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CONTENTS

UNIT 12 Reviewing the Coffee Industry 1

回顾咖啡工业

Dialog: Money Exchange (At a Hotel Bank)

外币兑换 (在宾馆银行里)

Mini Grammar: Adverbial: Present Participial Phrase

现在分词短语作状语

Language Practice 练习

Translation 译文

UNIT 13 Telephone in a Business World 24

商业社会里的电话

Dialog: Making a Telephone Call

电话

Mini Grammar: Subjunctive Mood (I)

虚拟语气 (I)

Language Practice 练习

Translation 译文

UNIT 14	Language of Time	53
----------------	-------------------------	-----------

时间的语言

Dialog: Discipline Interview

个别谈话(纪律问题)

Mini Grammar: "Preposition + Which" Structure

"介语 + Which" 结构

Language Practice 练习

Translation 译文

UNIT 15	Advertisement; For or Against	78
----------------	--------------------------------------	-----------

广告的功与过

Dialog: Office Automation (II)

办公自动化 (II)

Mini Grammar: Word Formation (I)

构词法 (I)

Language Practice 练习

Translation 译文

UNIT 16	Intrapreneuring Spirit	101
----------------	-------------------------------	------------

敬业精神

Dialog: Office Automation (III)

办公自动化 (III)

Mini Grammar: Word Formation (II)

构词法 (II)

Language Practice 练习

Translation 译文

UNIT 17	The Entrepreneurial Spirit	126
----------------	-----------------------------------	------------

企业家的精神

Dialog: A Board Meeting

董事会

Mini Grammar: Subjunctive Mood (II)

虚拟语气 (II)

Language Practice 练习

Translation 译文

UNIT 18	Profile Lee Iacocca	148
----------------	----------------------------	------------

李·艾科卡画像

Interpretation: A Toast Given by President Nixon on

His First Visit to China

口译范例: 尼克松总统首次访华期间的祝酒词

Mini Grammar: Subjunctive Mood (III)

虚拟语气 (III)

Language Practice 练习

Translation 译文

UNIT 19	International Business	176
----------------	-------------------------------	------------

国际商贸

Dialog: International Trade

国际贸易

Mini Grammar: Modal Verb 情态动词

Language Practice 练习

Translation 译文

UNIT 20 The Transmission of Commercial 198

Information

商业信息的传递

Dialog: Business Interaction

业务往来

Mini Grammar: Subjunctive (IV)

虚拟语气 (IV)

Language Practice 练习

Translation 译文

UNIT 21 Choosing and Pursuing a Career 228

in a Business World

在商业社会里择业立业

Questions and Answers for Interviewing

面试中的提问与应答要点

1. Twenty-five Common Interview Questions

二十五个常用的面试题

2. Fifteen Questions to ask the Interviewer

应试人可向主试人提的十五个问题

3. Outline of Answers to 15 Challenging Interview questions

对付十五个富有挑战性的面试题的回答提要

4. Erroneous Zone for Applicants

求职面试者的误区

Mini Grammar: Relative Pronoun "As"

As 的用法(III): 定语从句

Language Practice 练习

Translation 译文

Supplementary Readings

260

1. Age and Foreign Language Learning
年龄与外语学习
 2. Smart Shopping
精明的采购
 3. Advertising: The Selling of a Product
广告: 产品的销售
 4. Misunderstanding
误会
 5. Telephone as Medium
电话媒介
 6. Impressing Your Boss
给老板留个好印象
 7. Organizing Other People
组织和安排好其他人员
 8. Interview
面试
 9. What Marketing Is
什么是销售
 10. Service and Repair Job Opportunities
服务业和维修业中的就业机会
-

Appendix

288

I 英语词汇学习

II 自我评价

III 常用英语应答语

Vocabulary300

UNIT 12

Reviewing the Coffee Industry

回顾咖啡工业



Reviewing the Coffee Industry

回顾咖啡工业

About 25 years ago, the number one drink in America
was coffee. The trend was not good, however. From 1962
to 1976, the sales of coffee declined and the sales of soft
drinks went up. By the end of 1976, soft drinks became the
number one drink. The history of coffee sales is revealing.

The original colonists were mostly tea drinkers, bringing the habit with them from England. There were some coffee drinkers in the Dutch colony called New Amsterdam.
In 1773, the colonists dumped hundreds of chests of tea into Boston harbor because of taxes, and America became a coffee-drinking nation.

By 1962, coffee sales were up to \$ 1 billion a year
and three fourths of the population drank an average of over

3 cups a day. The market looked so good at that time that
看 好

Procter & Gamble bought Folger in 1963. From 1963 on,
however, coffee sales have declined.

下跌

What happened in the 1960s to change the market? A
60年代

major factor was the battle between Pepsi and Coke for the
主要 因素 战 百事 可口可乐

teenage drinker. Pepsi developed the theme of the
青少年 百事 发展 主题

"Pepsi Generation." Coke responded with themes directed
百事可乐一代 反应 主题 瞄准

toward young people as well. Coffee ads, meanwhile, were
同时

directed toward the over 35 crowd. The spokespeople for
指向 发言人

coffee were middle-aged women.

中年

Fierce competition developed between different brands
激烈 竞争 牌子

of coffee. Competitors retaliated with a blitz of
竞争对手 反击 闪电战

couponing, discounts, and heavy advertising. Customers
赠卷 贴现 猛烈的

became more price conscious. Sales continued to fall.

意识

下跌

Meanwhile, the Pepsi generation grew up and took
百事可乐一代 作了

their preference for soft drinks with them. Coffee had the
优先选择

image of an older person's drink.

形象

饮料

Another factor that had an impact on coffee sales was
因素 影响 销路

the introduction of instant coffee and decaffeinated coffee.
引 进 立即的 不含咖啡因的

At one time, getting up and putting on the coffee was a daily chore. Instant coffee changed all that, and coffee was no longer a breakfast staple. The ambiance was gone and the taste changed.

家务事立即的

主要成分

氛围

口味

Decaffeinated coffee hurt sales by reminding people that regular coffee contained lots of caffeine. Caffeine became a “dirty” word in the 1980s. Decaffeinated coffee had neither the taste nor the wake-up power of “real” coffee. More recently, coffee producers have changed their ads. The appeal is to a younger but not young crowd. Coffee ads are clearly being directed to a younger group (25 to 35). The market potential is huge.

不含咖啡因

伤害

提醒

普通咖啡

含

咖啡因

“dirty” word in the 1980s. Decaffeinated coffee had neither the taste nor the wake-up power of “real” coffee. More recently, coffee producers have changed their ads. The appeal is to a younger but not young crowd. Coffee ads are clearly being directed to a younger group (25 to 35). The market potential is huge.

肮脏

80年代

味道

兴奋

力

生产者

感染力

明显

指向

一代

潜力

NOTES

1. America became a coffee-drinking nation.

coffee-drinking 是名词加现在分词的复合形容词。

2. From 1962 to 1976, the sales of coffee declined and the sales of soft drinks went up.

from...to 结构的常用习语很多, 这一结构表示由时间、地点的一点到另一点. from...to 用于时间有连续的意思, 这一结构用于日期的例子如下:

from Sunday to Friday inclusive 由星期日到星期五(含日、

五)

from Sunday to Friday exclusive 由星期日到星期五(不含日、五)

3. ...three fourths of the population drank an average of over 3 cups a day. : 分数在句中可以作主语、宾语、表语、定语、状语。分数由基数词和序数词合成, 分子用基数词, 分母用序数词。当分子大于1时, 分母的序数词要用复数形式, 加-s。但 $1/2$ 用 a (或 one) half 表示, $1/4$ 常用 a (或 one) 表示。例如: a (one) third ($1/3$); two-thirds ($2/3$); one and a half ($1 \frac{1}{2}$); eight and five-twelfths ($8 \frac{5}{12}$).

average 名词“平均数”, an average of 平均有(跟数词), 如: An average of ten students are absent each day.

4. What happened in the 1960s to change the market?
此句中 to change the market 为不定式结构, 作结果状语用。

5. Coke responded with themes directed toward young people as well. as well 是 too, also 的同义词。also 的位置比较活, 但 too 和 as well 通常只用于下列两个位置。如:
Wang has expressed his support. I too (as well) will do what I can for you.

王表示了他的支持, 我也会尽力帮助你的。

Yesterday the Li's were here with their new baby. They brought their older children too (as well).

昨天李家带着刚出世不久的婴儿到这里来, 同时也把大孩子带来了。

6. Customers became more price conscious.

conscious 形容词, 意为“自觉的; 有意识的”, 常和名词构成复合形容词。

如: price-conscious 价格意识

profit-conscious 为利是图的

money-conscious 金钱意识

security-conscious 为安全而提心吊胆的

self-conscious 自我意识

crime-conscious 提防罪犯的

energy-conscious 能源意识

bomb-conscious 生怕挨炸的

一般词典将-conscious 一律译成“有…意识的”, 实际上这一构词成分的含 义较广, 相当于“一心想……的; 敏感的; 担心的”等。类似的这种结构的词, 不一定都能在词典中查到, 但根据其组成部分的语义用句法联系, 可以揣测其含义。不仅如此, 在一定场合, 还能创造新词。

7. Meanwhile, the Pepsi generation grew up and took their preference for soft drinks with them .

preference 是 prefer 的名词, 意为“偏爱; 更加喜欢”

如: My preference is for beef rather than lamb.

我更加喜欢牛肉而不是羔羊肉。

可与 preference 搭配的动词有 show, give, allow; 如

take preference for

show preference for

give preference for

allow preference for

8. Another factor that had an impact on coffee sales was the introduction of instant coffee and decaffeinated coffee : impact 名词, 意为“(强烈的)影响”(不可数, 可加不定冠词) 如:

This book had (made) a great impact on its reader.

这本书对读者产生了巨大的影响。

introduction: 作名词用, 除“介绍”外还有“采用; 引进” 如:

Raleigh was responsible for the introduction of tobacco smoking into England.

雷利应对将烟草引进到英国之事负责。

decaffeinated: de-在现代英语中利用 de-构成不少新词, 作“离去、除去、否定、倒转”等解, 如 deplane (下飞机), deemphasize (降低…重要性), defrost (对……解除冻结); caffeine 为名词“咖啡因”, 与 de-合在一起意为“除去咖啡因的”。

9. The appeal is to a younger but not young crowd : appeal 名词“引起(投合)兴趣, 吸引力。如:

Paris at Easter makes an appeal to many people.

复活节的巴黎吸引了许多人。

LANGUAGE FOCUS

1. decline: continue to become smaller, weaker, lower 继续 变小; 变弱; 变低

例: After that illness he declined rapidly.

生了那场病后, 他的健康急剧地衰退了。

The birthrate in China has been declining for several

years.

中国人口的出生率几年来一直在下降。

The girl declined her head in despair.

这姑娘垂头丧气。

I wish prices would decline.

但愿物价下跌。

2. go up: rise, increase, reach a higher level 上升, 增长, 提高

例: Prices have been going up rapidly in many countries.

许多国家的物价一直迅速上涨。

The goods have gone up in quality, but have declined in prices.

这些货物的质量提高了, 但价格却下降了。

He has gone up in my estimation since he did that.

自从他做了那件事后, 我开始器重他了。

3. respond: act in answer to the action of another 回报; 反应

The children responded badly to that kind of teaching.

孩子们对那种教学方法反应不好。

The public has responded magnificently to our efforts.

公众对我们所作的努力反应极好。

The plane responds well to the controls.

这飞机对操纵反应灵敏。

4. direct (toward/to): turn straight to 指向, 针对

My remarks were not directed to all of you.

我的话并不是针对你们所有的人说的。

Please direct your attention to what I'm saying.

请注意我讲的话。

Everybody's eyes were directed toward him.

大家都把目光转向了他。

5. grow up; become adult; grow in an upward direction; 长大成人, 向上生长

例: Plants grow up towards the sunlight.

植物总是向着阳光, 向上生长的。

He grew up to be a handsome young man.

他长成了一个漂亮的小伙子。

This bush has grown up a lot in the last few months.

这矮树丛几个月来已长高了许多。

6. at one time; during a certain past period 有一个时期 (指过去), 曾经。类似的词组有:

at no time = never

at all times = ever

at times = now and then

at the same time = however, nevertheless

7. remind; put in mind of, cause to remember 使人想起
remind sb (to do sth/that...); remind sb of sth; cause (sb) to remember (to do sth. etc); “使(某人)想起某物或某人”

The film reminded him of what he had seen in Beijing.

这部电影使他回想起在北京所看到的情况。

I must remind you of your promise.

我必须提醒你答应过的事。

Please remind me to write that letter.

请提醒我写那封信。

第 12 课会话: Money Exchange
(At a Hotel Bank)

Mark (a businessman from the US): Could you change
some money for
me, please ?

马克 (一个美国商人): 你能替我换些钱吗?

Assistant: Certainly. What is it you wish to change ?

行, 你要换些什么钱呢?

M: Some greenbacks, please.

请换些美钞。

Asst.: Beg your pardon ?

对不起, 我没有听清楚。

M: Some U. S. dollars.

换点美元。

Asst.: How much would you like to change?

换多少元?

M: 200 dollars. What's the exchange rate today ?

换 200 元。今天的牌价(兑换率)是多少?

Asst.: Our buying rate for notes is 580 yuan for 100 US
dollars. That will give you 1160 yuan for \$200.

Now, your passport and the money, please.

现钞的买进价是 100 美元换人民币 580 元。200 美元, 得给你 1160 元。请把护照, 美元给我。