新媒体商务英语阅读

顾渝　编著

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

新媒体商务英语阅读

NEW MEDIA
Business English Reading

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出版说明

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。为了更好地推动商务英语本科专业的发展，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、劳全面发展，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、科研及管理工作的高级应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化，具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》《商务英语阅读》《商务英语写作》《商务英语函电》《商务英语翻译》《国际商务制单》《实用外经贸谈判英语教程》《国际旅游职场英语》《新媒体商务英语阅读》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，这是本套商务英语系列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（请登录 http://www.uibep.com 获取）。

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前　言

新媒体指利用网络等新技术手段在移动或非移动电子设备上传播内容。与传统意义上的媒体如纸媒、广播、电视等不同的是，新媒体以数字杂志、数字报纸、数字广播、移动电视、数字电视等形态将内容呈现给读者或观众，以其内容更新快、信息来源广、信息量大为主要特点。近年来中国国际商务蓬勃发展，业界需要把握时代脉搏，掌握市场动向，在激烈的国际竞争中立足，对国际商务人才的需求因此持续上升。新媒体的出现为商务英语教学提供了丰富的资源。

本书内容涉及在新媒体上传播的最新国际经济、金融、商业、营销、管理等方面的资讯，在微观上涉及具有代表意义的企业初创、招聘、高科技运用、电子商务以及预防网络欺诈和黑客等热门信息。阅读材料精选自以英语为母语的发达国家在新媒体上发布的具有典型意义的文章，确保原始材料符合时代要求，信息来源具权威性，商务内容覆盖面广，同时确保英语语言规范地道。“他山之石可以攻玉。”本书从外媒新媒体商务类文章中捕捉最新的商务理念，总结国外商务实践经验，既可为商务英语课堂教学提供生动的案例，扩大学生的商务知识面，增强商务英语课程教学的时代感，同时也为读者将来或正在从事的国际商务活动提供借鉴。

本书按主题分为以下 16 个单元：（1）技术运用；（2）移动支付；（3）银行业；（4）欺诈与黑客；（5）企业管理；（6）员工招募；（7）初创企业；（8）家族企业；（9）千禧一代；（10）商界女性；（11）重组扩张；（12）假日销售；（13）线上机会；（14）成功秘诀；（15）可持续性；（16）企业社会责任。每一单元分为三部分：主课文（Text）、延伸阅读（Further Reading）和自学（Self-study），与之对应的是三个阅读层次：精读、泛读和略读。本书练习以商务内容理解为主，语言练习为辅，练习模式多样化及个性化，以增强教与学的趣味性。主课文后有词汇、商务知识解读和（Ⅰ.Ⅱ.Ⅲ.）三大类练习题，延伸阅读课文后有（Ⅳ.Ⅴ.）两个类别练习题。自学部分仅提供课文供略读，也为师生提供了更大的教学空间。师生和其他读者可根据自己的课时或时间安排选取全部或部分课文进行教学或阅读。

完成本书阅读，读者既可通过发达国家的大小企业、企业家或专家获取最新商务知识与经验，又可提高英语阅读理解能力、分析能力及英语语言应用能力，为成为合格的国际商务高级人才奠定坚实的基础。

此为试读，需要完整PDF请访问：www.ertongbook.com

本书在编写过程中得到美国的 Dan Whittmore 教授、Daniel N. Nowysz 先生及余紫琦小姐的协助，在此深表感谢！由于编著者学识及成书时间所限，错漏在所难免，敬请广大读者不吝指正。

本书为江门市哲学社会科学研究课题成果（JM2016C25）。

五邑大学外国语学院　顾　渝

2017 年 7 月

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Unit 1

Workplace Technology

TEXT

Do More with Less in the Efficient Workplace

1 For those managing a growing company—or one which they want to grow quickly—it really is of fundamental importance. "Workplace efficiency" translates into both increased profits and—ultimately—a larger market presence.

2 The ways that this can be achieved vary from one business to another depending on the sector they're operating in.

3 Nevertheless, any business wishing to ensure efficiency needs to get the most from its employees, equipment and, if applicable, its suppliers.

4 But to what extent does installing the latest technology link these?

5 Manchester-based "applied futurist" Tom Cheesewright is founder of Book of the Future, which helps people and organisations see, share and respond to what a vision of the technological future looks like.

6 Tom explained: "Efficiency is rarely a matter of technology alone and pursuing the latest trends with too much vigour can lead you down a technological cul-de-sac."

7 "The best businesses sort their processes out first and then use technology to automate them and eliminate friction."

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8 “Technology can’t map out how information should flow through the business or tell you what to measure, but it can smooth the flow and improve the presentation.”

9 “Once you understand your processes then you can look at automation and integration.”

10 “For example, cutting out any re-keying of data, which costs time and leads to errors.”

11 “It’s amazing how many organisations still hold tens of different databases and systems, all fundamentally carrying the same data.”

12 “And the interface between them is human—there’s no need for that any more.”

13 Tom adds that the first step towards efficiency within any organisation is understanding what you do that adds value—and what you do that doesn’t.

14 He continued: “Human beings don’t do what their job description says or what makes most empirical sense.”

15 “They do what they did yesterday plus or minus 5%.”

16 “Over time that leads to a lot of drift and it’s only when things go wrong that people start to ask the important questions like: ‘Does my customer even care if I do this?’”

17 “If you want to be efficient, understand that first. But think about the question in a holistic, long term fashion.”

18 “Consider what builds trust and attracts future custom as well as what satisfies today’s needs. If you only focus on short-term gain, your business will suffer.”

19 Tom doesn’t believe that efficient technological working automatically includes energy efficiency.

20 He explained: “There’s probably a correlation between efficient technological working and energy efficiency in terms of less waste and—frequently—fewer humans travelling around.”

21 “But this isn’t a hard and fast rule.”

22 “The price of time efficiency may be greater energy consumption in the server farm.”

23 When it comes to predicting what the future holds when it comes to ensuring efficiency in the modern workplace, Tom is unequivocal.

24 He explained: “We’re moving towards a world where digital prosthetics allow fewer people to do more with less.”

25 "If you look at the revenue per head of advanced companies like Google, they are turning over ten times as much as average."

26 "A skilled user of automation tools, artificial intelligence (AI) assistants and other technological augmentations can do the job of five, ten, a hundred or maybe even a thousand people."

27 "That's not necessarily a rosy picture for everyone."

28 "But for those companies that take advantage early, there's the potential to massively increase profitability and gain a great head start over the competition."

29 "My advice is to be cautiously adventurous. Let other people make the very early mistakes but as soon as there's a demonstrable advantage to be gained, start experimenting quickly."

(590 words, from Greater Manchester Business Week app)

WORDS AND EXPRESSIONS

adventurous	*adj.*	大胆创新的	hold	*vt.*	支撑，承受
applicable	*adj.*	合适的	holistic	*adj.*	全面的
artificial intelligence (AI)		人工智能	in terms of		在……方面
augmentation	*n.*	增加，扩大	integration	*n.*	一体化
competition	*n.*	竞争对手	interface	*n.*	相互联系
cul-de-sac	*n.*	死路	map out		筹划
custom	*n.*	光顾，惠顾	prosthetics	*n.*	修复术，弥补术
demonstrable	*adj.*	能够证明的	rosy	*adj.*	美好的
drift	*n.*	局势变化	server farm		服务器群
empirical	*adj.*	经验主义的	sort out		分拣出，挑出
fashion	*n.*	方式	translate	*vi.*	转化
friction	*n.*	摩擦，不和	unequivocal	*adj.*	毫不含糊的
head start		先起步的优势	vigour	*n.*	精力

INTERPRETATION

1. *"But this isn't a hard and fast rule."* (Para. 21)
   If there are no hard and fast rules, there are no clear rules for you to follow.
2. *artificial intelligence* (AI) (Para. 26)
   the study of how to produce machines that have some of the qualities that the human mind has, such as the ability to understand language, recognize pictures, solve problems, and learn

3. *"That's not necessarily a rosy picture for everyone."* (Para. 27)
   If the situation described in Para. 26 comes true, some people may not feel happy about it at all.

EXERCISES

I. Read the above article and answer the following questions.

1. What are the benefits of workplace efficiency?
2. What elements will influence workplace efficiency?
3. How should companies make use of workplace technology?
4. What does the word "that" in Paragraph 12 refer to?
5. What is important when trying to run the business smoothly?
6. What did Tom say about the relationship between efficient technological working and energy efficiency?
7. Can the future world support workplace efficiency, according to Tom? Why or why not?
8. What are companies suggested to do in order to increase profitability and gain advantage over their competitors?
9. What does it mean by "cautiously adventurous" in Paragraph 29?

II. Match the following verbs with nouns according to the text.

Verbs	**Nouns**
1. attract	A. trust
2. build	B. needs
3. ensure	C. custom
4. gain	D. mistakes
5. increase	E. head start
6. make	F. efficiency
7. satisfy	G. processes
8. take	H. advantage
9. understand	I. profitability

III. Choose an appropriate word from the box below to fill in each numbered blank.

adequate	comfortable	existing	frequently
increasingly	over	upfront	various

BYOD (Bring Your Own Device) is a(n) **1.** popular strategy for both large and small enterprises, as it decreases the **2.** cost of your mobile solution. BYOD offers the flexibility of working with **3.** technology and gives your employees the freedom to choose devices they feel more **4.** with, rather than using a singular device chosen by the company. BYOD is **5.** a cost saving solution as it minimizes the cost of upfront device purchases. The downfall of BYOD comes when trying to manage **6.** plans and options on all types of devices and carriers. Many enterprises find themselves **7.** spending on mobility programs due to policy failure for BYOD or due to lack of **8.** staff dedicated to the management of this transition.

FURTHER READING

Best Ways Firms Can Ride BYOD Technology Wave

1 In the second week of our series examining the modern workplace, we discover that bring-your-own-device (BYOD) is revolutionising the way that offices function. Ben Rooth looks at how it works.

2 More than half of the world's companies are now estimated to utilise bring-your-own-device (BYOD) in some capacity.

3 BYOD refers to the policy of permitting employees to bring personally owned mobile devices—like laptops, tablets, and smart phones—to their workplace in order that they can subsequently access privileged company information and applications.

4 BYOD is also regularly referred to as bring-your-own-technology (BYOT), bring-your-own-phone (BYOP), and bring-your-own-personal-computer (BYOPC).

5 Andy Hague, managing director of Manchester-based rapid recovery and online security company Secarma, is equally forthright about the benefits of BYOD as well as those issues that need to be at the forefront of a company's mind both before and after launching BYOD.

6 He said: "What's important is that if an organisation is going down the BYOD route, it fully understands what is involved and, more importantly, that it ensures each and every one of its employees understands

the implications. As such, any organisation needs a robust BYOD policy and needs to ensure that this is comprehensively articulated and adhered to."

7 "This includes all areas of using a personal device, like software updates, security and data. To my mind, with the ever increasing use of cloud-based services and the ever increasing number of connected devices, it is virtual inevitability that employees will, at some point, be accessing organisational networks with personal devices, so better to accept that fact and work with it than to try to prevent it."

8 Andy added that most organisations find it straightforward to implement a BYOD "policy" but the enforcement and monitoring of this policy can frequently prove troublesome.

9 He said: "Once you hit the switch on adopting BYOD, it is pretty much impossible to turn it off because the extent and speed to which your organisation will evolve and adapt to incorporate it into all of its day-to-day working will be extreme."

10 "There are two primary options for extending BYOD to your organisation with varying degrees of enablement and security. One model requires users to download a mobile device management (MDM) profile. This will grant IT security to applications like email, ensuring secure access on the devices."

11 "In this scenario, it's important to establish clear terms of use for your employees. The terms of use should specifically state which features of MDM you are—or are not—enforcing."

12 Andy added that when employees understand which applications are included, they're more likely to be open to enabling MDM on their device.

13 He continued: "The other option for BYOD deployment is containerisation. Instead of managing the entire device, containerisation allows IT to manage just the corporate apps on the device."

14 "In this scenario, end users have a dual identity on their phones—while one is personal and the other is corporate. Containerisation separates corporate and personal email, contacts, calendars and other enterprise applications."

15 Andy said the best option will vary from one organisation to another.

16 He added: "Once you've determined your BYOD plan, educating your employees about the programme is the critical next step."

(549 words, from Greater Manchester Business Week app)

EXERCISES

IV. Decide whether the following statements are true or false.

1. Employees are allowed to take their own devices to their workplace except for iPad.
2. Organisations would give their employees the right to use company information and APP if personal devices are taken.
3. Organisations should have regulations on BYOD and their employees should abide by them.
4. Organisations should stop their employees from accessing organisational networks with personal devices.
5. It is hard for an organisation to choose to stop using BYOD once it becomes popular in daily working.
6. MDM is used to guarantee security of mobile devices in using company applications.
7. By using IT, all the applications in employees' phones under working conditions can be managed through containerisation.

V. Complete the following sentences with the correct form of the verbs.

1. FUNCTION
   She quickly learned how the office _____.
2. ESTIMATE
   His personal riches _____ at over £8 million.
3. LAUNCH
   We're planning _____ a new Internet services company next month.
4. ENSURE
   His reputation was enough _____ that he was always welcome.
5. ARTICULATE
   Many people are opposed to the new law, but have had no opportunity _____ their opposition.
6. ACCESS
   Your financial information is fully encrypted and cannot _____.
7. SEPARATE
   They oppose the idea of Scotland _____ from Britain.
8. EDUCATE
   Children need to _____ about the way that diet and health interrelate.

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