



# 商务英语 精读

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Business English  
Intensive Reading

# 商务英语精读

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# 前 言

商务英语精读是商务英语专业的基础核心课程,是一门集商务基础知识与语言技能的综合课程,是专业学习领域中学分最多的课程,也是学生接触到的第一门专业英语课程。该课程对于专业的吸引力、专业目标的实现、学生后续课程的学习、自主学习能力和职业能力的培养起着至关重要的作用。基于上述理念和要求,经过多轮传统课堂和在线课程教学实践,我们吸取同类教材优点,编写了这本《商务英语精读》。

## 一、教材特色

1. 从宏观的专业培养目标和学生实际需要出发,突出教材的教育性、基础性及应用性功能。

一直以来,商务英语精读课教材的编写均基于这样的课程定位:以语言技能为主、商务技能为辅,培养学生具备扎实的英语语言基本知识和各种商务场景所需的基础知识和英语词汇,熟悉商务流程,能够用英语阅读和处理各种商务文件。基于这样定位的教材往往注重语言基础知识的教学,忽略教材中应体现的方法基础和思想教育作用,且较少顾及学生的实际需求。为此,我们编写本教材前首先将课程重新定位为:《商务英语精读》是商务英语专业入门课,学生通过该课程的学习,掌握商务基础知识和基本商务英语表达,熟悉商务流程,提高商务兴趣,激发创业意识,培养自主学习能力。该课程为后续专业核心课程、商务类职业资格证书、英语类技能大赛提供基础知识和方法。鉴于此,我们首先将培养创业意识的理念融入教材。商务基础部分介绍了优秀企业、优秀企业家的特质等,激发学生创业、创新意识;选材时我们也特别注重中国卓越的企业家如马云等的介绍,增强学生的民族自信心和民族自豪感;而商务知识如金融、管理、生产等本身就是创业的必备知识。其次,我们充分考虑课程的基础功能尤其是专业英语学习方法的基础,我们在教材中增加了 Learning Tips(学习方法介绍)这一项,主要涉及什么是商务英语、商务英语的特点、学习商务英语以及英语阅读的常用方法等,这在同类教材中是比较少见的。最后,我们考虑到商务英语专业的学生非常注重职场中商务英语的运用能力,学生要参加英语



应用能力考试以及部分学生需要参加英语技能大赛,设计和编写了 Speaking 和 Writing。

2. 以企业建立流程为框架,整合、序化教学内容,逻辑严密,自成体系。

编者从事商务英语精读教学 10 多年,其间用了好几套教材。在实际使用中,我们发现现行教材存在下列问题。首先,大部分教材为四册供两学年使用,然而由于理论教学课时缩减,商务英语精读由原来的两学年改为一学年,很多商务方面的基础知识无法学习。其次,教材内容是以各自独立主题单元编排,单元之间跨度很大,毫无逻辑关系,学生很难掌握要领。因此我们在编写本教材时在内容整合和逻辑体系上下功夫。在编写中我们以创业过程中企业的建立发展过程为框架,对课程进行项目化设计。整个课程包含商务初识(创业知识准备)—企业建立—企业经营—商务趋势 4 个模块 16 个单元的学习内容,涵盖了主要的商务知识。这样的编排使原来分散的商务基础知识有了内在的逻辑体系,便于学生掌握系统的商务知识。同时该框架提供了“理”“实”结合的基本环境,使“做中学”模式得以实现,让基础知识在实践中运用并在实践中巩固加深,这种“做中学”的模式教活了知识,很好地实现了商务知识与语言知识、语言能力的有机结合,大大提高了教学效率,也符合商务英语专业培养应用型人才的根本要求。

3. 运用现代教育技术,线上线下、课内课外有效融合,为翻转课堂、自主学习提供了很好的媒介。

现代信息技术广泛运用于教学过程是当今教学改革的重要内容和必然趋势,翻转课堂、线上线下混合式教学模式、移动学习、碎片化学习、自主学习等新的教学和学习模式不断涌现。为此,本教材运用云课堂建成了在线课程。在线课程内容之一是将纸质版教材搬到了网上,并增加了微视频、音频、PPT、文档等补充相关商务知识,增强了课程的趣味性,实现了课内课外、线上线下的课程统一体,打破了时空的限制。教师可以利用云课堂,指导、督促学生线上学习,更有针对性地组织课堂教学。大一新生普遍缺乏商务知识,而有些商务知识又晦涩难懂,线上资源提供了一个缓冲,供学生自主学习。

4. 图文并茂,形式精美,体例新颖,切实提高学生的综合英语应用能力。

我们在每一个单元的开篇提供一幅与主题密切相关的插图,书中也提供 3 到 5 幅图片,使教材颇具美感和现代感,也帮助学生更轻松、更深刻地理解学习内容。本教材注重说、读、写、译等综合性技能的提高。每一单元都有阅读文章两篇课文——Text A 和 Text B。A 课文的 Lead-in 部分都提供了详细的参考答案,供教师参考和学生模仿。A 课文的练习涉及课文理解和词汇运用,特别强调词块在英语学习中的作用。A 课文结束后增加了 Business World 这一部分,包含与主题单元相关的商务名言以及一个幽默故事。B 课文是泛读课文,其目的旨在培养阅读技巧、扩充商务知识。Speaking 部分仿照英语应用能力口语考试的题型编写;Writing 则根据英语技能大赛的内容和要求而编写,特别加强了图

表作文的讲解,因为这是学生的薄弱环节,也是其他教材鲜有涉及的。

## 二、教材内容和结构

本教材共4个模块16个单元,涉及企业形式、优秀企业和企业家、公司结构、企业融资、产品定价、公司生产、市场营销、企业文化、公共关系、服务经济、电子商务、经济全球化等商务领域的基础与核心内容。每个单元由五大部分组成。具体结构如下:

### Part One Lead-in

本部分设计与主题内容相关的商务知识的问题或练习,目的是引起学生的学习兴趣,激活和扩大相关的背景知识。本部分即使是开放题型也提供了参考答案,供老师备课参考和学生自主学习。

### Part Two Reading

本部分包含两篇课文,一篇精读,一篇泛读。课文大多来自欧美经济类著作,语言地道,内容准确、权威。

### Part Three Speaking

本部分包含朗读、根据情景会话和段落口译三种练习。练习与单元主题内容密切相关,所选材料可以背诵。该部分对于提高口语能力有极大帮助。

### Part Four Writing

本部分的前8个单元主要是实用英语写作如求职信、推销信等;后8个单元则主要涉及图表作文如饼图、柱状图、线形图、表格、流程图等主要图表的写作,每项写作都精选了两篇范文供学生学习模仿。

### Part Five Learning Tips

本部分是本教材的创新设计,主要介绍商务英语的在词汇、语篇方面的特征以及英语学习的常用方法,也介绍了扩大英语词汇量的方法和阅读技巧。

### Part Six Unit Project

本部分围绕单元内容,通过调研、查阅、讨论等,以小组合作形式完成项目任务并以口头报告形式展示。该项目旨在巩固与活用所学知识,培养思维创新能力、合作意识以及解决问题、综合运用语言的能力。

本教材的编写团队是商务英语精读的主要授课教师。具体分工如下:冯秀红负责第一到第三单元;顾芸负责第四到第六单元;王辉负责第七到第九单元;王革负责第十到十二单元;曹云负责第十三、十四单元;贺瑄负责第十五单元;秦莉丽负责第十六单元。

全书由冯秀红负责统稿。

本教材在编写过程中得到了复旦大学出版社林森先生和郑梅侠女士的大力支持和帮助,在此表示深深的感谢。

教材中的部分资料 and 大量图片均来自互联网,我们对相关网站和工作人员表示感谢。

该教材既适用于商务英语专业学生,也可供工商管理、电子商务、市场营销、公关和文秘等专业的广大学生和创业者以及对商务英语感兴趣、从事外贸行业或在外资企业工作的广大英语爱好者使用。本教材全一册,供两学期使用。

由于时间仓促,编者水平有限,书中难免有不足甚至错误之处,敬请业内专家批评指正。

编者

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# UNIT

# 1

## An Introduction to Business



### Learning Objectives

By learning this unit, you are expected to

- understand the concept of business;
- know the importance of business in human life and society;
- tell and distinguish between different forms of business ownership;
- master the key business terms, words and phrases;
- grasp the writing technique of job application letters;
- have a general knowledge of Business English.



## Part One

## Lead-in

### I. The following are words or phrases related to business. Put them into Chinese.

- |                         |                           |
|-------------------------|---------------------------|
| 1. stock exchange _____ | 2. CEO _____              |
| 3. profit _____         | 4. invoice _____          |
| 5. merchant _____       | 6. department store _____ |
| 7. joint-venture _____  | 8. enterprise _____       |
| 9. salesperson _____    | 10. marketing _____       |

### II. Pair Work

Discuss the following questions with your partner.

1. Does business play an important role in people's lives?
2. What's the difference between "business" and "a business"?
3. What does business mean?
4. Have you ever been involved in any business activities? List some examples.
5. Is the purpose of business only to make a profit?

## Part Two

## Reading

### Text A

#### What is Business?

- 1 We **are about to** begin an exciting, important and necessary task: the study of business, especially the international one. Business is exciting because it **combines** the science and the art of business with many other subjects, such as economics, geography, history, language, culture, laws, and so on. It is important and necessary because we have business **dealings** almost every day of our lives, whatever we are or wherever we live. We **are** all part of this business world and **involved in** the business activities in some way. Most of the time, we are buyers or users of some goods or services. For example, we buy **daily necessities** like **toothpastes**, **washing powder** or soaps in nearby **drugstores** or go to the **barbershop** for a haircut. Sometimes, however, we are sellers of goods or services, too. Most people who work for a living are either directly or indirectly selling something. As a result, when we really examine what goes

on in the business world, it becomes obvious that we are all part of it.

- 2 Business is a word which is commonly used in many different languages. But exactly what does it mean? The **concepts** and activities of business have increased in modern times. Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical **definition**. One definition of the business is the production, **distribution** and sale of goods and services for a profit. The other definition of business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society's needs. In general, business is the activity of making money by producing or buying and selling goods, or providing services.



- 3 The three most common businesses are **manufacturing** firms, **merchandisers**, and service **enterprises**. Manufacturing business (or **manufacturers**) is organized to **process** various materials into **tangible** goods, such as **furniture**, trains or **gloves**. Large manufacturers include producers of airplanes, cars or computers. Service business produces service. Examples of service enterprises include **dry cleaners**, shoes, barbershops, restaurants or hotel services. And some firms — called merchandisers or **middleman**, are organized to buy the goods produced by manufacturers and then **resell** them, helping to move goods through a **channel** of distribution — that is, the route goods take in reaching the consumer. Merchandisers may be involved in **wholesaling** or **retailing**, or sometimes both. All three types of businesses may sell either to other firms or to consumers. In both cases, the final aims of every firm must be to satisfy the needs of its customers and to earn a profit.
- 4 A person who risks his or her time, effort and money to start and operate a business is called an **entrepreneur**. To organize a business, an entrepreneur must combine four kinds of resources: material, human, **finance** and information. Material resources include the raw materials used in manufacturing processes, as well as buildings and **machinery**. Human resources are the people who **furnish** their labor to the business **in return for** wages.

The financial resources are the money required to pay employees, purchase materials, and generally keep the business operating. And information is the resources that tell the managers of how effectively the other resources are being combined and **utilized**.



- 5 **In the course of** normal operation, a business receives money (sales **revenue**) from its customers **in exchange for** goods or services. It must also **pay out** money to **cover** the various **expenses** involved in doing business. If the firm's sales revenue is greater than its expenses, this **extra** money that remains after all business expenses have been **deducted** from sales revenue is the profit. On the contrary, if the sales revenue is not enough to pay all of the costs, the **difference** is a loss.
- 6 According to the area where the business is done, it can be roughly divided into two types: domestic business and international business. Domestic business **refers to** the exchange of goods and services within borders of a nation, while international business **consists of transactions** that are **devised** and carried out across national borders to satisfy the needs and wants of individuals and organizations. International business is important to nations, companies as well as individuals. As for a nation, successfully taking part in international business holds the promise of improving quality of life for its **citizens** and a better society, even leading to, some believe, a more peaceful world. Since 1950s, the growth of international trade and **investment** has been much larger than the growth of domestic economies. A **combination** of domestic and international business, therefore, offers companies more opportunities for **expansion**, growth and income than do domestic business alone. International businesses cause the flow of ideas, services and capital across the world. As a result, **innovations** can be developed and spread more rapidly, human **capital** can be used better, and financing can take place more quickly. International business offers consumers new choices. It can permit the **acquisition** of a wider **variety** of products, both **in terms of** quantity and quality, and do so at reduced prices through international competition. (847 words)

## New Words · .....

combine /kəm'baɪn/

*v.* to bring into a state of unity; merge 使结合; 合并

dealing /'di:lɪŋ/

*n.* the act of transacting within or between groups (as



	carrying on commercial activities) 交易
necessity /nə'sesəti/	<i>n.</i> a thing you must have and can't manage without 必需品
toothpaste /'tu:θpeɪst/	<i>n.</i> a substance you put on a brush and use to clean your teeth 牙膏
drugstore /'drʌgstɔ:(r)/	<i>n.</i> a retail shop where medicine and other articles are sold 药店
barbershop /'bɑ:bəfɒp/	<i>n.</i> a shop where men can get their hair cut 理发店
concept /'kɒnsept/	<i>n.</i> a thought or notion 概念, 想法
definition /,defɪ'nɪʃən/	<i>n.</i> statement conveying fundamental character 定义, 说明
distribution /,dɪstrə'bju:ʃən/	<i>n.</i> the commercial activity of transporting and selling goods from a producer to a consumer 分发; 供应
manufacture /,mænjʊ'fæktʃə(r)/	<i>vt.</i> to make or process (a raw material) into finished product 制造, 加工
merchandise /'mɜ:tʃəndaɪzə/	<i>n.</i> a person who buys and sells products for a profit 商人
enterprise /'entəpraɪz/	<i>n.</i> a company; a business organization 企业; 事业
manufacturer /,mænjʊ'fæktʃərə(r)/	<i>n.</i> a business engaged in manufacturing some product; someone who manufactures sth. 制造商; 制造厂
process /'prəʊses/	<i>v.</i> to perform operation on (sth.) 加工; 处理
tangible /'tæŋdʒəbl/	<i>a.</i> [usually before noun] that can be clearly seen to exist 有形的
furniture /'fɜ:nɪʃə(r)/	<i>n.</i> the movable articles in a room that make it fit for living or working 家具
glove /glʌv/	<i>n.</i> a piece of clothing which covers your hand and wrist 手套
middleman /'mɪdlmæn/	<i>n.</i> a trader who buys from producers and sells to retailers or consumers 中间人; 经纪人
resell /,ri:'sel/	<i>v.</i> to sell (sth.) again after having bought it 转售; 转卖; 再卖
channel /'tʃænəl/	<i>n.</i> a way of selling a company's product either directly or via distributors; a television station and its programs 频道; 渠道
wholesale /'həʊlseɪl/	<i>v.</i> to sell in large quantities for resale 批发
retail /'ri:teɪl/	<i>v.</i> to sell goods directly to consumers 零售
entrepreneur /,ɒntrəprə'nɜ:(r)/	<i>n.</i> a person who starts or organizes a commercial



	enterprise 企业家
finance /'faɪnæns/	<i>n.</i> the management of money and credit and banking and investments 财政; 金融
machinery /mə'ʃiːnəri/	<i>n.</i> machines as a group, especially large ones (总称) 机器, 机械
furnish /'fɜːnɪʃ/	<i>v.</i> to give sth. useful or necessary to 提供; 供应
utilize /'juːtɪlaɪz/	<i>v.</i> to use sth., especially for practical purpose 利用; 使用
revenue /'revənjuː/	<i>n.</i> money that a company, organization, or government receives from people (公司、组织的) 收入, 收益; (政府的) 财政收入, 税收
cover /'kʌvə(r)/	<i>v.</i> to provide for 支付; 提供
expense /ɪk'spens/	<i>n.</i> money spent to perform work and usually reimbursed by an employer 费用; 花费
extra /'ekstrə/	<i>a.</i> more than is needed, desired or required 额外的
deduct /dɪ'dʌkt/	<i>v.</i> [often passive] to take away money, points, etc., from a total amount 从总量中扣除 (或减去)
difference /'dɪfərəns/	<i>n.</i> the amount by which one quantity is less than the other 差量; 差额
transaction /træn'zækʃən/	<i>n.</i> a piece of business, for example an act of buying or selling sth. (一笔) 交易; 业务
devise /dɪ'vaɪz/	<i>v.</i> to come up with (an idea, plan, explanation, theory or principle) after a mental effort 设计; 策划
citizen /'sɪtɪzən/	<i>n.</i> a native or naturalized member of a state or other political community 公民; 居民
investment /ɪn'vestmənt/	<i>n.</i> money that is invested with an expectation of profit 投资
combination /kəmbrɪ'neɪʃən/	<i>n.</i> the act of combining things to form a new whole 结合; 混合
expansion /ɪk'spænjən/	<i>n.</i> the act of increasing (sth.) in size or volume or quantity or scope 扩张; 扩展时期
innovation /ɪnə'veɪʃən/	<i>n.</i> the act of starting sth. for the first time 创新
capital /'kæpɪtəl/	<i>n.</i> money used in business 资金
acquisition /ækwɪ'zɪʃən/	<i>n.</i> the act of getting sth., especially knowledge or skill 获得; 学会

variety /və'reɪəti/

*n.* the quality of not being the same or not doing the same thing all the time 多样性



## Phrases & Expressions

be about to

to be going to 将要, 马上, 正打算

be involved in

to take part in an activity or event, to be connected with it in some way 参加某活动, 与某事有关联

daily necessities

things that you need, especially in order to live 日用品, 生活必需品

washing powder

soap or detergent in the form of powder for washing clothes 洗衣粉

dry cleaner

someone who has a shop where things can be dry-cleaned; a shop where things can be dry-cleaned 干洗工; 干洗店

in return for

as a response, exchange or reward for sth. 以……交换……

in the course of

during 在……过程中; 在……期间

in exchange for

as a thing exchanged for sth. else 用……交换……

pay out

to pay a lot of money to someone 支付; 付出

refer to

to describe or be connected to sb./sth. 描述; 涉及; 与……相关

consist of

to be made of or formed from sth. 由……组成

in terms of

with regard to the particular aspect or subject specified 按照; 就……而言

## Exercises

### I. Text Comprehension

Read the text carefully and try to answer the following questions.

1. Is business part of our life?
2. What does business mean traditionally?
3. What does business mean nowadays then?
4. How many types of businesses are there nowadays?
5. What are the most common types of business?

6. What kind of person is called an entrepreneur?
7. What is a profit?
8. What is international business?
9. Why is international business important to a nation?
10. What roles does international business play to an individual?

## II. Business Focus

Give the English terms for the meanings provided.

1. \_\_\_\_\_ work of the production, buying and selling of goods or services
2. \_\_\_\_\_ a trader who buys from producers and sells to retailers
3. \_\_\_\_\_ someone who organizes a business venture and assumes the risk for it
4. \_\_\_\_\_ a person who buys and sells products for profit
5. \_\_\_\_\_ the sale of goods in large quantities, often for resale
6. \_\_\_\_\_ the management of money and credit and banking and investment
7. \_\_\_\_\_ a firm producing goods from raw materials
8. \_\_\_\_\_ money used in business
9. \_\_\_\_\_ government income due to taxation
10. \_\_\_\_\_ the act of investing money in something
11. \_\_\_\_\_ a piece of business that is done between people
12. \_\_\_\_\_ a company; a business organization
13. \_\_\_\_\_ the money you spend on something
14. \_\_\_\_\_ the commercial activity of transporting and selling goods from a producer to a consumer
15. \_\_\_\_\_ buying and selling

## III. Vocabulary Usage

Fill in the blanks of the following sentences with the appropriate words listed below. Change the form where necessary.

acquisition	combination	dealing	deduct	distribute
expansion	furnish	innovative	process	tangible

1. Since you haven't had any \_\_\_\_\_ with this company before, you'd better confirm (确认) its credit standing (资信状况) first.

2. Clothes and blankets \_\_\_\_\_ among the refugees (难民) already.
3. One of the driving forces behind this recent \_\_\_\_\_ is the growth of services.
4. Our products are highly complex and highly \_\_\_\_\_.
5. Asset (资产) can be divided into \_\_\_\_\_ and intangible (无形) assets.
6. He devotes his time to the \_\_\_\_\_ of knowledge.
7. If you will just sign here, we will arrange for your bank to \_\_\_\_\_ your payments automatically.
8. The information gathered by the telescopes \_\_\_\_\_ by computers.
9. A \_\_\_\_\_ of talent, hard work and good looks have taken her to the top.
10. I shall be glad to \_\_\_\_\_ you with any further information concerning my education and professional experience.

#### IV. Collocation Practice

Fill in the blanks of the following sentences with proper prepositions or prepositional phrases.

1. Tom gave Helen an apple \_\_\_\_\_ exchange \_\_\_\_\_ a piece of cake.
2. Many people are fond of combining a holiday \_\_\_\_\_ learning a new skill.
3. Workers are not allowed to speed up their production \_\_\_\_\_ the expense of quality.
4. When I was in Paris \_\_\_\_\_ business last week, I came across a friend of mine.
5. The figures refer \_\_\_\_\_ our sales in the U.S.
6. The audience consisted mainly \_\_\_\_\_ teenagers.
7. I'll sell at a discount in return \_\_\_\_\_ a speedy sale.
8. \_\_\_\_\_ the course of our trip, we have learned a great deal in the places we visited.
9. The physical benefits of exercise can be divided \_\_\_\_\_ three factors.
10. A company employer is subject \_\_\_\_\_ imprisonment for 5 years and a \$10,000 fine if he takes bribes.

#### V. Chinese-English Translation

Translate the following sentences into English.

1. 那家公司已经在市场上建立了良好的销售渠道。(channel of distribution)

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2. 我们每一个人既是买主也是卖主,我们都直接或间接地参与商务活动。(be involved in)

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3. 国际商务对提高人民生活水平发挥作用。(play a role in)

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4. 政府部门鼓励大学生毕业后自主创业。(go into business)

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5. 请尽快将《21 世纪英文报》发给每个订阅者。(distribute to)

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6. 我很难指望他为这样一幅画付出一大笔钱。(pay out)

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7. 事实上,这块业务也许很快便会再次呈现持续多年的增长之势。(be about to)

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8. 在超市可以买到食物、饮料及一些日常用品。(daily necessities)

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9. 他以辛苦的劳动换取了食物和栖身之所。(in return for)

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10. 从数量上看,产量增长的速度比以往任何时期都要快。(in terms of)

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## VI . Business World

### 1. Business Quotations

- Business is the most important engine for social change in this country.

— Lawrence Perlman

- It is nonsense to refer to business as “the private sector” — does anything have as much as public impact as businesses?

— Sir Peter Parker

- Business, with its global influence and its ability to adapt rapidly to changing conditions, has become one of the most effective vehicles for accelerating our self-conscious awareness.

— David A. Schwerin

- Business is not financial science, it's about trading... buying and selling. It's about creating a product or service so good that people will pay for it.

— Anita Roddick

- Wherever you see a successful business, someone once made a courageous decision.

— Peter Ducker