

全国商务英语研究会推荐教材

# 泛读

Extensive Reading

2

## 新编 商务 英语

新编商务英语系列丛书

总主编 虞苏美  
主 编 吴长镛



高等教育出版社  
HIGHER EDUCATION PRESS

新 编 商 务 英 语 系 列 丛 书

新编商务英语

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## 内容提要

《新编商务英语泛读(1~6)》是商务英语系列丛书之一。本丛书的语言材料新颖、地道,文章均选自当代英美报刊杂志以及某些商务专著;内容丰富、涉及面广,涵盖金融、财经、企业管理、国际贸易、电子商务等诸多领域。本丛书采用英语语言和商务知识有机结合的编写方式,使学生既能提高英语阅读理解能力,又能系统地掌握商务英语的基本词汇及其表达方式,全面地获得有关商务的基本知识。本丛书适合商务英语专业的学生使用。

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# 前言

《新编商务英语泛读》是商务英语系列教材之一。教材中的语言材料均选自当代英美报刊杂志以及某些商务专著,其内容新颖、涉及面广。本教材旨在通过较大量的阅读,使学生巩固已学的基本词汇和语法知识,扩大词汇量,加强语感,提高英语阅读能力。若配合本系列教材的其他分册使用,则更能系统地掌握商务英语的基本词汇及其表达方式,全面地获得有关商务的基本知识。

考虑到商务英语初学者的英语语言基础尚不扎实,以前又很少接触商务材料,我们对教材中涉及商务知识的阅读材料作了精心设计:随着学生在其他专业课中商务知识的逐步增加,本教材中商务材料所占的比例逐渐增大。在第1、2册中商务材料约占60%以上,在第3、4册中占80%以上,第5、6册课文均为商务材料。

本教材共计6册,每册10个单元。每单元分2个部分。第1部分由课文(Text)及相应的练习组成,其中Text A可作为主课文使用,Text B可作Home Reading使用,教师亦可根据需要作适当调整;第2部分为快速阅读(Fast Reading),每单元都配有2篇短文及相应的练习,其目的是培养学生在有限时间内快速准确地获取主要信息的能力,此部分可在课堂规定的时间内完成。本教材每册各配有期中与期末2套自测题,用以检查已学过的词汇、语言知识、商务知识及阅读理解能力。每册书后附有该册生词总表及练习答案,供教师和学生参考。

本教材可供普通高等学校、高等职业学校、高等专科学校以及成人高等学校商务英语专业的学生使用,亦可用作爱好英语的非商务英语专业学生的自学课本。各学校在使用本教材时可根据学生英语及商务知识的基础灵活掌握。英语基础好的学生可以直接用第2册作起点,也可有选择地使用课本中的商务材料。

由于时间仓促,水平有限,疏漏和错误之处在所难免,欢迎批评指正。

编者

于华东师范大学

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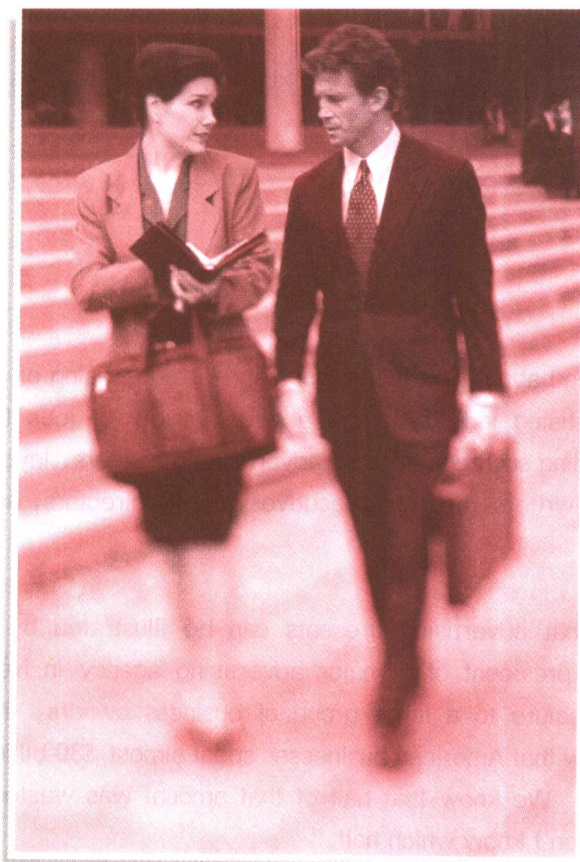
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○ Part A

Text A

Text B

○ Part B

Fast Reading

1

**Text A Advertising**

**Text B Seven Ways to Sleep Better Tonight**



## Part A Text

### Text A

#### Advertising

- 1 American businesses spend about \$30 billion per year for advertising of all types. This large advertising industry offers a wide variety of jobs for college graduates, including such positions as advertising managers, layout specialists, artists, copywriters, account executives, media directors, and sales specialists.
- 2 The special challenge that advertising presents can be illustrated by a statement made by the president of a major advertising agency in New York. In concluding a lecture to a large group of business owners, this executive said: "We know that American businesses spent almost \$30 billion last year for advertising. We know that half of that amount was wasted. But, unfortunately, we don't know which half."
- 3 In designing an advertising program, an individual firm or its hired advertising experts must somehow balance the necessity of advertising against the likelihood that some expenditures will be wasted. Individual advertising expenditures vary from more than \$200,000 for a one-minute nation-wide television commercial during the World Series or Super Bowl to the small cost of printing and distributing 100 announcements to promote a sale or service in a neighborhood. All advertising has the final goal of increasing sales for the business firm, either in the short run or in the long run.

**A Definition of Advertising**

- 4 Advertising can be defined as nonpersonal commercial messages to the public designed to inform both established and potential customers. Advertising is paid for. As such, it differs from other forms of sales promotion.

**Types of Advertising**

- 5 Traditionally, all advertising was classified either as direct-action advertising (designed to sell a firm's products or services) or as institutional advertising (designed to promote a firm's name). Thus, the statement "Raincoats are on sale today at \$9.95" is an example of direct-action advertising, and the claim "Our employees subscribe to the United Fund 100 percent" is an example of institutional advertising.
- 6 Modern business practices have further divided these two types of advertising into distinct approaches. For instance, primary-demand advertising seeks to increase the total demand for certain products without distinguishing specific brands. Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a natural food. Usually, this type of advertising is sponsored by a particular trade association or marketing cooperative, not by individual retailers or manufacturers.
- 7 Another distinct type of advertising is brand advertising, which promotes the use of a particular brand among competing products. This type of advertising is used most often today. In addition, the Federal Trade Commission (FTC) has recently encouraged the use of comparative advertising, which points to the advantages of the advertiser's product over competing products. This type of advertising has become very popular for headache remedies, credit cards and even automobiles. In comparative advertising, competing products are named and shown, rather than using the old idea of comparing unnamed products X and Y.

- 8 Institutional advertising also can take a wide variety of forms. For example, when a large corporation sponsors a symphony concert or underwrites a program for educational television, it basically is using institutional advertising. Thus, the "Bell Telephone Hour" combines fine music with commercial messages, and the major oil companies and many other firms sponsor programs dealing with the arts and other subjects of public interest.

### **Advertising Media**

- 9 In planning an advertising program, individual manufacturers, wholesalers, or retailers can choose from a large assortment of media. Here is a list of the main advertising media:

- (1) Television;
- (2) Radio;
- (3) Newspapers;
- (4) Magazines;
- (5) Outdoor billboards;
- (6) Specialty advertising (calendars, matchbooks, telephone pads, and so on);
- (7) Public transportation vehicles;
- (8) Yellow pages of telephone directory;
- (9) Direct mail;
- (10) Internet;
- (11) All others (catalogs, samples, leaflets, and so on).

### **Considerations in Choosing Media**

- 10 It obviously doesn't pay for a local, one-unit department store to advertise on national television. Likewise, it usually is not practical for a neighborhood variety store to advertise in a large metropolitan newspaper. In deciding which media to use, advertisers must consider these questions:

- (1) Does the advertising medium cover the market?
- (2) What is the cost per reader or listener in the market?

- 
- 11 Advertising firms have been more effective in answering these questions than many business owners have been. For instance, newspapers raise their advertising rates when their circulation increases. Similarly, television-advertising rates are based on audience ratings. And magazine advertising rates are also based on total circulation. All these mass media are expensive advertising methods because they reach so many people.
- 12 In considering these basic questions, we can see why Ford, General Motors, and Chrysler can afford the huge costs of national television advertising. We can also see that local department stores cannot benefit proportionately from national television advertising to justify the expense. Even so, the growth of suburban shopping centers and the establishment of branch outlets by department stores and other retailers have brought local television advertising within the range of many smaller retailers. Newspapers, too, have attempted to make advertising more attractive to small firms by offering special full-page advertisements featuring the messages of several different firms.
- 13 Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners. Radio advertising often serves local merchants effectively — and at costs that more firms can afford. The yellow pages of the telephone directory are another effective way to promote shopping goods and special items or services for which customers prefer to check sources by telephone first. And advertising on public transportation vehicles is also effective, when it can be geared to the advertiser's market.
- 14 Direct-mail advertising has been so overdone, especially by smaller firms, that its effectiveness has been impaired. Such promotion must be well prepared or it will be tossed into the nearest wastebasket. Still, direct mail offers the advantages of being selective in coverage, relatively inexpensive, and more flexible.

## New Words and Expressions

1	layout /'leɪaʊt/	<i>n.</i> 设计
2	executive /ɪg'zekjʊtɪv/	<i>n.</i> 主管业务的人; 经理
3	expenditure /ɪk'spendɪtʃə(r)/	<i>n.</i> 花费
4	sponsor /'spɒnsə(r)/	<i>vt.</i> 赞助
5	symphony /'sɪmfəni/	<i>n.</i> 交响乐
6	rate /reɪt/	<i>n.</i> 费用; 价格
7	rating /'reɪtɪŋ/	<i>n.</i> 受欢迎程度
8	proportionately /prəʊ'pɔːʃənətli/	<i>ad.</i> 成比例地
9	comeback /'kʌmbæk/	<i>n.</i> 〈口〉恢复

## Notes

- 1 the World Series = the World's Series: 世界职业棒球锦标赛(即美国两大职业棒球联赛的决赛, 定于每年秋季进行)。
- 2 Super Bowl: (美国)超级杯赛(美国全国棒球联合会自 1967 年起每年举行一次)。
- 3 one-unit department store: 没有分店的商店。

## Exercises

### Comprehension

Choose the right answer.

- 1 The passage mainly discusses all of the following EXCEPT \_\_\_\_\_.

- A. types of advertising
  - B. advertising media
  - C. considerations in choosing media
  - D. measuring the effectiveness of advertising
- 2 If you advertise a product, your main purpose of doing so is to \_\_\_\_\_.
    - A. earn more money for the advertising agency
    - B. promote sales of that product
    - C. compete with other firms that produce the same kind of product
    - D. introduce that producer to the public
- 3 In advertising, commercial messages are often delivered to the public \_\_\_\_\_.
    - A. personally
    - B. impersonally
    - C. directly
    - D. indirectly
- 4 Primary-demand advertising is designed to \_\_\_\_\_.
    - A. sell a particular brand of product
    - B. promote a firm's name
    - C. increase sales for certain products without giving information about particular brands
    - D. increase the demand for important advertising
- 5 Primary-demand advertising is usually financed by \_\_\_\_\_.
    - A. individual retailers
    - B. individual manufacturers
    - C. a particular advertising agent
    - D. a particular marketing cooperative
- 6 Which of the following does **NOT** belong to direct-action advertising?
    - A. "This is Nestle Coffee Music Hour."
    - B. "Our product is more durable than Whirlpool's."
    - C. "Ours is sugar-free!"
    - D. "Cotton is a better material than nylon for T-shirts."
- 7 According to the passage, which of the following is true?
    - A. Brand advertising and comparative advertising are different types of

- institutional advertising.
- B. Comparative advertising compares unnamed products.
- C. It's not wise for a local department store to advertise on nation-wide television.
- D. Manufacturers and advertising agents are equally capable of answering technical questions involved in advertising.
- 8 We might safely infer that local merchants and small firms do not often use national television advertising simply because \_\_\_\_\_.  
A. they can't afford the huge costs  
B. it will not bring them the profit in proportion to their advertising expense  
C. it does not cover the whole market  
D. radio advertising can reach to a wider audience
- 9 The word "impaired" (Line 2, Para. 14) is closest in meaning to \_\_\_\_\_.  
A. repaired      B. harmed      C. prepared      D. shared
- 10 From the passage we know that the most effective way to advertise is \_\_\_\_\_.  
A. to balance the expense of advertising against the profit it may bring  
B. to use radio advertising  
C. to use newspaper and magazine advertising  
D. to use nation-wide television advertising to reach as wide a public as possible



## Vocabulary

**Choose the right meaning of the underlined part according to the context.**

- 1 In designing an advertising program, an individual firm or its hired advertising experts must somehow balance the necessity of advertising against the likelihood that some expenditures will be wasted.  
A. knowledge      B. permission      C. probability      D. plan



- 
- 2 Modern business practices have further divided these two types of advertising into distinct approaches.  
A. distant B. different  
C. distinguished D. diverse
- 3 Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a natural food.  
A. quality B. nature C. softness D. excellence
- 4 This type of advertising has become very popular for headache remedies, credit cards and even automobiles.  
A. medicine B. causes C. solution D. prevention
- 5 When a large corporation sponsors a symphony concert or underwrites a program for educational television, it basically is using institutional advertising.  
A. prepares B. improves C. finances D. organizes
- 6 Likewise, it usually is not practical for a neighborhood variety store to advertise in a large metropolitan newspaper.  
A. Furthermore B. Similarly C. Besides D. Conversely
- 7 Newspapers raise their advertising rates when their circulation increases.  
A. distribution B. reputation  
C. expenditure D. number of copies sold
- 8 Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners.  
A. existence B. effect  
C. best days D. present position
- 9 Advertising on public transportation vehicles is also effective, when it can be geared to the advertiser's market.  
A. point to B. be designed to reach  
C. stick to D. be due to
- 10 Such promotion must be well prepared or it will be tossed into the nearest

wastebasket.

A. thrown

B. forced

C. dropped

D. tipped



## Discussion

### Questions for discussion.

- 1 What do you know about the types of advertising?
- 2 What do you think is the suitable advertising medium for a small business? Why do you think so?
- 3 What should you take into consideration before you choose a type of advertising medium?

## Text B

### Seven Ways to Sleep Better Tonight

- 1 “Sleep better?” For many, the answer is “no” — even for those of us who think our sleep is good. Says Dr. Neil B. Kavey, “It’s very common for people not to have any awareness that something is wrong at night. They don’t feel refreshed during the day, and they wonder why.”
- 2 Normally, refreshing sleep consists of five stages. The first four get progressively deeper. Then the body eases out of the deepest sleep and into a fifth stage called “REM”(rapid eye movement). These stages come and go in cycles throughout the night, but the deepest stages — when the brain is most out of touch with conscious reality — appear to be the most crucial for feeling rested and refreshed. If you suffer frequent brief awakenings that don’t register consciously, you might never reach the deepest stage, or you may stay there only briefly, unable to reap its full benefits.