



“十二五”职业教育国家规划教材

Career Express Business English

Second Edition

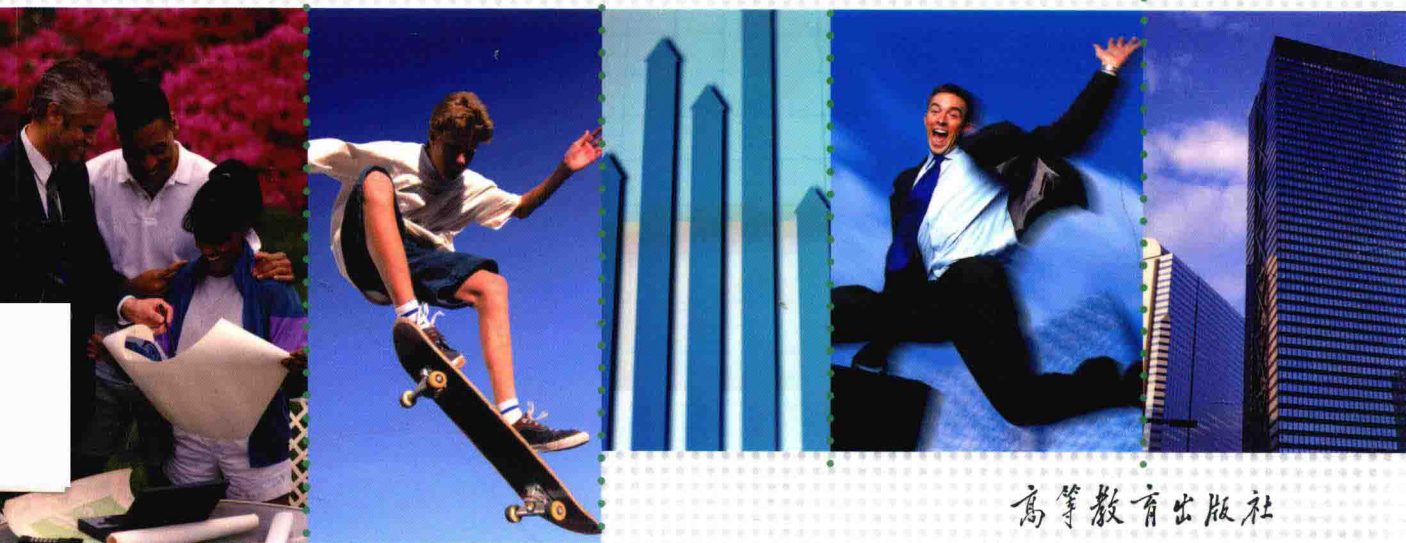
职通商务英语

(第二版)

Extended Book 拓展教程 2

◎ 总主编 贺雪娟

◎ 主 编 邓曼英 金 钊



高等教育出版社



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图书在版编目 (C I P) 数据

职通商务英语拓展教程. 2 / 贺雪娟主编; 邓曼英, 金钊分册主编. -- 2版. -- 北京: 高等教育出版社, 2016.3

ISBN 978-7-04-044326-4

I. ①职… II. ①贺… ②邓… ③金… III. ①商务 - 英语 - 高等职业教育 - 教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2015) 第 306106 号

策划编辑 闵 阅 康冬婷
版式设计 魏 亮

项目编辑 康冬婷
责任校对 李玉梅

责任编辑 王琳琳
责任印制 毛斯璐

封面设计 张 志

出版发行 高等教育出版社
社 址 北京市西城区德外大街4号
邮政编码 100120
印 刷 北京鑫丰华彩印有限公司
开 本 850mm×1168mm 1/16
印 张 9.5
字 数 230千字
购书热线 010-58581118
咨询电话 400-810-0598

网 址 <http://www.hep.edu.cn>
<http://www.hep.com.cn>
网上订购 <http://www.hepmall.com.cn>
<http://www.hepmall.com>
<http://www.hepmall.cn>
版 次 2010年8月第1版
2016年3月第2版
印 次 2016年3月第1次印刷
定 价 34.50元

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第二版前言

随着经济全球化的进一步发展,我国与世界各国的经济合作日益扩大,国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时,社会对高素质商贸人才英语应用能力的要求也愈来愈高,进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。

《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧,培养其熟练掌握英语、通晓商务知识、熟悉国际商务环境和掌握进行跨文化交际的能力,以满足现代社会对国际商贸人才的要求。下表为中华人民共和国国家质量监督检验检疫总局和中国国家标准化管理委员会联合颁布的《国际贸易从业人员职业资质与管理规范》制定的商贸职业岗位群人才培养目标分析表。

国际商贸职业岗位群人才培养目标分析表

职业岗位群	主要工作岗位	人才培养目标
国际商务从业人员	进出口贸易、国际物流、国际金融、服务外包等	培养熟练运用商务英语专业技能从事国际商务工作的应用型人才
涉外企业管理人员	涉外企业生产、销售、管理等	培养以英语语言为工具在涉外企业从事生产、销售、管理工作的一线人才
涉外服务从业人员	外事接待、涉外旅游等	培养能熟练运用英语从事外事接待、涉外旅游服务等三产服务一线的专门人才

《职通商务英语》系列教材将商务专业知识、跨文化商务交际能力与英语语言运用技能相结合,以学生为中心,以商务活动为环境,以商贸岗位任务为路径,以商务交际为目的,由浅入深,循序渐进,通过对学生听、说、读、写、译等基本技能的全面训练,使学生通晓商务技能、掌握英语知识,并具有在未来工作岗位中完成商务任务和商务交际的能力。下表为高等教育出版社出版发行的《高职高专英语专业标准与课程标准设计》中所确定的《商务英语精读课程标准》中明确规定的课程目标。

课程总目标

培养学习者在商务场景中使用英语语言知识和商务知识的技能,使学习者能够完成具体商务任务,成为适应社会需要的应用型涉外商务工作者。

商务知识与技能

使学习者了解和领悟商务活动中需要的知识,掌握商务活动中需要的技能,并灵活运用于商务实践。

语言知识与技能

使学习者通晓商务英语语言知识与技能,完成商务交际任务。

一、教材亮点

1. 分析岗位,设计系统

《职通商务英语》系列教材在分析国际商贸职业人才培养目标、解构职业岗位的基础上,针对行业、企业对商贸高素质人才的要求,完成单元主题及框架结构的设计。教材设计系统、新颖,适

合高职高专经贸商务专业的学生使用。

2. 选材真实，突出实用

《职通商务英语》系列教材选材真实，编写组成员远赴国外著名大学及外贸机构现场选材。所有素材均采用真实事件、真实人物、真实案例，内容涉及企业管理、国际贸易、金融证券、商务礼仪等，旨在通过采用大量真实、生动的素材，营造出真实的商务活动情境，满足学习者商务英语学习的实际需求。

3. 设计新颖，注重操作

本系列教材根据专门用途英语课程和高职高专学生特点，在教材设计中充分考虑教学法，运用行动导向教育理念和ISAS（Information Search and Analysis Skills）等新的教学观念和手段，注重语言的交际功能和商务知识的应用，遵循“输入—内化—输出”的学习规律，强调教与学的紧密结合。

4. 三位一体，凸显完美

本系列教材由《综合教程》《教师参考书》《听说教程》和《拓展教程》等部分组成。《综合教程》和《教师参考书》提供了各单元的课堂教学设计、课文分析、语法讲解、写作技巧、练习答案以及大量商务背景资料；《拓展教程》由词汇、语法、阅读、写作及商务技能几部分组成，供学生课后进行巩固及拓展性练习。本系列教材配有电子教案、MP3录音、网络课程和资源等相关教学资源，提供了教学各环节所需要的素材，且定期更新。

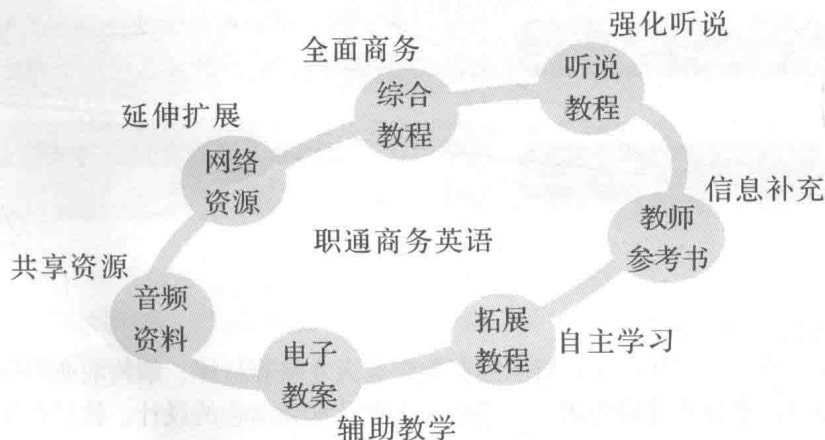
5. 循序渐进，强化阶段

本系列主干教材共分为4册，内容涉及从基本商务概念、理论，到具体商务操作流程以及实际案例分析的全过程，便于学习者循序渐进地完成各阶段相关商务英语知识的学习，更具目的性和科学性。

二、教材结构

本系列教材的综合教程共4册，第一册、第二册旨在培养学生的词汇、语法、语用技能、跨文化交际能力和普通商务知识；第三册围绕国际商务及国际贸易流程设计单元主题，进一步培养学生实际运用语言的能力及商科专业知识；第四册为具体商务案例的学习与分析。

《职通商务英语》系列教材构成图



综合教程各册均配备MP3录音、音频资料，每册包含10个教学单元，各教学单元体例基本统一，由以下5个模块构成：

- 学习目标（语言技能、语法要点、词汇、商务交际）
- 任务导入（小组讨论、问题回答、意见陈述、热身练习）
- 精读课文（导语、阅读前任务、课文、注释、阅读理解）
- 语言要点（词汇与语法学习、商务技巧、商务翻译）
- 商务交际（商务写作、商务听说、商务礼仪）

本系列教材的综合教程教师参考书摆脱了传统的教参编排方式，力求从教师教学角度出发，做到信息丰富、设计合理、使用方便。电子教案是课堂教学的重要辅助资料，每册教案分为10个单元，每单元分为一个主页面和三个教学板块，结构清晰，便于教师操作。图文并茂的形式，也有利于激发学生的学习热情。

拓展教程是综合教程的补充和扩展，编者力求从方便学生自学的角度出发，提供了与单元主题相关的自测习题，可作为课后练习来检测学习效果，部分内容还可用于丰富课堂教学。

三、第二版修订说明

《职通商务英语》系列教材自面世以来，以其优良的品质、新颖的编排和科学的设计得到了师生们的一致好评。为适应时代的不断发展和新时期对国际商贸人才的更高要求，《职通商务英语》编写团队完成了第二版教材的更新，主要体现在以下几个方面：

1. 更新了部分过时的素材，代之以体现时代特征的新现象、新知识、新技能；
2. 替换了部分老旧的题型，增加了满足学生各类考试需求的新题型；
3. 调整了教材的部分结构，去除了教材中语法理论部分的讲授，以练代讲，讲究实操；
4. 在教参中补充了所有素材的中文译文，为教师教学提供参考，也便于教师指导学生完成课外阅读；
5. 此外，以认真务实的态度对教材进行了查漏补缺。



《职通商务英语》（第二版）系列教材由长沙民政职业技术学院外语学院贺雪娟教授担任总主编。大连理工大学的孔庆炎教授担任了《职通商务英语》系列教材的总主审。外籍专家Hal·J·Mettes先生以及Caroline·J·Mettes女士也参与了该套教材的审稿工作。具体各册编者情况如下：

职通商务英语（第二版）编者名单		
教材名称	主编	编者
职通商务英语（第二版）听说教程1	潘静、游娟	潘静、游娟、唐菁、何荣辉、李涵、陈懿、杨亮辉、刘玉丹、王治
职通商务英语（第二版）听说教程教师参考书1	陈懿、何荣辉	
职通商务英语（第二版）听说教程2	唐菁、王治	潘静、游娟、唐菁、何荣辉、李涵、陈懿、杨亮辉、刘玉丹、王治
职通商务英语（第二版）听说教程教师参考书2	李涵、杨亮辉	
职通商务英语（第二版）听说教程3	邓曼英、刘玉丹	邓曼英、刘玉丹、潘静、游娟、唐菁、何荣辉、李涵、陈懿、王治、刘亚琴
职通商务英语（第二版）听说教程教师参考书3	刘亚琴、唐菁	
职通商务英语（第二版）综合教程1	付检新、杨帅	付检新、李颖、王荣宁、戴卓、崔彪、李琰、文平、武海波、杨帅、赵宇
职通商务英语（第二版）综合教程教师参考书1	武海波、文平	
职通商务英语（第二版）拓展教程1	李颖、李琰	贺雪娟、邓曼英、伍雁、邓良春、张雷、朱毅恒、李恩慧、金钊、李兰、武海波、许灵芝
职通商务英语（第二版）综合教程2	贺雪娟、朱毅恒	
职通商务英语（第二版）综合教程教师参考书2	张雷、李恩慧	邓曼英、刘玉丹、金钊、李琰、许灵芝、陈懿、李涵、杨亮辉、李兰、朱毅恒、王敏
职通商务英语（第二版）拓展教程2	邓曼英、金钊	
职通商务英语（第二版）综合教程3	邓曼英、刘玉丹	郭定芹、付检新、邬帅、崔彪、王荣宁、张龙、胡兵、陈茜、李恩慧、贾梦霞、戴卓、武海波、李楚梅
职通商务英语（第二版）综合教程教师参考书3	李楚梅、许灵芝	
职通商务英语（第二版）拓展教程3	李兰、王敏	郭定芹、付检新、邬帅、崔彪、王荣宁、张龙、胡兵、陈茜、李恩慧、贾梦霞、戴卓、武海波、李楚梅
职通商务英语（第二版）综合教程4	付检新、戴卓	
职通商务英语（第二版）综合教程教师参考书4	王荣宁、崔彪	郭定芹、付检新、邬帅、崔彪、王荣宁、张龙、胡兵、陈茜、李恩慧、贾梦霞、戴卓、武海波、李楚梅
职通商务英语（第二版）拓展教程4	郭定芹、邬帅	

本套教材在内容设计和材料选取上进行了不少新的尝试。编者真诚地希望使用本套教材的学生和教师能对本教材的不足之处提出宝贵意见，以便我们日后加以完善。

编者
2015年11月

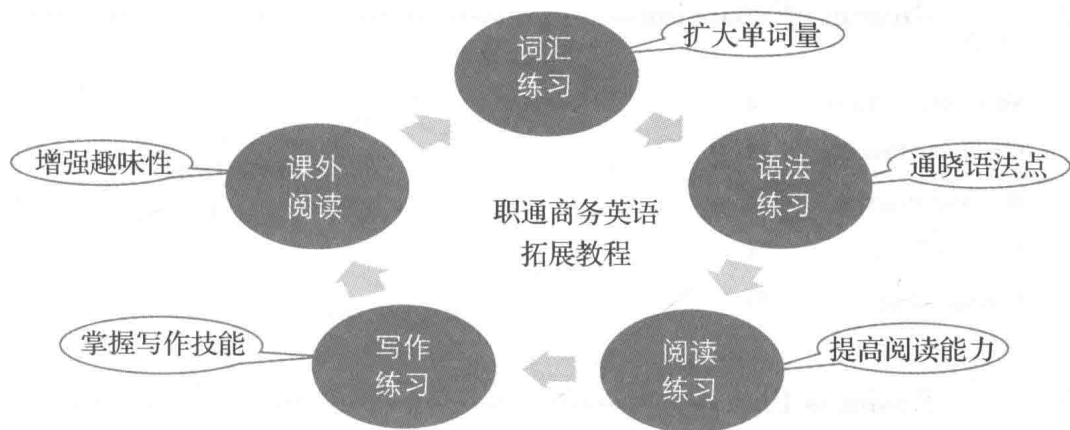
《拓展教程》使用说明

一、编写说明

《职通商务英语拓展教程》是《商务英语综合教程》的补充和扩展,提供了与主教材各单元主题相关的自测习题,可作为课后练习或测验题,部分内容还可用于课堂教学。《职通商务英语拓展教程》紧扣主教材单元主题,是学生课堂学习的延续;同时对相关语言知识进行了引申学习,对商务专业知识进行了拓展训练,旨在巩固与提高学生的语言技能,拓展学生的商务知识,训练学生的商务技巧。此外,编者还特别注重练习的趣味性,设计了字谜等一些趣味性阅读,激发学生的学习热情。

二、使用说明

《职通商务英语拓展教程》每单元分为词汇、语法、阅读、写作和课外阅读5大部分。



1. 词汇练习 (Vocabulary Practice)

该部分提供了各单元包含的重要词汇或与单元主题相关的商务词汇训练,由易到难,通过词类辨别、词语搭配、词义辨别、字谜、填空等多种形式,扩大了学生的词汇量,提高了学生对词汇的运用能力。

2. 语法练习 (Grammar Practice)

该部分提供了各单元的主要语法知识,通过填空、选择等各种形式的练习帮助学生掌握相关语法知识及运用技巧。

3. 阅读练习 (Reading Practice)

该部分供学生进行阅读训练并扩充相关商务知识。每单元通过4篇与单元主题相关的由短到长,由易到难的短文学习,帮助学生了解商务知识,掌握商务技能。

4. 写作练习 (Writing Practice)

该部分介绍了实用商务写作技能,通过岗位技能任务设计帮助学生掌握多种商务环境所需的写作知识和写作技能。

5. 课外阅读 (Business Etiquette & Leisure Time)

这两个板块的内容包括商务礼仪知识及幽默诙谐的小故事等内容,供学生在学习之余轻松一乐。

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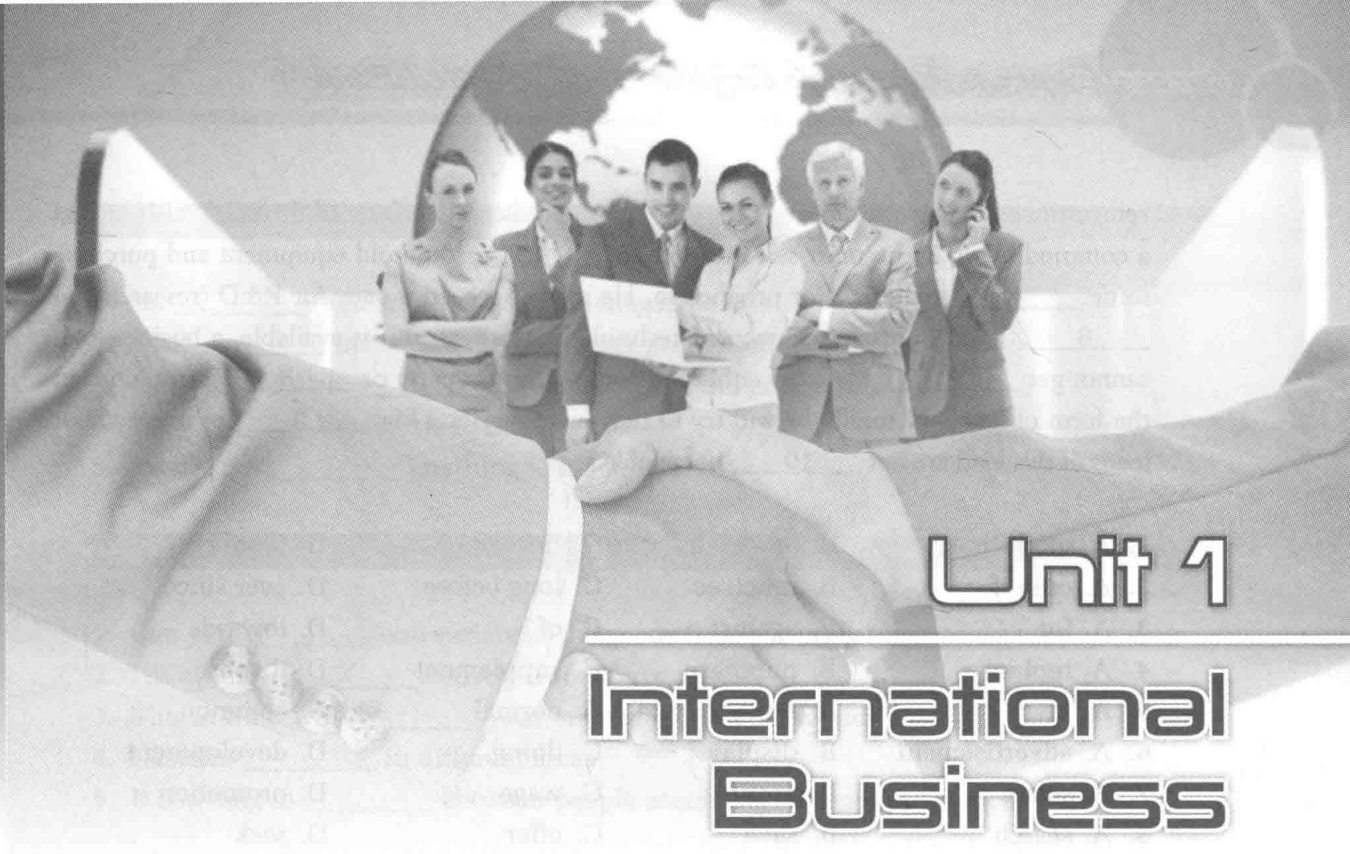
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Unit 1

International Business

Vocabulary Practice

I. Choose the word that does **NOT** belong to the same category in each group.

EXAMPLE

A. plane	B. train	C. car	D. airport	(D)
----------	----------	--------	------------	-------

- | | | | | |
|---------------------|----------------|------------------|----------------|-----|
| 1. A. agreement | B. contract | C. debate | D. protocol | () |
| 2. A. international | B. trade | C. business | D. transaction | () |
| 3. A. meeting | B. negotiation | C. exhibition | D. game | () |
| 4. A. entrepreneur | B. merchant | C. agriculture | D. manager | () |
| 5. A. logo | B. slogan | C. advertisement | D. department | () |

II. There are ten blanks in the following passage. For each blank there are four choices marked A, B, C and D. You should choose the **ONE** that best fits into the passage.

If a businessman wishes to succeed, he must manufacture a large quantity of products _____ 1 _____ selling all his products immediately. He can continue to support himself and his family _____ 2 _____ he produces a surplus. He must use this surplus in three ways: as

reinvestment, as an insurance _____ 3 _____ the unpredictable effects of financial crisis and as a commodity which he must sell in order to _____ 4 _____ some old equipment and purchase some _____ 5 _____ materials for production. He may also need money for R&D (research and _____ 6 _____) and improve science and technology. If no surplus is available, a businessman cannot get _____ 7 _____. He must either sell some of his property or _____ 8 _____ extra funds in the form of loans. Naturally he will try to borrow money at a low _____ 9 _____ of interest, but loans of this kind are not _____ 10 _____ obtainable.

- | | | | |
|---------------------|---------------|----------------|----------------|
| 1. A. other than | B. as well as | C. instead of | D. more than |
| 2. A. only if | B. much as | C. long before | D. ever since |
| 3. A. for | B. against | C. of | D. towards |
| 4. A. replace | B. purchase | C. supplement | D. dispose |
| 5. A. raw | B. mixed | C. normal | D. common |
| 6. A. advertisement | B. display | C. doing | D. development |
| 7. A. salary | B. profit | C. wage | D. promotion |
| 8. A. search | B. save | C. offer | D. seek |
| 9. A. proportion | B. percentage | C. rate | D. ratio |
| 10. A. genuinely | B. obviously | C. presumably | D. frequently |

III. Complete the sentences by translating the Chinese parts into English.

- International business is described as any business activity that _____ (跨越国界) .
- Overseas investments are _____ (金融投资) made in foreign countries.
- Resources such as equipment, time, or personnel do not add to the _____ (海外财产) .
- Growth continued in an upward spiral as _____ (大规模生产) met and surpassed domestic demand.
- International business is full of _____ (机遇和冲突) .

IV. Choose the best word to complete the sentences. Make some changes where necessary.

A. consume expend employ utilize use

- The company now _____ computers to do all its accounts.
- They asked how many bags of cigarettes he can _____ in one year.
- She _____ all her capital on investment.
- The boss _____ a thousand workers.
- To avoid shortage of raw materials, more machines must _____ green energy.

B. contribute attribute

1. He _____ regularly to a business magazine.
2. Dick _____ his success in the career promotion to good luck.
3. Other issues also _____ to the success of the promotion.
4. We _____ the failure to outside causes.
5. He did not _____ anything to his family.

C. differentiate differ

1. Can you _____ one variety of the goods from the other?
2. His opinion _____ entirely from yours.
3. This is what will _____ your organization in the world.
4. Customs _____ in different areas.
5. It is wrong to _____ between people according to their appearance.

Grammar Practice

I. Complete each sentence by using the correct form of the words given below.

1. The novel is not likely _____ publish next year.
2. In 2008, China succeeded in _____ launch a rocket to space with three astronauts.
3. I don't mind your _____ play in the garden, but I can't have you walking over my grass.
4. He suggested _____ spend the day in the park.
5. The boy was worried about _____ leave alone in the room at night.
6. It took me two hours _____ arrive there by train yesterday.
7. After two hours of _____ question, the lady admitted that she had stolen the money.
8. You are expected _____ live on your own because you are an adult.
9. He is looking forward to _____ hear from his parents because he missed them so much.
10. They wanted the work _____ do with much attention.

II. Correct the grammatical mistakes in the following sentences.

1. I would like you do this exercise once again.
2. He has never been heard do something against the law.
3. He always enjoys to read a poem in front of many people.

- III. Complete the following sentences by choosing the most appropriate expression from the four choices.

- 4

IV. Complete the following passage with the right form of the verbs given.

Mary is only 18 years old and she has just got her driver's license. She is the first student in her class to get a driver's license. "How do you feel, Mary?" One of her classmates asked her. "Fantastic!" Mary replied, "I enjoy 1 drive more than anything in my life. I can't imagine 2 let a day pass without 3 spend some of my time on the road. "What made you 4 want 5 drive?" Her classmate continued 6 ask. "I just love 7 drive a car. I started 8 learn 9 drive when I was young. "Would you consider 10 drive as a career?" "I might, but I have 11 finish my study at first now. There are some things you can't avoid 12 do. "Excuse 13 ask," her classmate asked, "but does everyone in your family approve of 14 you drive?" "Of course! They had helped me 15 practise a lot." Mary answered with confidence and pride.

Reading Practice

I. Read Passages 1 and 2, and make the correct choice to complete the statements.

Passage 1

A market economy is an economy based on the division of labor in which the prices of goods and services are determined in a free price system set by supply and demand. This is often contrasted with a planned economy, in which a central government determines the prices of goods and services using a fixed price system. Market economies are contrasted with mixed economy where the price system is not entirely free but under some government control that is not extensive enough to constitute a planned economy. In the real world, market economies do not exist in pure form, as societies and governments regulate them to varying degrees rather than allowing self-regulation by market forces.

Different perspectives exist as to how strong a role the government should have in both guiding the economy and addressing the inequalities the market produces. However, most economists oppose protectionist tariffs.

The term "market economy" is not identical to capitalism where a corporation hires workers as a labor commodity to produce material wealth and boost shareholder profits. Market mechanisms have been utilized in a handful of socialist states, but its economy involves considerable private enterprises and market forces in both private and public sectors. It is also possible to envision an economic system based on independent producers, cooperative, democratic worker ownership and market allocation of final goods and

1. The prices of goods and services in market economy are determined by _____.
A. the government
B. the supply and demand
C. a free management
D. not mentioned
2. The relationship between market economy and planned economy is sometimes _____.
A. conflictive
B. harmonious
C. comfortable
D. friendly
3. The difference between market economy and mixed economy is that _____.
A. market economy is superior to mixed economy
B. mixed economy actually is a kind of planned economy
C. market economy is a kind of mixed economy
D. mixed economy has some regulations set by the government
4. The word "protectionist" in Paragraph 2 probably refers to _____.
A. someone who can defend from trouble, harm, attack, etc.
B. an advocate of the policy to protect home industries from overseas competition
C. an advocate of environment protection
D. someone who can protect the poor
5. The following statements are TRUE according to the passage except _____.
A. market mechanism has really existed and developed in some countries
B. the prices of goods and services of planned economy are often decided by the central government
C. market economy is just a Utopia
D. market economy exists not in only one form

Passage 2

Capitalism is an economic and social system in which trade and industry are privately controlled for profit. The means of production are all or mostly privately owned and operated for profit, in which investments, distribution, income, production and pricing of goods services are determined through the operation of a market economy. It is usually considered to involve the right of individuals and groups of individuals acting as “legal persons” or corporations to trade capital goods, labor, land and money. Capitalism has been dominant in the Western world since the end of feudalism, but most feel that the term “mixed economies” more precisely describes most contemporary economies, due to their containing both private-owned and state-owned enterprises, combining elements of