

商务英语“十三五”规划特色重点教材  
山东省商务英语专业委员会重点推荐教材

总顾问 / 叶兴国 王立非  
总主编 / 刘白玉  
副总主编 / 孔宪遂 刘夏青

# 综合商务英语

## (第1册)

■ 主 编 / 刘白玉 刘夏青

 中国人民大学出版社

新视界商务英语系列教材

商务英语“十三五”规划特色重点教材

山东省商务英语专业委员会重点推荐教材

总 顾 问 叶兴国 王立非

总 主 编 刘白玉

副总主编 孔宪遂 刘夏青



# 综合商务英语

主 编 刘白玉 刘夏青

副主编 张 杰 韩小宁 包 芳

编 者 顿小慧 孙明玉 吕瑾瑾

潘海会 矫永芹 谭淑文

第 1 册

中国人民大学出版社  
·北京·

图书在版编目 ( CIP ) 数据

综合商务英语.第1册 / 刘白玉, 刘夏青主编. —北京: 中国人民大学出版社, 2017.7  
新视界商务英语系列教材 商务英语“十三五”规划特色重点教材 山东省商务英语专业委员会重点推荐教材  
ISBN 978-7-300-24562-1

I. ①综… II. ①刘… ②刘… III. ①商务-英语-高等学校-教材 IV. ①F7

中国版本图书馆 CIP 数据核字 (2017) 第 135578 号

新视界商务英语系列教材  
商务英语“十三五”规划特色重点教材  
山东省商务英语专业委员会重点推荐教材  
总 顾 问 叶兴国 王立非  
总 主 编 刘白玉  
副总主编 孔宪遂 刘夏青

综合商务英语 (第1册)

主 编 刘白玉 刘夏青  
副主编 张 杰 韩小宁 包 芳  
编 者 顿小慧 孙明玉 吕璀璨  
潘海会 矫永芹 谭淑文  
Zonghe Shangwu Yingyu (Di-yi Ce)

出版发行	中国人民大学出版社		
社 址	北京中关村大街 31 号	邮政编码	100080
电 话	010-62511242 (总编室)		010-62511770 (质管部)
	010-82501766 (邮购部)		010-62514148 (门市部)
	010-62515195 (发行公司)		010-62515275 (盗版举报)
网 址	<a href="http://www.crup.com.cn">http://www.crup.com.cn</a>		
	<a href="http://www.ttrnet.com">http://www.ttrnet.com</a> (人大教研网)		
经 销	新华书店		
印 刷	北京鑫丰华彩印有限公司		
规 格	200 mm × 252 mm 16 开本	版 次	2017 年 8 月第 1 版
印 张	14	印 次	2017 年 8 月第 1 次印刷
字 数	275 000	定 价	35.00 元

版权所有

侵权必究

印装差错

负责调换

# 总序



作为世界第二大经济体、第一大出口国和“一带一路”的倡导者，中国在国际经济舞台上发挥的作用越来越大，对既具有国际视野又懂英语、懂商务的复合型高级人才的需求也与日俱增。商务英语专业顺势而生，并得到了蓬勃发展。从 2007 年对外经济贸易大学最先开设商务英语本科专业至 2017 年短短 10 年的时间内，全国开设商务英语本科专业的高校多达 324 所，开设商务英语方向的高校已达 200 所，在校生约 11 万人，商务英语专业教师约 6 000 人。目前，获批开设商务英语本科专业的高校还在以每年 20~30 所的速度递增。预计到 2025 年，拥有商务英语本科专业的高校将达到 500 所，在校生人数将达到约 17 万人，其规模将在本科专业中名列前茅。

为了适应商务英语专业学科和人才培养快速发展的需要，根据《国家中长期教育改革和发展规划纲要（2010—2020 年）》和《英语类专业本科教学质量国家标准》，我们组织全国 12 所高校的 120 多位专家学者精心编写了一套“商务英语系列教材”，包括：《综合商务英语（1—4 册）》《商务英语阅读（1—4 册）》《商务英语视听说（1—4 册）》。按照教材要体现“国家意志”并具有“思想性、科学性和时代性”的原则（刘延东，2017），本套教材有如下八个特点：第一，内容系统新颖。本套教材涵盖商务英语的所有主要领域，涉及外国语言文学、经济学和管理学三个一级学科；选材内容注重时代性和经典性的融合，语言工具性与人文性的融合。第二，语言规范。所有素材均选自英美报刊书籍或者网站，提供原汁原味的地道英语。第三，宣传中国文化，讲好中国故事，同时汲取外国文化的精髓。本套教材选取了 120 个优秀的中国文化元素和 120 个优秀的外国文化元素，且以中英文双语的形式呈现，这是本套教材的创新之一。第四，案例教学。教材中穿插多个与主题相关的成功或失败的中外案例，通过案例分析，启迪学生，培养学生发现问题、分析问题和解决问题的能力。第五，编写队伍优秀。本套教材的编写教师由语言学、外国文学、翻译学、经济学、管理学博士、教授等专家组成；有超过 50% 的教师有海外留学、访学或工作经历；很多教师有在企业、事业



单位及政府工作的实践经历。第六，融合英语专业四、六级考试。为了帮助学生更好地备考，本套教材不仅在单词和短语解释部分标注出是否为专四、专八以及大学英语四、六级考试的高频词汇，而且收集了近10年的专四考试真题。第七，立德树人。本套教材不忘教师初心，始终将育人放在首位，在传授学生知识和培养其能力的同时，不忘培育学生“爱国、敬业、诚信、友善”的品质，不忘培养学生乐观向上的人生观，譬如设立了“中外文化”栏目、“名人名言”栏目和“欢乐时刻”栏目。第八，教辅齐全。本套教材配有全套的练习答案、PPT课件和音频视频资料。欢迎授课教师联系出版社免费索取。

本套教材既可供商务英语专业本科学生使用，也可供英语专业商务英语方向的本科学生使用，还可供计划升本的商务英语专科学生使用。

本套教材在出版过程中，得到了我国著名出版机构、国家一级出版社——中国人民大学出版社的鼎力支持；同时得到外语分社编辑老师严谨、细致、耐心的指导，在此表示衷心的感谢！

由于时间紧迫，再加上编者水平所限，虽竭尽全力，但不足之处在所难免，恳请方家指正。

刘白玉

2017年6月于烟台黄海之滨

# 前言



《综合商务英语》是商务英语专业的核心课程之一，也是学生必修专业基础课程之一。商务英语专业的培养目标是培养英语基本功扎实，具有国际视野和人文素养，掌握语言学、经济学、管理学、法学（国际商法）等相关基础理论与知识，熟悉国际商务的通行规则和惯例，具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力，能从事国际商务工作的复合型、应用型人才。商务英语专业基础阶段既要为学生打好英语语言基本功，又要向他们传授必需的商务知识，为其进入高年级进行商务专业课程学习打下良好的基础。

《综合商务英语》共四册，本书为第一册。如果将商务英语课程群比作一座大厦，《综合商务英语（第一册）》则是大厦的地基。虽然本册书的编写团队有着 10 年 18 部教材的编写经验，但仍感到战战兢兢、如履薄冰。11 位编者根据商务英语系列教材的编写原则，在多次调研、反复论证的基础上，尽职尽责、精益求精、追求卓越，努力为大家呈上一部质量高、实用性强的教材。

本教材体现了“思想性、科学性和时代性”的编写原则。本教材所选话题涵盖经济学、管理学等主要学科领域，由 10 个单元构成，其主题及编者分别为 Introduction to Business（刘夏青）、Successful Business People（吕璀璨）、Markets（顿小慧）、Companies（潘海会）、Employees（张杰）、Products（矫永芹）、Customers（刘白玉、谭淑文）、Work and Life（韩小宁）、Culture（包芳）、Business Ethics（孙明玉）。

本册书的 10 个主题均采用统一的体例呈现，共分为五个模块：

模块一：名人名言。古今中外，名人先哲们用简洁精辟的语言道出了他们对大千世界的洞悉。吟诵这些名言妙语，有利于提高学习者的思维能力和表达能力。

模块二：Text A。Text A 由 lead-in questions 导入，以激发学生思维，引起其对相关内容和知识的学习兴趣。课文正文均选自英美报刊文章及报道，保证了语言和内容的准确性和真实性。课后配以单词与短语、注解，有助于学生掌握词汇和背景知识，单





词与短语均标注了难度，以便学习者有重点地学习。练习题部分立足于文本内容进行外延扩展，兼顾主观题、客观题两种题型，着眼阅读、翻译、写作三种语言技能，从词、句、篇章等多维度进行全方位考核设计。角色转换环节要求学生围绕一定的主题，在既定的商务场景进行交流，主要锻炼学生的沟通能力、合作能力和创新能力。

模块三：Text B。Text B 正文均选自近期英美报刊文章及报道，配以 5~6 个开放性问题，着重提高学生的知识水平、语言表达能力和思辨能力。模块二和模块三中的“欢乐时刻”部分向大家展示了发生在各相关商务场景中的令人啼笑皆非的小故事、小笑话、大道理，让学生在快乐中学习、成长。

模块四：中国文化和世界文化集锦。成对选取中国文化和世界文化知识，例如：二十四节气与十二星座、筷子与刀叉、李白与华兹华斯、长城与金字塔等，并配有中英文解读，向学习者呈现了国内外璀璨文化的精华。

模块五：案例分析。选取与主题相关的国内外商务或文化案例，旨在帮助学习者理解商业运作模式和价值创造模式及规律，培养学生的跨文化意识，提高学生分析问题、解决问题的能力。

本教材为大学一年级学生设计，建议在第一学期使用，授课课时在 96~128 课时之间。对于 Text A 和 Text B 两篇文章，教师可根据学情，自行选择一篇或两篇精讲。本册书以主题将各单元进行划分，教师可采用讲授式、讨论式、任务式教学法，开展启发式教学、案例式教学方式，鼓励学生进行合作式学习、体验式学习，可将微课、慕课融入教学中，开展混合式教学模式、翻转课堂教学模式等。

由于编者水平有限，虽然竭尽全力，但缺点肯定在所难免，恳请专家学者多多批评指正。

读者可登录中国人民大学出版社外语分社主页 <http://www.crup.com.cn/wy>，搜索本书后下载相关资源，或与 010-62513265，010-62515580，[chengzsh@crup.com.cn](mailto:chengzsh@crup.com.cn)，[jufa@crup.com.cn](mailto:jufa@crup.com.cn)，[jialk@crup.com.cn](mailto:jialk@crup.com.cn) 联系索取相关教学资源。

刘白玉 刘夏青

2017 年 6 月于烟台黄海之滨

# Contents



<b>Unit 1 Introduction to Business .....</b>	<b>1</b>
Text A Better Prepare for a Career in Business.....	2
Text B Business Cycle .....	10
Chinese and International Culture Tour .....	15
Case Study .....	17
<b>Unit 2 Successful Business People .....</b>	<b>19</b>
Text A Steve Jobs and the Apple Story.....	20
Text B Li Ka-Shing's Timeless Advice for Young Entrepreneurs .....	30
Chinese and International Culture Tour .....	34
Case Study .....	36
<b>Unit 3 Markets.....</b>	<b>37</b>
Text A Who Will Win Out in the Smart Phone Market?.....	38
Text B 5 Steps to Validate Your Business Idea Before Entering the Market .....	47
Chinese and International Culture Tour .....	50
Case Study .....	52
<b>Unit 4 Companies.....</b>	<b>55</b>
Text A Starbucks Coffee Company's Organizational Structure.....	56
Text B Samsonite Eyes on a Bigger Share in China.....	64
Chinese and International Culture Tour .....	71
Case Study .....	72





<b>Unit 5 Employees</b>	<b>75</b>
Text A Being a Good Employee	76
Text B Employee Confidence and Engagement	84
Chinese and International Culture Tour	88
Case Study	90
<b>Unit 6 Products</b>	<b>93</b>
Text A 6 Steps to Product Launch Success	94
Text B Counterfeit Products Hurt the Consumer and the Economy	102
Chinese and International Culture Tour	107
Case Study	109
<b>Unit 7 Customers</b>	<b>111</b>
Text A Customer Value	112
Text B How to Create and Retain Customers	121
Chinese and International Culture Tour	126
Case Study	127
<b>Unit 8 Work and Life</b>	<b>129</b>
Text A The Price of a 24-7 World	130
Text B There's More to Life than Being Happy	140
Chinese and International Culture Tour	145
Case Study	147
<b>Unit 9 Culture</b>	<b>149</b>
Text A What Is Culture?	150
Text B Friendship of American Style	158
Chinese and International Culture Tour	162
Case Study	164
<b>Unit 10 Business Ethics</b>	<b>165</b>
Text A How Different Ethical Stances Can Help or Harm a Company	166
Text B Is Digital Piracy Unethical? Or Just Illegal?	176
Chinese and International Culture Tour	180



Case Study .....	182
附录一 Glossary .....	185
附录二 TEM-4 (2008–2010) .....	191
TEM-4 ( 2008 ) .....	191
TEM-4 ( 2009 ) .....	196
TEM-4 ( 2010 ) .....	200
附录三 References .....	207

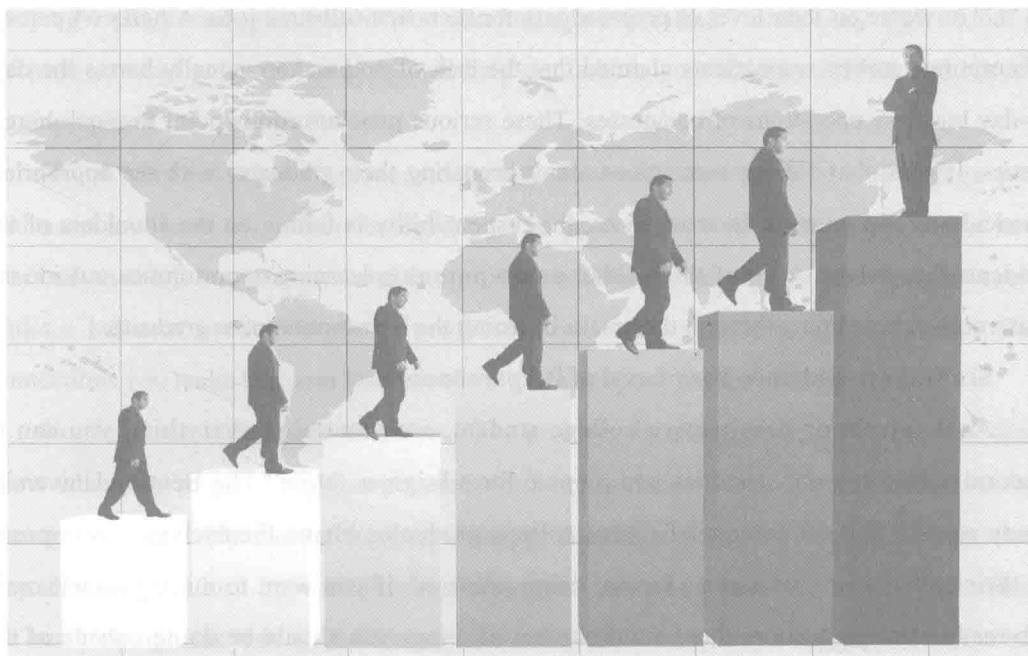
# Introduction to Business

Unit



Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.

—Steve Jobs, Apple Inc. co-founder, chairperson and CEO



Text  
A

## Better Prepare for a Career in Business

## Lead-in

1. Think of as many good reasons as possible for studying business.
2. What types of business would or wouldn't you like to work in? And why?
3. What are your career goals? How do you plan to achieve these goals?

1 While a college degree is important, a small slip of paper won't completely prepare you for a career in business. In addition to taking key courses and degree programs, it's critical that you prepare for life after school by taking advantage of the opportunities around you.

2 According to a 2014 study **commissioned** by **Bentley University**<sup>[1]</sup>, 58 percent of business decision makers and job **recruiters** gave recent college graduates an overall grade of "C" or worse on their level of preparedness for their first full-time jobs. A **hefty** 64 percent of corporate survey respondents claimed that the lack of preparation actually harms the day-to-day business operations of businesses. These serious **proclamations** point to much bigger issues. It's not that college institutions aren't preparing their graduates with the appropriate curriculums and courses. In most cases, the responsibility is falling on the shoulders of the students themselves. A lot of them either aren't **pursuing** learning opportunities outside the classroom or are sliding through the cracks by doing the bare minimum to graduate.

## Six Ways to Enhance Your Level of Preparedness

3 As a current or **prospective** college student, are you doing everything you can to maximize learning opportunities and prepare for a brighter future? The Bentley University study reports that 60 percent of recent college graduates blame themselves—as opposed to their colleges or professors—for not being prepared. If you want to make yourself more job-ready after graduation, there are a number of things you should be doing outside of the classroom. Here are a few ways you can get started:



4 No. 1 Career planning from the outset. Early **exposure** to career planning is important. As soon as you step on campus, you should make a point to locate the career services office and drop in. Making yourself known by the people who work here can be helpful in the years to come. Not only can they help you find opportunities, but they'll also be able to expose you to different career **options** you might have never considered otherwise. These career planning services are valuable and you should use them while you can. After you graduate, similar services come at an expensive price tag.

5 No. 2 Gaining work experience. While your college summers may seem like a time for rest and relaxation, they're actually ideal for taking on an **internship** or job related to your career interests. When looking to hire recent graduates, relevant job experience is actually one of the top things a manager looks for. The benefits and advantages of internships are numerous, including gaining practical experience, possibly earning course credits, and adding new skills.

6 No. 3 Using online tools and resources. Depending on what area of business you're studying, you may be able to utilize some online tools and resources to **familiarize** yourself with industry **terminology**, programs, and more. For example, finance majors may find **Boiler Room Trader**<sup>[2]</sup>, a stock trading simulation game, useful for improving financial literacy and getting a better grasp on how the market moves. Marketing majors may want to spend time studying various **lead generation**<sup>[3]</sup> and **marketing automation**<sup>[4]</sup> tools. Any type of tool or software you can get your hands on will help you add to your existing skillset and become better prepared.

7 No. 4 **Networking** with peers and faculty. It would benefit you to study up on your professors and learn about their backgrounds. In most cases, your business professors have years of on-the-job experience and can provide additional insights outside the classroom. Make a habit of networking with professors and other members of the **faculty**. The connections you make here can lead to possible career opportunities after graduation.

8 No. 5 Taking skills **assessment** tests. The problem for many graduates is that they don't know what they're good at. Most people have a pretty decent idea of their weaknesses, but honing in on strengths can be more challenging. A skills assessment test can be a fantastic way to uncover hidden opportunities and direct you towards a particular career path. There are hundreds of these tests on the Internet and your school may have a suggestion for the best ones to take.



9

No. 6 Using school-business partnerships. Most moderate to large business schools do a good job of **facilitating** partnerships and relationships with local businesses. These often result in job opportunities, chances to job shadow, or any number of other benefits. Ask your career services office about potential partnerships the school has and whether there is any way you can get plugged in.

#### Your Future Starts Today

10

Only you can prepare yourself for a successful career. While a college education is certainly a step in the right direction, the slip of paper with a fancy crest and signature isn't the end-all-be-all. In addition to pursuing your degree, you should use your formative college years to grow outside the classroom. From early career planning to helpful internships, your focus should be on becoming a well-rounded college graduate with an eye on the future. (820 words)

### New Words and Expressions

1. **commission** /kə'mɪʃən/ *v.* If you commission something or commission someone to do something, you formally arrange for someone to do a piece of work for you. 委托 (TEM-4; CET-4)

—The Department of Agriculture commissioned a study into organic farming.

2. **recruiter** /rɪ'kru:tə(r)/ *n.* someone who supplies members or employees 招聘人员 (TEM-4; CET-4)

—It's the recruiter's job to identify strong candidates and guide them through the hiring process.

3. **hefty** /'hefti/ *adj.* large in size, weight, or amount 庞大的; 沉重的 (TEM-8)

—Nevertheless, some investors still believe the hefty fees they continue to pay should give them higher gains all of the time.

4. **proclamation** /ˌprɒklə'meɪʃ(ə)n/ *n.* a public announcement about something important, often about something of national importance 声明 (TEM-4; CET-4)

—The proclamation of independence was broadcast over the radio.

5. **pursue** /pə's(j)u:/ *v.* If you pursue a particular aim or result, you make efforts to achieve it, often over a long period of time. 追求; 努力实现 (TEM-4; CET-4)

—He will pursue a trade policy that protects American workers.



6. **prospective** /prə'spektɪv/ *adj.* to describe something that is likely to happen soon 可能很快发生的 (TEM-8; CET-6)

—The terms of the prospective deal are most clearly spelled out in *Business Week*.

7. **exposure** /ɪk'spəʊʒə/ *n.* being in a situation where it might affect you 暴露 (TEM-4; CET-6)

—Exposure to lead is known to damage the brains of young children.

8. **option** /'ɒpʃən/ *n.* something that you can choose to do in preference to one or more alternatives 供选择的东西 (TEM-4; CET-6)

—He's argued from the start that the US and its allies are putting too much emphasis on the military option.

9. **internship** /'ɪntɜːnʃɪp/ *n.* the position held by an intern, or the period of time when someone is an intern 实习生的职位; 实习期 (TEM-8)

—I needed to travel or volunteer or take an unpaid internship.

10. **familiarize** /fə'mɪliəraɪz/ *v.* If you familiarize yourself with something, or if someone familiarizes you with it, you learn about it and start to understand it. 使熟悉 (TEM-4)

—The goal of the experiment was to familiarize the people with the new laws.

11. **terminology** /tɜːmɪ'nɒlədʒi/ *n.* the set of special words and expressions used in connection with it 术语 (TEM-4)

—What you can consciously do is to mirror their language or use the same terminology.

12. **networking** /'netwɜːkɪŋ/ *n.* the process of trying to meet new people who might be useful to you in your job, often through social activities 建立关系网 (TEM-4; CET-4)

—If executives fail to exploit the opportunities of networking, they risk being left behind.

13. **faculty** /'fækəlti/ *n.* all the teaching staff of a university or college, or of one department 全体教员 (TEM-4; CET-4)

—How can faculty improve their teaching so as to encourage creativity?

14. **assessment** /ə'sesmənt/ *n.* a consideration of someone or something and a judgment about them 评估 (TEM-4)

—There is little assessment of the damage to the natural environment.

15. **facilitate** /fə'sɪlɪteɪt/ *v.* To facilitate an action or process, especially one that you would like to happen, means to make it easier or more likely to happen. 促进 (TEM-4; CET-4)

—The new airport will facilitate the development of tourism.



## Notes

- [1] Bentley University (本特利大学): It is a private co-educational university in Waltham, Massachusetts, 9 miles (14 km) west of Boston, focused on business. It ranked 10th in "Best Undergraduate Business School 2016" according to *Bloomberg Businessweek*.
- [2] Boiler Room Trader ("锅炉房" 证券交易): It is a kind of stock market game, which will help you improve your stock trading skills as you will get fake cash to invest in real companies. Once you register, you will get 100,000 free money to invest which you can use to learn and practice stocks. It is rated as one of the best business management games. Its website is <http://boilerroomtrader.com/>.
- [3] lead generation (潜在客户开发流程): Lead generation refers to the process of collecting names and contact information about qualified prospects who will be contacted by the salespeople for generating orders. It usually involves direct response advertising and telemarketing.
- [4] marketing automation (营销自动化): Marketing automation refers to software platforms designed for marketing departments and organizations to automate repetitive tasks. Marketing departments, consultants and part-time marketing employees benefit by specifying criteria and outcomes for tasks and processes which are then interpreted, stored and executed by software, which increases efficiency and reduces human error.

## Joyful Moment

## That's a Fair Point

A guy walks into the Human Resource Department of a large company and hands the executive his application. The executive begins to scan the sheet, and notices that the applicant has been fired from every job he has ever held.

"I must say," says the executive, "your work history is terrible. You've been fired from every job."

"Yes," says the man.

"Well," continues the executive, "there's not much positive in that."

"Hey!" says the guy as he pokes the application, "At least I'm not a quitter."



## Exercises

### 1. Questions on Text A.

- (1) Sequence six recommendations in Text A from the most important one to the least important one, and give reasons for your choice.
- (2) Discuss with your partner or group members the question: What differences does a college degree make to your career and earning potentials?
- (3) What do you think of the results of the study commissioned by Bentley University?
- (4) Who do you think should be responsible for graduates' career preparedness, college institutes or graduates themselves?
- (5) How will you enhance your level of preparedness from the six aspects mentioned in Text A?

### 2. Paraphrase: Replace the expressions of the bold.

- (1) In most cases, the responsibility is **falling on the shoulders of** the students themselves.
- (2) ...60 percent of recent college graduates blame themselves—**as opposed to** their colleges or professors—for not being prepared.
- (3) As soon as you step on campus, you should **make a point** to locate the career services office and **drop in**.
- (4) Most people have a pretty decent idea of their weaknesses, but **honing in on** strengths can be more challenging.
- (5) While a college education is certainly a step in the right direction, the slip of paper with a fancy crest and signature isn't the **end-all-be-all**.

### 3. Vocabulary: Complete the job introduction with expressions in the box, and you can make your own job introduction on the basis of words and expressions in the box.

- |              |                    |                 |
|--------------|--------------------|-----------------|
| a. work on   | b. work for        | c. work under   |
| d. work with | e. manage          | f. deal with    |
| g. run       | h. responsible for | i. in charge of |

"I (1) \_\_\_\_\_ a large European car maker. I (2) \_\_\_\_\_ car design. In fact, I (3) \_\_\_\_\_ the design department and I (4) \_\_\_\_\_ a team of designers: 20 people (5) \_\_\_\_\_ me. It's very interesting. One of my main responsibilities is to make sure that new model designs are