

Reading and Writing Guide II

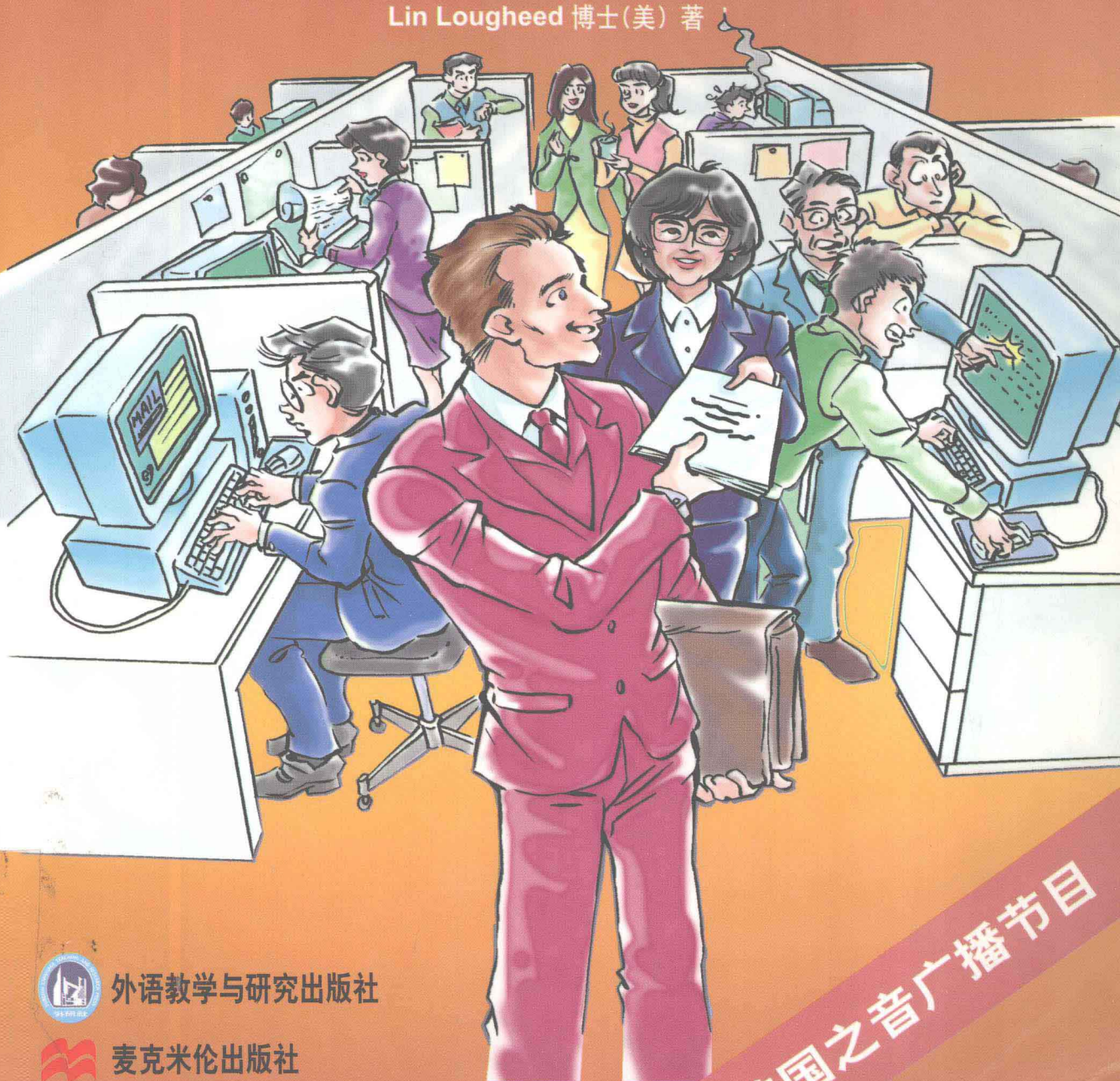
读写指南 (二)

Time for Your Meeting

百答不厌

咨询商务英语

Lin Lougheed 博士(美) 著



外语教学与研究出版社



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美国之音广播节目

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江苏工业学院图书馆

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**百答不厌
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读写指南(一)、(二)**

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* * *

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Introduction

Time for Your Meeting is a course in international business English. This *Reading and Writing Guide* is one of many components of Dr Loughheed's business English series. The components of the series include the following:

Radio Broadcast

Listening Guide

Reading and Writing Guide I

Reading and Writing Guide II

Advanced Listening Activities

The *Radio Broadcast* introduces you to the language of contemporary international business English. The topics are timely and the vocabulary is current. The *Listening Guide* provides a transcript for the English conversations heard on the broadcast. An audio tape/CD accompanies the *Listening Guide* for further listening practice.

The *Reading and Writing Guides I* and *II*, provide practice in reading and writing. The activities in the *Reading and Writing Guides* parallel the types of questions found on the Business English Certificate 1 exam. By studying the *Reading and Writing Guides*, you will not only widen your knowledge of business English, but you will also increase your familiarity with the types of questions on the reading and writing parts of the BEC. A wider knowledge of English and a deeper familiarity with the BEC 1 questions will help you improve your BEC 1 score.

The *Advanced Listening Activities* are more context-based activities using the same case studies found in the series. These advanced listening activities parallel the type of listening questions found on the listening part of the BEC 1.

The main goal of the course is to help you improve your ability to understand written and spoken business English. By listening to and reading about business case studies, you will become familiar with a wide range of contexts in the business world. These case studies will introduce current business problems and their solutions.

While learning business skills, you will also be reviewing English grammar. Using English in business contexts such as letters, e-mail and faxes will give you a real-life purpose for learning. Learning business English in context will produce results that amaze you.

My goal is to make *Time for Your Meeting* the most enjoyable and topical English books you have ever used.

Good luck.

Lin Loughheed

简介

《百答不厌——咨询商务英语》(TIME FOR YOUR MEETING)是国际商务英语的一门课程。《读写指南》是 Loughheed 博士众多的国际商务英语系列教程之一。该系列教程中的教材包括:

《英语广播》

《听力指南》

《读写指南》(一)

《读写指南》(二)

《高级听力活动》

《英语广播》为学习者介绍当代国际商务英语。课题和词汇紧跟时代步伐。《听力指南》为学习者提供广播对话录音原文。随教材提供有录音带/光碟,供学习者加强听力练习。

《读写指南》(一)和(二)为学习者提供读写练习。教材中的活动沿用商务英语证书考试中的考题类型。通过学习《读写指南》,学习者将不仅拓宽自己在商务英语方面的知识,更会让自己熟悉商务英语证书考试中的考题类型。更广阔的英语知识,加上对商务英语证书考试考题类型更深入的了解,将有助于提高学习者的商务英语考试成绩。

《高级听力活动》是以理解上下文为基础,使用与本系列教程相同的实例研究作为听力练习。这些高级听力活动沿用商务英语证书考试听力部分的考题类型。

教程的主要目标是提高学习者理解书面和口头商务英语的能力。通过收听和阅读有关商务实例研究的内容,学习者将熟悉商务世界中的各种语言环境。实例研究还将向学习者介绍当前的商务问题及其解决方案。

在学习商务技能的同时,学习者还将复习英语语法。在信函、电子邮件、传真等商务沟通方式中使用英语,将使你的学习更具现实意义。在有关语言环境下学习商务英语,必会产生意想不到的效果。

Loughheed 博士的《百答不厌——咨询商务英语》在众教材之中,是最具趣味和最能切合社会需要的英语教材。

How To Use the *Reading and Writing Guide*

Each lesson in the *Reading and Writing Guide* accompanies one lesson from the *radio broadcast* or in the *Listening Guide*. The *Reading and Writing Guide* gives you an overview of the general content area. It also provides a summary of the case study you will hear either on the radio or on tape. Important vocabulary items beyond those you learn in the *Listening Guide* will be highlighted in the “You will learn” sections.

The *Reading and Writing Guide* should be used in tandem with the *Radio Broadcast* or the *Listening Guide*. To get the maximum benefit, you should first listen to the radio broadcast. Follow that by listening again to the conversations, this time on tape. At the same time, study the words in the *Listening Guide*. The next step will be to work through the lesson in the *Reading and Writing Guide*. After you have completed the lesson, return again to the audio tape and listen one more time to the conversations. You will find that the more you read and write about a case study, the easier it will be to understand the conversations about the case study.

You can check your answers in the Answer Key at the back of the book. Also at the back of the book is a Glossary of the important words and phrases with Chinese translations.

Advanced learners of English who are using this book to become familiar with the specialized vocabulary of contemporary business English are encouraged to challenge themselves with the authentic readings at the end of each lesson. Each reading adds more information about the theme of the chapter and is typical of the kind of discourse that one would find in business journals, annual reports, business websites, government documents, or other authentic sources. Since these readings are authentic examples of written English, they vary in style and coherence. They are similar in that they are all challenging.

Each reading is followed by a few questions. These questions ask you to explain the reading passage in your own words or to make new sentences using the new words. Since there could be many possible answers, we have not provided answers for the “Authentic Readings” sections. We encourage you to compare your answers with those of your friends and colleagues using this book. By studying together, you will enrich your understanding of English and the business concepts discussed in these passages.

Note:

When completing e-mails in Parts Eight and Nine of the “Writing” sections, most e-mail addresses are already given. If an e-mail address, from the sender and/or receiver, is not given, you are NOT required to make one up. Simply add a name, title, department or company name as required.

如何使用《读写指南》

《读写指南》的每一课都与《听力指南》或《英语广播》的一课相对应。《读写指南》对每个单元作了内容背景综述，并对你将通过收音机或磁带听到的实例提供了摘要。《听力指南》中未出现的重要词语在本书“你将学会”一部分中予以释义。

《读写指南》应与《英语广播》或《听力指南》配套使用。为了收到最好的效果，你应先听英语广播，然后再听一遍磁带上的对话。同时，学习《听力指南》上的单词。再下一步就是做《读写指南》的练习。做完练习以后，再回去听一遍磁带上的对话。你会发现对一个实例的读写练习做得越多，理解这个实例中的对话就越容易。

书后有练习答案和带有中文释义的重要单词、短语的词汇表。

本书每课后附有高级阅读材料，供为熟悉当今商业英语的专业词汇而使用本书的英语水平较高的学习者阅读，具有一定的挑战性。每篇文章均围绕该课的主题加入更多信息，是选自商业期刊、年度报告、商业网站、政府文件等典型的文章。因为这些文章全是真实材料，所以它们在体裁和文意上多种多样，但他们有一个共同之处，就是都具有挑战性。

每篇文章后都有几个问题。这些问题要求你用自己的话解释文意或用生词造句。因为有很多可能的答案，我们没有提供“高级阅读材料”这一部分的问题答案。我们建议你把自己的答案与其他使用本书的学习者互相对照。通过一起学习，你们可以丰富对英语以及这些文章论及的商业概念的理解。

注：第八、第九部分的电子邮件练习中的邮件地址大部分已经给出。如果一份电子邮件的发出者和/或接收者的地址没有给出，你也不必填写地址，只要按要求写上姓名、职位、部门或公司名就可以了。

Table of Contents

Introduction	ii
How to use the <i>Reading and Writing Guide</i>	iv
LESSON 27 Role of a Consultant 3	1
LESSONS 28-33 Case Study 5: Customer Service	15
LESSONS 34-39 Case Study 6: Opening a Branch Office	87
LESSONS 40-45 Case Study 7: Borrowing Capital	159
LESSONS 46-51 Case Study 8: Intellectual Property	233
LESSON 52 Role of a Consultant 4	307
Answer Key	321
Glossary	347

Role of a Consultant 3

General **OVERVIEW**

Sue Tate, president and founder of Tate Associates, continues her interview with Max Dodge, the reporter. Ms Tate emphasizes to be a risk-taker in business and in life. If nothing is ventured, nothing is gained, she says. She tells him that one should not be afraid of making mistakes. Instead, one can learn from making mistakes. Mistakes should be viewed as learning opportunities. Ms Tate, however, believes that even though one should not be afraid of making mistakes, one should try to avoid making them. She advises her consultants to start each project slowly and work incrementally. Start slow. Work small.

Role of a Consultant 3

LESSON 27

You will **LEARN**

- | | |
|---|---|
| <input type="checkbox"/> first hand, first-hand | She was the only person to observe the events <i>first hand</i> , so she is a valuable, <i>first-hand</i> witness. |
| <input type="checkbox"/> to double check | I know you already looked to see if the door was locked, but I want <i>to double check</i> to make sure. |
| <input type="checkbox"/> to be overloaded | I do not think we can increase our workload right now. Our department <i>is overloaded</i> already with work. |
| <input type="checkbox"/> last minute, last-minute | <i>Last-minute</i> work may suffer in quality because you will not have any time left to review it before you send it off. So do not wait until the <i>last minute</i> to finish your work. |
| <input type="checkbox"/> to tie up | Once we <i>tie up</i> this task, we can start another project. |
| <input type="checkbox"/> to wrap up | <i>Wrap up</i> that document you're working on and print it; then we'll go to the meeting. |
| <input type="checkbox"/> to revamp | We need <i>to revamp</i> our office layout; the desks are too close to each other. |
| <input type="checkbox"/> to skimp | If you <i>skimp</i> on buying computer supplies, you are going to run out of those supplies just when you need them. |

READING

PART ONE

Questions 1 - 3

- Look at questions 1-3.
- Which sentence restates the meaning of the slogan, statement or card?
- For each question, circle ONE letter (A, B or C).

1.

**Tate Associates***Venturing and Gaining in Your Line of Business*

This slogan says that

- A Tate Associates acts conservatively in its clients' best interests.
- B Tate Associates is willing to take risks to improve.
- C Tate Associates' high-priced service will ultimately help your business.

2. **The recommendations of Tate Associates are not intended as legal advice.**

The statement says that

- A clients are charged extra for legal advice.
- B clients should not assume that all advice fulfills legal requirements.
- C Tate Associates' advice to clients is not legal.

3.

**Tate Associates***Monday-Thursday, 8:00 a.m.-5:30 p.m.**Friday, 9:00 a.m.- 4:30 p.m.**Saturday/Sunday, by appointment only**Emergencies, call 911*

This business card says that

- A to meet with Tate Associates on the weekend, schedule in advance.
- B you cannot meet with Tate Associates on the weekend because they are closed.
- C you can reach Tate Associates on the weekend by calling 911.

**Cultural Note**

In the United States, 911 is the number to call to alert the authorities of emergencies such as life-threatening situations or fires.

PART TWO

Questions 4 - 8

- Look at Sue Tate's list of people and places to contact about a recent job applicant at Tate Associates.
- For questions 4-8, match each piece of information with the appropriate source.
- For each question, write ONE letter (A, B, C, D or E).

- A University of Illinois (B.A.)

B Houghton Business School (M.A.)

C McKinley & Kean (last employer)

D Richard Evans (personal reference), 555-890-7762

E Atawald Financial Services (client reference)


4. _____ She wants to confirm that he earned a master’s degree.

5. _____ She wants a *first-hand* report about the applicant’s relationship with customers.

6. _____ She wants to *double check* his undergraduate G.P.A.

7. _____ She is interested in his timeliness, work habits and office demeanor.

8. _____ She always likes to contact a private acquaintance of applicants.



B.A. stands for Bachelor of Arts and refers to an undergraduate university or college degree. M.A. stands for Master of Arts and refers to a postgraduate degree.

Language Note

PART THREE

Questions 9 - 11

- Look at the following charts. They show the average billings for consulting services in 2000 and 2005.

• Which chart does the sentence (9-11) describe?

• For each sentence, write ONE letter (A or B).

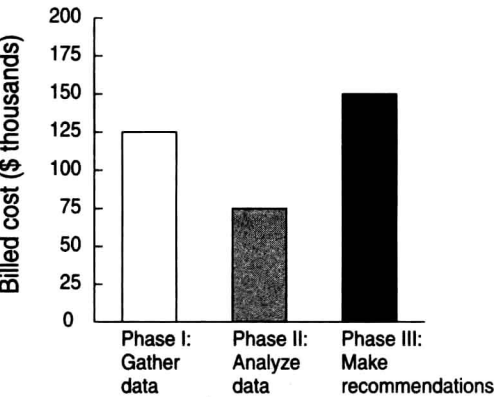


Chart A – 2000

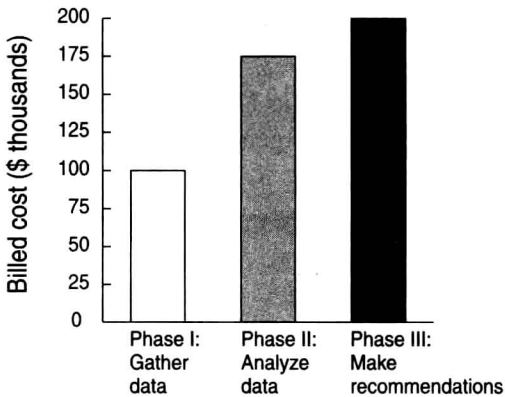


Chart B – 2005

9. _____ Analysis was the least expensive phase of operations.

10. _____ Phase III work cost about double that of Phase II.

11. _____ Gathering data was billed at about half the total of making recommendations.

PART FOUR**Questions 12 - 15**

- Read the following minutes of a meeting.
- Are the sentences (12-15) "Right" or "Wrong"?
- If there is not enough information to answer "Right" or "Wrong", choose "Doesn't say".
- For each sentence, circle ONE letter (A, B or C).

Tate Associates Executive Board Meeting Minutes

November 21, 20—

The meeting began at 7:10 a.m. Those present were Sue Tate, Guillermo Soriano, Mark Smith, Robby Freer, Carla Doolittle, Shu Ha Fang, Elizabeth Wyley and Eleanor Fritz.

Referrals

Sue reported that client recommendations remain our biggest way of getting new business. Elizabeth thinks we should offer an incentive to clients who get us more business. Eleanor recommended tickets to local ball games.

Presentations

Presenters must submit their copy requests at least 24 hours in advance. The graphics folks *are being overloaded* by too many rush requests. Mark still thinks we should outsource all our jacket creation rather than doing it in house.

Current Projects

Hale's Department Store needs some professional shoppers. Sue prefers the low cost of local professionals, but she thinks their observations are often biased. Eleanor recommends a Boston firm she recently used, D&S Action Research.

**Business Note**

When clients are satisfied with the service offered by a consultant, they refer potential clients to the consultant. These potential clients are called *referrals*.

12. Tate Associates gets most of its new clients through word-of-mouth contacts with other clients.
- A Right B Wrong C Doesn't say
13. Eleanor thinks that new clients should get tickets to ball games.
- A Right B Wrong C Doesn't say

14. Tate Associates' graphics employees are working overtime.
A Right B Wrong C Doesn't say
15. Sue thinks that professional shoppers from local agencies may have prejudices.
A Right B Wrong C Doesn't say

PART FIVE

Questions 16 - 22

- Read the following passage from an article and answer questions 16-22.

Last-Minute Details Take More than a Minute

Does the mountain of papers on your desk keep growing? Does the stack of pink phone message slips keep inching upward? Does every package go by overnight mail? Does every meeting start ten minutes late?

Research consultant Barry Altman of Briggs, Gowel, and Trane spent the last three years gathering data about the overworked consultants. Although Altman had little difficulty finding the 212 participants for his survey, the participants had greater difficulty finding the time to answer his questions.

According to Altman's research, each of the consultants questioned reported experiencing "frequent, overwhelming stress", often inspired by a fear of missing major deadlines. Altman reports that it's "not so much the substantive, time-consuming tasks—like research and analysis—that get missed, but rather the *tie-up* of details . . . on major projects that already show a major time commitment". These details include preparing the final presentation, having recommendations edited, reviewing a client's initial statement of concern, and so on.

After you have used several hundred or thousand man-hours in gathering and analyzing data, it is a shame to rush the presentation. After all, the presentation is all that most clients ever see of your work.

Of those surveyed, 78 percent admit that they rush when they *wrap up* a major account. Such a quick *wrap-up* may "adversely affect their ability to present information coherently" and may indicate to the client that "insufficient work was done", despite the fact that the work was completely sufficient.

Altman recommends that consultants *revamp* their attitude toward the usual "final details" of a consulting project. After spending years gathering and analyzing data, it is a shame to *skimp* on time where it is likely to show the most.



Language Note

When a speaker is quoted in writing, and part of the quoted material is left out, the omission is shown with ellipsis (...) dots (three periods with spaces between).



Language Note

To tie up something means *to finish* or *to complete all the final details*. In this passage, it is used as a noun phrase: the *tie-up* of details (note also the similar use of the noun phrase *wrap-up* and the verb *to wrap up*, above). Be aware that *to tie up* can also have a more negative meaning, as in *to be delayed by problems*: “I got *tied up* in traffic this morning, so I arrived at work late.” These words can also be used as a noun phrase, meaning *a delay*: “There was a big *tie-up* while getting the documents edited, so we are behind schedule.”

- For questions 16-20, choose the correct answer.
- Circle ONE letter (A, B or C).

16. This article is probably intended for
 - A busy consultants.
 - B businesses that hire consultants.
 - C secretaries.
17. What made it hard for Barry Altman to do his research?
 - A Finding overworked consultants.
 - B Finding consultants with time to answer his questions.
 - C Getting funding to do his research.
18. What types of work caused consultants the most stress?
 - A Conducting major, substantive research.
 - B Giving presentations.
 - C Tending to last-minute details.
19. Of those surveyed, most reported that their work appeared
 - A less impressive than it was.
 - B sufficient, even though they had cut corners.
 - C insufficient, which in fact it was.
20. What does Altman recommend as a solution to this problem?
 - A Spending more time on gathering and analyzing data.
 - B Reconsidering what we call “last-minute” work.
 - C Skipping where it is more logical.

- For questions 21-22, choose the correct answer.
- Write ONE letter (A, B, C or D).

21. Pink message slips inching upward are a sign that _____.

22. Concern about missing deadlines indicates that _____.

- A you are lazy
 - B you are busy
 - C your secretary is sick
 - D you are extremely stressed

PART SIX

Questions 23 - 27

- Read the following article about time effectiveness.
- Choose the best word to fill each gap.
- For each question (23-27), circle ONE letter (A, B or C).

Every time you buy something with a credit card, you are taking a risk. Who knows where your account number could _____ (23) _____ up. Every time you get into your automobile, you are taking a risk. _____ (24) _____ these obvious risks in our daily lives, many people do not perceive that they are risk-takers. In fact, a recent survey by the M.B.F. Pollers Syndicate shows that 63 percent _____ (25) _____ Americans think they “rarely” take risks. The M.B.F. survey concluded that risk is _____ (26) _____ as a bad thing, and therefore people do not want to think of themselves as being involved with it. The irony is that, _____ (27) _____ taking risks, we would get little done. From the food we eat to the people we associate with, virtually every choice we make entails risk. The results are not always bad.

23. A end B ended C ending
 24. A Although B Despite C Considering
 25. A from B out C of
 26. A perceive B perceived C perceiving
 27. A short B aside C without

WRITING

PART SEVEN

Questions 28 - 33

- Read the following airline ticket and memo.
- Complete the limousine driver's agenda that follows.
- Write a word, phrase or number in spaces 28-33.

UNIFIED AIRLINES

Passenger	Sue L. Tate
Ticket number	LD45992-XR7
Issued on	4/27/00
Flight number	889
Departs	5/29/00 145P New York, LaGuardia, LGA
Arrives	5/29/00 445P Los Angeles, LAX

Hotel Paid in full 5/14



Language Note

The time references a.m. and p.m. are sometimes abbreviated as just A and P, especially on schedules.