

商务知识导读

(英文版) (第二版)

孙丽霞 王欣双 主编



对外经济贸易大学出版社

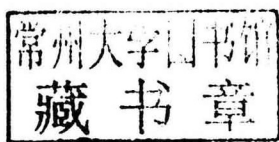


全国应用型本科商务英语系列规划教材

商务知识导读

(英文版) (第二版)

主 编 孙丽霞 王欣双
副主编 于红霞 董元元 赵 欣



对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

商务知识导读: 英文 / 孙丽霞, 王欣双主编. —2
版. —北京: 对外经济贸易大学出版社, 2018. 3
全国应用型本科商务英语系列规划教材
ISBN 978-7-5663-1897-8

I. ①商… II. ①孙… ②王… III. ①商务-英语-
高等学校-教材 IV. ①F7

中国版本图书馆 CIP 数据核字 (2018) 第 022640 号

© 2018 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

商务知识导读

(英文版) (第二版)

孙丽霞 王欣双 主编

责任编辑: 刘 丹

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京时代华都印刷有限公司印装 新华书店经销

成品尺寸: 185mm×260mm 14 印张 323 千字

2018 年 3 月北京第 2 版 2018 年 3 月第 1 次印刷

ISBN 978-7-5663-1897-8

印数: 0 001-3 000 册 定价: 35.00 元

前 言

剑桥商务英语证书(BEC)考试是教育部考试中心和英国剑桥大学考试委员会合作举办的权威性考试。它根据商务工作的实际需要,从听、说、读、写四个方面对考生在商务和一般生活环境下使用英语的能力进行全面考察,由于该证书的权威性,它已经成为一百多个国家和地区求职、晋升的“敲门砖”和“通行证”。

《商务知识导读》的主要编写目的是为高校学生和对商务英语(BEC)感兴趣的考生提供相关的商务背景知识,扩大学生的商务知识面,加深对商务英语概念的进一步了解。本书所涵盖的商务概念、主要商务词汇以及相关商务资料的阅读,帮助学生获得西方商务文化信息,了解中西方商务文化的差异。每个章节的内容简短凝练,安排合理,并配有辅导用书,既适合课堂教学也方便学生自习,是学习商务英语学生的理想宝典,同时也为志在通过商务英语证书(BEC)考试的学生提供参照。

本书的编者均来自各大学的教学第一线,有着丰富的商务英语背景知识及教学、考试经验。本书是编者多年教学经验及辅导商务英语证书考试的经验总结,因而本书的设计主要体现出专题性、实用性以及可读性的特点。

全书分为十个单元,涉及商务英语的方方面面的内容,各专题针对性强。从各单元内容安排来看,先从常用术语和词汇开始,由浅入深,给读者和考生更多相关背景知识,尤其是初次接触商务英语的考生或读者更容易上手,因此本书具有很强的实用性和可读性。

何志波、孙丽霞和赵欣负责第一版全书的主编工作,包括初稿和终稿的审校、修订、整合和内容的补充。于红霞副主编和郭铁妹副主编参与了初稿的搜集、部分章节的编写、审校及修订工作。本书的再版主编为孙丽霞和王欣双,副主编于红霞、董元元和赵欣,在总结第一版教学与实践的基础之上,我们在每个单元中增加了课堂互动练习,便于教师安排课堂实践活动或者学者间的商务知识实际应用练习。

本书阅读部分的文章大部分引自互联网有关网站内容以及维基百科。另外,我们在编写本书过程中,参考和引用了一些原版书籍。在此,我们谨向这些书籍和文章的作者们表示由衷感谢。由于无法逐一联系作者,本书引用的文章的著作权仍属于原作者,如果涉及版权问题请作者联系本书主编。

鉴于本书编委的学术水平以及经验有限,书中难免有疏漏或不妥之处,恳请使用或阅读本书的各位专家、广大教师和读者批评指正。

本书编委会
2018年2月于大连

出版说明

对外经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括《商务英语综合教程 1—4》《商务英语听说》《商务英语口语》《商务英语口译》《商务英语阅读》《商务英语写作》《外贸英语函电》《商务英语翻译》《商务知识导读》《国际经贸文章选读》《跨文化交际基础》《国际商务礼仪》《进出口贸易实务》《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社
外语图书事业部
2018 年 2 月

Contents

Unit 1 Company

1

Unit 1a Company Structure 1

Unit 1b Corporate Culture 10

Unit 2 Jobs

19

Unit 2a Job Description 19

Unit 2b Flexible Working Patterns 28

Unit 3 Marketing

37

Unit 3a Sales 37

Unit 3b Brand 45

Unit 4 Staff

55

Unit 4a Performance 55

Unit 4b Company Benefits 63

Unit 5 Business Communication

75

Unit 5a Means of Communication 75

Unit 5b Business Travel 83

Unit 6 Human Resources

91

Unit 6a Recruitment 91

Unit 6b Staff Motivation 100

Unit 7 Finance

109

Unit 7a Accounting 109

Unit 7b Finance 120

Unit 8	Company Development	
		129
Unit 8a	Research and Development	129
Unit 8b	Cross-cultural Business	136
Unit 9	E-business	
		145
Unit 9a	E-business	145
Unit 9b	Online Shopping	154
Unit 10	Social Responsibility	
		163
Unit 10a	Health and Safety	163
Unit 10b	Business Ethics	171
Glossary		179
Index		207
References		211

Unit 1

Company

Unit 1a Company Structure

Company structure is the formal interrelationships of businesses and departments within a company. It identifies each job, its function and where it reports to within the company. This structure is developed to establish how a company operates and assists an organization in obtaining its goals to allow for future growth. The structure is illustrated using an organizational chart.

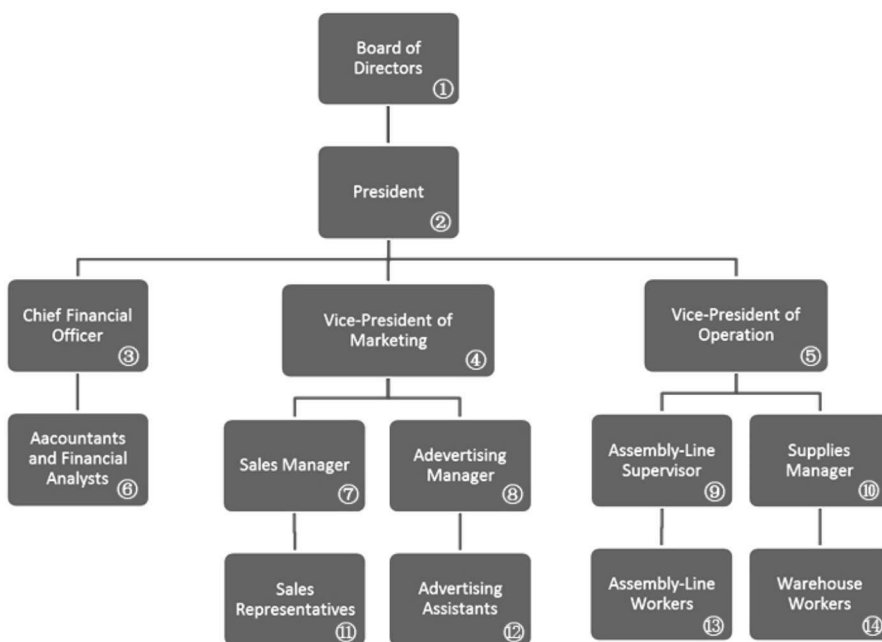
The **LEARNING GOALS** of this unit are to:

- introduce the organizational structure of the company;
- describe the general responsibilities of the company departments;
- understand the company structure through reading a case story.



1. Lead-in

- 1.1 Work in pairs and guess the meanings of the following terms in the example of an organizational chart. Try to match them with their Chinese meanings.



(Taken from *Introduction into Business* P233: Exhibit 8.1)

<p>a. 运营部副经理</p> <p>b. 董事会</p> <p>c. 董事长（或总经理）</p> <p>d. 财务总监</p> <p>e. 装配线主管</p> <p>f. 广告部助理</p> <p>g. 营销部副经理</p>	<p>h. 广告部经理</p> <p>i. 会计与财务分析师</p> <p>j. 装配线工人</p> <p>k. 销售部经理</p> <p>l. 物资供应部经理</p> <p>m. 仓库工人</p> <p>n. 推销员</p>
--	---

1.2 Read the descriptions of jobs or departments of a company and translate them into Chinese.

- 1) **Board of Directors:** a group of executives who are responsible for monitoring the activities of the firm's president and other high-level managers.
- 2) **President:** The president (who also typically holds the position of chief executive officer—CEO) has the final responsibilities for the success of a firm. The president normally attempts to coordinate all divisions and provides directions for the firm's business.
- 3) **Chief Financial Officer (CFO):** a corporate officer primarily responsible for managing the financial risks of the corporation. This officer is also responsible for financial planning and record-keeping, as well as financial reporting to higher management.

- 4) **Vice-President:** A vice-president normally oversees specific divisions or board functions of the firm and reports to the president.
- 5) **Managers:** For most firms, many managerial duties are delegated to other managers.
- 6) **Finance:** a department that is responsible for all of the monetary aspects of a company, from handling credit accounts to compiling information for the tax bureau. It should ensure that there is money for day-to-day operations and oversee investments strategies for future growth.
- 7) **Marketing:** The marketing department studies the market and the target customers, decides the best way to reach these customers, and works with the rest of the company to help determine the new product needs of the market.
- 8) **Advertising:** a department of a company which deals with nonpersonal presentation through media or nonmedia forms to influence a large number of consumers. It is a common method for promoting products and services. While advertising is generally more expensive than other methods, it can reach many customers.
- 9) **Production Department:** The main role of production department is to turn inputs (raw materials) into outputs (finished goods). When a business completes this process it is able to achieve customer satisfaction by producing products that are ready to be used and fit for purpose.
- 10) **Human Resources Department:** a department dealing with people from other departments in the organization. It often involves such work as hiring, firing, training, annual appraisal, promotion, warning and so on.
- 11) **Customer Service Center:** a department that responds to inquiries or complaints from customers of that organization. Customers may communicate in person or via written correspondence, toll telephone, or in-wats telephone.
- 12) **Quality-control Department:** The role of quality control department is to ensure quality, to make sure strategies are in place to keep a consistent product, to implement procedures that control quality. Quality control departments are usually used in manufacturing.
- 13) **Purchasing:** The responsibility of this department is to purchase goods or services to accomplish the goals of the organization.
- 14) **R&D Department:** The task of R & D department refers to the efforts required to create a new product. It includes the exploration phase that determines the viability of the project and methods for proceeding as well as all the design and manufacturing stages required to yield a working product.
- 15) **Public Relations:** a department that is responsible for initiating and maintaining mutual understanding between organizations and the public. The public are the individuals an organization wishes to be associated with and these can be both internal and external public.

1.3 Read the following sentences and decide which department takes the corresponding responsibility.

- 1) Ellish is responsible for dealing with the press, television and radio, as well as communications with the public and personnel in their UK dealerships.
- 2) Sometimes we have problems with the mixer during production. If computers get the mix wrong, we have to clean out the whole mixer.
- 3) This week we have been busy with our accountants preparing the results that will be included in our next report.
- 4) I'm a member of a team of engineers and recently we're looking for new ideas and experimenting with new products.
- 5) Our company is going through a difficult period and we have had to reduce the number of employees in several departments and to review salaries throughout the organization.
- 6) Lan does chemical analysis to check things like fat levels and other information that they have to put on the packets in the factory.
- 7) Our department must decide in which regions the new mobile will be most successful and what type of customers we want to reach.
- 8) We have to keep records of prices and order office supplies.
- 9) A customer makes a complaint. The company employee takes all the details, apologizes and promises to take action.
- 10) We would like to use TV commercials to publicize our product because they can reach millions of people although they are very expensive.

1.4 Look at the following companies and discuss in groups about what types of companies they are.



British Petroleum Plc.





2. Professional Reading

What Is an Organizational Structure?

Organizational structure is a system used to define a **hierarchy** within an organization. It **identifies** each job, its function and where it reports to within the organization. This structure is developed to establish how an organization operates and assists an organization in obtaining its goals to **allow for** future growth. The structure is **illustrated** using an **organizational chart**.

Although there are many types of organizational structures developed to meet each organization's needs, all of them provide a hierarchy that reports to a **centralized** location and group of **executives**. The highest **ranking** member of an organizational chart is one or several top executives **referred to as** the president, chief executive officer or **chief operating officer**.

When an organizational structure is designed, **job descriptions** can be developed to not only meet an organization's goals, but allow for organizational and employee growth. **Internal equity** and employee **retention** are a key to successful operations. **Recruitment** is also one of the highest investments for organizations, so ensuring employees have **promotional** opportunities and job security can assist in reducing recruitment costs.

Organizational structure is also a **fundamental** core to create salary structures for an organization. Once the structure is established, salary ranges can be created for each job in the organization. In most cases, each job **is aligned to** a **salary grade**, and each grade has a **specified** salary range. This allows an organization to meet its financial goals and ensures salaries are **distributed** fairly within financial **budgets**.

If an organization **expands**, the organizational structure allows room for growth. This can include adding additional **layers** of management, new divisions, expanding one or several **functional areas** or **appointing** additional top executives. When the structure is reorganized for **expansion**, it provides the **foundation** to edit salaries and job descriptions quickly and efficiently with **minimal disruption** to an organization's operations.

(Taken from <http://smallbusiness.chron.com/>)

Words and Expressions

hierarchy	['haɪə,rɑ:ki]	n.	层级; 等级制度
identify	[ai'dentɪfaɪ]	v.	识别; 确定
allow for			把……考虑进去, 考虑到
illustrate	['ɪləstreɪt]	v.	阐明, 举例说明

organizational chart		公司结构图
centralized	['sentrəlaɪzd]	adj. 集中的
executive	[ɪg'zekjʊtɪv]	n. 经理, 经理主管人员
ranking	['ræŋkɪŋ]	adj. 上级的
refer to...as...		把……称作, 把……当作
chief operating officer		首席营运官
job description		工作描述, 职位说明
internal	[ɪn'tə:nəl]	adj. 内部的
equity	['ekwəti]	n. 公平, 公正, 公道, 合理
retention	[ri'tenʃən]	n. 保持; 保留
recruitment	[ri'krʊ:tment]	n. 招聘; 招收
promotional	[prəu'məʊʃənəl]	adj. 晋级的, 提升的
fundamental	[ˌfʌndə'mentəl]	adj. 基本的, 根本的
be aligned to		与……相一致
salary grade		工资级别
specified	['spesəfaɪd]	adj. 规定的; 详细说明的
distribute	[di'stribju:t]	v. 分配
budget	['bʌdʒɪt]	n. 预算, 预算费
expand	[ɪk'spænd]	v. 扩张, 发展
layer	['leɪə]	n. 层, 阶层
functional area		职能部门
appoint	[ə'pɔɪnt]	v. 任命; 指定
expansion	[ɪk'spænsən]	n. 扩张, 发展
foundation	[faʊn'deɪʃən]	n. 基础, 根据
minimal	['mɪnɪməl]	adj. 最小限度的; 最低的
disruption	[dis'rʌpʃən]	n. 破坏, 毁坏



3. Case story

What It's Like to Work at Apple

By Joe Moreno

Joe Moreno started working at Apple during the dot-com boom in 1998 and he left the company in 2007. Then he determined to leave the company and began working on his own projects. Here are some of his comments on working in Apple.

A culture of fandom

The Apple attitude seems to **infect** everyone who works closely with the technology—and, even after leaving the company, we all say that we still “**bleed six colors**”, **in reference to** the original six-color **Apple logo**.

While at Apple, I, like many other employees, moved between several different divisions and jobs. I started at the company as a software engineer in the **WebObjects** (Web application) **consulting division**. I then became an **inbound marketer** for a school division, where we sold a **suite** of hardware, called the **Apple Learning Hub**, to **school districts**.

I last worked as an engineer at the Apple Online Store, which was earning millions of dollars in **revenue** every day. We would take the store offline before **Steve Jobs** took the stage to give a **keynote speech** and **update** the **database** with the new products he was introducing. It was always a great learning experience to bring the store back online under the **onslaught** of Apple fans checking out the new products.

A great working environment

Apple’s HR department takes good care of its employees. In my eight years at the company I never once had, or heard of anyone having, **pay issues** or other **administration** problems. Working at Apple was mostly a positive experience, with just a few **less-than-ideal elements** to the job. Here are some **highlights**:

Can We Talk. At Apple, you could raise issues that weren’t appropriate to **bring up** with your manager to a higher level by **posting** it to the Can We Talk section of the internal HR website.

Secrecy. Apple’s secrecy is **comparable to** the U.S. government’s in terms of “need to know” and **compartmentalization**. This secrecy is a necessity to keep Apple **ultra-competitive**.

Blogging. As an Apple employee, you definitely get the feeling that blogging about the company is **frowned upon**. It goes to the extent that if you have a personal blog about an unrelated topic, you don’t even want to mention that you work for Apple.

Caffe Macs. The corporate **cafeteria**, Caffe Macs, is the place to eat on campus. The food quality and variety are excellent, whether you’re looking for pizza and **pasta** or **sushi** and salad. **On a daily basis**, you’ll see at least one of Apple’s top executives in Caffe Macs, including Apple’s CEO, Steve Jobs himself, who seems to **show up** there once a week.

Overall, there seem to be no end to the great things about working at Apple. Steve Jobs takes tremendous pride that Apple is a California company that creates great products. When working at Apple, you definitely feel like you’re a part of a group of people who will make a serious **dent** in the universe. It’s a **fantastic** place to work, and I hope to return one day.

(Adapted from *What It’s Like to Work at Apple*
<http://jobs.aol.com/articles/>)

Words and Expressions

fandom	['fændəm]	<i>n.</i>	[总称](体育、娱乐、科幻小说杂志和电影等的)狂热爱好者
infect	[in'fekt]	<i>v.</i>	感染, 传染
bleed	[bli:d]	<i>v.</i>	流(血), 使(液汁等)渗出
in reference to...			关于
Apple logo			苹果公司的标识
WebObjects (Web application)			2003年苹果公司开发的一种应用软件
consulting division			咨询部
inbound	['inbaund]	<i>adj.</i>	开向本国(或原地)的
marketer	['mɑ:kɪtə]	<i>n.</i>	市场营销人员
suite	[swi:t]	<i>n.</i>	一套, 一组
Apple Learning Hub			苹果学习中心
school district			学区
revenue	['revənju:]	<i>n.</i>	收入, 收益
Steve Jobs			史蒂夫·乔布斯(1955-2011), 美国苹果公司创始人, 前 CEO
keynote speech			主题演讲
update	[ʌp'deit]	<i>v.</i>	更新
database	['deɪtəbeɪs]	<i>n.</i>	数据库, 资料库
onslaught	['ɒnslɔ:t]	<i>n.</i>	冲击, (尤指)猛攻
pay issue			薪水问题
administration	[əd,mɪni'streɪʃən]	<i>n.</i>	管理, 行政
less-than-ideal			不那么理想的
element	['elɪmənt]	<i>n.</i>	成分, 要素
highlight	['haɪlaɪt]	<i>n.</i>	最精彩的部分, 最重要的事情
bring up			提出
post	[pəʊst]	<i>v.</i>	贴出
comparable (to)	['kɒmpərəbl]	<i>adj.</i>	比得上的, 可比较的
compartmentalization	['kɒmpɑ:t,mentəlaɪ'zeɪʃən]	<i>n.</i>	知识局限性(尤指军事或科学发展方面)
ultra-competitive	['ʌltrə kəm'petɪtɪv]	<i>adj.</i>	激烈竞争的
blog		<i>n.</i>	博客, 网络日志
frown upon			表示不赞成

cafeteria	[kæf'i'tiəriə]	<i>n.</i>	自助餐厅
pasta	['pɑ:stɑ:]	<i>n.</i>	面团, 意大利面食
sushi	['su:ʃi]	<i>n.</i>	寿司 (生鱼片冷饭团)
on a daily basis			每天
show up			[口语] 出席, 露面
dent	[dent]	<i>n.</i>	(有效) 进展
fantastic	[fæn'tæstik]	<i>adj.</i>	[口语] 极好的, 极出色的

3.1 Work in pairs and decide whether the following statements are True (T) or False (F).

- 1) Joe Moreno left the Apple because he did not like the company.
- 2) In Joe's opinion, Apple Online Store was a profitable project.
- 3) Joe did not find anything undesirable working at Apple.
- 4) To some extent, Apple's strong competitiveness in the market is due to its policy—Secrecy.
- 5) Apple workers like to eat at Caffe Macs because of the food and the opportunity to see the top executives.

3.2 Critical thinking

Work in groups and discuss the questions based on the professional terms we learned in this unit.

- 1) How do you understand the phrase “bleed six colors” in reference to the original six-color Apple logo?
- 2) What benefits can Joe Moreno gain by moving between different divisions and jobs in Apple?
- 3) Why did Joe Moreno hope one day to return to Apple? Please discuss the reasons.



4. Further reading

Apple Computer Inc.



Apple Computer Inc. was established in 1976 as a computer company. However, in the last decade, Apple has expanded into a complex company that specializes in much more than just computers. In 2001, Apple broke the barrier with iPod, eventually becoming the dominant market leader in music players, in following, Apple joined the phone industry in 2007 with

iPhone, which has also been widely successful. Apple is known as a consumer goods company, therefore evaluating its value requires understanding its products and consumers. This would be very challenging where Apple competes with many different companies throughout different industries it takes part in. Apple has established a unique reputation in the consumer electronics industry since it is flexible from its philosophy of comprehensive aesthetic design to its distinctive advertising campaigns. The unique characteristic about Apple is that it has a very strong customer base, which is extremely important in understanding Apple.

Meanwhile, more press is associated with their CEO, Steve P. Jobs (Apple Chief Executive, died on Oct. 5th 2011) who is seen as the architect of many Apple's amazing products, and the reason for their success due to his presentations at Apple's media events that are electrifying and revolutionary. Given his superstar image, his status and health as Apple's CEO ties into how investors value Apple.

Fortune magazine named Apple the most admired company in the United States in 2008, and in the world in 2008, 2009, and 2010. From 2007~2011, Apple launched many famous products, such as iPhone, iPod Touch and iPad. On October 4th, 2011, Apple announced the iPhone 4S.

(Adapted from <http://www.oppapers.com/> and <http://en.wikipedia.org/>)

Unit 1b Corporate Culture

Corporate culture is what defines the personality of an organization. It is a completion of norms, values and principles that an organization adopts. General corporate environment includes ethical and value structures. It is all-encompassing, affecting employees, management, and customer relations, extending to the types of products and services the organization creates, and including production methods, marketing practices, advertising, and service quality.

The **LEARNING GOALS** of this unit are to:

- introduce the definition of corporate culture;
- discuss the general terms related to corporate culture;
- understand the corporate culture through reading a case story.