



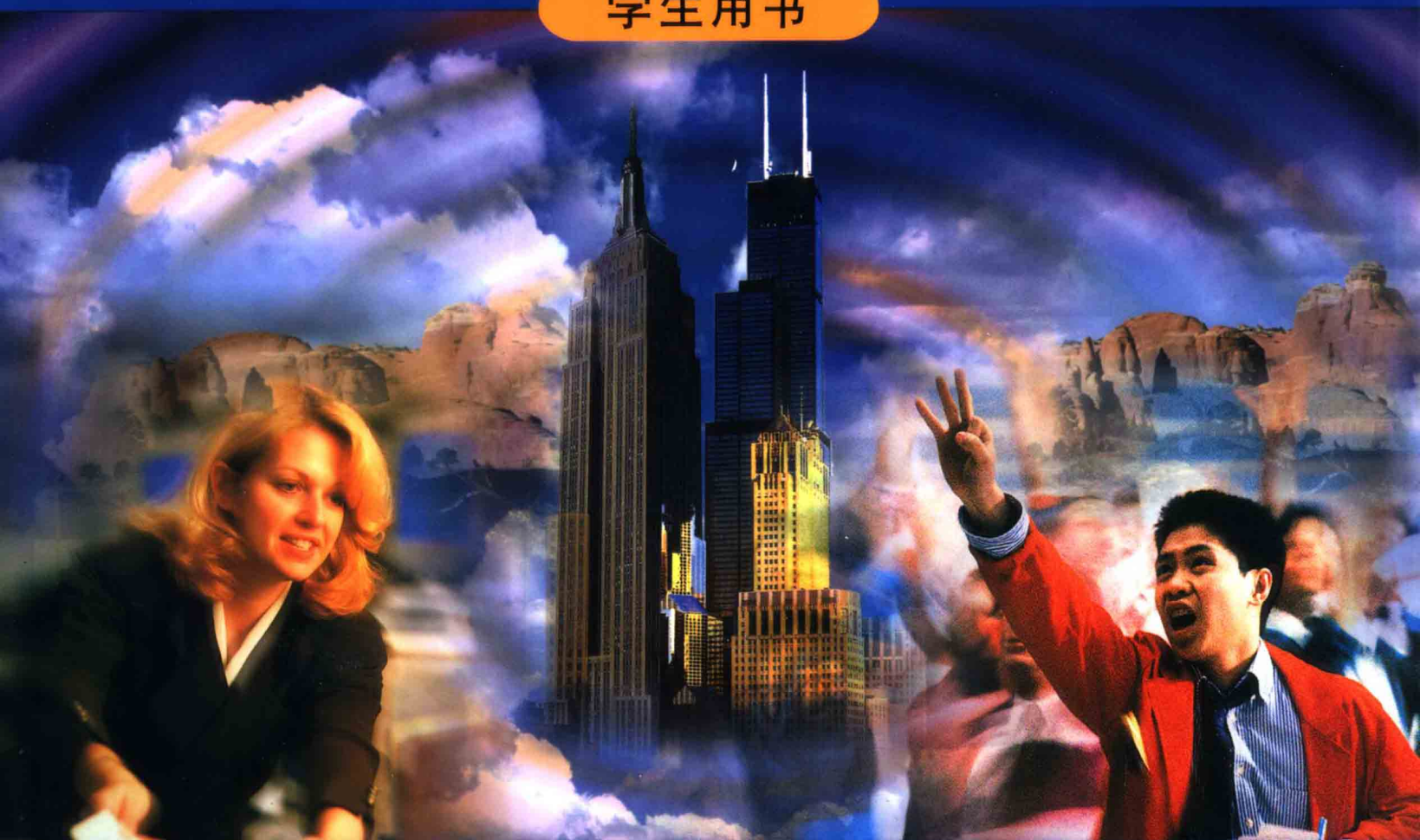
NEW INSIGHTS into BUSINESS

新视野商务英语(下)

(英) Graham Tullis Tonya Trappe 著



学生用书



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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*We would like to dedicate this book to the
memory of our co-author and close friend
Michael Lannon.*

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序

在经济全球化的大形势下，做商务的人要知晓英语，学英语的人要懂得商务。《新视野商务英语（上、下）》正是把真实的国际商务活动与系统的英语语言知识和技能密切结合在一起的理想教材。

毋庸置疑，中国人学习商务英语与母语即为英语的人学习商务英语是不同的。我们面对的是双重任务：学习英语语言和商务知识。就英语语言学习来讲，我们要学习词汇、句型、句法等等，缺乏对构成语言规则的认知，就不可能学会准确地使用这种语言；我们还要学习在实际中运用所学的语言知识，在尽可能真实的情景中进行充足的练习，否则就不可能学会流畅地表达自己。《新视野商务英语》以交际教学法为原则，既提供了系统的语言规则，又设计了充足的真实情景。它鼓励学生积极主动地学习，比如在讲授语法时，它不是按照传统的方法，先把语法规则告诉学生，再让他们反复地练习运用，而是采用归纳法，给学生充足的语言材料和练习情景，帮助他们了解不同词汇、不同句型的不同功能，然后鼓励他们自己总结归纳出应该掌握的语言知识。最后还要引导他们检验自己做出的结论是否正确。毫无疑问，在这样的学习过程中，学生的学习积极性和责任心得到了充分的调动和极大的信任，学习的效果也会是事半功倍的。

就商务知识的学习而言，我们要了解国际商务涵盖的基本范畴，比如公司结构、员工招聘、客户服务、产品销售、经营环境、财务管理，以及公司文化、广告形象和战略战术等等。缺乏真实性和时效性的材料，是不可能帮助学生学习和掌握国际商务活动中的基本实战技巧的。《新视野商务英语》的阅读和听力材料均选自各种经济或公司刊物，真实、丰富。每一个案例都给学生身在其中的感觉，使学生体会到商战的激烈，经营的智慧和成功的喜悦。这套教材设计的各种技能训练也体现了真实、实用的原则。在讨论问题、安排议程、设计项目、乃至准备新闻发布等等活动中，切切实实地帮助学生提高实战能力和技巧。这也正是一般的英语教学材料难以做到的。

还要说一说的是中国人在学习商务英语中应该注意的跨文化因素。不同国家、不同地区的人关于商务问题的观点因何而异？怎样才能在不同的文化背景下进行更有效的沟通？对诸如此类的问题如何认识、如何解决其实都是对商务工作者人文素质的考验。《新视野商务英语》在这方面给予的关注是令人感动的。它提供了许多真实的案例，不仅可以增强学生的跨文化意识，而且可以启发学生思考，同时帮助他们在语言方面做好充分的准备，提高他们进行有效交际的能力。

根据语言难度，《新视野商务英语》分成上、下两册，分别由学生用书、教师用书和练习册三部分组成。编者认为这套教材可以帮助学生达到初、中级和中、高级水平，其实我们知道如果能切实掌握这套教材中的基本语言和商务技能，是可以帮助你顺利通过像BEC（剑桥商务英语考试）、TOEIC（托业）和LCCI这类考试的。

人们常常把教材比为一剧之本。我认为《新视野商务英语》确实是一套优秀的剧本，相信在此基础上，从事商务英语的教师和学习商务英语的学生都会有出色的表现，获得骄人的成果。

李平

对外经济贸易大学
英语学院院长

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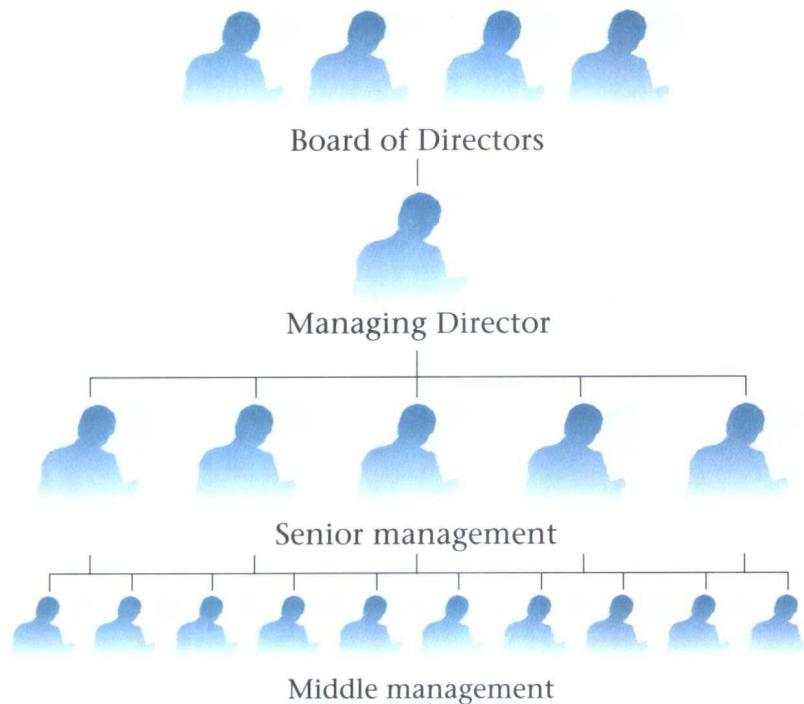
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1

Company Structures

公司结构


Key vocabulary Most companies are made up of three groups of people: the **shareholders** (who provide the capital), the **management** and the **workforce**. The management structure of a typical company is shown in this **organisation chart**.



At the top of the company hierarchy is the **Board of Directors**, headed by the **Chairperson** or **President**. The Board is responsible for policy decisions and strategy. It will usually appoint a **Managing Director** or **Chief Executive Officer**, who has overall responsibility for the running of the business. **Senior managers** or **company officers** head the various departments or functions within the company, which may include the following.

- | | |
|---------------------------------------|--|
| a Marketing | e Finance |
| b Public Relations or PR | f Production |
| c Information Technology or IT | g Research and Development or R and D |
| d Personnel or Human Resources | |

Lead-in

1  Listen to seven people talking about their work and decide which department each one works for.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

2 Philips is a major multinational company which has almost 30,000 trademarks registered worldwide. In groups, study the organisation chart below.



PHILIPS

Let's make things better.



Match these products to the sectors below which they come from.

faxes mobile computing products X-ray equipment hairdryers lamps

Sectors

Philips Business Electronics

Products include:

- digital video-communications systems
- 1 _____
- speech processing

Philips Components

Products include:

- display components
- general systems components

Philips Consumer Electronics

Products include:

- video: TV, VCR
- digital video DVD, internet, digital TV, digital cameras
- mobile phones
- 3 mobile computing products

Philips Domestic Appliances and Personal Care

Products include:

- personal care: shavers, 2 _____, suncare
- domestic appliances: vacuum cleaners, food processors, blenders, coffee makers

Philips Lighting

Products include:

- 4 _____
- lighting electronics and gear

Philips Medical Systems

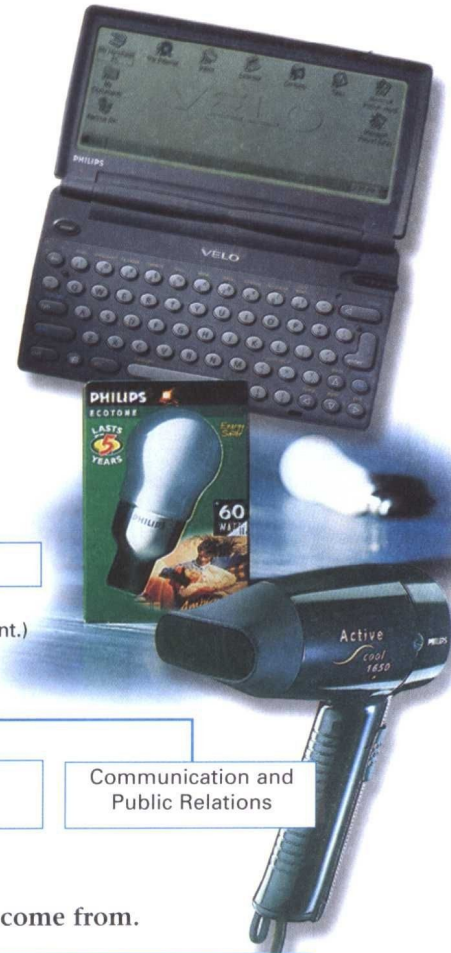
Products include:

- 5 _____
- ultrasound

Philips Semiconductors

Products include:

- telecom terminals
- emerging business e.g. Trimedia



Reading

1 Before reading the text below about Philips, decide whether you think these statements are true (T) or false (F).

- 1 It is the world's second biggest electronics company. ☐
- 2 It has produced over 100 million TV sets. ☐
- 3 Its headquarters are in Amsterdam. ☐
- 4 It was the first company to produce compact discs. ☐
- 5 It is active in a small number of specialised businesses. ☐
- 6 It provides the lights for famous landmarks such as London's Tower Bridge. ☐

Read the text and check your answers.




Back
Forward
Reload
Home
Search
Netscape
Images
Print
Security
Stop

Netsite:
What's Related

The Philips Story


1 The foundations of the world's biggest electronics company were laid in 1891 when Gerard Philips established a company in Eindhoven, the Netherlands, to manufacture light bulbs and other electrical products. In the beginning, it concentrated on making carbon-filament lamps and by the turn of the century was one of the largest producers in Europe. Developments in new lighting technologies fuelled a steady programme of expansion and, in 1914, it established a research laboratory to stimulate product innovation.

In the 1920s, Philips decided to protect its innovations in X-ray radiation and radio reception with patents. This marked the beginning of the diversification of its product range. Since then, Philips has continued to develop new and exciting product ideas like the compact disc, which it launched in 1983. Other interesting landmarks include the production of Philips' 100-millionth TV set in 1984 and 250-millionth Philips electric shaver in 1989.




The Philips Company

15 Philips' headquarters are still in Eindhoven. It employs 256,400 people all over the world, and has sales and service outlets in 150 countries. Research laboratories are located in six countries, staffed by some 3,000 scientists. It also has an impressive global network of some 400 designers spread over twenty-five locations. Its shares are listed on sixteen stock exchanges in nine countries and it is active in about 100 businesses, including lighting, monitors, shavers and colour picture tubes; each day its factories turn out a total of 50 million integrated circuits.



The Philips People

30 Royal Philips Electronics is managed by the Board of Management, which looks after the general direction and long-term strategy of the Philips group as a whole. The Supervisory Board monitors the general course of business of the Philips group as well as advising the Board of Management and supervising its policies. These policies are implemented by the Group Management Committee, which consists of the members of the Board of Management, chairmen of most of the product divisions and some other key officers. The Group Management Committee also serves to ensure that business issues and practices are shared across the various activities in the group.



The company creed is 'Let's make things better'. It is committed to making better products and systems and contributing to improving the quality of people's work and life. One recent example of this is its 'Genie' mobile phone. To dial a number you just have to say it aloud. Its Web TV Internet terminal brings the excitement of cyberspace into the living room. And on travels around the world, whether passing the Eiffel Tower in Paris, walking across London's Tower Bridge, or witnessing the beauty of the ancient pyramids of Giza, you don't have to wonder any more who lit these world famous landmarks, it was Philips.

a 1891 b 1914 c the 1920s d 1983 e 1984

Example: The approximate number of designers working for Philips: 400

- Practise reading the figures aloud.

4 

- 1 _____ 3 _____ 5 _____ 7 _____
2 _____ 4 _____ 6 _____ 8 _____

1 Match the words from the text with their corresponding definitions.

- | | |
|-------------------------------------|--|
| 1 an innovation (<i>line 8</i>) | a a planned series of actions |
| 2 a patent (<i>line 9</i>) | b main offices |
| 3 diversification (<i>line 9</i>) | c a place or address |
| 4 a range (<i>line 10</i>) | d the introduction of a new idea |
| 5 headquarters (<i>line 15</i>) | e a selection or series |
| 6 a location (<i>line 24</i>) | f making different types of products |
| 7 a strategy (<i>line 32</i>) | g an agreed course of action |
| 8 a policy (<i>line 36</i>) | h the right to make or sell an invention. |

2 In pairs, replace the words in *italics* with the words used in the text.

- 1 Gerard Philips *set up* (e stablished) a company in Eindhoven.
- 2 The company initially *specialised in* (c _____) making carbon-filament lamps.
- 3 Developments in new lighting technologies fuelled a steady *plan for growth* (p _____ of e _____).
- 4 In 1983 it *introduced* (l _____) the compact disc *onto the market*.
- 5 Each day its factories *produce* (t _____ o _____) a total of 50 million integrated circuits.
- 6 Royal Philips Electronics is *run* (m _____) by the Board of Management.
- 7 The Supervisory Board *carefully watches* (m _____) the general course of business.
- 8 Policies are *put into practice* (i _____) by the Group Management Committee.
- 9 The Group Management Committee consists of members of the Board of Management and chairmen of most of the product *sectors* (d _____).
- 10 The Group Management Committee serves to ensure that *important matters* (i _____) and *ways of doing business* (p _____) are shared across the company.

Now check your answers with the text.

3 Complete the passage using words from Vocabulary 1 and 2 in the correct form.

The key to Philips' success can be described by two words. The first is ¹ innovation; the company designers are continually developing and creating new products. The second is ² _____; Philips is active in about 100 businesses varying from consumer electronics to domestic appliances and from security systems to semiconductors. With such a wide ³ _____ of products the company needs a complex system of management. Each product ⁴ _____ has its own chairman; most of these chairmen are members of the Group Management Committee, which ⁵ _____ all company decisions and plans. The Supervisory Board ⁶ _____ the general business of the group and it also advises and supervises the Board of Management.

Vocabulary development: verbs and prepositions

Some verbs are always followed by the same preposition. Look at the examples from the text on page 8.

*In the beginning, it **concentrated on** making carbon-filament lamps. (line 4)*
(When a preposition is followed by a verb it always takes the '-ing' form)

*These policies are implemented by the Group Management Committee, which **consists of** the members of the Board of Management. (line 39)*

1 Match the prepositions with the verbs below.

from in (x3) to (x4) for of on (x2)

- | | |
|----------------------------|-------------------------|
| a apply <u>to</u> somebody | f refer _____ |
| for something | g succeed _____ |
| b benefit _____ | h belong _____ |
| c approve _____ | i depend _____ |
| d result _____ | j report _____ somebody |
| e believe _____ | _____ something |

2 Complete the sentences using verbs and prepositions from exercise 1 in the correct form.

- In the purchasing department there is a manager, and five employees who report to her.
- In this company, we firmly _____ the value of creativity and innovation.
- The development of computer technology has _____ enormous changes in the way that people work.
- Whether or not we succeed in creating and selling new products _____ a number of factors.
- Most of our staff _____ at least one of the company's sports or leisure clubs.
- The Personnel Manager thinks that we would all _____ further training in how to use the office software.

3 Write three more sentences, using the verb and preposition combinations above.

4 What other verb and preposition combinations do you know?

Language Focus

Present perfect and past simple

Look at these sentences from the text on page 8.

A In the 1920s, Philips **decided** to protect its innovations.

B Since then, Philips **has continued** to develop new and exciting product ideas.

- 1 What tense is the verb in bold in A and B?
- 2 Which tense has a connection with the present?
- 3 Which tense only tells us about the past?

►► For more information on the present perfect and past simple, turn to page 166.

Practice

Complete the company profile with either the present perfect or past simple tense of the verbs in brackets. Pay special attention to irregular verbs and the position of adverbs.



COLGATE-PALMOLIVE COMPANY

William Colgate ¹ founded (found) the Colgate Company in 1806 as a starch, soap and candle business in New York City. For the first hundred years, the company ² _____ (do) all its business in the United States. However, in the early 1900s, the company ³ _____ (begin) an aggressive expansion programme that ⁴ _____ (lead) to the establishment of Colgate operations in countries throughout Europe, Latin America and the Far East. In more recent years it ⁵ _____ (set up) operations in Turkey, Pakistan, Saudi Arabia, Eastern Europe and China. Colgate-Palmolive ⁶ _____ (become) a truly global consumer products company, worth \$8.7 bn and selling in more than 200 countries.

Colgate-Palmolive's five main sectors of business are: Oral Care, Body Care, Household Surface Care, Fabric Care and Pet Nutrition and Health Care. In the area of Oral Care, Colgate-Palmolive is the world leader in toothpaste. As a result of the company's heavy investment in research and technology, it ⁷ _____ (develop) many successful toothpastes, rinses and toothbrushes. To strengthen its presence in professional products, Colgate-Palmolive



⁸ _____ (buy) the Ora Pharm Company of Australia and the dental therapeutics business of Scherer Laboratories USA in 1990. For many years, the company ⁹ _____ (have) a strong dental education programme in schools throughout the world and ¹⁰ _____ (maintain) a close partnership with the international dental community. Recently it ¹¹ _____ (create) a web site for dental professionals.

The company ¹² _____ (always pay) close attention to the environment. It ¹³ _____ (already make) great progress in the use of recyclable bottles and packaging materials.

Describing changes



The following verbs can be used to describe upward (↗) and downward (↘) movements in price, quantity and amount.

Intransitive verbs (verbs which do not have an object)	Transitive verbs (verbs which have an object)
↗ increase rise go up ↘ decrease fall drop go down decline	↗ increase raise ↘ decrease reduce drop

*The population of the world is increasing.
The prices of electronic goods have fallen.*

*The government has increased income tax.
We have reduced our prices by 10 per cent.*

These corresponding nouns can also be used.

↗ an increase	a rise	a raise (US = increase in salary)
↘ a decrease	a fall	a drop a decline a reduction

Practice



Complete these sentences using a noun or verb from the boxes above. Use each word only once.

- There are several competing companies entering the market and this has caused a 20% drop in prices.
- Last year was a good year for the company and our sales _____ considerably.
- The price of coffee has _____ as a result of the bad weather conditions.
- As a result of the recession, we have had to _____ the amount of money we spend on research and development.
- The _____ in profits is the result of poor management.
- The recent _____ in overseas investment has been good for the economy.
- Economists predict that interest rates will _____ if consumer spending continues to slow down.
- Because of high profits last year, the company has announced a salary _____ for all its employees.

Skills Focus

Listening

1 Complete the passage opposite about Mr Pat Guerin, Industrial Relations Manager of Guinness Ireland. Use these expressions.

- This job involved...
- I reported directly to...
- I was employed as...
- I worked...
- The next position I held was...
- I was then promoted to...
- In this role...
- I've worked...



When I first started working in Guinness ¹ I was employed as a general worker. For three years ² _____ in the bottling plant as a machine operator. ³ _____ for a period

of seven years in the engineering department as a maintenance assistant. This involved working with technically skilled personnel in maintaining plant and equipment. In both jobs ⁴ _____ a supervisor. Since then, however, the structure of the company has significantly changed and the supervisor layer no longer exists. General workers now report to a plant manager. ⁵ _____ the position of laboratory officer in the quality assurance laboratory.

⁶ _____ carrying out a wide range of analyses on all aspects of the brewing process. For the past year ⁷ _____ in the personnel department as an Industrial Relations Manager.

⁸ _____

I report directly to the Personnel Manager of the company.



2 Listen to Mr Guerin and check your answers.

3 Listen to part 2 and answer the questions.

- 1 What contributed to Mr Guerin's transition from general worker to a managerial position?
- 2 What is his principal role in the company?
- 3 What does this involve?
- 4 What does he think is the main skill that a manager needs today?

4 Listen to part 3. How has the company changed since Mr Guerin joined? You may wish to check you understand these words before you listen.

contract out
industrial unrest
consultation
negotiation
early retirement
compulsory redundancy

Speaking

1 Work in pairs. Student A, look at the information below. Student B, look at the information on page 156.

Student A (Susan Robertson)

Read your profile. Prepare the questions that you will need to ask Student B (Giancarlo Peretto) in order to complete his profile.

Examples: *How long have you been with your present company?*
What are you responsible for?

Interview Student B and complete the profile. Then answer Student B's questions.

Name: Susan Robertson

Age: 29

Nationality: American

Marital status: Single

Salary: \$48,000 per annum

Company: US Brands Incorporated

Present position: Brand Manager, works under the Director of Marketing

Background:

- MBA from the University of Pennsylvania
- Joined the company in 1999

Present responsibilities:

- In charge of determining national marketing strategy for a brand of paper towels.
- Heads a business team of 10 people which studies consumers' opinions of company products.



Name: Giancarlo Peretto

Age: _____

Nationality: _____

Marital status: _____

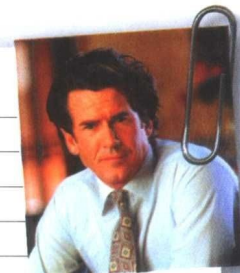
Salary: _____

Company: _____

Present position: _____

Background: _____

Present responsibilities: _____



2 Work in pairs again. Student A, look at the information below. Student B, look at the information on page 157.

Student A

Read the company profile and answer Student B's questions about it.

Virgin

is a leading international company based in London. It was founded in 1970 by Richard Branson, the present chairman. The group has seven main divisions: cinema, communication, financial services, hotels, investments, retail and travel. Its retail segment is led by Virgin Megastores, a network of music and entertainment stores. Virgin operates in 23 countries, including the United States, the United Kingdom, Continental Europe, Australia and Japan. In 1999, the combined sales of the different Virgin holding companies exceeded £3 bn.



Now ask Student B questions about the company that he or she has read about, and complete the notes below.

Name of company _____

Headquarters _____

Chairman _____

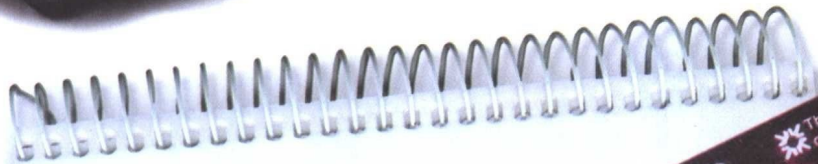
Business activities _____

Main markets _____

Sales in 1999 _____

Writing

Write a company profile for TESCO using the notes below. Use the examples in Speaking 2 to help you.



Name of company: TESCO plc

Established: 1924

Headquarters: Cheshunt, near London, UK

Chairman: John Gardiner

Business activities:

Superstores and hypermarkets—food, toys, clothes

Personal finance—banking, credit cards, loans, insurance

E-commerce—home shopping, books online

Internet service provider

Main markets: UK, Ireland, France, Czech Republic, Hungary, Poland, Slovakia, South Korea, Thailand (plans for Malaysia and China)

1999 sales: £18.5 bn



2

Recruitment

招聘

Key vocabulary



When a company needs to **recruit** or employ new people, it may decide to advertise the job or **position** in the appointments section of a newspaper. People who are interested can then **apply for** the job by sending in a **letter of application** or **covering letter** (US **cover letter**) and a **curriculum vitae** or **CV** (US **résumé**) containing details of their education and experience. A company may also ask candidates to complete a standard **application form**. The company's Human Resources department will then select the most suitable applications and prepare a **short list of candidates** or **applicants**, who are invited to attend an **interview**. Another way for a company to **hire** is by using the services of a **recruitment agency** (US **search firm**) who will provide them with a list of suitable candidates.

Lead-in

1 Read the advertisement opposite from the website of the American company Cognex, and match the information below with the corresponding red boxes in the advertisement.

- 1 Cognex provides evening entertainment for its employees.
- 2 There is a place for employees to play and unwind.
- 3 Employees are given the opportunity to travel to foreign countries.
- 4 Cognex likes to recognize and thank employees for their hard work.

2 In pairs, discuss these questions.

- 1 What are the advantages and disadvantages of working for Cognex?
- 2 Would you like to work for a company like this? Why/Why not?
- 3 What do you think of this type of recruitment advertisement?
- 4 What kind of person is Cognex hoping to recruit?
- 5 What other ways can companies use to advertise for staff?

3 Different methods may be used to recruit people. In groups, discuss the following.

Candidates may be asked to:

- tell a joke
- take part in a team game with employees from the company
- make a five-minute speech
- complete a probation period before being accepted

Employers may:

- offer a job to the husband or wife of a good candidate
- prefer to recruit people from the families of employees
- ask candidates to complete a personality test
- have candidates' handwriting analysed (graphology)

Which methods do you think are acceptable/unacceptable? Why?
Would it be possible to recruit like this in your country?

