

精读 学练考

Exercise

2

主编 贾琰

新编 商务 英语

新编商务英语系列丛书



高等教育出版社
HIGHER EDUCATION PRESS

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前 言

《新编商务英语精读学练考(2)》是《新编商务英语精读(2)》的同步自学辅导用书。该书与《新编商务英语精读(2)》的内容紧密相连,并对《新编商务英语精读(2)》课文结构、语法、商务英语专业词汇、习惯用语、商务运作的特点及主要功能进行了详细阐述。本书旨在帮助学生自学,巩固和扩展商务知识,提高商务运作能力。

本书共有 10 个单元,每单元由自学指导与练习两大块组成。其中自学指导部分又包含学习目的、背景信息、语言点、课文结构分析及课文概述、语法知识、商务英语常用句型表达等内容。为了使学生更系统地掌握和巩固所学商务知识,我们还编写了两套综合测试卷供学生练习时使用。

该书内容丰富,选材新颖,商务知识介绍详实,难度适中,实用性强。不仅可以作为学习商务英语的辅导手册,还可以作为大学生学习商务知识的教材及教师教授《新编商务英语精读(2)》的参考书。

该书主编贾琰,副主编程欣。具体分工如下:

第 1、8 单元 由 Alexandra M. Scholz 和贾琰负责编写;

第 2、3 单元 由程欣编写;

第 4、5 单元 由程欣和李艳负责编写;

第 6、7、9、10 单元 由贾琰负责编写;

综合测试卷 由程欣、李艳、贾琰编写。

贾琰负责制定编写思路、协调、统稿、初审。整体审阅、校对、定稿、编辑也由贾琰负责。

为使本书内容更加充实,在编写过程中,编者参阅了大量相关教材及文献。得到了许多专家、同行及高等教育出版社领导和编辑的热心帮助和指导,在此一并致谢。

此外,特别要感谢我校外籍教师 Alexandra M. Scholz 对本书的特殊贡献, Alexandra M. Scholz 对本书稿的英文部分进行了两次审阅。

由于编写时间仓促,经验不足,书中难免存在错误和不当之处,敬请广大同行和读者指正,不胜感谢!

编 者

2007 年 1 月

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Sports and Business

● Unit 1 ●



I. Self-study Guidance

1. Learning Aims

By the end of this unit, students should be able to:

- 1) know about sports and business and how both connect;
- 2) master the key words or phrases related to sports and business;
- 3) learn how to make compliments;
- 4) consolidate the knowledge of future expressions.

2. Cultural Background

1) Definition of Sports

① Any activity or experience that gives enjoyment or recreation; pastime; diversion. ② Such an activity, esp. when competitive, requiring more or less vigorous bodily exertion and carried on, sometimes as a profession, according to some traditional form or set of rules, whether outdoors, as football, golf, etc., or indoors as basketball, bowling, etc. ③ Fun or play

— Webster's New World College Dictionary

A short note on the use of the terms *sport* and *sports*: In Commonwealth English, sporting activities are commonly denoted by the collective noun "*sport*". In American English, "*sports*" is more common for this usage. In all English dialects, "*sports*" is the term used for more than one specific sport. For

example, “*football and swimming are my favorite sports*”, would sound natural to all English speakers, whereas “*I enjoy sport*” would sound less natural than “*I enjoy sports*” to many North Americans.

2) Definition of Business

① One's work, occupation, or profession. ② A special task, duty, or function. ③ Rightful concern or responsibility [no one's *business* but his own]. ④ A matter, affair, activity, etc. [the *business* of packing for a trip]. ⑤ The buying and selling of commodities and services; commerce; trade. ⑥ A commercial or industrial establishment, store, factory, etc. ⑦ The trade or patronage of customers, etc. ⑧ Commercial practice or policy

— *Webster's New World College Dictionary*

3) How Are Sports and Business Related?

Not only any elite biker, top player and star athlete but also you can be the economic connection between sports and business. How? By simply spending 50 cents on a newspaper just to read the sports part, following a basketball game on the radio, watching the Olympic Games — not to forget the commercials — on TV, receiving a text messages on the latest results of a football game, clicking onto the official website of the Tour de France. Your interest in sports is someone else's business.

Let aside the media however, there are many more: Nike, Adidas, Reebok, K-Swiss, Timberland, Puma, Dunlop & Co., selling sports wear and equipment, sports clubs buying players for billions, American universities like Harvard and Yale giving fulltime sports scholarships, the gambling industry behind the Sport of Kings or horse racing — Money makes the match.

4) Sport Business

Sport business concerns the commercial side of sports management and encompasses many subjects including sponsorship, marketing, TV rights, merchandising, finance, legal issues, player representation as well as the management of the sports infrastructure (整体部分).

Sports organisations, whether federations, clubs or individual competitors, earn an increasing share of their revenues from commercial activities, as opposed to the traditional revenue source of ticket sales. The growth in television revenues among the higher profile sports in particular has acted as a

catalyst for a more professional approach to all areas of commercial activity. As the richer organisations have recruited professionals in all their areas of operation, smaller sports organisations have, in turn, found it necessary to improve their level of understanding to remain competitive. Despite such changes, there have been many high profile and spectacular business mistakes in what are still, commercially speaking, an immature industry. With major changes in technology and society creating an unpredictable business climate, the commercial side of sport needs to react rapidly to keep pace and achieve the difficult balancing act of increased funding without alienating the core customers, the fans.

3. Language Points

1) Key Words

Reading I

- ① **revenue** *n.* [U] (政府的) 税收; [C; U] (尤指大宗的) 收入; (地产投资的) 收益
e. g. This year's revenue of the government was less than that of last year.

The magazine had been losing advertising revenue for months.

- ② **athlete** *n.* 运动员, 田径运动员
e. g. top athlete 顶尖级运动员

The top athlete is in top form and among the top ten.

Liu Xiang is one of the best athletes in the world.

star player 明星运动员

pro (professional) football player 职业足球运动员

e. g. She is the star player in her team.

He has been a pro football player for years.

- ③ **capitalize** *v.* 利用; 获利
e. g. You can choose to capitalize some of the value of your pension.

He is trying to capitalize on popular discontent with the government.

- ④ **contribute** *v.* 捐助, 捐献; 出资; 投稿; 有助于, 促成
e. g. He contributed \$50,000 to the Red Cross.

The government's new policy contributed greatly to the commercial growth to the country.

He contributed an article to *China Daily*.

Proper exercises contribute to good health.

- ⑤ **impose v.** (on) 把……强加于;强迫……接受;征(税等),处以(罚款、监禁等)

e. g. Don't impose your opinion on others.

A new tax has been imposed on cigarette.

It is reported that the government will impose a heavy tax on the import of luxuries.

imposition n. [U] 税的征收;[C] 征收的税,(给予的)负担;强迫接受

e. g. The county council has not yet given its consent to the imposition of any traffic regulations.

Expecting the employees to work longer hours for the same pay is a huge imposition.

- ⑥ **boom n.** (营业等的)激增;兴旺,(经济等的)繁荣;(大炮、雷等的)隆隆声

e. g. Long holidays have brought about a travel boom.

The impact of the property boom was first felt in the financial markets.

The boom was followed by a heavy rain.

boom v. 激增;繁荣

e. g. The turnover of the company has kept booming since the application of the new working method.

- ⑦ **dominant adj.** 支配的,统治的;主要的;高耸的

e. g. As a dominant figure at the conference, he made an important speech and attracted much attention.

Football is the dominant sport in the world.

The mountain peak is dominant on the horizon.

dominate v. 支配,统治,控制;在……占首要地位;俯视

e. g. The attempt of the major powers to dominate smaller countries should be checked.

As a boy, he was dominated by his mother.

The country's tallest skyscraper dominates the city.

The proportion of women in the total work force has risen and many women are working in the positions men used to dominate.

- ⑧ **implement v.** 贯彻,执行

e. g. The agreement was signed but its recommendation were never implemented.

Attempts to implement reform in this area have met strong opposition.

implementation n. 实行, 执行

e. g. The full implementation of the policy will take some time.

Implementation of this agreement will bring to financial disasters.

⑨ **enthusiasm (for, about) n.** [U] 热情, 热忱; 热心

e. g. Enthusiasm for his program is growing.

Recently people have great enthusiasm for English.

enthusiasm n. [C] 激发热情的事物, 热衷的事物

e. g. Anthropology is his enthusiasm.

(un)enthusiastic **adj.** (不)满腔热情的; (不)热心的

e. g. She was enthusiastic about taking ballet lessons.

The man is enthusiastic over making models.

He gave an unenthusiastic response.

⑩ **subsequently adv.** 其后, 其次, 接着

e. g. He apologized subsequently.

subsequent adj. (*following in order or time*) 随后的, 后来的

e. g. subsequent developments

The problem will be discussed at length in subsequent chapter.

比较: consequent adj. (*following as a result*) 作为结果的, 随之发生的; 必然的

e. g. They tried to prevent an oil spill and the consequent damage to wildlife.

The spokesman said the rise in prices consequent upon the failure of the crops.

⑪ **fit (in) v.** 适合; 合身

e. g. These shoes fit me.

You can't fit any more toys in the box.

fit in (with) 适应

He doesn't fit in with these people.

outfit n. & v. 全套用具(装备); 为……提供装备

e. g. A hiker's outfit consists of a backpack, hiking shoes, a torch, and a rope, etc.

This store outfits skiers.

outfitter n. 卖(野营、打猎)用品的商店

e. g. The outfitter provided everything needed for the safari (游猎者).

⑫ **sole n.** 鞋底; 脚底

e. g. The underside of the foot, a shoe or boot is called the sole.

I have got a hole in my sole of my shoe.

The sand was so hot I got blisters on the soles of my feet.

sole *adj.* 唯一的;单独的

e. g. He is the sole survivor of the crash, all the others died.

He has sole ownership of this company.

⑬ **established** *adj.* 已制定的;确定的

e. g. The festival has become established as one of the town's annual events.

establishment *n.* 建立,设立,确立

e. g. It was the establishment of his reputation that made him so successful.

Establishment of business relationship is the first step to do business.

Reading II

⑭ **loom** *v.* (above/over/up/out of) 隐隐呈现;逼近

e. g. Suddenly the mountains loomed up out of the mist.

The government is playing down the notion that a crisis is looming.

A severe fight is looming.

loom *n.* 织布机

e. g. Loom is a machine used for weaving cloth.

⑮ **endorse** *v.* 确认;赞同;支持

e. g. All endorsed the treaty as critically important to achieve peace.

Some famous film stars make advertisements for some products; we say they endorse those products.

endorsement *n.* 背书;支持

e. g. Endorsement means writing your name on the back of a check or official document to make it legal.

The election result can be seen as an endorsement of the government's record.

⑯ **high-quality** *adj.* 高质量的

e. g. High-quality goods are sold well in the market.

⑰ **low-cost** *adj.* 低消耗的

e. g. Low-cost airlines sell tickets at a low price.

The low-cost cars are popular in the market.

⑱ **rival** *adj.* 竞争的

e. g. They were spying on their mutual rival partner.

rival *n.* 竞争者,对手

e. g. His best friend became his rival in the basketball team.

Two or more companies who produce the same products or service are called competitors or rivals.

rival *v.* 与……竞争;比得上

e. g. His ambition led him to rival the career of Edmund Burke.

This small restaurant rivals any that you will find in the city.

rivalry *n.* 竞争;对抗

e. g. Rivalry between brothers and sisters is common.

Bitter ethnic rivalries within the region have grown in recent years.

⑲ **trend** *n.* 趋势;倾向

e. g. This style is the latest trend in fashion.

We've seen a trend towards more violent TV series this year.

Teenagers seem to be following the trend for wearing miniskirts this summer.

trendy *adj.* 时髦的,赶时髦的

e. g. I like trendy clothes.

He always has some trendy ideas.

trend-setter *n.* 时尚引领者

e. g. A trend-setter is someone who popularizes a new fashion.

⑳ **(health) gym** *n.* 健身馆,体育馆

e. g. A (health) gym is an athletic facility equipped for sports or physical training.

㉑ **inextricable** *adj.* 无法摆脱的;纠缠的

e. g. an inextricable problem

an inextricable knot

They were bound together by an inextricable fate.

I don't want to talk with you for the inextricable issue.

㉒ **pitch** *v.* 尽力推销产品;尽力说服某人

e. g. He had tried to pitch the series to all the major television networks.

Our company is pitching for the support contract.

㉓ **respective** *adj.* 各自的,各个的

e. g. They are both successful in their respective fields.

Everyone has his respective worries.

respectively *adv.* 分别地;各自地

e. g. I'm referring to each of you respectively.

Training colleges for the unemployed workers will be built at eastern part of the city and western part respectively.

2) Key Phrases

Reading I

① **bring one's enthusiasm to** 把某人的热情带到……

e. g. The teacher tries to bring his enthusiasm to the classroom.

She is willing to bring her enthusiasm to a young dynamic team.

The chat-show host is unable to bring his enthusiasm to life on the screen.

② **get to** 开始,着手做某事;对……产生影响

e. g. I got to reminiscing.

She didn't get to the housework until Sunday.

The noise really gets to me.

③ **put into practice** 实施,实行

e. g. The companies urge the government to put the committee's agreement into practice.

The mechanic put his idea into practice and made great profit for his company.

④ **capitalize on** 获利;利用

e. g. They capitalize on their success by raising prices.

The position tried to capitalize on popular discontent over the new law.

⑤ **contract out** 外包;不包括在内,排除在外

e. g. The company contracts the printing out to an outside firm.

Nike Company contracts out most of the shoes' work.

Only a few employees have contracted out of the pension scheme so far.

⑥ **be + adv. (well/ideally/uniquely etc.) + placed to** 处于……位置/形势/情况

e. g. The small company will be well placed to grow to 1,000 people next year.

With a strong economy and stable currency, the country is well placed to cope with the challenges of joining the EU.

These companies will be wonderfully placed to take advantage of this event.

⑦ **put sth. in place** 把……放在适当的位置

e. g. The staircase was put in place.

We need to put safeguards in place to prevent this type of accident occurring again.

put oneself in sb. 's place 设身处地; 站在他人的立场上设想

e. g. Now put yourself in the place of a policeman who has to arrest a criminal.

If you think you've got problems, put yourself in my place.

⑧ **cash in** 利用, 从……中获利

e. g. Many business cashed in on massive public interest in her death.

The new law means video pirates can no longer cash in by selling illegal copies.

⑨ **under the label (of)** 在……的标记/名义下; 冠名

e. g. Such economic processes generally fall under the label of "globalization".

The radio program features unsigned Norwegian bands under the label Untouched Music.

I have been designing for the web for seven years now, under the label "sitemaschine media design".

Reading II

⑩ **roll in** 滚滚而来; 涌入

e. g. Fog rolled in along the coast.

Bitter winter weather is rolling in over much of the eastern United States.

He was certain that hard work would keep the money rolling in.

⑪ **associate with** 与……有关; 交往

e. g. I always somehow associate Chatterton with autumn.

She associates with her coworkers on weekends.

⑫ **call in** 拜访

e. g. He called in at the office before he left for London.

She often calls in for a chat.

⑬ **put out** 出版; 发布; 生产; 扑灭

e. g. The magazine puts out a weekly newsletter.

Higher Education Press puts out more than 1,000 kinds of books every year.

This restaurant puts out meals at competitive price.
Fireman puts out fires.

3) Useful Structures

① **subsequently** 其后,接着……

e. g. Subsequently/Afterward (s)/Thereafter/After that/Later (on) he apologized.

② **back + (expressions of time and place)** 在先前的位置或情况

e. g. Back in 1921, he married his first wife.

Back in February last year, I met Jonathan for the first time.

Back 60 years ago, the world was a different one.

Back in London, she *will visit* her family.

Back in Paris, he *met* his old friends.

Back in Rome, I *am buying* now a house near the main square.

Back home everything *seems* to be the same.

back + (adverbs)

e. g. Back again, Tim cannot stop thinking about where to go next.

back + (fixed terms)

e. g. Back for good (= forever), Anna is moving into her parents' house now.

We ran back and forth, carrying bucket of water.

③ **by + (time expression)**

(*by a time/date/period = at that time or before/not later than that date.*)

e. g. The train starts at 6:10, so you had better be at the station by 6:00.

By now, you should know better.

By then, everything was/will be different.

By tomorrow, you should have finished your homework.

By 1991, the company flourished.

4) Difficult Sentences

Reading I

- ① *The global giant company with revenues in 1996 of U.S. \$6.4 billion and profits of U.S. \$553 million started in the 1960s with the company's founders selling cheap Japanese sports shoes to American high school athletes at school track meetings, using a supply of shoes they kept in their car. (Para. 1)*

要点 该句较长,句子主语为 company,谓语动词为 started。句中有两个 with 引导的介词短语,第一个介词短语修饰 company,作定语。意为“有,带着”。第二个介词结构为伴随状语,说明创始人创业时的情况。using a supply of shoes they kept in their car 为现在分词短语作状语,说明是如何在田径运动会上卖运动鞋的。they kept in their car 为定语从句,修饰 shoes。

译文 这家 1996 年销售收入为 64 亿,利润为 5 亿 5 千 3 百万的全球大型公司,是在 20 世纪 60 年代靠推销廉价日本运动鞋起家的。公司的创始人将运动鞋放在自己的小汽车里,带到美国高中田径运动会上向运动员兜售。

- ② *With excellent timing and a fair share of good luck, the founders of Nike were perfectly placed to cash in on America's sports leisure boom during the 1970s, when millions of Americans began jogging and running as part of their personal campaigns to keep fit and healthy. (Para. 4)*

要点 该句为主从复合句,主句为 the founders of Nike were perfectly placed to cash in on America's sports leisure boom during the 1970s, when 引导的为时间状语从句。句首 With 引导的介词短语为状语,表示原因。be place to 意为“处于……时期”,to cash in on 意为“从……获利”。

译文 20 世纪 70 年代是美国休闲运动兴旺发展时期,那时,数以百万计的美国人开始慢跑,他们把慢跑作为保持身材与健康的个人运动。由于抓住了好时机和一份应得的好运气,处于那个时期的耐克创始人从(卖运动鞋)中获利。

- ③ *In 1973, the newly formed company implemented its first, and most important marketing strategy, endorsing its first star athlete, running star Steve Prefontaine who in turn used and praised Nike footwear. (Para. 6)*

要点 该句为主从复合句,主句为 the newly formed company implemented its first, and most important marketing strategy。主句主语为 the newly formed company,谓语为 implemented。its first, and most important marketing strategy 为主句的宾语。endorsing its first star athlete 为现在分词短语作状语,说明最重要的营销策略是什么。running star Steve Prefontaine 为现在分词短语作同位语,说明明星级运动员的情况。who in turn used and praised Nike footwear 为定语从句修饰 Steve Prefontaine。

译文 1973 年,这家新成立的公司实施了它的第一个——而且是最重要的市场

营销策略——签约它的第一个明星级田径运动员,长跑明星史蒂夫·普瑞方廷,他穿用并且赞扬了耐克运动鞋。

- ④ *The endorsements by star players, encouraging ordinary consumers to buy the sports gear of the stars and dream of being champions themselves, saw Nike selling close to \$U.S. 1 billion worth of running, basketball, and tennis shoes in 1986, while creating their first sports clothes under the Nike label. (Para. 6)*

要点 该句为非生命主语句,在英语中,为了避免主观性,使句子能够更加客观反映某种情况,作者往往采用这一句式。该句主语为 The endorsements,谓语为 saw,意为“见证了”。现在分词 selling 为 saw 的宾语补足语。encouraging 为现在分词短语,作定语修饰主语 endorsement。while creating 为分词短语作时间状语,while 放在现在分词前,表示强调,说明前后两件事同时发生(创建新品种的运动服这件事也发生在 1986 年)。

译文 明星运动员的代言,激励了普通顾客购买运动明星穿着的服饰,梦想自己也成为冠军。结果,1986 年,耐克公司的跑鞋、篮球鞋和网球鞋销售额接近 10 亿美元,在此期间,以耐克冠名的运动服也首次问世。

Reading II

- ⑤ *But this was not sufficient when rival shoe manufacturer Reebok began to present shoes as a fashion symbol for the trendy people who exercised regularly at health gyms. (Para. 1)*

要点 该句为主从复合句,主句为 But this was not sufficient,主语 this 指的是 to make high-quality, low-cost shoes and have leading athletes endorse them for sales。when rival shoe ... 为时间状语从句。who exercised regularly at health gyms 为定语从句,修饰 people。

译文 当他们的对手锐步运动鞋的生产商开始为那些定期在健身房锻炼的时尚人士展示作为时尚象征的锐步运动鞋时,仅有这些(高质量、低成本以及有优秀运动员支持该产品)就显得不够了。

- ⑥ *To give Nike a new image, the agency created commercials and promotional ideas around Michael Jordan and the controversial black movie director Spike Lee. (Para. 3)*

要点 该句结构简单,To give Nike a new image 为动词不定式短语,作目的状语。the agency created commercials and promotional ideas around Michael Jordan ... 为主语。

译文 为了赋予耐克一个新形象,耐克代理围绕迈克尔·乔丹和有争议的黑人