

中等职业学校课程
改革试验成果教材

商务英语 阅读

李 萌 主编



高等教育出版社
Higher Education Press

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英语

阅读



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内容简介

本书是中等职业学校课程改革试验成果教材。全书密切联系商务英语工作实践,从岗位需求和用人单位需求出发,精选教学内容,培养学生从事商务英语工作的综合职业能力。

本书主要内容包括人力资源、市场调研、产品生命周期、电子商务、国际贸易、商务类型、科技、定价、物流、保险、广告、市场组合、商标和客户服务,均为与商务活动密切相关的话题。

本书可供中等职业学校商务英语专业的学生使用,也可作为从事涉外商务工作人员的自学教材或参考用书。

李萌 主编

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前 言

在商务环境中学习英语,运用英语技能进行商务活动,成为越来越多人的共同认识。由高等教育出版社指导、全国各中等职业学校参与的商务英语教材的编写,正是顺应了我国经济建设和社会发展急需初等商务英语人才的趋势。《商务英语阅读》是商务英语系列教材之一。本套教材的适用对象是中等职业学校商务英语专业学生,也可以作为中等职业学校选修课程的教材,以及从事涉外商务工作人员的自学教材或参考用书。教材的计划课时为72课时,学生在学习本教材后可以掌握商务活动中一定的基础英语,为日后独立阅读简单商务英语文章打下相应的基础。

该教材按主题分单元编写,主要内容包括:人力资源、市场调研、产品生命周期、电子商务、国际贸易(2个单元)、商务类型、科技、定价、物流、保险、广告、市场组合、商标和客户服务,共15个单元,均为与商务基础活动密切相关的话题。教师可根据学生兴趣安排授课顺序。根据中等职业学校学生年龄小、社会经验缺乏的特点,编者将实事性、直观性的教学与实践贯穿于整个编写过程中。教材的每一单元包含大量图片,涉及学生日常生活中常见的国际化产品和企业,同时保留了传统英语阅读教程中的部分内容,如问答、单词填空,以巩固学生对知识的掌握。

本书采用出版物短信防伪系统,用封底下方的防伪码,按照本书最后一页“郑重声明”下方的使用说明进行操作,可查询图书真伪并可赢得大奖。本书同时配套学习资源,登录 <http://sv.hep.com.cn>,注册后即可下载相关资源。

本书编写人员及分工如下:上海市商业学校李萌(第1、2、3、7、9和12单元),上海市商业学校马漓(第4、13、14、15单元),青岛女子职业中专汪敏(第5、8单元),杭州商贸职业高级中学范旻旻(第6、10、11单元)。

本书由中国职业技术教育学会教学工作委员会商贸专业教学研究会审定,由 Geoffrey Mather 审稿,并提出了宝贵的修改意见,在此表示诚挚的谢意。

由于编者水平有限,纰缪或疏漏之处在所难免,诚望专家学者、英语界的同行以及使用本教材的教师和学员不吝指正。

编者

2008年9月

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1

Chapter One

Human Resource

在本章中，你可以了解到

- 什么是人力资源管理？
- 作为雇员，怎样能在面试中表现得更好？
- 作为雇主，怎样招聘到合格的员工？



Pre-reading activity

Activity 1

Applying for a job at IKEA



Do you know IKEA?

Have you had a job interview before?

Activity 2

The following pictures are some familiar jobs. Can you recognize them?

1



2



3



4



Can you choose a correct name for each of them?

flight attendance chef program director engineer

Can you choose a possible company for each of them?

Disney HBO Air China KFC

Activity 3

Every company may have different kinds of job. Choose from the list below the jobs that Disney, HBO, Air China, and KFC may all have, and circle your answers.

teacher	administrative director	secretary
attorney	assistant personnel officer	vice-president of sales
production manager	applications programmer	translator
accounting assistant		



Passage A

Sometimes, an allowance (津贴) just isn't enough. If you need some more pocket money to catch the latest movies, take out your new girlfriend/boyfriend, or just to start saving up, you might have to get a job. It can be difficult to get one when you are a teenager, but not impossible. As a teenager, you're starting out brand new, and although most companies do request experience, the key to getting "THE" job is to sell yourself. Here are some steps to help you:

- (1) Start researching;
- (2) Get the word out;
- (3) Use your connections;
- (4) Volunteer;
- (5) Write a resume;
- (6) Go to an interview.

Activity 4

Why it is so difficult to get the job when you are a teenager?

Activity 5

Please match the following steps with the corresponding sentences.

- | | |
|-------------------------|--|
| 1. start researching | a. Find organizations and other places that you know pay teens (青少年) to work. |
| 2. get the word out | b. It makes filling out applications (申请表) much easier. |
| 3. use your connections | c. Talk to friends and family about any paying jobs they might know of. |
| 4. volunteer | d. One of the most often asked questions is: why do you feel you are qualified for this? |

5. write a resume e. Post 3 x 5 cards at local stores and other places with notice-boards (告示牌) telling of the services you're willing to do.
6. go to an interview f. You may have to give some of your time for free to make money in the long run.

Activity 6

Please fill in the blanks with the given words.

research(es)	catch	save up	resume	request volunteer(s)
key	teenager	connection	pocket money	brand new

1. _____ is money for incidental or minor expenses.
2. I don't _____ your meaning.
3. I want to _____ money.
4. _____ means a person between the age of 13 to 19.
5. This is a _____ car.
6. References are available on _____.
7. The _____ for the eighty-year-old professor to keep fit is to jog three kilometres every morning.
8. He _____ into the causes of an illness.
9. There appeared to be no _____ between the two crimes.
10. We want some _____ to help paint the house.
11. There are many free _____ examples on the Internet.

TIPS

Once you've done good work for someone, ask if you can use them as a reference for future jobs.

Try to get a job in something that you are interested in; as it may help you get a career later in life!



Passage B

If you need to employ someone, consider what you want the employee to do and what skills you require. Also consider the employment conditions, level of pay and other costs of employment, including the accommodation of the worker.

Prepare a job description that defines the responsibilities and functions of a job. This will help you identify the knowledge, experience and skills required for the job. When you advertise a job remember that, by law, you must not use discriminatory (歧视的) language that may exclude potential employees on the basis of race, age, sex, marital status (婚姻状况), family status, pregnancy, religious and political beliefs, disability, or sexual orientation.

Your recruitment (招聘) process will run more smoothly if you know how to:

- (1) advertise;
- (2) interview;
- (3) select the right applicant;
- (4) draw up a formal offer of employment.



Words and Expressions

employ [im'plɔɪ] *vt.* 雇佣

consider [kən'sidə] *vt.* 考虑

employee [im'plɔɪi] *n.* 雇员

require [ri'kwaɪə] *vt.* 要求

condition [kən'dɪʃən] *n.* 条件

cost [kɒst] *n.* 成本

employment [im'plɔɪmənt] *n.* 工作

accommodation [əkəmə'deɪʃən] *n.* 住宿

job description 岗位职责书

define [dɪ'faɪn] *vt.* 定义

responsibility [rɪspɒnsə'bɪlɪtɪ] *n.* 责任

identify [aɪ'dentɪfaɪ] *v.* 确定

advertise [ædvə'taɪz] *v.* 做广告

exclude [ɪks'klu:d] *vt.* 把...排除在外

potential [pə'tenʃ(ə)l] *adj.* 潜在的

race [reɪs] *n.* 种族

status ['steɪtəs] *n.* 身份

pregnancy ['pregnənsi] *n.* 怀孕

religious [rɪ'lɪdʒəs] *adj.* 宗教的

disability [dɪsə'bɪlɪtɪ] *n.* 残疾

orientation [ɔ:(r)ɪen'teɪʃən] *n.* 倾向性

applicant [æ'plɪkənt] *n.* 申请者

draw up 起草



Notes

1. Prepare a job description that defines the responsibilities and functions of a job.
准备一份岗位责任书。这份岗位责任书要写明这个工作岗位的责任和功能。
2. This will help you identify the knowledge, experience and skills required for the job.
这能帮助你发现工作岗位所需的知识、经验和技巧。
3. When you advertise a job remember that, by law, you must not use discriminatory language that may exclude potential employees on the basis of race, age, sex, marital status, family status, pregnancy, religious and political beliefs, disability, or sexual orientation.
当你为工作岗位做招聘广告时,要记住,按照法律不能使用歧视性的语言。这有可能在种族、年龄、

性别、婚姻状况、家庭状况、孕期、宗教和政治信仰、残疾和性取向方面排除掉可能胜任的员工。

Activity 7

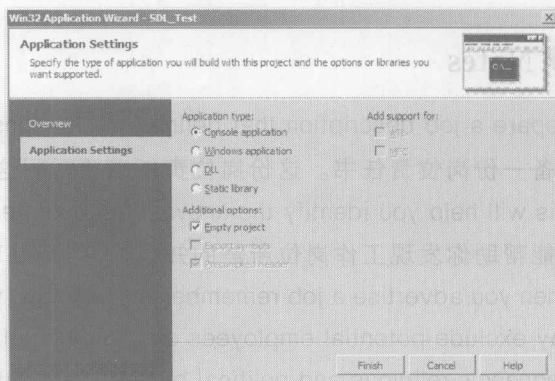
Guess what jobs do they have? Do you know what their responsibilities are?



Activity 8

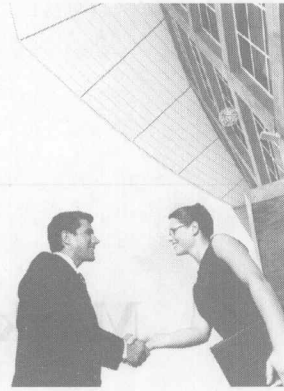
Match the following steps with the pictures and put the steps into the right order.

- draw up a formal offer of employment
- interview
- advertise
- select the right applicant





3



4

Activity 9

Can you select the correct job descriptions for the pictures in Activity 7?

a	b
<p>Typical responsibilities include:</p> <ul style="list-style-type: none"> ◇ organising, preparing agendas ◇ taking minutes of meetings ◇ communicate with internal and external people ◇ writing reports ◇ taking responsibility for the health and safety of employees 	<p>Typical responsibilities include:</p> <ul style="list-style-type: none"> ◇ planning, preparing and delivering lessons ◇ marking work ◇ researching new subject knowledge ◇ selecting different learning resources ◇ managing pupil behavior in the classroom

Activity 10

What's your father's (mother's) job? Try to write his (her) job description.

Marketing Research

在本章中，你可以了解到

- 什么是市场调研？
- 怎样进行简单的市场调研？



Pre-reading activity

Activity 1



Do you know this company and this product?

Have you heard about KFC's market research in China?

Activity 2

The following pictures are some familiar products. Can you recognize them?

1



2



3



4



Can you choose a correct name for them?

coke rice soup stock cube shampoo

Can you choose a correct company for them?

KFC P&G Pepsi Nestle

Activity 3

Every aspect of marketing needs research. Line up the picture on the left with the marketing stages on the right.



1



2



3



4

a. package development

b. product development

c. brand name development

d. acquisition



Passage A

Market research is a most valuable (有价值的) tool for all businesses. It's the process (过程) of gathering information to help you make informed decisions about the marketing of your business.

There are two types of market research:

- Primary research

Information collected for you through surveys (问卷), interviews, talking to customers and businesses.

- Secondary research

Information collected for other purposes, such as government statistics (统计), trade publications (出版物).



Market analysis (分析) includes:

- (1) Who is your customer?
- (2) What product or service are you selling?
- (3) Who is your competition?
- (4) What is your target market?
- (5) What are your distribution channels (分销渠道)?
- (6) What is the price of your product or service?
- (7) How do you promote and sell the product (促销)?

Activity 4

How many kinds of market analysis are there in the article, what are they?

Activity 5

Please match the market analysis on the left with the corresponding questions on the right.

- | | |
|---|---|
| 1. Who is your customer? | a. Who will buy your product? |
| 2. What product or service are you selling? | b. Can you sell your products at different prices into different markets? |
| 3. Who is your competition? | c. What packaging is required? |
| 4. What is your target market? | d. What is the overall market size? |