycle consisting of a need or want, a desire, and a goal.
2. The director _____ that those who did not obey the safety regulations would be dismissed immediately.
3. I don't _____ to the notion that most young people are lazy.
4. He worked deep into the night until he _____ the cost of the project.
5. You are not _____ in persuading customers to purchase defective goods.
6. Her aunt _____ her way through college.
7. Motorbikes _____ in your country are far superior in quality to those turned out in theirs.
8. The price of a product will be determined by the quantity _____ for sale and the desire of the consumer.
9. Many factors must be evaluated _____ selecting a proper advertising medium.
10. Modern transportation capability makes possible worldwide _____ of the products made in a specific country.
11. The diversified company's ventures _____ projects in shipbuilding, banking, and various financial services.
12. He is a man who always _____ what he sets out to do.

IV. Give the noun form of the words given below and then put the following phrases into English, using the noun forms of some from the list:

refer	available	utilise	determine
consume	emphasize	separate	distribute
treat	store	involve	subscribe
deliver	concentrate	accomplish	standardize
promote	satisfy	coordinate	prior

- | | |
|------------|--------------|
| 1. 多种销售渠道 | 2. 机器零件的标准化 |
| 3. 有效的促销措施 | 4. 两公司间的广泛协作 |

- | | |
|-------------|------------|
| 5. 能源的集中 | 6. 销售目标的完成 |
| 7. 对质量控制的强调 | 8. 极高的经济效用 |
| 9. 数据的长期存储 | 10. 享受优先权 |

V. Fill in each of the following blanks with an appropriate word from the list given below:

- | | | | | | | | | | |
|----------------------|---------------------------|-------|-----|------|-------|------|-------|--------|------|
| fleet | swarm | crowd | set | pack | bunch | gang | flock | packet | herd |
| 1. a _____ of tools | 6. a _____ of thieves | | | | | | | | |
| 2. a _____ of people | 7. a _____ of cards | | | | | | | | |
| 3. a _____ of grapes | 8. a _____ of sheep | | | | | | | | |
| 4. a _____ of ships | 9. a _____ of bees | | | | | | | | |
| 5. a _____ of cattle | 10. a _____ of cigarettes | | | | | | | | |

Translation Practice

I. Translate the following passage into Chinese:

The modern marketing concept encompasses all of the activities mentioned, but it is based on a different set of principles. It subscribes to the notion that production can be economically justified only by consumption. In other words, goods should be produced only if they can be sold. Therefore, the producer should consider who is going to buy the product--- or what the market for the product is--- before production begins. This is very different from making a product and then thinking about how to sell it.

II. Translate the following passages into English, using the words and expressions given below:

- | | | | | |
|----------------|--------------|-----------|------------|----------|
| marketing | be justified | determine | figure out | prior to |
| available for | accomplish | involve | consist of | |
| in addition to | at a profit | finance | encompass | |

- 几年前，这家公司由于经营不善，几近破产，但自从约翰被提升为经理以来，公司恢复了生气。约翰先要求工程师对产品作经济合算的设计，然后请来经济学家为之解决产品销售的问题，结果这家公司扭亏为盈。接着，约翰下决心扩大生产规模，并有幸得到了银行的贷款。如今，这家公司拥有三个工厂，它们除了生产洗衣机和冰箱外，还生产一些生活日用品。
- 现代市场营销涉及到许多方面的内容，它包括企业了解，鉴定以及满足市场需求的一切活动。在这些活动中，企业必须在获利的基础上设计和生产产品来满足市场需求，而鉴定和研究市场需求则比其他一切活动都更为重要。

Cloze

Fill in each blank with an appropriate word from the list given below:

- | | | | | | |
|---------|----|------|----------|--------|------|
| various | do | best | region | same | not |
| demand | to | out | market | export | with |
| until | or | for | overlook | even | off |