

Selected Readings in Business

商务英语简明教程

学习指导手册

Study Guide

龚龙生 编著



上海财经大学出版社


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前 言

《商务英语简明教程》是为大学学生和对商务英语感兴趣的自学者编写的一本英语阅读教程,内容涉及全球化、信息革命、管理、客户关系、反倾销等诸多热点问题,难度适中,具有很强的可读性和可接受性,因而受到读者的喜爱。为了帮助读者解决阅读过程中的困难和进一步提高英语能力,我们精心编写了这一配套用书《商务英语简明教程学习指导手册》。与《商务英语简明教程》相对应,本书共十三单元,每单元的具体内容如下:

1. 课前预习:包括略读、查读、上下文中的词汇各部分的习题答案。
2. 课文:包括正文的译文、生词表和注释。
3. 阅读理解练习:包括难词、常用成语及惯用法的练习和重述题的答案。
4. 案例分析:包括讨论和案例分析的答案。
5. 补充练习:包括完型填空、翻译和改错题及其答案。

本书的习题答案能帮助读者发现语言知识的欠缺之处,找到解题思路,提高语言能力。由于商务英语的文章长句较多,内容具有专业性特点,并涉及很多相关背景知识,增加了阅读理解的难度。书中提供的译文能确保读者理解原文,生词表和注释部分所包含的生词读音和词义、常用词的搭配、用法、派生词以及一些语言点的背景知识也有的放矢,协助读者找到解决难题的钥匙,迅速扩大词汇量。此外,通过难度适中的补充练习,读者能够巩固所学的语言知识,提高对语法和词汇搭配等方面的意识程度。熟悉和了解与商务英语相关的常用词还能降低读者阅读同类文章的难度,有利于语言综合能力的提高。

在学习过程中,建议读者做完《商务英语简明教程》每一部分与课文有关的练习后再参考《商务英语简明教程学习指导手册》上的答案。阅读课文时可借助生词表和注释,读完后可参照译文。对于理解有困难的个别长难句,可根据译文增进理解。在完成《商务英语简明教程》上的所有练习后,再做补充练习,对照答案。

参加本书编写的教师有:胡越竹、葛苋茹、赵燕。

相信配套使用《商务英语简明教程》和《商务英语简明教程学习指导手册》会使读者受益匪浅。教材中的疏漏之处,敬请广大读者不吝指正。

编者

于上海外国语大学

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Unit One

Globalization

Study Guide for the Text

Preview

预习是对于阅读的心理准备过程。通过预习,你可以对文章内容有大致了解,你的阅读理解程度和速度会有所提高。高效率的读者通常在仔细阅读一个文件前会预先读一下语篇。预习的时间可长可短,从三十秒到十分钟不等,根据阅读材料的长度而定。本单元的预习部分包括三个练习:略读、查读和通过上下文猜词。

略读 略读是指以很快的速度通读整篇阅读材料从而对内容有大致了解的阅读技巧。应当注意作者的名字(如果有)、题目、标题、文章的第一段和最后一段。如果文中有例子、漫画、图表或文章来源介绍,也快速浏览一下。请快速略读全文,回答下列问题并在课堂上讨论。

1. There are four main contributors to globalization: free movement of capital, trade liberalization, lowering of shipping costs and reduction in telecommunications and computing costs.
2. There is resistance to ideas from outside and to the way of doing things elsewhere. It is complicated by cross-cultural issues and potential misunderstandings.
3. There is disagreement on whether globalization is a good thing or not.

查读 查读指快速通读文章以找到具体信息的技巧。根据理解题题干中的

关键词,扫读文章每一部分,找到这些词,从而找到问题的答案。请查读全文,找到以下问题所问及的具体信息。

1. It is \$ 50.
2. There will perhaps be a loss of jobs and loss of a sense of security among the employees.
3. Americans like this type of cars because of the cheapness of American petrol.
4. Most of the young people have cereal for breakfast.

上下文中的词汇 通过上下文的线索猜出新词或不熟悉的词的意思是很重要的阅读技巧。没有必要猜出词的确切意思,了解某些词的大意能保证阅读顺利进行。上下文指词在句中的意思,以及整句话或整个段落的意思。请阅读下列各句,根据上下文猜测斜体部分的意思,然后用同义词(表达相同或相近意义的词或词组)代替斜体部分。

- | | |
|--------------------------------|-------------------------|
| 1. will increase | 4. of the same type |
| 2. the large size of economies | 5. of little importance |
| 3. prejudice | |

Text

什么是全球化? 全球化是指将整个世界看作一个市场。一个全球化企业——或用一个学术术语来说,跨国公司,开展生产活动,进行调研,筹集资本,在任何可能取得最大利润的地方购买物料。经济学家们认为,导致全球化的关键因素有以下几种:

- “按一下按钮”就能随意转移资本。这是促进各种投资的推动力。
- 贸易自由化,减少贸易壁垒。
- 提高集装箱化的效率,降低运输成本。(运送一个集装箱的货物横跨太平洋,最低费用仅为 50 美元。产于马来西亚或别国的日本电视机在美国或欧洲的市场上销售,其运输成本微乎其微。)
- 降低电信和计算成本(在 20 世纪 30 年代纽约至伦敦三分钟的长途话费相当于现在的 300 美元。目前一块普通手表所具有的运算功能超过了 20 世纪 50 年代世界上所有的计算机)。有些公司拥有足够的资源和雄厚的专业实力,能利用遍布全世界的网络所提供的信息,因此在很多行业具有重要的竞争优势。在不只一个国家,甚至不止一个洲开展业务和生产活动有利于公司降低成本,从

规模经济中受益。

对于全球化企业的经理有一些启示。甚至就一个在国内开展业务的企业来说,外来的观念常会招致人们的反对,存在所谓“非源于本地”的偏见;一个公司在很多国家有子公司会更麻烦,不同文化之间的差异和可能出现的误解会使问题更复杂。如果子公司先前是一个国内企业,后来被跨国公司兼并,或许由于一些员工失业,留下的员工缺乏安全感,人们对于接受其他地方的做事方式可能有更大的抗拒心理。在世界范围内培养经理人队伍来经营这样的企业是一大挑战。

可口可乐这样的品牌已畅销多年,该饮料的销售量几乎在每个国家都居首位,超过本地产的饮料。苏格兰是一个例外,市场销售专家正在探究,为何在目前真正同一化的国际市场上会出现这样的情况。此外,不合常规的情况,如法国人偏爱从上面放入衣物的洗衣机,而欧洲其他国家则喜欢开门置物的洗衣机,美国人喜欢开 4×4 型车而不是轿车,甚至在城市也是如此,这些可能与法国公寓面积小和美国汽油价格低有关。但有些文化“传统”常常很难解释。为什么西班牙人很少喝茶?为什么德国人吃这么多香蕉?尽管如此,传统也可能发生变化,或者通过人为因素改变。有趣的是,早餐喝麦片慢慢成为年轻人开始每一天的一种习惯。遍布世界的早餐麦片文化正在发展。这是关于人们的爱好全球化的一个例子,看似无足轻重,然而,尤其是生产和经营生活消费品的企业应该意识到这类问题的存在。你怎样在全球范围内进行某一品牌商品的生产和经营?就像管理跨国企业一样,在世界范围内生产和推销某个品牌的商品一定程度上也是一个跨文化的问题。

当然,就国际资本和跨国公司的影响力,以及人们所认为的世界各地人们的喜好同一化现象,究竟这些是好是坏还存在争议。你无疑有你自己的想法。

Words and Expressions

globalization [ˌgləʊbəlaɪˈzeɪʃən] *n.* 全球化;全球性

tag [tæg] *n.* 标签;名称

contributor [kənˈtribju(:)tə] *n.* 捐助人;影响因素

fuel [fjuəl] *n.* 燃料;动力

liberalization [ˌlibərəlaɪˈzeɪʃən] *n.* 自由化

containerization [kənˌteɪnəraɪˈzeɪʃən] *n.* 集装箱化

negligible [ˈneglɪdʒəbl] *a.* 可忽略的;微不足道的

telecommunication [ˌtelɪkəmjuːnɪˈkeɪʃən] *n.* 远程通信;电信

- expertise [ˌɛkspəˈtiːz] *n.* 专门知识; 专有技术
- resistance [rɪˈzɪstəns] *n.* 抵制; 抵抗力
- syndrome [ˈsɪndrəʊm] *n.* 综合病症
- subsidiary [səbˈsɪdʒəri] *a.* 辅助的 *n.* 子公司
- cross-cultural [ˈkrɒskʌltʃərəl] *a.* 跨文化的
- multinational [mʌltɪˈnæʃən(ə)l] *a.* 多国的; 跨国的 *n.* 跨国公司
- brand [brænd] *n.* 商标
- fizzy *a.* 发出嘶嘶声的; 起泡沫的
- outsell [aʊtˈsel] *v.* 比……畅销
- homogeneous [ˌhəməʊdʒiːnjəs] *a.* 同类的; 相似的
- anomaly [əˈnɒməli] *n.* 例外; 破格
- consumer goods *n.* 生活消费品
- homogenization [ˌhəʊmədʒənaɪzeɪʃən] *n.* 均一化; 同质化

Notes on the Text

1. globalization: globe, 地球, 加上形容词后缀 -al, 表示“地球的; 全球的”; 动词后缀 -ize 表示“形成; ……化”, 例如, systemize 系统化, liberalize 自由化; “-ion”是名词后缀。
2. transnational corporation: 跨国企业, transnational, 由前缀 trans-, 词根 nation 和形容词后缀 -al 构成, 跨国的, 超国界的。
前缀 trans- 通常有三种意思:
 - 1) 表示“横跨; 在……的另一边; 越过”: transpolar 横越南极或北极的; transatlantic 横跨大西洋的。
 - 2) 表示“贯通”: transcontinental 横贯大陆的。
 - 3) 表示“变化; 移动”: transform 改变; transfer 迁移; transplant 移植。
3. identify: 确定, identify the owner of a check; 辨别, The porters can be identified by the red caps they wear.
identification *n.*
identity *n.* 身份 identity card 身份证
4. contributor:

contribute *v.* 1) 捐献, contribute (money) to the charities

2) 促成; 有助于, 与介词 to 连用, Exercise contributes to good health.

- contributor *n.* 捐赠人; 贡献者, 本文中 contributors to globalization 指促进全球化形成的因素。
5. at the touch of a button: 这里指使用计算机。在商业领域, 通过电脑空间人们可以很方便地汇款或购买产品。
6. fuel: 这个词的基本意思是燃料, 引伸义是“使……保持或增进活力, 起刺激或促进作用”, add fuel to the flames 火上浇油; 使情绪更激烈。
7. trade barrier: 贸易壁垒。传统的贸易壁垒指的是关税壁垒和非关税壁垒, 主要从商品数量和价格上进行限制。随着社会的进步、科学技术和人民生活水平的提高以及人们环保意识的增强, 传统贸易壁垒逐渐弱化, 而新贸易壁垒不断强化。新贸易壁垒包括技术壁垒、环境壁垒和社会壁垒, 着眼于商业利益以外的东西, 更多地考虑商品对于人类健康、安全以及环境的影响, 体现的是社会利益和环境利益。
8. negligible: 因很小或微不足道而不需引起注意, 文中指产于马来西亚或别国的日本电视机运送到美国或欧洲的费用非常低, 甚至可以忽略不计。
9. telecommunication: 长途通讯; 电信。前缀 tele- 意为“远距离传递”; television 电视; telephone 电话; telegram 电报。
10. expertise: expert, 专家; expertise, 专家的意见; 专业知识, 专业技能。
11. on a worldwide scale: 在世界范围内。scale, 规模; 范围 on the/a scale of 按……规模; on a big/large scale 大规模地/的; on a small scale 小规模地/的。
12. competitive: 具有竞争性的; competitive price.
compete *v.* 竞争
competition *n.* 竞争
另外两个与 compete 相关的词是: competent *a.* 有能力的; competence *n.* 能力
13. economies of scale: 规模经济
14. A brand like Coca-Cola has been around a long time: 可口可乐这样的品牌已畅销多年。可口可乐公司在市场上推出了两个品牌的饮料, 一个是传统的品牌, Coca-Cola; 另一个品牌在 1985 年进入市场, 一般称为新可乐, 商标是 COKE。
15. ... and dominates the fizzy drink market in almost every country, outselling local brands: 几乎在所有的国家该饮料的销售量都居首位, 超过本地产的饮料。
dominate *v.* 支配 dominate others; 占优势 This company dominates the detergent market.
domination *n.*

dominant *a.* 有统治权的 a dominant person

outsell *v.* 比……畅销

前缀 out-意为“超过”: outdare 较……更大胆; outdo 胜过; outweigh 比……重; 比……重要; outjump 比……跳得高(远)

16. homogeneous: 同类的; 相似的: This is a homogeneous class consisting of students of similar background. 前缀 homo-表示“相同”; homophone 同音异义词

homogeneous 的反义词是 heterogeneous 不同种类的, 前缀 hetero-意为“不同的”; heteronym 同形异音异义词

17. preference for: 偏爱…… prefer *v.*

18. progress: 发展。其原意为“进步”, 这里做动词: The company cannot progress rapidly without the contribution of so many talents.

Vocabulary

这个练习测试你对文章的主要内容和词汇的记忆和理解程度。请从下列单词中选用合适的词填入每句的空格, 不要看文章。你可以根据上下文改变这些词的时态、单复数和词形。每词只用一次, 并非所列各词都要用到。

- | | |
|---------------|-------------------|
| 1. consumer | 6. compounded |
| 2. economies | 7. brand |
| 3. barriers | 8. liberalization |
| 4. challenge | 9. syndrome |
| 5. homogenous | 10. expertise |

Idioms and Expressions

英语的习惯表达方式在商业体裁的文章中随处可见。本文中就有一些。做以下练习时, 请把熟悉和不熟悉的表达方式分别记下来。如果你不知道词组的意思, 请通过上下文(它所在的句子和段落)猜测。

1. C 2. D 3. C 4. A 5. D

Paraphrasing

释义是指通过改变句子结构、语序和措辞, 用自己的语句来重述作者的观

点。释义应准确——也就是说,真实表达作者的意思——和完整。这一练习可以测试你的语法知识、词汇知识和对文章内容的理解。

请仔细阅读以下各句,用自己的语句重写。改变词汇和句子结构,但不要改变作者所要表达的意思。

1. People usually have the reluctance to accept any ideas from foreign countries, the prejudiced views against anything foreign.
2. This becomes even more difficult, as the culture difference among countries and the possible lack of accurate understandings will make it more complicated.
3. But it is always difficult to explain cultural customs and traditions of different nations.
4. A more common cultural tradition may be adopted by more and more people in the world.
5. To form teams of managers who are from various nations in conditions like these is a tough job.

Case Study

实例研究

这是个问题解决型的课堂活动,学生可以合作分析实例,写实例研究报告。每一实例谈论的是一个难题,这些问题可以有多种解决方式,所有的解决方法没有对错之分。用集思广益法搜集尽可能多的建议,从中选出接受程度最高的一种。这些实例与每一单元的课文有关,能够巩固所学词汇和主要概念。

Case Study: A Problem in Going Global

分成小组,读下列实例。讨论实例所提出的问题,回答阅读理解题,就如何解决实例提出的问题写一份简单的报告。

Questions

1. Chambers could point out the possible consequences of going globalization: in order to globalize, a complete restructuring of the organization will be needed and costly. It may also cause some anxiety among the employees concerning their professional carrier. Some of the local offices will have to

be eliminated. Thousands of employees will be laid off. He does not believe it is a good idea to let one central office make decisions about a global product line.

2. Thomas could do this by pointing out the fact that BCB has not done as well as it did last year, and because of the global competition, BCB has lost quite a bit of its markets to its competitors. Profit margins have decreased recently. BCB seems to be caught in a business downturn.
3. Yes. With the rapid development of science and technology, the world is getting smaller and smaller. The whole world is becoming a global village. Competition has intensified in the field of business. To go global, BCB will be able to obtain more international market shares and make its products available both at home and abroad. It will be able to make use of the relatively cheap labor force in some developing countries and cut its operation costs in product research and development.
4. BCB can carry out its restructuring by eliminating some of the local offices and set up some offices in other countries. It can also form a team of international managers to cope with the different tradition and cultures, especially business cultures. It can set up some joint ventures and new factories in locations outside USA.

Case Study Report

I. Statement of the Problem

- A. **Definition:** BCB may have to transform itself into a global corporation as its business is declining.
- B. **Analysis:** BCB seems to be caught in a business downturn as its business orders have gone soft, competition has intensified, and profit margins have decreased recently. Its first quarter earnings are not as good as compared with that of last year. Its major competitors all appear to be eating into BCB's markets.

II. Suggestion of Possible Solutions

- A. BCB transforms itself into a global corporation to improve the company's business.
- B. BCB keeps its traditional country-by-country organization and the standardized products, marketing, and advertising to maintain the

company's business status.

III. Evaluation of Possible Solutions

- A. BCB transforms itself into a global corporation to improve the company's business.
 - 1. **Advantages:** The company's profit margins will be improved and become more competitive internationally.
 - 2. **Disadvantages:** Many employees will be laid off.
- B. BCB keeps its traditional country-by-country organization and the standardized products, marketing, and advertising to maintain the company's business status.
 - 1. **Advantages:** It will be able to keep the offices and avoid firing thousands of employees. Besides, it can maintain its country-by-country organization and way of decision-making.
 - 2. **Disadvantage:** It will lose some of the market shares to its competitors and its profits.

IV. Selection of a Solution

- A. **Choice:** (A) BCB transforms itself into a global corporation to improve the company's business.
- B. **Justification:** By transforming itself into a global corporation, BCB will be able to improve its competitiveness against other producers' products. It will improve its profit margins as well. In this way, the company can set up some new offices in other countries and regions and eliminate some local ones. The company can build some new factories in other areas to make its products available both at home and abroad.

Improvement Exercises

Cloze

There are 20 blanks in the following two passages. Find the words suitable in the context. Only one choice is appropriate for each blank.

下面的两篇文章中各有 20 个空格,根据上下文选出一个合适的词填入每个空格。

Passage 1

If you were to begin a new job tomorrow, you would bring with you some basic strengths and weaknesses. Success or 1 in your work would depend, to 2 great extent, 3 your ability to use your strengths and weaknesses to the best advantage. 4 the utmost importance is your attitude. A person 5 begins a job is convinced that he isn't going to like it or is 6 that he is going to fail is exhibiting a weakness which can only hinder his success. On the other hand, a person who is secure 7 his belief that he is probably as capable 8 doing the work as anyone else and who is willing to make a cheerful attempt 9 it possesses a certain strength of purpose. The chances are that he will do well. 10 the prerequisite skills for a particular job is strength. Lacking those skills is obviously a weakness. A bookkeeper who can't add or a carpenter who can't cut a straight line with a saw 11 hopeless cases. This book has been designed to help you capitalize 12 the strength and overcome the 13 that you bring to the job of learning. But in groups to measure your development, you must first 14 somewhere you stand now. 15 we get further along in the book, we'll 16 in some detail with specific processes for developing and strengthening 17 skills. However, 18 begin with, you should pause 19 examine your present strengths and weaknesses in three areas that are critical to your success or failure in school: your 20, your reading and communication skills, and your study habits.

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|-------------------|------------|------------|----------------|
| 1. A. improvement | B. victory | C. failure | D. achievement |
| 2. A. a | B. the | C. some | D. certain |
| 3. A. in | B. on | C. of | D. to |
| 4. A. Out of | B. Of | C. To | D. In |
| 5. A. who | B. what | C. whom | D. whose |
| 6. A. ensured | B. assured | C. sure | D. surely |
| 7. A. onto | B. on | C. off | D. in |
| 8. A. to | B. at | C. of | D. for |
| 9. A. near | B. on | C. by | D. at |
| 10. A. Taking | B. Setting | C. Having | D. Placing |
| 11. A. being | B. been | C. are | D. is |

- | | | | |
|---------------------|-------------|-------------|---------------|
| 12. A. except | B. but | C. for | D. on |
| 13. A. idea | B. weakness | C. merit | D. advantage |
| 14. A. eliminate | B. evaluate | C. erase | D. evacuate |
| 15. A. As | B. Till | C. Though | D. Unless |
| 16. A. dealing | B. dealt | C. be dealt | D. be dealing |
| 17. A. learnt | B. learned | C. learning | D. learn |
| 18. A. around | B. to | C. from | D. of |
| 19. A. to | B. for | C. into | D. with |
| 20. A. intelligence | B. work | C. attitude | D. strength |

答案: 1. C 2. A 3. B 4. B 5. A 6. C 7. D 8. C 9. D 10. C
11. D 12. D 13. B 14. B 15. A 16. D 17. C 18. B 19. A 20. C

Passage 2

The United States 1 well known for its network of major highways designed to help a driver get from one place to another in the shortest possible time. 2 these wide modern roads are generally 3 and well maintained, with 4 sharp curves and straight sections, a direct route is not always the most 5 one. Large highways often pass 6 scenic areas and 7 small towns. Furthermore, these highways generally 8 large urban centers, which 9 that they become crowded with 10 traffic during rush hours, 11 the "fast, direct" route becomes a very slow route.

However, there is almost always another route to take 12 you are not in a hurry. Not far from the 13 new "superhighways", there are often older, 14 heavily traveled roads 15 go through the countryside. 16 of these are good two lane roads; others are uneven roads curving through the country. These secondary routes may go up steep slopes, along high 17, or down frightening hillside to towns 18 in deep valleys. Through these less direct routes, 19 and slower, they generally go to places where the air is clean and scenery is beautiful, and the driver may have a chance to get a fresh, clean 20 of the world.

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|----------------|-------------|------------|----------------|
| 1. A. are | B. is | C. was | D. were |
| 2. A. Although | B. Since | C. Because | D. Therefore |
| 3. A. stable | B. splendid | C. smooth | D. complicated |

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|-------------------|--------------|-----------------|----------------|
| 4. A. little | B. few | C. much | D. many |
| 5. A. terrible | B. possible | C. enjoyable | D. profitable |
| 6. A. to | B. into | C. over | D. by |
| 7. A. amazed | B. shocking | C. interesting | D. penetrated |
| 8. A. lead | B. connect | C. collect | D. communicate |
| 9. A. mean | B. means | C. meant | D. meaning |
| 10. A. large | B. fast | C. high | D. heavy |
| 11. A. when | B. for | C. but | D. that |
| 12. A. unless | B. if | C. as | D. since |
| 13. A. relatively | B. regularly | C. respectively | D. reasonably |
| 14. A. and | B. less | C. more | D. or |
| 15. A. where | B. when | C. that | D. what |
| 16. A. All | B. Several | C. Lots | D. Some |
| 17. A. rocks | B. cliffs | C. roads | D. paths |
| 18. A. lying | B. laying | C. laid | D. lied |
| 19. A. shorter | B. sharper | C. longer | D. further |
| 20. A. sight | B. scope | C. outlook | D. view |

答案: 1. B 2. A 3. C 4. B 5. C 6. D 7. C 8. B 9. B 10. D
11. A 12. B 13. A 14. B 15. C 16. D 17. B 18. A 19. C 20. D

Translation

Section A

Translate the following English sentences into Chinese.

请将下列句子译成汉语:

1. Technology should be commercialized—bought and sold—so that technical development can be widely applied to production.
2. Perhaps the biggest challenge now facing the advertising industry is that of establishing “world brands”.
3. Freight charges for container-shipped goods are generally lower than those for goods not shipped in containers.
4. Greater efforts will be made to expand foreign trade and further opening up Chinese markets globally.