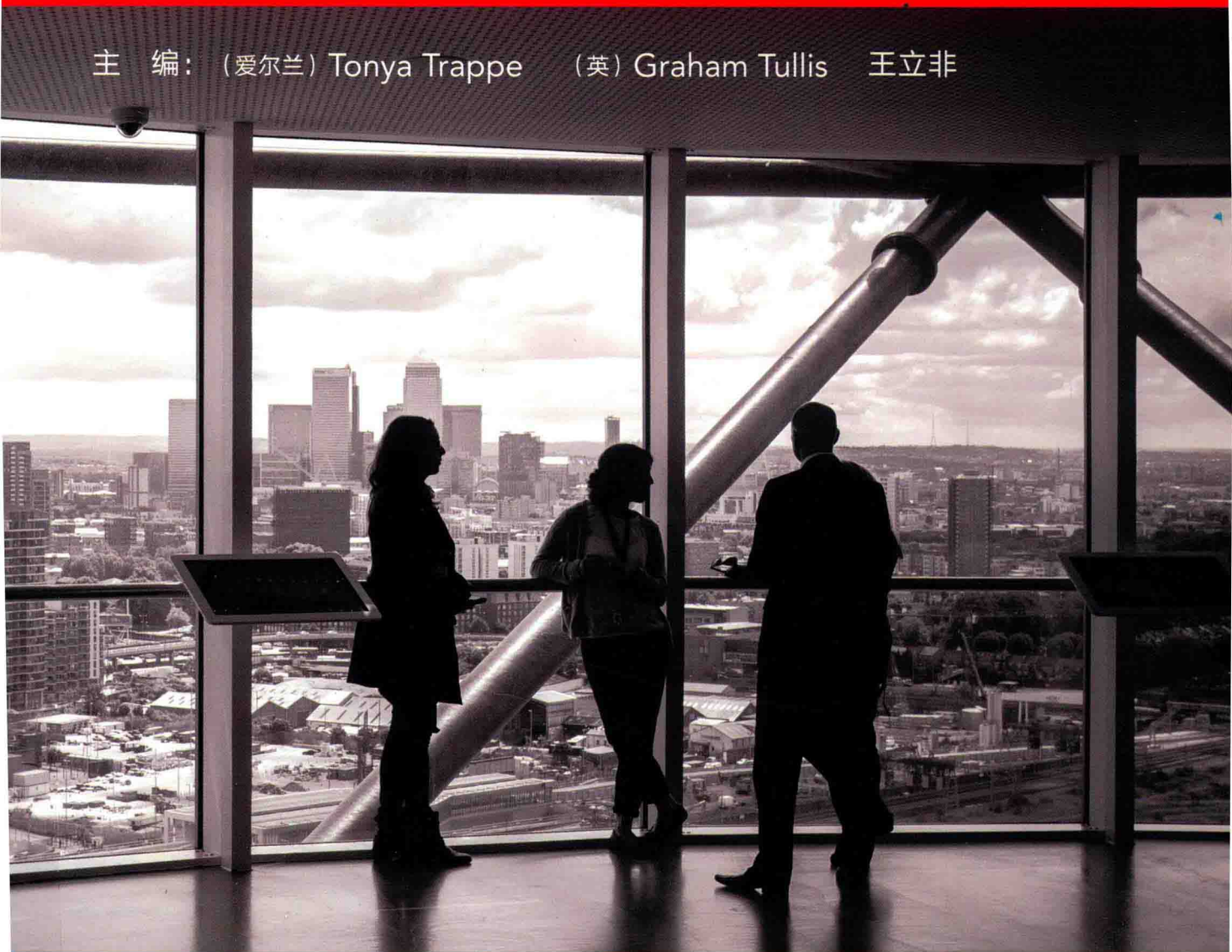


新标准商务英语 综合教程

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INTELLIGENT BUSINESS

主 编：（爱尔兰）Tonya Trappe （英）Graham Tullis 王立非



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

 Pearson

The
Economist



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72401330

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS
北京 BEIJING

 Pearson

京权图字：01-2017-8417

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ENGLISH language adaptation edition published by PEARSON EDUCATION ASIA LTD. and FOREIGN LANGUAGE TEACHING AND RESEARCH PUBLISHING CO., LTD Copyright © 2017

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图书在版编目 (CIP) 数据

新标准商务英语综合教程. 1 / (爱尔兰) 东尼亚·特拉佩 (Tonya Trappe) 等主编; (爱尔兰) 东尼亚·特拉佩 (Tonya Trappe) 等编. — 北京: 外语教学与研究出版社, 2017.12

ISBN 978-7-5135-9732-6

I. ①新… II. ①东… III. ①商务—英语—教材 IV. ①F7

中国版本图书馆 CIP 数据核字 (2018) 第 000245 号

出版人 徐建忠
项目负责 万健玲
责任编辑 万健玲
封面设计 黄浩
版式设计 涂俐
出版发行 外语教学与研究出版社
社址 北京市西三环北路 19 号 (100089)
网址 <http://www.fltrp.com>
印刷 保定市中国画美凯印刷有限公司
开本 889 × 1194 1/16
印张 13.5
版次 2018 年 4 月第 1 版 2018 年 4 月第 1 次印刷
书号 ISBN 978-7-5135-9732-6
定价 52.90 元 (含 MP3 光盘一张)

购书咨询: (010) 88819926 电子邮箱: club@fltrp.com
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编写背景

改革开放以来,我国陆续开展商务英语教学和人才培养,逐渐形成了成熟的人才培养模式,商务英语能力成为国家发展中不可或缺的核心竞争力之一,商务英语学科的建立则是主动适应中国经济国际化对高层次外语人才需要的具体体现。2007年,商务英语专业首次获得教育部批准招生,2012年成为普通高等学校本科专业目录内的正式专业(050262)。目前全国已有300多所高校设立了商务英语专业,招生人数达到数万人。540多所高校设立了英语专业商务英语方向,在校的本科生达到20多万人。商务英语毕业生主要在国家部委、大型国企、跨国公司等单位就业,近年来一直保持高就业率,充分表明商务英语存在着巨大的市场前景和需求。

为进一步提高人才培养质量和教学水平,教育部于2014年启动了《高等学校外国语言文学类专业本科教学质量国家标准》的编写工作,其中包括英语专业、商务英语专业、翻译专业和其他外语专业在内的7个国家标准。《高等学校商务英语专业本科教学质量国家标准》明确规定,商务英语专业应开设综合商务英语核心课程,商务英语综合教程的编写就成为教材建设的一个关键。

为了满足商务英语人才培养的现实需求,为学习者将来步入职场和职业发展打下坚实基础,《新标准商务英语综合教程》系列教材应运而生。

编写理念

《新标准商务英语综合教程》以现代外语教育理论和教材设计理论为指导原则,以《高等学校商务英语专业本科教学质量国家标准》提出的商务英语专业的培养目标要求为依据,将商务英语教学实践应用到教材编写中。《高等学校商务英语专业本科教学质量国家标准》要求培养英语基本功扎实,具有国际视野和人文素养,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,能从事国际商务工作的复合型、应用型人才。

因此,外语教学与研究出版社引进英国培生教育出版集团的 *Intelligent Business* 原版系列教程后,联合对外经济贸易大学编写团队,在充分挖掘教材优势和特色的基础上,按照《高等学校商务英语专业本科教学质量国家标准》要求,结合中国的课堂教学实际情况以及职场发展需求进行本地化改编,推出《新标准商务英语综合教程》系列教材。

本系列教材强调“两个瞄准”、“三个对接”、“四个突出”。“两个瞄准”为瞄准商务英语专业目标和定位,瞄准商务英语复合型和应用型培养模式;“三个对接”指对接商务英语专业1-2 年级基础阶段,对接语言基本功训练,对接综合商务英语核心课程;“四个突出”即突出人文和商务素养,突出思辨创新能力,突出跨文化交流能力,突出国际商务实践技能的培养。

教材特色

1. **真实、地道的商务语言。**精选国际著名期刊 *The Economist* 的文章,篇幅适中,语言地道,国际化特色和时代性鲜明。全部课文围绕国际商务重点知识领域精心编排,有机衔接,实用性和趣味性强。
2. **丰富、灵活的任务设计。**精心设计针对听、说、读、写、译等各项技能的练习活动,将英语学习与商务学习有机融合,相互促进,全方位夯实学生的语言基本功。兼顾商务英语专业四、六级考试的题型和内容,方便组织教学和测评。
3. **专业、实用的商务知识。**根据学习者的知识背景和需求,有针对性地提炼重要商务知识点进行讲解,深入浅出,开拓学生的商务视野。
4. **典型、多维的商务文化。**商务文化讲解简洁明了,重点突出,生动形象,涉及不同国家、不同角度,将商务文化的学习贯穿于整个教材之中。
5. **鲜活、多样的商务案例。**精选真实、典型的商务案例,设计环环相扣的任务,培养学生的问题意识,激发学生分析问题、解决问题的能力。

教材结构

《新标准商务英语综合教程》共四册,每册十个单元,每个单元由以下重要部分组成:

- **Reading** 精选权威期刊 *The Economist* 中的文章,材料新颖、主题典型、语言地道,为学生学习专业的商务语言提供良好素材。

- **Business knowledge** 紧扣单元主题, 精讲相关领域商务知识, 兼顾专业性与实用性, 以拓宽学生的商务视野, 提升商务素养。
- **Language work** 设计针对词、句、段、篇的语言练习, 题型丰富(涵盖词义辨析、中英互译、完形填空、篇章改错和阅读理解等题型), 全方位进行语言训练, 夯实学生语言基础, 提升语言能力。
- **Grammar in use** 针对中国学生在语法方面的薄弱点, 结合实际商务场景, 模拟商务写作、商务情景会话等, 加强语法能力的同时, 强调实际运用。
- **Listening** 选取内容真实、体裁丰富的音频资源, 设计题型多样的听力练习, 循序渐进地提升学生的听力技能。
- **Career skills** 讲解实用、有效的商务技能, 同时辅以商务场景模拟练习, 讲练结合, 以练促学, 提高商务沟通和交际能力, 提升职业素养。
- **Culture at work** 对比不同国家职场文化差异, 引导学生思考本地职场文化, 培养跨文化意识, 提升跨文化能力, 为步入职场打下良好的文化基础。
- **Dilemma & Decision** 展示真实的商务案例, 设计环环相扣的任务, 激发学生思考和解决实际问题的能力。同时, 提供专家解决方案, 有助于学生进行对比学习和反思。

为了帮助学习者进一步掌握写作规范, 本系列教材还提供了与单元写作任务相对应的商务文体写作指南(**Writing guide**), 讲解写作要点, 展示真实范文, 帮助学习者熟悉和掌握常用的商务文体写作规范和技巧。

使用建议

《新标准商务英语综合教程》适合商务英语专业基础阶段一、二年级教学使用, 也可供各类经济管理专业学生、英语专业商务方向的本科生使用。同时, 本系列教材也是企业员工和社会各界人士进行商务英语学习和培训的理想材料。

在编写过程中, 虽然各方已经力求完美, 但难免仍有疏漏, 恳请使用本系列教材的同行和学生批评指正。

编者
2017年12月

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1

Unit

Companies

Reading: A matter of choice

Grammar: Present simple and continuous

Listening: Kellogg School of Management

Career skills: Talking about your job

Culture at work: Hierarchy

Dilemma: The virtue of necessity

Survival of the fittest



Warming up

1 What are the advantages and disadvantages of working for the following types of companies? Which type would you prefer to work for?

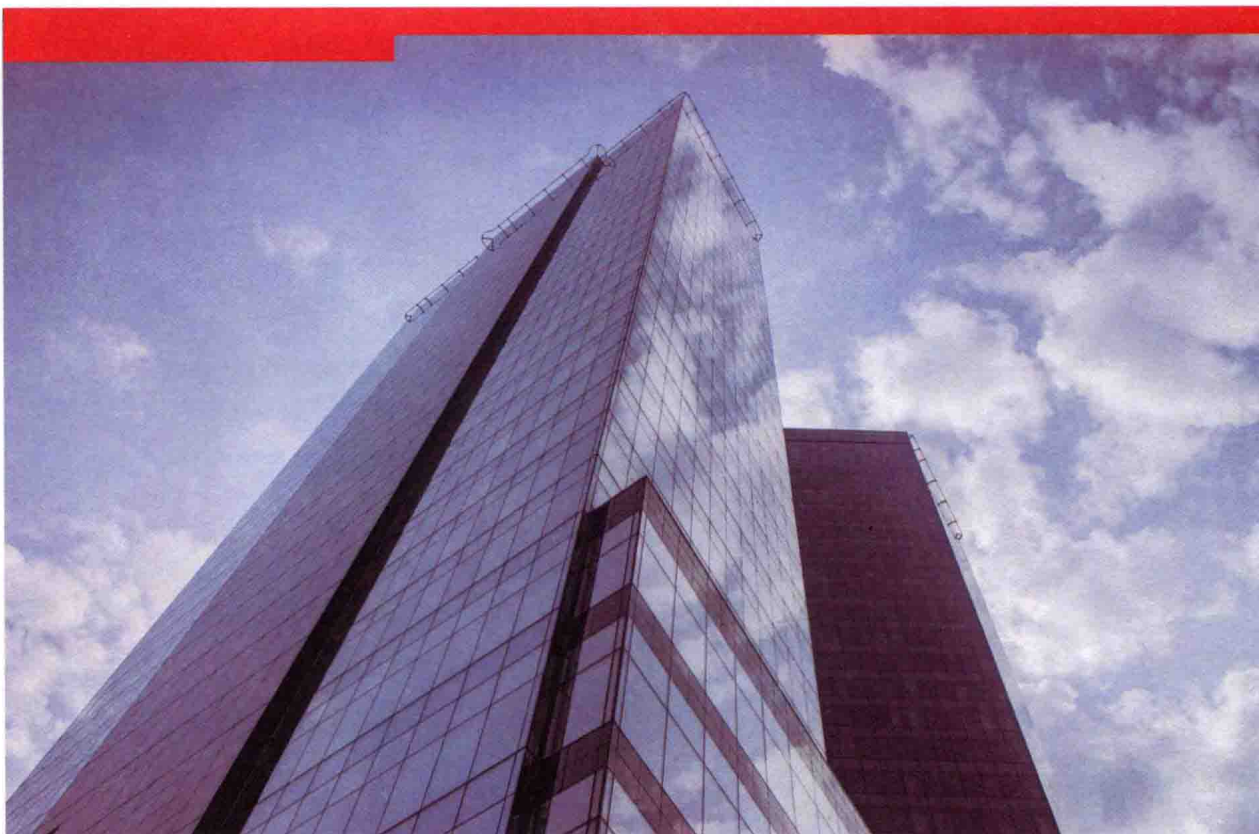
Company types	Advantages	Disadvantages
A large multinational corporation		
A small or medium-sized family business		
A trendy new high-tech company		

2 Read the words or phrases and their explanations. Then complete the following paragraph with the words or phrases. Change the form when necessary.

- multinational:** a company having factories, offices, and business activities in many different countries
- dotcom:** a company that does business using the Internet or provides a service on the Internet
- acquisition:** a purchase of one company by another
- merger:** the joining together of two or more companies or organizations to form a larger one
- shareholder:** someone who owns shares in a company or business
- subsidiary:** a company that is owned or controlled by another larger company
- entrepreneur:** someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks
- asset:** the things that a company owns, that can be sold to pay debts

There are many different types of companies. Most large corporations are public limited or joint-stock companies, which means that _____ who wish to invest in the company can buy and sell parts of the company on the stock exchange. Many are _____ with _____ and _____ in various different countries and they generally engage in _____ with other companies and _____ in order to expand. However, large corporations are increasingly under threat from the growing number of _____ set up by _____.

Reading



Company structure

A matter of choice

That reliable workhorse of capitalism—the joint-stock company looks surprisingly durable. But pressure on it is increasing.

In 1967, John Kenneth Galbraith's *The New Industrial State* argued that the US was run by a handful of big companies who planned the economy in the name of stability.

These were hierarchical and bureaucratic organizations making long runs of standardised products. They introduced “new and improved” varieties with predictable regularity; they provided their workers with lifetime employment and they enjoyed fairly good industrial relations with the giant trade unions².

That world is now dead. The US's giant corporations have either disappeared or been transformed by global competition. Most have shifted their production systems from high-volume to high-value, from standardised to customised. And they have flattened their management hierarchies. Few people these days expect to spend their lives moving up the ladder of a single organization. Dramatic changes are taking place. But where exactly are they taking us? Where is the modern company heading?

There are three standard answers to this question. The first is that a handful of giant companies are engaged in a “silent takeover” of the world. The past couple of decades have

seen a record number of mergers. The survivors, it is maintained, are far more powerful than nation states³.

The second school of thought argues almost the opposite: it says that big companies are a thing of the past. For a glimpse of the future, look at the Monorail Corporation⁴, which sells computers. Monorail owns no factories, warehouses or any other tangible assets. It operates from a single floor that it leases in an office building in Atlanta. Freelance workers are designing the computers while demand is still low.

The third school of thought says that companies are being replaced by “networks”. Groups of entrepreneurs form such a network to market an idea. They then sell it to the highest bidder and move on to produce another idea and to create another firm, with the money being supplied all the time by venture capitalists.

Another way to look at the future of the company is to focus on the environment that will determine it. That environment is dominated by one thing: choice. Technology and globalisation open up ever more opportunities for individuals and firms to collect information and conduct economic activity outside traditional structures. While the age of mass production⁵ lowered the costs of products at the expense of limiting choices, modern “flexible” production systems both lower costs and increase choice. Consumers have more choice over where they spend their money. Producers have more choice over which suppliers to use. Shareholders have more choice over where to put their money. With all that choice around, future companies will have to be very flexible in order to quickly adapt to the changing environments if they are to survive.

Notes

- 1 **John Kenneth Galbraith:** He (1908–2006) was a Canadian-born American economist, public official, and diplomat, and a leading proponent of 20th-century American liberalism. His first major book is *American Capitalism: The Concept of Countervailing Power* (1952).
- 2 **trade union:** A trade union is an organization of workers who have come together to achieve common goals such as protecting the integrity of its trade, improving safety standards, achieving higher pay and benefits such as health care and retirement, increasing the number of employees an employer assigns to complete the work, and better working conditions. The trade union, through its leadership, bargains with employers on behalf of union members and negotiates labor with employers.
- 3 **nation state:** A nation state is a type of state that joins the political entity of a state to the cultural entity of a nation, from which it aims to derive its political legitimacy to rule and potentially its status as a sovereign state. A state is specifically a political and geopolitical entity, whilst a nation is a cultural and/or ethnic one. The term “nation state” implies that the two coincide, in that a state has chosen to adopt and endorse a specific cultural group as associated with it.
- 4 **Monorail Corporation:** It is a personal computer manufacturer. Monorail may have released the first “low-cost,” flat-paneled all-in-one computer with their Pentium-powered lineup in the late 1990s. In 1997, *Fortune* magazine highlighted Monorail as one of the country’s hottest start-up companies.
- 5 **mass production:** Mass production is the manufacture of large quantities of standardized products, frequently utilizing assembly line technology. It is typically characterized by some type of mechanization, as with an assembly line, to achieve high volume, the detailed organization of materials flow, careful control of quality standards, and division of labor. The machinery that is needed to set up a mass production line is so expensive that there must be some assurance that the product is to be successful to attain profits.

Glossary

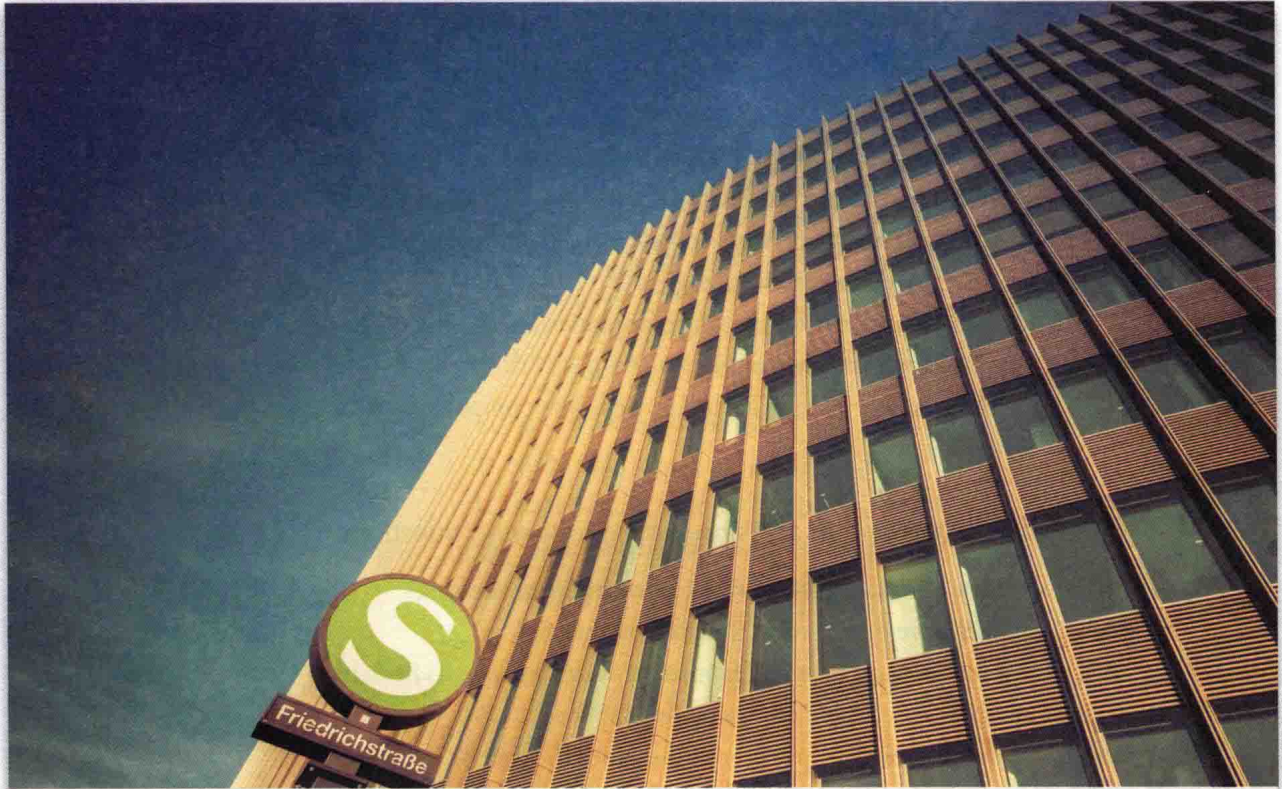
Words & phrases

- 1 **durable** *adj.* staying in good condition for a long time, even if used a lot 耐用的, 持久的
- 2 **hierarchical** *adj.* if a system, organization, etc. is hierarchical, people or things are divided into levels of importance 分等级的
- 3 **bureaucratic** *adj.* involving complicated official rules and procedures 官僚的
- 4 **standardise** *v.* to make all the things of one particular type the same as each other 使标准化, 使合乎标准
- 5 **predictable** *adj.* if something or someone is predictable, you know what will happen or what they will do—sometimes used to show disapproval 可预测的
- 6 **shift** *v.* to move from one place or position to another, or make something do this 移动, 改变
- 7 **customise** *v.* to change something to make it more suitable for you, or to make it look special or different from things of a similar type 定制
- 8 **flatten** *v.* to make something flat or flatter, or to become flat or flatter 使……平坦, 变平
- 9 **maintain** *v.* to make something continue in the same way or at the same standard as before 维持, 保持
- 10 **school of thought** an opinion or way of thinking about something that is shared by a group of people 学派, 思想派别
- 11 **glimpse** *n.* a quick look at someone or something that does not allow you to see them clearly 一瞥, 一看
- 12 **freelance** *adj.* self-employed and hired to work for different companies on particular assignments 从事自由职业的
- 13 **at the expense of** if something is done at the expense of someone or something else, it is only achieved by doing something that could harm the other person or thing 以……为代价

Business terms

- 1 **takeover** *n.* an act of assuming control of something, especially the buying out of one company by another 收购
- 2 **merger** *n.* the joining together of two or more companies or organizations to form a larger one 合并
- 3 **tangible asset** an asset that is physical and can be valued easily, such as buildings, equipment, etc. 有形资产
- 4 **bidder** *n.* someone who offers to pay a particular amount of money for something that is being sold 投标人
- 5 **venture capitalist** someone who invests money in new businesses 风险投资家

Business knowledge



Company types

1. Multinational

A multinational corporation (MNC) is usually a large corporation incorporated in one country which produces or sells goods or services in various countries. The two main characteristics of MNCs are their large size and the fact that their worldwide activities are centrally controlled by the parent companies.

2. Partnership

Partnership is a type of unincorporated business organization in which multiple individuals, called general partners, manage the business and are equally liable for its debts; other individuals called limited partners may invest but not be directly involved in management and

are liable only to the extent of their investments. In a partnership, each partner shares equal responsibility for the company's profits and losses, and its debts and liabilities.

3. Sole proprietorship

A sole proprietorship, also known as the sole trader or simply a proprietorship, is a type of enterprise that is owned and run by one natural person and in which there is no legal distinction between the owner and the business entity. The owner is in direct control of all elements and is legally accountable for the finances of such business and this may include debts, loans, loss, etc.

Understanding the text

1 Read the text and decide whether the following statements are true (T) or false (F).

- () 1 US corporations were hierarchical or bureaucratic making long runs of standardized products.
- () 2 Big companies provided their workers with lifetime employment, but they didn't keep good industrial relations with the giant trade unions.
- () 3 Giant corporations were transformed from high-value to high-volume, from customized to standardized.
- () 4 The author believes that big companies are a thing of the past. The future belongs to small Internet companies.
- () 5 The best way to look at the future of the company is to focus on the environment that will determine it.

2 Read the text again and answer the following questions.

- 1 What were the characteristics of US corporations in the past?
- 2 What changes have occurred to those corporations?
- 3 What is meant by "Most have shifted their production systems from high-volume to high-value ..." in Paragraph 3?
- 4 What different types of future companies does the author mention?
- 5 Why does the author believe there is not one definite type of future companies?
- 6 What does the author believe to be the key to survival for companies in future?

3 Complete the following summary of the text.

The modern company is heading for _____ directions. The first is that a handful of _____ are engaged in a(n) _____ of the world. A record number of _____ happened in the past couple of decades. The second school of thought argues that big companies are _____. Monorail Corporation, which sells computers, owns no factories, warehouses or any other _____. The third school of thought says that companies are being replaced by _____. _____ form such a network to market an idea. They then sell it to the highest bidder and move on to produce another idea and to create another firm, with the money being supplied by _____.

4 Discuss the following questions in groups.

- 1 Would you prefer to be a freelance worker or employed with a fixed salary?
- 2 What are the advantages and disadvantages of each situation?

Language work

1 Find the words in the text that describe the people who:

- 1 work independently or on short-term contracts _____
- 2 are willing to take risks _____
- 3 are willing to invest in new and/or risky business projects _____
- 4 express a wish to buy something _____
- 5 make goods _____
- 6 own part of a company _____

2 Match the words or phrases with their explanations.

- | | |
|-------------------------|--|
| 1 bureaucracy | A goods of the same quality and design |
| 2 flattened hierarchy | B inflexible system of administration |
| 3 standardized products | C rent a building on a temporary basis |
| 4 lifetime employment | D more middle than senior managers |
| 5 merger | E buildings and machinery a company owns |
| 6 customized | F permanent jobs |
| 7 tangible assets | G made for a particular user |
| 8 lease | H when two companies become one |

3 According to the text, which of the following types of companies do the words from Task 1 and Task 2 refer to?



Corporations of the past

bureaucracy



Today's multinationals

freelancer

All of them



Online companies

entrepreneur

4 Complete the following sentences with *by*, *for*, *of*, *on*, *to* or *with*.

- 1 Shares in corporations are usually sold _____ the Stock Exchange.
- 2 One advantage _____ working for TBF is the career structure.
- 3 Who is responsible _____ staff development in this department?
- 4 The key _____ survival for most companies is flexibility.
- 5 Companies need to be able to adapt _____ a changing environment.
- 6 A team of ten people reports _____ the IT manager.
- 7 Many companies used to provide workers _____ lifelong employment.
- 8 The Head of Procurement is in charge _____ purchasing.
- 9 Traditional companies are being replaced _____ networks of companies working together.
- 10 Which division deals _____ issues related to patents?

5 Fill in the blanks with the words from the box. Change the form when necessary.

shift maintain predict transform volume standardize

- 1 Since the details of the Paris attacks were revealed, the tragedy in Brussels becomes _____.
- 2 It is a funding platform for ministries and individuals to help raise funds, having a larger impact on the _____ of lives.
- 3 The project helps provide a more accurate and timely assessment of US crude oil production _____.
- 4 No matter how careful the _____ is, all vehicles need to be repaired sometimes.
- 5 Notice also that the distribution is _____ to higher speeds at a higher temperature.
- 6 At first there were several competing designs of electric plug-sockets, but these were _____ in the 1920s.



6 Paraphrase the following sentences from the text.

- 1 They introduced “new and improved” varieties with predictable regularity.
- 2 The first is that a handful of giant companies are engaged in a “silent takeover” of the world.
- 3 The survivors, it is maintained, are far more powerful than nation states.
- 4 They then sell it to the highest bidder and move on to produce another idea and to create another firm, with the money being supplied all the time by venture capitalists.
- 5 Technology and globalisation open up ever more opportunities for individuals and firms to collect information and conduct economic activity outside traditional structures.