

经管 专业英语教程

SELECTED ENGLISH
READINGS OF
BUSINESS

秦一琼 郁文蕾 曹毅然 主编



华东理工大学出版社
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS

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前言 | FOREWORD

中国的经济正以前所未有的速度和程度融入世界的发展,这样的新形势对既有专业技术知识又有外语交流能力的人才提出了要求。商学院是培养这些高素质复合人才的摇篮,其专业英语课程多年来一直在致力于将英语学习和商务、管理、经济等专业知识的吸收融为一体,并取得了一定的成效,市场上出版了不少商务英语或经贸英语的阅读教材。我们编写本书时也考虑到要增加一些自己的特色。

本教材的编写者都是多年在商学院从事本科和在职工商管理硕士专业的商务英语教学的资深教师,有的具有丰富的企业培训经历,能准确把握职场对英语这门工作语言的需求;有的是多年的托福和雅思培训教师,深谙英语教学和测试的规律。2008年,我们曾编写和使用过类似的教材,反馈很好,学生收获很大,这使得“专业英语”成为一门深受学生喜爱的必修课程。我们深知,课堂教学时间宝贵,有效的学习资料能使学生的学习收到事半功倍的效果。借此书重新编写之际,我们与时俱进,更新了专题,从专著、学术期刊、报纸、杂志中和网站上精心择取了与授课专题有关的选文,旨在帮助学生巩固和扩充词汇,提高阅读和分析能力,从不同侧面了解专业知识,追踪当今商业、管理和经济领域的最新动态,开阔视野。因学生基础各异,为了方便教学使用,我们在挑选时难易兼顾:第一篇选文语言相对规范,结构工整,以介绍专题所涉及的核心概念和思想为主;第二篇选文则更贴近现实和前沿,具有时代气息,并融合思想观点的碰撞。

本书主要面向已经完成基础阶段英语学习的在读大学生,尤其是商学院的学生,所以涵盖的内容涉及了商务、经贸和管理最为重要的领域,并尽可能照顾工商管理、经济金融和管理工程等各大类专业的学生。全书共分15个单元,每个单元择取两篇选文,供课堂教学或课后补充阅读使用。课文后面均附有生词、短语注释以及专业术语和固定习语的列表,并配有多种形式的练习:有基础的词汇巩固,有传统的语篇分析和理解,有信息的整合和提炼,有小型的案例应用和讨论。不求多但求精,旨在让学生及时消化所学,并激发其思考和增强其知识内化的能力,学有余力者还可以按课后要求做些小型调研项目,启动学术写作的基础训练。

感谢华东理工大学商学院经济系主任王晓光教授为促成本书出版所提供的鼎力支持。本书第1—5单元由郁文蕾老师编写完成,第6—10单元由曹毅然老师编写完成,第11—15单元由秦一琼老师编写完成。秦一琼老师安排了本书的体例并对全书做了统稿。

受编写时间的限制,本书难免有不足之处,望读者指正并提出宝贵意见。

最后,祝同学们学有所获。

编 者

2015年11月

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Unit **1**

Career Management

TEXT A

Career Management and Development

1. Career is an individual's journey through learning, work and other aspects of life. It is a person's chosen profession or occupation, the general course or progression of your working life or your professional achievement. It refers to the progress and actions taken by a person throughout a lifetime, especially those related to that person's occupations. A career is often composed of the jobs held, titles earned and work accomplished over a long period of time, rather than just referring to one position. A career may include several jobs.
2. While employees in some cultures and economies stay with one job during their career, there is an increasing trend to employees changing jobs more frequently. For example, an individual's career could involve being a lawyer, though the individual could work for several different firms and in several different areas of law over a lifetime.
3. Career path is 1. Career path requires an employee to take an honest look at his or her career goals, skills, needed knowledge, experience, and personal characteristics. Career path requires the employee to make a plan to obtain what is necessary in each of these areas to carry out his or her career plan. With a written career path plan, the employee can approach Human Resources and his or her supervisor for assistance in making the plan happen.
4. Career management is 2. The outcome of successful career management should include personal fulfillment, work/life balance, goal achievement and financial security. Career Management ensures others know about you and your value. Although Career Management is one of the phases of career development planning, it is deliberately front and center since activities related to career management are relevant to all the other phases. Also, career management, unlike the other phases, is a continuous process that occurs throughout one's career and not just at discrete times. It may be helpful to think of career management as a philosophy and set of habits that will enable you to achieve career goals and develop career resiliency.

5. Successful career management is accomplished through regular habits of building relationships, engaging in career development conversations, updating your career development plan, and setting new goals as life and career needs change. Being proficient at career management also means possessing basic skills related to job searching and managing changes in a resilient manner.
6. Career development is 3. It is the process by which employees progress through a series of stages. Each stage is characterized by a different set of developmental tasks, activities, and relationships.
Career stages:
 - Exploration
 - Establishment
 - Maintenance
 - Disengagement
7. The Internet has definitely changed the way we look for jobs today. It has made job searching easier but also more challenging. Because hundreds and perhaps thousands of candidates may be applying for an advertised position, you must do everything possible to be noticed and to outshine the competition. You must also look beyond the Internet.
8. You may think that the first step in finding a job is writing a résumé. Wrong! The job-search process actually begins long before you are ready to prepare your résumé. Regardless of the kind of employment you seek, you must invest time and effort getting ready. You can't hope to find the position of your dreams without (a) knowing yourself, (b) knowing the job market, and (c) knowing the employment process.
9. One of the first things you should do is to obtain career information and choose a job objective. At the same time, you should be studying the job market and becoming aware of significant changes in the workplace and hiring techniques. You will want to understand how to use the latest Web resources in your job search. Finally, you will need to design a résumé and cover letter that can be customized for small businesses as well as for larger organizations that may be using résumé-scanning programs.
10. Your career development starts just from here!

Source: Adapted from <http://hrweb.berkeley.edu/learning/career-development/>.

Useful words, expressions and terms

1. career: *n.* 职业生涯, 事业
2. occupation: *n.* 职业
3. career path: 职业道路
4. career management: 职业生涯管理
5. personal fulfillment: 个人成就, 自我实现
6. financial security: 经济保障, 金融安全
7. career development: 职业生涯发展
8. phase: *n.* 阶段
9. discrete: *adj.* 不连续的
10. career resiliency: 职业生涯韧性, 指在职业生涯受到威胁或压力等消极因子影响时, 个人以积极方式进行自我平衡、从创伤中恢复
11. proficient: *adj.* 熟练的, 精通的
12. disengagement: *n.* 离职

Exercises

Task 1

The following statements about individual's role in career development are out of order. Please put them in the right sequence of order.

- A. Follow through on realistic career plans
- B. Utilize development opportunities
- C. Assess your interests, skills, and values
- D. Talk with your manager about your career
- E. Establish goals and career plans

Task 2

The following statements are definitions about **Career Path**, **Career Management** and **Career Development**. Please choose the best statement from A to C below to fill in each of the gaps in the text.

- A. the lifelong series of activities that contribute to a person's career exploration, establishment, success, and fulfillment
- B. the combination of structured planning and the active management choice of one's own professional career
- C. the lines of advancement in an occupational field within an organization

Task 3

Vocabulary: Fill in the blanks of the sentences with appropriate words or expressions from the following list. Change the word form when necessary.

personal fulfillment	phase	financial security	disengagement
proficient	discrete	career development	resilency

- Our HR department is distributing questionnaires concerning the retirees' health insurance and _____ from a job.
- This is known as a comparative advantage — an individual has an advantage in production of a specific service if they are relatively _____ at producing that service

over other services.

3. During this _____, we suggest that you look at two related topics.
4. Social structures are not _____ objects; they overlap and interweave.
5. This insurance policy promised to give her absolute _____ for the future.
6. While growth is slowing, many experts say that China's economy is showing surprising _____ to the global economic downturn.
7. There are two basic functions of learning: _____ and the progress of society.
8. Our company's ongoing success offers team members unsurpassed growth and _____ opportunities.

TEXT B

How to Create Employee Loyalty

1. In 2009 and 2010, job-hopping among white-collar employees in China reached a peak level. At that time, any good employee would leave a job within a year, or even a few months, if a competitor offered higher compensation. Headhunting from competitors was and still is common in China, and companies are in danger of losing a substantial amount of money, not to mention the time consuming process of replacing a good employee.
2. Since then, the market has changed, partially due to the fact that some companies have made it clear in the hiring process that a long record of short employment is a negative reference. Furthermore, the urge to shift to another job has diminished as SOEs began laying off a lot of people, and entry-level position in foreign companies have become hard to come by, even for English speaking graduates.
3. Despite these changes, the matter of how to establish a long-term commitment from employees towards the company is currently a hot topic in China. Companies are realizing that even perfect employees need to be mobilized, developed and motivated to stay on and produce value, both for the organization and for its customers. ____ 1 ____ . The following 10 steps are key issues that will help enable a company establish employee loyalty.
4. **10 Steps to Creating Employee Loyalty**
 - 1) Pay and the increase of compensation is the most commonly used benefit, and the rise of wages in China in the last few years shows that this benefit has been widely applied. It is important to realize, though, that to attract good employees you do not necessarily have to offer top wages with each new hire. By creating an attractive package of benefits such as those below, you can settle for offering a competitive salary to retain employees.
 - 2) Creating a career plan is probably the most efficient means for establishing employee loyalty. ____ 2 ____ . This will also create a clear image that the more experience they gain, the more responsibility they will receive. When planned in co-operation with

the employee, a career plan will encourage the feeling of having influence on one's options, an intangible asset which is valued universally. Be aware, though, that Chinese professionals are not likely to voice their dissatisfaction if they feel under-challenged; they are more likely to look for another job.

- 3) Other benefits that are attractive to employees are various kinds of insurance. In the United States, benefits are available to the employees for them to pick and choose themselves. It might be possible to export these ideas to China, as the social security system is moving away from SOE-provide benefits. ____ 3 ____.
- 4) Training is essential in retaining Chinese employees, since they are very interested in gaining new skills and qualifications that will enhance their professional prospects. Training will not be excessively successful if it is related exclusively to the tasks to be performed. It is also highly motivating and creates a goal worth aiming for when training addresses other interests of the individual employee.
- 5) A learning environment can also stimulate loyalty. The possibility of learning new things at the job regularly activates the interest and motivation of employees, and this will lead to higher job satisfaction — one of the keys to keeping good employees.
- 6) Regularly held evaluations and reviews give employees and managers a possibility to correct wrongs before both parties become frustrated about sometimes minor problems. It is important to focus on these means as a way to improve the situation, not as a way to monitor or control employees or get rid of the less performing ones.
- 7) Regular business meetings to get employee inputs and make improvements.
- 8) Recognize good work both financially and non-financially. Letting people know when their work is appreciated helps build good working conditions and a desire to stay and offer more.
- 9) Provide good working conditions and skillful management means providing a safe and pleasant workplace. A recent trend shows that the local employees are very conscious about management performance.
- 10) Make working fun and interesting and loosen up the atmosphere. Having worked through these steps, there are still a few points to be aware of in applying them. Employee recognition is not just a standard means to employee loyalty. If informal or formal rewards, recognition programs, or other incentives are to be used, a few rules need to be followed in applying the steps.

5. Tailor the Benefits

First of all, the basis of the employee and management level has to be working. Management needs to be aware of the employees cost, and worth. The often heard