



商务英语 读写教程

王晓华 主编

Business English
Reading and Writing Course Book



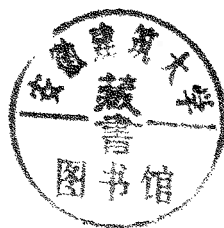
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内容提要

为顺应时代发展,培养懂外语的经济复合型人才,以适应经济发展需要,编写了本教程。本书共 12 单元,每单元分为两部分,第一部分是商务文章阅读,目的是让读者在学习商务知识的基础上,提高其英语阅读能力,巩固和强化英语语法知识。第二部分是商务写作,期望通过由易到难的练习,让学习者更好地掌握这些常用的商务写作。

本书可供广大英语专业但想要扩展商务知识的学生使用,也可供非英语专业但想要提高商务英语水平的学生使用,还可以供英语爱好者和已经工作但是想提高英语商务应用能力的学习者使用。

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前 言

随着全球经济一体化的加速,各国经济更加紧密地联系在一起,这既为各国带来了新的机遇,但同时也提出了新的挑战,尤其是人才方面的需求。由于全球经济的发展,单一的外语人才,或是单一的经济人才,已经不能满足经济发展的需要,只有懂外语的经济复合型人才,也就是具有专业经济知识并且精通至少一门外语的人才,才能脱颖而出。同时,从求职就业角度考虑,精通外语的经济人才,或是懂一定经济知识的外语人才,在求职中是更加有竞争力的。

本书就是基于以上两方面考虑而设置内容的。本书每单元分为两部分,第一部分是商务文章阅读。所选文章都是在相应商务方面比较有代表性和影响力的文章,文章之后搭配相应的阅读理解和语法练习,目的是让学习者在学习商务知识的基础上,提高其英语阅读能力,巩固和强化英语语法知识。第二部分是商务写作。所选商务写作都是商务中最常用的,内容为相应商务写作内容介绍,常用表达和练习。练习部分首先给出范例,然后根据给出的常用表达和范例补充完成一个商务写作,最后再独立完成一篇新的商务写作。本书期望通过由易到难的练习,让学习者更好地掌握这些常用的商务写作。

本书共包括 12 个单元。第一单元是职业管理和简历写作。第二单元是企业情况介绍和求职信写作。第三单元是电子商务和传真写作。第四单元是品牌管理和 E-mail 写作。第五单元是价格和便签写作。第六单元是企业娱乐和备忘录写作。第七单元是创新和会议记录写作。第八单元是公共关系和投诉信写作。第九单元是文化意识和广告写作。第十单元

是全球广告和调查问卷写作。第十一单元是商业和环境及报告写作。最后一单元是金融和信用及新闻稿写作。

本书可供广大英语专业但是要扩大商务知识的学生使用,也可供非英语专业但想要提高商务英语水平的学生使用,还可以供英语爱好者和已经工作但是想提高商务英语应用能力的学习者使用。

因编者水平有限,不当之处,望读者给予诚挚的批评和指正。

编 者

2016年5月

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Section A IBM's Career Management

PRE-READING ACTIVITY

Answer the following questions.

- ◆ Do you have any plan for your future career?
- ◆ Which kind of quality should an employee be equipped with?
- ◆ If you are a manager of a company how would you manage people in order to stop company from falling behind?

TEXT

Four Major Phases of IBM in Career Management

IBM faces many challenges as it changes to lead the market and drive success for its clients and shareholders. Over time, their workforce has dramatically changed with respect to demographics, mobility and general mode of operation.

This has impacted their working culture in both positive and negative ways. Long gone are the **close-knit** communities that were held in the traditional branch offices where camaraderie was a natural outgrowth of the operational model. Whilst the need for IBM to change was clear, and much of the change has been very positive, it is also clear that some of the positive aspects of what they did in the past disappeared

during this rapid change — especially in career management. As career management is at the heart of every soul in its organization, their abilities in this area will dramatically impact the climate and business results.

IBM has a long history of having an interest in career development and has gone through many phases in the development of its processes over time.

1. The Part Numbered Career

Through most of their history they operated on the basis of “part-numbered” career management. This was born out of an era which demanded prescriptive methods through difficult times (world wars). This “stepford” culture drove a **cradle-to-grave** approach with uniformity on a world wide basis so customers could have a predictable IBM experience no matter where they were located. All of the good around basic values and continuity were present. Unfortunately, the idea that a superb sales person who attains 150% of quota every year drives an aggressive sales team, but could not nurture those to grow, because of a general lack of **empathy** and patience, would make a good manager, is basically wrong. In fact, it was those who had failed (sometimes) that made better managers, because they could adjust to both good and bad times. During this time period, the workforce demographics dramatically changed and so did the nature of business with the advent of the internet. There is very little criticism of the above as it served us well for over 80 years.

2. Moving Toward a More Self-Reliant Workforce from Employee to Professional

The environment in the late 80s and early 90s forced IBM into dramatic change in order to save the company. The almost maniacal focus on survival through cost-cutting and increased levels of productivity made IBM look at the employee in a different way. Where in the first 80 years the company held the responsibility for managing careers, there was now a need to make its teams be more self-reliant.

The good things about the previous operational culture, when considered in the context of the times, actually bled the confidence out of the organization. Lou Gerstner wanted the right blend of client empathy and self-reliance — much like what would be found in consulting organizations. So, much of the effort was exaggeration to prove a point which worked. The company drove a more independent workforce who was now solely responsible for driving their careers. The **perspective** that you can have an expert career, deliver increasing value and be promoted in your current role based upon that value, began to emerge. Perceived guarantees of employment **faded away** as they rebuilt their company and their culture.

3. Lost in Space

Whilst self-reliance was growing and the balance of power was shifting more toward the client, their workforce demographics changed dramatically. The infusion of other operational cultures through their **acquisition** models (strategic outsourcing and basic acquisition) drove weaker connections to the past as the number of employees who did not make a choice to work with IBM increased. With that also came an ever-increasing mobile and remote population as connectivity became more functional. Middle management lacked the skills to advise the professionals on the “ins and outs” of IBM, because the firm had changed as an organization and these managers had not **spent** a great deal of **time in** understanding the good things about the “IBM way”. The average time in IBM at the middle management layer will have dropped significantly. **Coupled** this **with** remote working and lack of focus on IBM owning careers, they’ve got a situation where it could be argued that nobody felt terribly **compelled** to own the responsibility for career management. Meantime, the rule of mandatory 40 hours per year of management training, leaving managers less familiar and less informed, is also moved away.

4. The Current View — We Manage

It is understandable that market and regulatory pressure have

completely changed the requirements of employment. It is no longer sufficient to just sell, create or support. It is significantly necessary for them to be very familiar with how to do business in a more technically **proficient** manner and the risks that must be taken in order to beat the market at lower levels within the company. If one was to compare the average employee today with one before there would be broad agreement that the skills profile of only 10 years ago would not allow those to survive today. The view of diversity has changed from an “all are equal” view through to “respecting the differences” to “**capitalize** on the differences”. Work-life balance plays a much more important role in how people view their working lives so there are more options to consider. Who would have thought that the management and professional population would ever have to give pensions a second thought? As a result of all of the change, it makes their climate suffer and there needs to be a renewed focus on the softer side of professional management. Ever-increasing span of control also means that the firm has more than one manager, adviser or mentor for career management. In fact, the “manager” is not always who is identified on Blue Pages, but from whom one gets most of the business direction. The working environment is more fluid as people move into positions of influence which is no longer just based upon level. This is the challenge they face.

(<http://wenku.baidu.com/view/05a3c030b90d6c85ec3ac6b1.html>)

EXERCISES

I Answer the following questions.

1. In what way has IBM's workforce changed dramatically?
2. Why should IBM make changes in its career management?
3. What is PART NUMBERED Career?
4. What are the influences of other operational culture's infusion?
5. How does career management change after the first 80 years?

6. What is the advantage of the previous operational model?
7. What are the requirements of employment now according to the last paragraph? How do you understand it?
8. Which kind of employees do companies really want nowadays, according to this article?

II Using the information in the article, choose the correct meaning of the underlined word in each sentence.

1. Long gone are the close-knit communities that were held in the traditional branch offices where camaraderie was a natural outgrowth of the operational model.
A. a way of referring to the whole of a person's life
2. This "stepford" culture drove a cradle-to-grave approach with uniformity on a world wide basis so customers could have a predictable IBM experience no matter where they were located.
B. the ability to understand another person's feelings, experience, etc.
3. Because of a general lack of empathy and patience ...
C. doing or able to do sth in a skilled or an expert way because of training and practice
4. The perspective that you can have an expert career, deliver increasing value and be promoted in your current role based upon that value, began to emerge.
D. an action of acquiring
5. The infusion of other operational cultures through their acquisition models (strategic outsourcing and basic acquisition) drove weaker
E. of facts, ideas, etc to become known

connections to the past.

6. It could be argued that nobody felt terribly compelled to own the responsibility for career management. F. profit from sth
7. The view of diversity has changed from an "all are equal" view through to "respecting the differences" to "capitalize on the differences". G. a group of people having strong relationships with each other
8. It is significantly necessary for them to be very familiar with how to do business in a more technically proficient manner. H. to force somebody to do something; to make something necessary

III Complete the following sentences with the given expressions. Change the form where necessary.

with respect to	fade away	with the advent of
go through	couple ... with ...	as a result of
adjust (something) to something		spend time in doing

- The company _____ attracting the consumers.
- These two managers are similar _____ income and status.
- Overproduction, _____ falling sales, has led to huge losses for the company.
- We entered in an information era _____ computers.
- It takes a while for the new company to _____ the new market.
- Hopes of reaching the agreement _____.
- _____ the inappropriate management, the company announced bankrupt.
- As an account, it is her responsibility to _____ the company's accounts.

IV Work in pairs and illustrate your opinion about the importance of career management for the modern firms (using examples).

Section B Resumes

For a job-seeker, whether you get this job or not, it, to great degree, depends on the resume. Therefore, it is necessary for the learners to understand what it is and then master it, thus find their jobs successfully.

Resume format

1. Personal data: name, address and phone number or other contact ways

In the first place, the name of the applicant should be written so as to make human resource administrator have a basic information, and then the address and phone number or E-mail box so that the employer can contact you easily. For example:

Ronald Walker
0000 Bedford Ave.
Brooklyn, NY 11226
(718)000 - 0000

2. Objective

In this part, you clearly show what kind of job you apply for. For example:

Objective: A position in advertising where I can maximize my advertising, supervisory, research, estimating, and buyer skills in both print and media.

3. Work experience

In this part, you should list what you have been doing on the work

from the present to the past. And then you had better explain your contribution to the job. What's more, you just need to pick out the experiences that are more important for this application. For instance:

Print Advertising Director

United Media, Phoenix, AZ 1994—Present

Responsible to publisher of Equal Opportunity Employment journal for selling and placing advertising in the 1995—Recruitment and Education Publication, for equal-opportunity employment.

- (1) Brought in major new accounts, including American West Airlines, TRW, and Acme Printing Company.
- (2) Won opportunity to attend California training seminar in telemarketing/sales for being one of the two highest ranking salespeople.

4. Education History

Just like in the section of Experience, you should list your education background in reverse. For example:

University of Washington, Seattle, Washington

B. A. Degree in Business

Useful Expressions

1. I offer extensive knowledge of ...
2. In addition, I have excellent problem-solving skills and feel that, if given the opportunity, I would be an immediate as well as a long-term asset to your firm.
3. I am presently working as a ... for ..
4. I am capable of working independently or as a member of a team and feel confident of my ability to provide high-quality performance in any assignment that I undertake.
5. I believe that my expertise and entrepreneurial insight can be utilized to the advantage of a growing enterprise with a need for effective and

efficient financial management and cost control.

6. I am proficient in the operation of a . . .
7. In applying for the position of . . . I offer my qualifications, which I believe will meet your exacting requirements.
8. My work experience and my scholastic endeavors have thoroughly prepared me for employment in . . .

EXERCISES

I Mr Lencer hopes to seek a job, and the following is his resume.

Read it carefully and answer the questions.

MARK LENCER

15 OVERLOOK DRIVE

CLITON, NEW JERSEY 07815

(201)776 - 4232

WORK EXPERIENCE:

September 2009 to present

Yuanmei International Export and Import Company

Personnel Manager at the Administrative Division

Responsibilities : help the company to recruit capable and suitable employees; corporate and manage all things about employees, etc

January 2004—February 2008

Acarps Technology Co. , Ltd. AR ALUMINUM,

TEL AVIV, ISRAEL

Project Engineer

Responsibilities include production control, methods, cost benefit analysis, and supervision of projects

EDUCATION:

NEW YORK UNIVERSITY, NEW YORK

M.S. in the industrial Engineering and Operation Research, 2003

“TECHNION” Tel Aviv Institute of Technology

B.S. in Industrial Engineering and Computer Science, and M.S in

Administrative Management, 2000

(Chosen from the *Encyclopedia of Letters*, written by Harold Meyer)

- ◆ Which part is missing in the Mr Lencer's resume?
- ◆ Can you retell the main parts that a resume should constitute?

II This is a resume written by Fecility Chou for seeking a job as a Market Manager at a international travel service. However, she does not master the skill of writing it properly. Please rewrite it.

Fecility Chou

21 East 50th Street

Fuyang District

Hangzhou, Zhejiang 311400

(0571)6873222

OBJECTIVE: a position that would effectively utilize my experience as a saleswoman.

WORK EXPERIENCE:

2009—2010

Worked as a guide for Dalian International Travel Service. Responsibilities included arranging, coordinating tourist activities, and offering service of transportation, accommodations, sightseeing, shopping and entertainment.

2011—2013

Acted as a guide for foreigners at China Youth Travel Service in Luoyang. Showed foreign tourists to all the interesting spots, especially those that have Chinese uniqueness.

2014—Present

Served as a guide for foreigners in Qinhuangdao. Responsible for explaining Qinghuangdao's history, including the origin of its name, Shanhaiguan, etc, the Chinese custom, and folks to