

★ 中央电视台教育节目用书

# 新世纪美语

*21st Century American English*



商业贸易

*Business Activities*

海南(三环)出版社

# 新 世 纪 美 语

21st Century American English

## 商 业 贸 易

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**新世纪美语**

商业贸易

主编:冯存礼

编著:陈卫东 冯存礼

田 勇 李载涛 卫淑霞

Gretta Thomas

Gray Lyan

责任编辑:符国栋

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## 前 言

在即将到来的 21 世纪,全球面临的仍然是和平与发展两大主题。各个国家之间的交往与联系,将更加频繁紧密。《新世纪美语》教材适应上述形势的需要,在世纪之交的时刻问世,为人们提供了进行国际交往的语言工具。

有些人学习了多年的外语,却常有学而难用的困扰,尤其缺乏听、说方面的表达能力,不能够用外语进行交际。《新世纪美语》即是为已经入门的学习者,渴望进一步提高外语水平,特别是为提高听、说的能力而设计编排的。这套教材遵循功能教学的方法,在讲述语言结构规则的同时,更注重语言的使用规则。用生动的语言材料,培养学习者掌握实用的交际本领。

《新世纪美语》从学习者实际出发,把在对外交往中使用较多、范围较广的一些题材编辑成“生活天地”、“社会交际”、“工作就业”、“商业贸易”四册专集。以对话为主,文化背景知识为辅。用生动的画面,标准的语言对白,表现各种人物在不同场合,不同的对象所使用的得体语言。力求把学习的过程变为在实际场景中的交际过程,达到既定的学习目标。

这套教材所突出的交际功能和实用功能,会使那些学而难用或在听、说方面长期徘徊不前的学习者,有一个根本性的突破。对于报考英语四、六级和其他职称等级的应试者,也会有实际的帮助。

本教材概括有以下特点:

1. 紧跟时代。课程的内容及语言材料,反映了世纪之交现代美语的特点,语言规范,运用得体;
2. 实用性强。课程中的对话,均来自生活实际,通过音像演示,展现真实的交际过程,培养学习者使用美语的组织与表达能力。
3. 文化注解。针对东西方不同的生活习俗和文化差异,每课附

有文化背景介绍,提供交际中必备的文化知识。

4. 语文规范。由美籍教学专家主持讲解。情景对话,生动有趣,活泼自然。促进学习的功效。

《新世纪美语》已作为中央电视台的外语教学节目,将于1997年6月,向全国播出。本教材在编写过程中,北京语言学院美籍教师Gretta Thomas女士对全书进行了审校和修改。在教材出版之际,谨向Mrs Gretta Thomas表示衷心的感谢!

由于水平有限,对教材中编写不当之处,恳请读者批评指正。

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## PEOPLE ARE A COMPANY'S GREATEST ASSET

公司最大的财富是人

### DIALOG



(James is a manager of a branch office of a large company. He is speaking with Fred, who is a new employee.)

James: Fred, this is a large company, and we are only one branch out of over a hundred. But while you're working for this company, there is always one thing you should remember. People are a company's greatest assets.

Fred: Well, I'm glad to hear you say that. This is my first job and,

to tell you the truth, I was afraid that in a large company, I might get lost.

James: Oh, don't worry about that. Let me explain what I mean. Do you know how many people work in this office?

Fred: Well, not exactly.

James: There are over two hundred people in this office alone. Multiply that by 100 offices and you get 20,000 people in the whole company.

Fred: That's a lot of people, sir, but could you tell me what you mean when you say that people are the company's greatest assets?

James: Yes. That's the most important thing. Because the company is so big, the president, the vice presidents, and even the managers can't make all the decisions. So we have to rely on everyone in the company to do his or her job well. If they don't, then the company will go bankrupt.

Fred: I see what you mean. So, with all the computers and all the officers, and all the buildings and branches, the most important thing is the people.

James: Yes, and everybody is expected to do his job well and without much supervision. You see, everyone is very busy. So you have to be self-reliant.

Fred: Well, sir, thank you for telling me.

James: Fred, I'm your boss, but from now on, please just call me James. People are the most important thing, and if we're going to work well, we should use first names. This is a company policy. So from now on, it's James. All right?

Fred: Yes. All right. . . . James.



(詹姆士是一家大公司分公司的经理。他正和公司的新雇员弗瑞德谈话。)

詹姆士:弗瑞德,这是一家大公司,我们只是百余家分公司之一。可当你为本公司工作的时候,你应该记住一件事:公司最大的财富是人。

弗瑞德:嗯,很高兴听到您这么说。这是我第一次工作,不瞒您说,在一家大公司里,我怕我会不知所措。

詹姆士:噢,不用担心。让我解释一下我的意思。你知道有多少人在这个分公司里工作吗?

弗瑞德:嗯,不太清楚。

詹姆士:单在这个分公司里就不止二百人。再乘以一百个分公司,整个公司就有二万人。

弗瑞德:人真不少,但您能告诉我“公司最大的财富是人”是什么意思吗?

詹姆士:可以。那是最重要的事。由于公司太大了,总经理、付总经理和经理们不能决定所有的事。我们必须依靠公司的每一个人做好他们的工作。否则公司会倒闭。

弗瑞德:我明白您的意思了。公司虽然有很多计算机、干部、大楼和分公司,但最重要的还是人。

詹姆士:是的。公司希望每个人在不需太多的监督下把工作做好。你看,每个人都很忙,所以你必须自立。

弗瑞德:先生,谢谢您告诉我这些。

詹姆士:弗瑞德,我虽是你的上司,但从现在起,请叫我詹姆士。人是最重要的,而且如果我们要合作无间的话,在称呼上也应从简,这是公司的政策。所以从现在起叫我詹姆士,好吗?

弗瑞德:好的,詹姆士。

## KEY WORD

branch office	[brʌntʃ'ɒfɪs]	分公司
asset	['æset]	(n) pl. 资产, 财富(常用复数)
get lost	[get lɒst]	困惑, 迷失
multiply	['mʌltiplai]	(v) 乘
whole	[həʊl]	(a) 全体的, 整个的
president	['prezɪdnt]	(n) 总统, 总裁, 总经理
vice president	[vaɪs 'prezɪdnt]	副总统, 副总裁, 副总经理
rely	[rɪ'laɪ]	(v) 依靠
bankrupt	['bæŋkrɒpt]	(a) 破产, 倒闭
computer	[kəm'pjʊtə]	(n) 计算机
officer	['ɒfɪsə]	(n) 干部, 军官
supervision	[ˌsju:pə'vɪʒən]	(n) 监督
self-reliant	[ˌself rɪ'laɪənt]	(a) 自立的, 无需外援的
call	[kɔ:l]	(v) 称呼
company policy	['kʌmpəni'pɒlɪsi]	公司政策

## WORD STUDY AND IDIOMS

*only one...out of a hundred* 仅是百中之一

We're only one company out of thousands.

我们只是几千家公司之一。

*to tell you the truth* 实话实说, 不瞒你说

To tell you the truth, I have never thought about that before.

不瞒你说, 我从未想过那件事。

**afraid that** 害怕, 恐惧

a. I was afraid that you were going to say no.

我怕你会拒绝。

b. I was afraid that you wouldn't come.

我怕你不来。

c. He has no reason to be afraid that he will fail the exam.

他没有理由害怕他会考试不及格。

**get lost** 困惑, 不知所措, 走开

a. It's not so easy to get lost in a small company.

在小公司里不易感到困惑。

b. I told him to get lost.

我让他走开。



**go bankrupt** 破产, 倒闭

a. If he makes any more bad investments, he will go bankrupt.

如果他再投资失误, 他就要破产了。

b. That business went bankrupt because of bad management.

由于管理不善, 那家企业倒闭了。

这里 go 是 become 的意思, 后跟形容词。例如:

Her hair has gone gray.

她的头发花白了。

**be expected to...** 预料, 期望

a. We are expected to be at the meeting before nine.

我们应该九点之前到达会场。

b. Everyone is expected to work well.

公司期望每个人都好好工作。

*just call me* 叫我…即可

Don't call me sir; just call me Ted.

别叫我先生,叫我泰德就可以。

*first name* 名 *last name* 姓

关系较密切的人们彼此称呼用 *first name*; 用 *last name* 称呼时前面要加上头衔,如 Mrs Klein, Dr. Johnson, Professor Wilson。

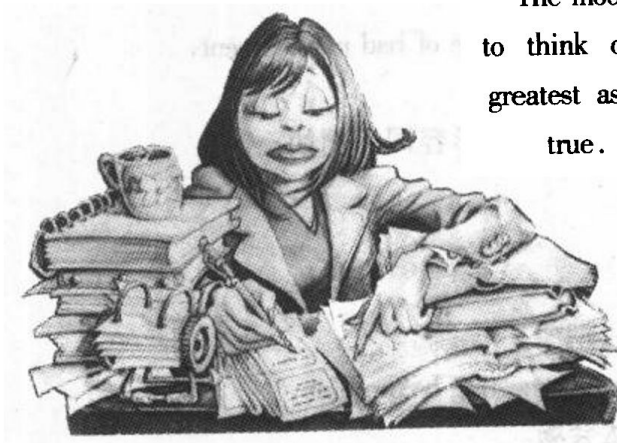
a. We are on first name terms.

我们关系不错,可以直呼大名。

b. It was unusual that he called me by my first name.

他直接叫我的名字,有点不寻常。

### CULTURE NOTES



The modern concept of business is to think of people as a company's greatest asset. And in fact, this is true. In large, well-organized

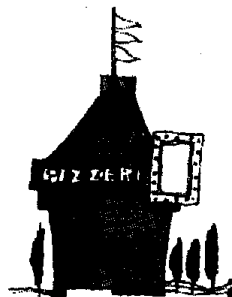
companies, people are treated very well by the company and respected for their ability to do good work. Of course, if a person does not do

good work, he will not keep his job. He will be fired. The modern business firm believes that people are its greatest assets only if those people are treated fairly and paid well. In most Western countries as well as most

countries in Asia, the owners know that if a company does not treat its employees well, it will not make as much money as it could. Therefore, it is a common belief that people are a company's greatest asset.

现代的商业观念是把人员看作是公司最大的财富。而事实也是如此。在组织良好的大公司里,公司善待员工,尊重他们做好工作的能力。当然,如果某人工作不力,他就难保这份工作。他会被解雇。现代的公司相信,只有公平地对待员工并支付优厚地待遇,员工才是公司最大的财富。在大多数西方及亚洲国家,雇主们知道如果不善待员工,公司的盈利就不会那么大。因此,“公司最大的财富是人”就是他们的共同信念。

operate	['ɒpəreɪt]	(v) 运行,操作
fire	['faɪə]	(v) 解雇



## EXERCISES

1. **Choose the Best Answer to Fill in the Blank** 用最恰的选择填空:

1. This is a large company, and we are only one branch \_\_\_\_\_ over 100.
  - a. out
  - b. about
  - c. out of
  - d. approximately
2. I was afraid that in a large company, I might get \_\_\_\_\_.
  - a. lose
  - b. lost

- c. loss
- d. loosed

3. Could you \_\_\_\_\_ what you mean by that?

- a. talk me
- b. say me
- c. tell me
- d. offer me

4. Because the company is so big, we have to \_\_\_\_\_ on our people.

- a. rely
- b. reliable
- c. reliant
- d. realize

5. Don't call me sir; from now on just \_\_\_\_\_ John.

- a. tell me
- b. give me a call
- c. call me
- d. ask me



## 2. *Identify the Underlined Part That Is Wrong* 挑错:

1. While you're work, there is always one thing you should remember.

a

b

c

d

2. In modern times, people believe that people are a companies greatest

a

b

c

d

assets.

3. Multiply 2 by 4 and you are getting 8.

a                  b                  c                  d

4. We have to rely everyone in the company, or we'll have trouble.

a                  b                  c                  d

5. Everyone is expecting to do a good job for the company; otherwise

a                  b

we'll lose a lot of money.

c                  d

### 3. Reading Comprehension 阅读短文并回答问题:

These days, many people complain because they are afraid that computers are taking over people's jobs. But, in most cases, computers only take over work that people find boring and unsatisfying. This allows those people whose work is taken over by a computer to develop a much more important talent: That talent is for making decisions based upon what the computers tell them. This is one way to look at people as a company's greatest assets. Think about it. What would a company be without all of the thousands of people who work in it every day? Do you think people are a company's greatest assets? Or do you think that computers are a company's greatest assets?

1. What is the main idea of this passage?

- a. Computers are important to a company.
- b. People are a company's greatest assets.

- c. People are not really a company's greatest assets.
2. According to the passage, what do many people complain about these days?
- a. Companies.
  - b. People
  - c. Computers.
3. What does the writer of this passage believe?
- a. Computers are sometimes a problem.
  - b. Computers are actually helpful to people in a company.
  - c. Computers should replace people so the company can make more money.
4. What could those people do whose work is taken over by computers?
- a. Develop more important talent.
  - b. Remain jobless and miserable.
  - c. Find a job that has nothing to do with a computer.
5. What is one way to look at people as a company's greatest assets?
- a. Use computers to make decisions.
  - b. Replace people with computers.
  - c. Let people have the power to make decisions.

**4. Listening Comprehension** 听录音带, 选出最恰当的答案:

1. Q1: a. Yes.  
b. No.

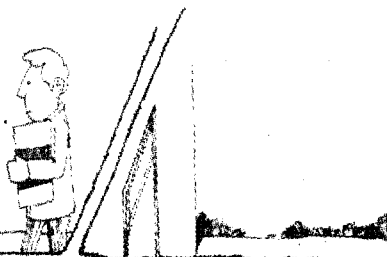


c. Of course

Q2: a. Ten.

b. One hundred.

c. One thousand.



2. Q1: a. This is his first job.

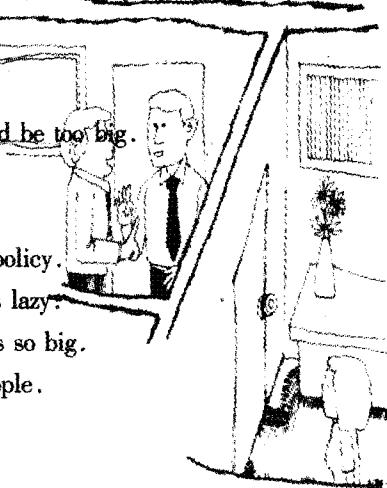
b. This is his second job.

c. This is his third job.

Q2: a. His new boss.

b. That the company would be too big.

c. His third job.



3. Q1: a. Because it's company policy.

b. Because the manager is lazy.

c. Because the company is so big.

Q2: a. To depend on other people.

b. To be independent.

c. To be selfish.

4. Q1: a. Work under close supervision.

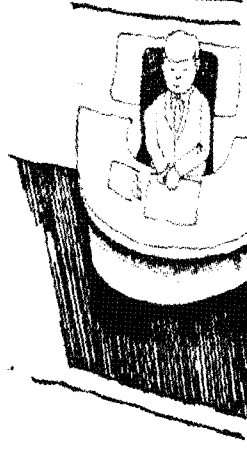
b. Work without much supervision.

c. Be busy.

Q2: a. Because everybody is so busy.

b. Because this is his first job.

c. Because supervision is important.



5. Q1: a. Mr Green.

b. Boss.

c. Paul.