

Reading and Writing Guide I

读写指南 (一)

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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(京)新登字 155 号

京权图字: 01-1999-2787

图书在版编目(CIP)数据

百答不厌咨询商务英语:读写指南/(美)拉非德(Lougheed, L.)著. - 北京:外语教学与研究出版社, 2000. 6

ISBN 7-5600-1999-4

I. 百… II. 拉… III. ①英语-阅读教学-教学参考资料 ②英语-写作-教学参考资料
IV. H319.4-62

中国版本图书馆 CIP 数据核字(2000)第 67483 号

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百答不厌

咨询商务英语

读写指南(一)、(二)

(美)Lin Lougheed 博士 著

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责任编辑: 冀群姐

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com.cn>

印 刷: 北京师范大学印刷厂

开 本: 787×1092 1/16

印 张: 45

版 次: 2000 年 10 月第 1 版 2000 年 10 月第 1 次印刷

印 数: 1—11000 套

书 号: ISBN 7-5600-1999-4/G·893

定 价: 45.90 元

* * *

如有印刷、装订质量问题出版社负责调换

038533011

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。

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Role of a Consultant 1

General OVERVIEW

The role of a consultant is one of advisor. A consultant offers clients professional analysis and advice in particular areas of expertise. These areas may range from accounting to computer systems. Consultants may offer their expertise in any area from defense operations to urban planning.

A company hires a consulting firm (or an individual consultant) when it has a particular problem or situation to be managed. Hiring a consultant may be for a one-time situation, such as employee training. Hiring a consultant could be for longer term work on a regularly produced product, such as publishing a newsletter, or a major project, such as organizing a company's expansion from a local market to a national market.

Role of a Consultant OVERVIEW

Ms Sue Tate is the president and founder of the consulting firm Tate Associates. Tate Associates began as a consulting firm specializing in accounting. Since then, it has grown from a two-office operation to one with more than 90 offices worldwide. It now offers its clients expertise in areas other than accounting, such as human resource development, information systems, electronic commerce and customer services.

Mr Max Dodge, a journalist, is interviewing Ms Tate in preparation for an article about the firm. Over the course of four interviews, Mr Dodge learns about the way consultants with Tate Associates work with clients to solve their problems.

Role of a Consultant 1

LESSON 1

You will **LEARN**

- | | |
|--|---|
| <input type="checkbox"/> purchasing | Tell the <i>purchasing</i> department to buy more paper clips. |
| <input type="checkbox"/> slogan | A company's <i>slogan</i> should capture the essence of its business outlook. |
| <input type="checkbox"/> to keep track of | We are <i>keeping track of</i> expenses on a daily basis. |
| <input type="checkbox"/> exchange rate | The <i>exchange rate</i> of currency changes daily. |
| <input type="checkbox"/> trade restrictions | <i>Trade restrictions</i> may make it difficult to market your product in some countries. |
| <input type="checkbox"/> test marketing | We will be <i>test marketing</i> our new product in the United States next month and predict an enthusiastic response from our customers. |
| <input type="checkbox"/> fluctuation | The <i>fluctuation</i> in interest rates makes it difficult to choose the best time to buy. |
| <input type="checkbox"/> to be quick on one's feet | George is <i>so quick on his feet</i> that he had the marketing report out before the deadline. |
| <input type="checkbox"/> to give one an edge | Our experience in the local market <i>gives us an edge</i> over new competitors. |
| <input type="checkbox"/> multimedia projector | The <i>multimedia projector</i> enables us to show slides, videos and computer graphics during our presentations. |

READING

PART ONE

Questions 1 - 3

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

1. Tate Associates is a global consulting firm.

This statement says that

- A the company has offices around the world.
- B the firm specializes in global issues.
- C an associate consults on the design of globes.

2.

Department	Building	Room
General Accounting	Main	314
Investment Planning	South Annex	650
Payroll Processing	Main	314
Tax Preparation	North Annex	314
Purchasing	Main	205

This financial services directory shows that

- A four departments are located in the same building.
- B two departments are located in the same room.
- C only one department is not in the main building.

3.



This company *slogan* for Tate Associates says that

- A as the world business environment changes, Tate Associates changes.
- B Tate Associates is way ahead of its international competitors.
- C Tate Associates *keeps track* of changes in *exchange rates*.

PART TWO

Questions 4 - 8

- Look at the following list of consulting areas within Tate Associates.
- For statements 4-8, match the job with the consulting area.
- For each statement, write ONE letter (A, B, C or D).

A Financial Services	B Information Systems	C Government Relations	D Products and Manufacturing
-----------------------------------	------------------------------------	-------------------------------------	---

- 4. C A client wants to lobby against *trade restrictions*.
- 5. D A client wants help selecting computer hardware and software.
- 6. D A client wants to put together a focus group to test a product.
- 7. A A client wants to find an investment partner.
- 8. B A client wants bookkeeping advice.



Business Note

Product developers use focus groups to determine what the market wants in a new product. The developers prepare a prototype product and then submit the product to the focus group for their comments and suggestions. This procedure is called *test marketing*, as the people in a focus group are usually from the target market.

PART THREE

Questions 9 - 11

- Look at the following charts. They show net revenues for divisions within Tate Associates.
- Which chart does each sentence (9-11) describe?
- For each sentence, write ONE letter (A or B).

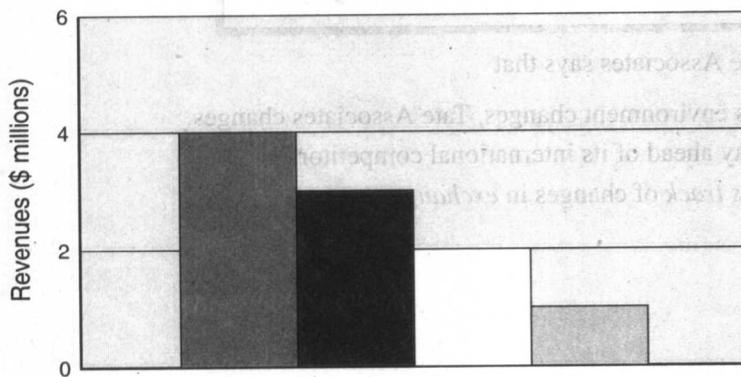


Chart A – Fiscal year average

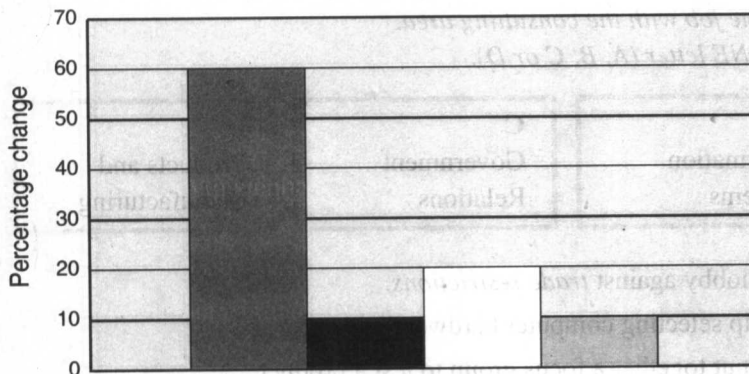
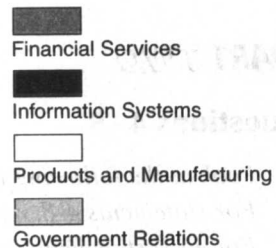


Chart B – Percentage change

9. A The revenue from Products and Manufacturing was less than that from Information Systems, but more than that from Government Relations.
10. B The increase in revenue from Financial Services was three times that of Products and Manufacturing.
11. B The increase in net revenue of Government Relations equals that of Information Systems.

PART FOUR

Questions 12 - 15

- Read the following help-wanted ad.
- 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).

FINANCIAL SPECIALISTS

A major consulting firm with offices around the world is looking for specialists with backgrounds in financial services. Applicants must be sensitive to cross-cultural issues and be fluent in English, Mandarin Chinese and at least one other language. Applicants should be open to change and be able to evaluate new ideas objectively. Applicants must have demonstrated competence in the field and be available to relocate.

12. Applicants must be fluent in three languages.

A Right B Wrong C Doesn't say

13. Applicants must have a graduate degree in business.

A Right B Wrong C Doesn't say

14. There is only one position available.

A Right B Wrong C Doesn't say

15. Applicants must have experience in financial services.

A Right B Wrong C Doesn't say

PART FIVE

Questions 16 - 22

- Read the following letter and answer questions 16-22.



Tate Associates

230 Park Avenue South
New York, New York 10019
<http://www.Tate.com>
E-mail: info@tate.com
Tel: 212-744-260n
Fax: 212-744-263n

Dear Corporate Executive:

Change. It is a small word, but it has a big impact. In today's business climate, change is a necessity. To survive, businesses must change. The world is shrinking and so is reaction time. Telephones, e-mail, and faxes make instantaneous decisions not only possible but necessary. Business leaders do not have the luxury of debating the proper course of action. They must make decisions and make them immediately. These decisions require leadership, competence, and objectivity.

The consultants of Tate Associates are ready to assist leaders of industry who are faced with the challenges of prospering in a global economy. Our consultants become your partners. Through our global network, we can help you instantly assess the situation and make the correct decision.

Our consulting firm helps corporations like yours in six ways:

1. We help you improve your services and ways of doing business.
2. We help you develop new markets and increase your existing ones.
3. We help you improve your relationships with your employees—your most important resource.
4. We help you adapt to *fluctuations* in the market.
5. We help you position yourself in the global marketplace to your best advantage.
6. We help you plan for your future so that change is proactive not reactive.

I will be calling you soon to schedule a meeting. In the meantime, if you have any questions, I look forward to answering them.

Sincerely yours,

S. Tate

Sue Tate, President
Tate Associates

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

16. What characterizes today's business climate?

- A Instantaneous communication.
- B Studied, careful debate.
- C Lack of leadership.

17. According to Sue Tate, today's executives must

- A respond to all e-mail.
- B speak several languages.
- C be quick on their feet.

18. The consultant's global network is useful when

- A making telephone calls.
- B getting information.
- C looking for executives.

19. The consulting firm helps executives

- A anticipate change.
- B avoid change.
- C react to change.

20. This letter was written as

- A a report to explain technology.
- B an annual review for shareholders.
- C a marketing tool to get new clients.

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

21. According to the letter, if you wanted to adapt to changes in the financial markets, you would _____.

22. According to the letter, a consulting firm can help employers _____.

- A reschedule meetings
- B hire Tate Associates
- C read financial news
- D improve relationships with employees

PART SIX

Questions 23 - 27

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

When we started our consulting firm, our core business was providing accounting services _____ (23) _____ our clients. If they needed their payroll processed, they _____ (24) _____ us. We also managed their account receivables, tax preparation and investment plans.

We started with two offices; today we have 90 offices worldwide. Now we are a major player _____ (25) _____ the global scene. Our 90 offices worldwide, staffed by employees sensitive to local needs and competent in the local languages, *give us an edge* over our competitors.

Our consultants are planners. We work _____ (26) _____ our clients to make sure they are prepared for the challenges of tomorrow. Our worldwide network keeps us informed _____ (27) _____ helps us keep pace with changes in the marketplace.

- | | | | |
|-----|--------|-----------|----------|
| 23. | A to | B of | C at |
| 24. | A call | B calling | C called |
| 25. | A for | B on | C by |
| 26. | A with | B at | C around |
| 27. | A or | B but | C and |

WRITING

PART SEVEN

Questions 28 - 33

- Read the following memo and e-mail.
- Complete the agenda that follows.
- Write a word, phrase or number in spaces 28-33.

MEMORANDUM

To: All consultants
From: Sue Tate
Date: Jan 3, 20—
Re: Agenda for meeting with InterAsia Investment Bank

As you know, representatives of the InterAsia Investment Bank will be visiting our offices tomorrow. We must make a good impression on them. I want all department heads (with the exception of Information Systems) to be ready to make their presentations in the morning. We will start off with Financial Services, followed by Government Relations, and Products and Manufacturing. After lunch we will continue with the Information Systems presentation and close with a question-and-answer session. After the meeting, we will have a cocktail reception in the executive dining room, starting at 6:00 p.m.

Any comments? Send them to me ASAP.



Language Note

The standard head of a memorandum includes four pieces of information: the intended recipient(s), the writer, the date and the subject.

If you write a memo or sign a letter for someone, you put both names in the heading. You can use this style in two ways, as seen in the following examples:

Doreen Carter writes a letter for Sue Tate.

Example 1: Doreen Carter for Sue Tate

Example 2: Sue Tate/DC



Language Note

ASAP stands for *as soon as possible*;

Re = *regarding*;

Jan = *January*.