

商务英语综合教程

(中高级)

主编 邱能生 彭思嘉 颜丽娟



对外经济贸易大学出版社





新国标应用型本科商务英语系列规划教材

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**An Integrated English Course for
International Business
(Upper Intermediate)**

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彭思嘉 颜丽娟

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出版说明

本系列教材是国家现代教育改革的必然要求。2014 年伊始，国家国务院和相关部门针对现代职业教育改革开展了多次会议，引导普通本科高等学校转型发展，采取试点推动、示范引领等方式，引导一批普通本科高等学校向应用技术类型高等学校转型，重点举办职业教育。

截至 2016 年年底，全国有 300 多所高等院校开设了商务英语本科专业，其中多数院校属于应用型本科院校。《商务英语专业本科教学质量国家标准》也即将颁布。本套教材根据本标准着力打造，适用于全国应用型本科商务英语专业和财经类本科专业学生。

本套教材具有以下特色：

一、吸收二语习得和现代教育的最新理论，体现《商务英语专业本科教学质量国家标准》的最新要求。教材编写上注重提高学生的语言技能、让学生掌握相关的商务知识与实践技能，培养学生的跨文化交际能力、思辨与创新能力，以及自主学习能力。

二、秉承应用型本科教育“优化理论，突出实践”的理念。应用型本科教育注重技术但不能完全抛弃学术，其人才培养是学术性与职业性的有机统一，其基本特征是“本科底蕴+突出应用+专业特长”。体现在教材上，其强调“优化理论，突出实践”，优化理论基础，注重理论与专业技术的相关性，以培养目标与从业要求为依据对基础理论进行优化整合，介绍与专业相关的必要理论，重点强化行业知识的讲解；突出实践方面，强调教材的编排设计从教学目标到内容的组织，练习题的设计都环环相扣、注重培养学生的职业适应能力，突出实践教学的内涵。

三、贯彻“任务引领、项目导向”的指导思想。本套教材以“任务驱动”为理念，强化了教材的任务驱动效应，突出作业流程的可操作性；以真实企业业务经营为主线贯穿始终，从而保持教材内容前后的一致性和连续性；通过具体任务的设计和实施，使学生能够掌握业务技能。

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序 言 | Foreword

自 2007 年教育部批准设立商务英语专业以来,我国的商务英语专业已经有了突飞猛进的发展,目前已经有 300 多所高校开设了商务英语本科专业。商务英语的开设促进了我国外语专业走跨学科、复合型人才培养的道路,促使我国的外语教育更加顺应国际、国内的发展需求,培养出更能适合国家发展需求的复合型外语人才。

1997 年,英国著名语言学家 David Crystal 在《作为全球语言的英语》(*English as a Global Language*) 第一版序言中,开宗明义地点出了英语作为全球通用语言这一发展事实。Crystal 说道:“所有这一切都来得那么突然。放到 1950 年,如果有人把英语看作是一门世界语言,那还只是一个模模糊糊、虚无缥缈的理论假设。……50 年后,世界英语成了政治和文化现实。”^① 在这么短的时间内,英语变成了世界通用语言,这确实不可思议,也难怪引发语言学家、历史学家和社会学家的众多思考,但是英语在当今全球的重要地位却是无法回避的事实。随着全球化的推进,英语在国际交往中的地位和影响日益显现,尤其是在国际经济贸易领域。英孚援引世界银行和联合国人类发展报告 2014 年的指数,列举了英语与经商便利度、英语与收入、英语与年轻人就业与培训、英语与生活品质之间的关系,指出了英语和经济、生活等方面的纽带关系。在《英孚英语熟练度指标 2014》第四版指标中,我看到除了亚、非、欧、美等地区的分析,还有一项地区特写:金砖国家,这实际上是对应了全球对新兴市场的关注和展望。在 2014 版中有这样一段分析:“尽管英语作为全球通用语言的地位日益得到认可,但教育系统和社会整体还需经历一段时间的适应期。职场英语需求旺盛,而许多国家正努力迎合这一需求。我们的研究显示,多数国家的成人英语熟练程度均有所提升,但一些国家在相关方面的投资并未带来回报。”根据英国贸易和投资办公室(UK Trade and Investment office, UKTI)的统计,到 2030 年,93%的世界中产阶级将会生活在所谓的新兴市场。全球经济与跨文化沟通能力亟待加强。根据世界贸易组织(WTO)的研究,在全球创新 1 000 强(Global 1 000)中,70%的工作人员将会是英语为非母语(non-native English speakers)的工作人员。环球英语(Global English)2010 年对 152 个国家 26 000 名客户调查,92%的雇员认为英语对他们的工作至关重要。根据麦肯锡(McKinsey Global Institute)的研究统计,“新兴市场国家只有 13%的大学生适合在跨国公司工作,其不适应的主要原因就是英语技能差”。美国教育部(The U.S. Department of Education)的研究指出,到了 21 世纪,在所有的新

^① David Crystal. *English as a global language* (second edition). Cambridge University Press, 2003.

型工作中，约有 60%的工作需要各种技能，而现有劳动力中只有 20%能够胜任，因为到了现代社会，交际是生存的重要技能，而他们大多欠缺。而网络和数字技术的发展又给我们的传统教学模式提出了新的机遇和挑战。

2001 年 12 月 11 日，我国正式加入世界贸易组织（WTO），成为其第 143 个成员。这同时意味着我们正式进入国际经济贸易的轨道。据商务部网站统计，2016 年 1—9 月，我国新设立外商投资企业 21 292 家，而海关信息网（www.haiguan.info）给出的《2015 年我国经济形势综述及进出口贸易形势分析报告（年度报告）》则预计 2016 年我国进出口贸易总值 25 万亿元，同比增长 1.9%。所有这些数字都为我们的人才培养模式提供了借鉴和参考的依据。为了顺应国家的经济发展和大量的社会需求，教育部出台了《高等学校商务英语专业本科教学质量国家标准》，明确指出商务英语专业旨在培养具备扎实的英语基本功，宽阔的国际视野和较高的人文素养，掌握语言学、经济学、管理学、法学（国际商法）等相关基础理论与知识，熟悉国际商务的通行规则和惯例，具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力，能够从事国际商务工作的复合型、应用型人才。按照全球贸易理论专家希尔^①的说法，在新的全球贸易理论中，国际贸易涉及社会发展的方方面面，包括全球化意识、全球经济、全球贸易、全球市场、国别差异、政治制度、经济制度、法律制度、文化差异、伦理道德、国际贸易理论、外国直接投资、跨文化管理、国际货币体系，等等。在《大战略：文学、经纶和世界秩序》一书的后记里，希尔还指出，在现代国际社会，国家及其现代政体就是一个文学王国，人类的境况以及面临的重大问题都在这个王国里得到了最大展现^②。他的观点其实辩证地谈到了国际贸易和人文底蕴的关系，值得我们商务英语专业的师生去思考。

本套“商务英语综合教程”根据商务英语新的国家标准，由上海对外经贸大学、浙江越秀外国语学院、上海商学院、上海海关学院、厦门工学院部分教师参加编写。这些教师有的在海外获得博士学位，具有扎实的理论研究功底和丰富的教学经验。

本套教材适应全国高校商务英语本科专业、财经类本科英语专业学生使用。

孔子说“学而不思则罔，思而不学则殆”。我们希望这套教材能给学生带来新的理念和新的思辨能力培养路径。

王光林
上海对外经贸大学
2017 年 6 月

① Charles W. L. Hill. Global Business Today (9 edition). New York: McGraw-Hill Education, 2016.

② Charles W. L. Hill. Grand Strategies: Literature, Statecraft, and World Order. New Haven & London: Yale University Press, 2010.

前言 Preface

本册教材是“商务英语综合教程系列教材”的中高级篇，学习对象为商务英语专业及英语类专业二年级的学生，或商务管理、经贸类专业学生。

本系列教材的编写思路源自于前沿的“商务英语”精品课程教学理念与教学实践，以商务活动开展的流程及所需商务技能设计教学任务与练习，目的是培养学生的商务英语应用能力、商务专业实践能力和综合职业能力；以案例分析与综合性任务培养学生的批判性思维能力、自主学习能力、团队合作能力与创新创业能力。本系列教材的特色体现在六个方面：1. 应用性（以就业为导向：培养创新创业能力）；2. 前沿性（最新最炫的资讯：跟上时代的步伐）；3. 跨学科（题材的多样性：积累相关领域的商务知识）；4. 国际化（编写模式国际化：培养全球化的视野）；5. 合作学习（项目式的任务编排：培养团队合作能力）；6. 问题意识（以问题为导向的任务编排：培养各项商务技能）。

本册教材共分为 12 个单元，涵盖企业内部发展和国际商务交流两大领域，每个单元的课文与练习都围绕一个专门的商务主题进行设计。每个单元包含五个部分内容：A. Brainstorming, B. Business Knowledge, C Business Skills, D. Business Actions 和 E. Highlights。以本册教材的第一单元为例，第一部分 A. Brainstorming 通过生动活泼的练习引出本单元的主题“Corporate Culture”，使学生对知名公司的企业文化有所了解，旨在激发学生的学习兴趣与培养学生的发散性思维。第二部分为 B. Business Knowledge，学生可通过主题为“*What Makes A Great Culture—And Why Do People Care?*”的文章，学习企业文化的内涵外延、重要地位、组成要素、培育方式等商务知识和商务主题的英文表达等语篇知识，旨在培养学生的商务英语篇章阅读理解能力。第三部分为 C. Business Skills，学生可通过 Section A 的听力练习和 Section B 的会话练习进一步学习与企业文化相关的商务知识，旨在培养学生企业文化主题领域的商务英语听力与口语交际能力。第四部分为 D. Business Actions，学生可通过案例分析感受 Zappos 公司的企业文化并学习企业文化

的塑造等商务专业知识，并在执行小组合作任务的过程中，结合前面三个部分所学相关知识和能力，训练个案分析能力、批判性思维能力、商务专业实践能力与创新创业能力。最后学生可通过第五部分：E. Highlights，对本单元各项重点内容进行总结与回顾，并通过巩固练习进一步加强商务英语应用能力、商务专业实践能力和综合职业能力。每个单元的阅读、听力、会话和案例分析中的重点词汇以加粗的形式在文中标识，在每个章节最后一部分设有词汇表，标注这些重点词汇的词性及中英文释义。

同时，本书配有配套的练习题参考答案、听力材料和教学课件等教学资源，教师可登录 www.uibep.com 下载。

本册教材由厦门工学院外语系教师参与编写，主编：邱能生、彭思嘉、颜丽娟。在此特别感谢本系列教材总主编王光林教授和吴宝康教授的热情邀请与悉心指导。

由于水平所限，难免存在疏漏之处，敬请广大专家与读者批评指正。

邱能生
厦门工学院
2017年6月

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Unit 1

Corporate Culture





A. Brainstorming







Task One Best Places to Work

Glassdoor, the famous online employment website, has announced the ranking of “Best Places to Work 2016” based on employee feedback. Can you guess the ranks of the following companies?



Best Places to Work 2016

Rank	Company	Employee Feedback
1		“The people that work here are some of the best I’ve met in my professional career. The culture is good. The founders are great people and I believe they have the best intentions for the company, the employees, and our community. There is a lot of opportunity to learn from different teams and possibly switch roles as departments grow and new team form.”
		“The culture is really amazing and in my opinion even better than the media portrays it. The benefits are wonderful, but the professional experience is even better! You are free and expected to guide your own career in a way that makes an impact on your goals. This place is incredibly mission-focused and product-driven . I feel the energy everyday working here.”

continued

Rank	Company	Employee Feedback
		“Everyone at Google is sharp and inspired to build great things. Everyone works together to achieve big and have fun while doing it. The benefits are unbelievable (food, massage, gyms, discounts, etc.) but the best part is being surrounded by such amazing talent. It’s truly inspiring .”
19		“Awesome employer and place to work. Outstanding company benefits— gorgeous facility with open, collaborative spaces, excellent café, game rooms, and a friendly team environment. Extremely progressive company that values employees—I truly feel needed and wanted with freedom to make decisions and have support at all levels.”
		“Wouldn’t trade it with working for ANY other company. Benefits, team is amazing, management is wonderful, constantly learning on a daily basis. You work with people who are as passionate about what they do as you are—who are determined and destined for great things. Work-life balance is great—yes when you need to complete an assignment you are expected to as you should! But if you’re always on top of your game and know how to manage your time it’s incredible! Vacation, stocks, health benefits ... are wonderful!”
		“#Lovewhereyouwork. Fast-paced , fun place to work. The people that work here are amazing! Our environment thrives on employees’ teaching and learning from each other. I have the right to make the decisions needed to help make an impact on the company. I’ve worked in the tech recruiting industry for 8+ years and Twitter is by far my favorite place I’ve worked so far!”
39		“Great company. Competitive pay and benefits. Strong safety culture. Lots of intelligent people to work with and a lot of very experienced co-workers make this a great place to learn as well.”
		“Southwest has heart! Opportunities for growth, change, location movement, department movement. The company provides job stability , generous benefits, and performance-based salary. The company supports the communities it services with air travel and not only promotes charitable giving and volunteer service, but makes it easy to do so as an employee.”

continued

Rank	Company	Employee Feedback
		“Incredible hands-on experience where you learn new skills every single day; a ton of interpersonal communication; great work-life balance; competitive pay; friendly and exciting team; busy days where you don’t have to waste your time in the office all the time—you actually get to help; transparency helps you gain a better perspective on how Red Bull operates.”
47		“Nike invests in its employees which lead the employees to invest in Nike. The history and heritage of Nike is so rich and such a big part of Nike’s culture. The pay is very competitive and is reviewed twice annually to ensure employees are receiving what they are worth. The freedom to make your own decisions and have the support to back it up is unbelievable.”

Now check with the complete ranking list of the top 50 best companies to work for. Do you get the guesses right?

Task Two Group Work

Work in groups and discuss the following questions.

1. What factors do employees think are important to make a company worth working for according to the above ranking?
2. What factors do you think are important when hunting for a job? Why?
3. Is there any company you would like to work for in your country? How would you describe its corporate culture? Use words and expressions from the above employee feedback to help you.

B. Business Knowledge

Task One Pre-reading Questions

1. What is a great corporate culture?
2. Is a great perks package equal to a great corporate culture?
3. Why do companies need a great corporate culture?

What Makes a Great Culture—And Why Do People Care?

By David Sturt and Todd Nordstrom

How many people do you know who seem to have an amazing job and **workplace** ... but are still miserable every day? Their office is brand new—beautiful, tall-ceilinged, spick-and-span. They've got coffee and juices and gym memberships at their fingertips (at no cost, of course), and an on-site masseuse or childcare specialist. They may even have unlimited vacation time or **work-from-home** days. Yet, something is off. Even though the office is full of top-of-the-line **perks**, something is missing—a spark that could inspire them to truly love what they do.

That missing spark, as you probably know, comes down to culture. Organizations with great cultures provide certain benefits that these workplaces can't deliver. These are the things that build the kind of workplaces that inspire **loyalty**, happiness, health, and greatness. And they're not usually things that break the bank, either. Keep reading to discover the top traits, we've found, that make a great culture—along with examples from businesses that embody each one. Has your organization embraced them yet?

An Inspirational Vision

There's nothing like an inspirational vision to drive an organization to greatness. Take Greystone Bakery, a Yonkers, New York-based business whose vision is to give back to the community by **empowering** employees from all walks of life. That vision is powerful, and it's not just talk for Greystone. In their quest to improve the Yonkers community, they've chosen to hire ex-convicts, the homeless, and troubled students—anyone who has a **drive** to succeed and believes in the vision, but may have struggled to find stable jobs in the past. And it's worked. Greystone has grown a great culture and an incredibly successful business. In the three decades since the bakery opened its doors, it has grown from a small, local **operation** to a **provider** of baked goods for both Whole Foods and Ben and Jerry's ice cream. And it all started from a vision of empowering people with skills and work experience to set them up for success.

Positive Feedback Loops

Here's a story we can all relate to. A few months into a new job, you take a company survey that asks about your **productivity**, **employee engagement**, and **job satisfaction**. You answer honestly, take your time to read every question, and respond in constructive and thoughtful ways. But although the company says they take all feedback into consideration, no one follows up to say thank you or to discuss your solutions to various workplace problems. None of your responses seem to matter, because no changes are made. So the next time you get

asked to take a company survey, you disregard it entirely, because you think, “What’s the point?” Don’t be the employer or leader who takes your people’s feedback for granted. Take a leaf from Google, who asks for employee feedback, and then analyzes it on a team and company level. The positive feedback loop keeps trust and engagement high—and helps employees feel connected to the goings on in the organization. That’s a hallmark of a great culture.

The Opportunity to Be the Best You

This might sound obvious, but we’ve bumped into this problem numerous times inside companies who think the concept of building a culture means turning employees into **cookie-cutter** thinkers. The opposite is actually true. The best cultures want each individual to bring their best and unique self to work—the way Southwest Airlines Flight Attendants sing over the intercom, or how Wegmans Food Markets allows un-heard-of scheduling flexibility, which is uncommon in the **retail** world. You might also be thinking, “**Flexitime** is a perk.” And, that is true. However, Wegmans offers the flexibility so employees can feel like time with their family, time to pursue an outside passion, or further their education isn’t a burden on the company. The best cultures support and cheer for the individual, and that typically means the individual supports and cheers for the company.

Genuine Appreciation

This one can sometimes trip people up. “Perks are a sign my organization cares for me, right?” they ask. And sometimes, that is spot-on. When perks are coupled with a culture of employee appreciation, they can definitely make individuals feel cared for and valued at their organizations. The problem arises when perks are used as a substitute for personalized, meaningful recognition. Yes, it’s nice to have some sweet perks on the side, but nothing beats a genuine thank you. When great work is done, people deserve to be applauded. Publicly at a meeting, or in a short, sweet note. Out to lunch with the team, or with a token of gratitude. It doesn’t matter how you do it, but it’s crucial that you do. Appreciating great work makes all the difference for your culture and your people. SAS, which ranks third on the Fortune 100 Best Places to Work list, lives this mantra. They have appreciation ingrained in their culture, and ensure that no employee, at any level, ever feels left out. So educate and empower everyone—peers, leaders, and even the **C-suite**—to thank one another when it’s deserved, whether or not you’ve got a great perks package to boot.

Perks, cool work spaces, and free lunch are awesome. But, what really makes great cultures are the intangible things—the attitudes, the relationships, and understanding of a shared vision. Apply these simple insights instead of (or in addition to) a gorgeous perks package, and your employees will thank you for it. In fact, they’ll support you beyond your imagination.

Words: (911)

Adapted from <http://www.forbes.com/sites/davidsturt/2016/09/22/what-makes-a-great-culture-and-why-do-people-care/#568ecd8b4b97>

Task Two After-reading Questions

1. What is the key to inspiring employees' true love for their jobs?
2. How did Greystone Bakery fulfill their vision to give back to the community?
3. Why are positive feedback loops important in a company?
4. What can companies do to support the individual development of their employees?
5. What is the main reason for SAS to rank third on the Fortune 100 Best Places to Work list?

Task Three



Section A Blank Filling

What can companies do to make their employees fall in love with their jobs? Fill in the blanks in the following passage with the appropriate words from the box.

productivity loyalty perks satisfaction engagement

A top-of-the-line 1 package, such as beautiful offices and free gym memberships, is always desirable yet never enough. It is the great culture that truly inspires employee's 2 to their companies. An inspirational vision helps increase employees' 3 to get more involved in their daily routines as they know where the company is heading for, while genuine appreciation can greatly improve their job 4 as they will see the point in their jobs. It is also significant for companies to offer chances for employees to pursue an outside passion or further their education. The knowledge and skills acquired may in turn produce a positive effect on their 5 at work.



Section B Vocabulary

Complete the crossword with the appropriate expressions from the text.

Across:

3. a group or company that provides specified goods or services (8)
4. do not go to office for work (14)