

新东方报刊英语

选读

胡 敏
[英] Paul White

编著

世界图书出版公司

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(第一册)

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前 言

现在各类企业都要求应聘者有较强的英语阅读能力,四六级、研究生入学考试、托福、雅思、GMAT、GRE 等各类考试中阅读占了很高的比例,如何在短期内从知识上、技巧上、感觉上实现阅读理解的突破,是广大英语学习者的共同难题。本书正是针对这一难题而编写的。

本书所选文章为最新英语时文,内容涵盖国际时事、经济文化、社会生活、科学技术、文学艺术、风云人物等各个方面。

本书有如下几个特点:

1. 选材针对性强、信息量大,所选文章不但题材广泛、体裁多样,而且内容新颖、语言优美,有利于读者扩大词汇量,适合不同层次的读者使用。
2. 通过大量鲜活的、原汁原味的语言材料,提高学员的感性认识,从而在语感上实现大的突破。
3. 文章长度适中,适合定时操作和制定阅读计划,也适合精读与背诵。
4. 所配练习难度适中、科学性强,对提高阅读理解能力和写作水平有很大的帮助作用。
为帮助读者全面检查自己的学习水平和训练效果,书后还提供了参考答案。
5. 词汇注释准确、详细,为读者阅读时扫清语言障碍提供了最直接、最有效的帮助。

参加本书编写的有:新东方学校执行校长胡敏老师和资深英国专家 Paul White。

在本书编写中,作者有幸得到新东方学校校长俞敏洪老师、副校长王强老师的关心和指导,在此谨表感谢!

编 者

2000 年 12 月于北京

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Unit One

The Long March

Starting Time: Minutes _____ Seconds _____

“Made in China” lost its novelty long ago. The label has become ubiquitous in much of the world, affixed to shoes, toys, apparel and a host of other items produced for global companies. What is a novelty, however, is China-made goods sold under Chinese brand names. Only a handful of Chinese firms so far have the money and the management expertise to establish international brands; most of the vast remainder are struggling to attain even national recognition. But the pioneering companies testing the waters overseas could be on the threshold of something big.

Some believe that individually, with the help of enterprising local management or eager multinational partners wanting to add new products to their stable, Chinese brands could become a global phenomenon within a decade, marketed on quality and exotic appeal, as well as competitive pricing. Says Viveca Chan, Hong Kong-based managing director at Grey China, an advertising agency: “If there’s one country in the world that has ample potential for taking brands global, it’s China.”

In the short-term, the strongest promise is in Chinese medicine,

herbs and specialty food, as well as goods that play to the romantic foreignness of China—whether in cosmetics, fashion or music. Says Kevin Tan, general manager for China of market-research firm Taylor Nelson Sofres in Shanghai: “There’s still a lot of mystique associated with China. If you’re taking something like cosmetics, which is image-driven... suddenly you’ve got a strong player.” Also making a bid to go global are a few trendsetting Chinese beverage and beer brands. Further down the road there is brand-potential for products such as home appliances that can offer quality at a competitive price.

Some of these brands will eventually go abroad via joint ventures or mergers and acquisitions. For their foreign owners, the brands will provide speedier access to China’s consumer market and distribution channels, while at the same time serving to complement the owners’ premium brands in global markets.

But building a brand takes time, money and marketing savvy. Some Chinese brands have nudged into the international market on the back of competitive pricing, but have also utilized other strategies. Jianlibao has highlighted its Asian appeal, presenting itself as the preferred rehydrating sports-drink of China’s athletes, while Meidi, an air-conditioner maker, is pushing for greater brand recognition. Others like Haier, one of China’s leading home-appliance producers, have pointedly steered away from price, competing instead on product quality and an efficient distribution and after-sales service. In another example, the American direct investment firm, Asian Strategic Investments Corp., or Asimco, has positioned its recently acquired Five Star beer as a premium brand.

Of course, global sales don’t mean global brands, as Grey

China's Chan points out. And it's still early days for Chinese companies. For a start, investment funds for brand promotion are hard to come by, says Chu Liangjin, the Qingdao-based director of the overseas division of China's Tsingtao brewery. "No more than 5% of our total export sales can be reinvested in promoting our brand overseas", explains Chu.

Although targeted at SOEs (state-owned enterprises)—private companies have greater spending freedom—the 5% limit is bound to hamper Chinese brands. Jianlibao, for example, has invested about \$10 million to sell its brand in the U.S. market, but Li Jingwei, the company's general manager, knows that's just a drop in the bucket. Sitting in his office at Jianlibao's industrial complex in Sanshui, a 40-minute drive from Guangzhou, Li reckons that to successfully generate brand recognition among Americans, the company needs to spend at least \$50 million—100 million on marketing. He has no doubt that consumers will like Jianlibao's range of sports and soft drinks (which taste remarkably like Coca-Cola's Coke, Sprite and Orange Fanta), but explains that "we need money to invest in promoting ourselves."

Says B. C. Lo, Hong Kong-based vice-president and director of external affairs at Coca-Cola China: "I'm not sure whether they can really penetrate the U.S. market or become an international brand, but certainly they are a strong competitor in China."

Indeed, Jianlibao, which exports to more than 20 countries, will need a great deal more money and years before it can be considered a serious player abroad. Last year the Chinese company sold just 200,000 cases of drinks (there are 24 bottles or cans in a case) in the United States.

Although the company has funded a host of promotional events—donating \$ 100,000 for U.S. flood relief in 1997, advertising at Miss America pageants, sponsoring the \$ 20,000 Jianlibao Cup Golf Tournament in 1997—its marketing efforts pale in comparison with those of the likes of Coca-Cola.

One promising area for Chinese brands in the global marketplace is white goods of low-to-mid-technology. By some estimates, Chinese brands have roughly 90% of the domestic market for refrigerators and washing machines, 70%~80% of the market for air-conditioners and 60% for color televisions. “In many areas the quality of products has improved to the point where they are quite marketable”, says Philip Day, a vice-president at consulting firm A. T. Kearney in Hong Kong. “What we’re now seeing is Chinese companies getting their act together in terms of marketing.”

Haier is among the best-known white-goods brands in China. Under the guidance of its dynamic president, Zhang Ruimin, the company has turned from being a loss-maker into an exporter. It claims that more than 60% of the imported washing machines in Japan are made by Haier, and that in the U.S., it holds a 20% market share for 36-litre to 180-litre refrigerators. In the first 11 months of last year, Haier-brand refrigerator exports to the U.S. reached \$ 15.6 million, up from \$ 12.6 million for the whole of 1997.

Mario Zhu, an analyst at ABN Amro Securities in Shanghai, says Haier’s marketing team has helped build the company’s reputation in Europe and now in the U.S. “They have research centres that give them updated information on market demand,” she adds. “They do aggressive advertising and they’ve got good R&D.” Haier’s Zhang

says the company's strengths are high quality and good distributors with good networks for sales and service.

Certainly, Haier doesn't spend much on marketing, compared with the amount earmarked by most international companies. In the U.S., Haier's promotion budget accounts for only a paltry 1% of its American sales. The company has opened a specialty shop on New York's Fifth Avenue and in March hired a design company in Los Angeles to determine what American consumers liked best in a refrigerator. Zhang admits Haier hasn't "developed a real brand name yet" among average American consumers, but points out that it's starting to get some recognition among refrigerator makers, distributors and specialty shops.

Another Chinese brand in the U.S. market is Meidi. A collective enterprise that churns out air-conditioners in Guangzhou, Meidi in 1997 achieved \$386.5 million in sales, of which \$70 million stemmed from exports. In 1998 the company stressed overseas markets, and as a result expects exports for the year to reach \$80 million out of total sales of \$604 million, according to Peng Qiang, director of the company's overseas division. He believes the "time is mature" to develop the overseas market for Meidi, which competes on both price and brand recognition. "We are attending more overseas exhibitions to further improve brand recognition and have spent more on advertisements, especially in Hong Kong", Peng notes.

Chinese brands under the wings of foreign companies usually have the advantage of plumper marketing budgets and better access to management expertise. But although overseas companies typically buy these brands to gain access to China's consumers and distribution chan-

nels, they also can have larger plans for their acquisitions. "The multinationals that are buying up Chinese brands are not going to restrict their business to the domestic market", says Day of A. T. Kearney. "Some of these brands aren't necessarily going to be pitched against premium brands abroad immediately, but they might be pitched in other segments of the market. I'd look at China in the long-term as being the source of significant competition for multinational brands globally."

Finishing Time: Minutes _____ Seconds _____

Words & Expressions

novelty ['nɒvəlti] *n.* 新奇, 新奇

感, 新奇性

label ['leɪbəl] *n.* [美] 标志, 商标

ubiquitous [ju:'bɪkwɪtəs] *a.* 普遍

存在的, 无所不在的

affix [ə'fɪks] *v.* 粘上, 贴上

apparel [ə'pærəl] *n.* 衣服, 服饰

a host of 一大群, 许多

global ['gləʊbəl] *a.* 全球的, 全

世界的

brand [brænd] *n.* 商标, (商品

的) 牌子

brand name (尤指畅销商品的) 商

标; 名牌产品

a handful of 少数, 少量

expertise [ˌɛkspə:'tɪz] *n.* 专门知

识(或技能等), 专长

remainder [ri'meɪndə] *n.* 剩余部

分, 其余

recognition [ˌrɛkəg'niʃən] *n.* 承

认, 认可

overseas [əʊvə'saɪz] *a.* 国外的

threshold ['θrɛʃhəʊld] *n.* 门槛, 门

口; 开端, 开始

enterprising [ˌɛntəpraɪzɪŋ] *a.* 有

事业心的, 有进取心的; 有魄力的

multinational [ˌmʌlti'næʃənəl] *a.*

多国的, 在多国经营的; *n.*

跨国公司

phenomenon [fi'nɒmɪnən] ([复]-

na 或-nons) *n.* 现象

market ['mɑ:kɪt] *v.* (尤指有组织

地、大规模地) 销售, 出售

exotic [ɪg'zɒtɪk] *a.* 奇异的; 异国

情调的, 外国气派(或风味)的

appeal [ə'pi:l] *n.* 感染力,吸引力
competitive [kəm'petətɪv] *a.* (价格等)有竞争力的
managing director (企业、公司等)的总裁,总经理
ample ['æmpl] *a.* 大量的,充裕的,丰富的
potential [pəu'tenʃəl] *n.* 潜力,潜能,获得成功的潜在能力
short-term [ʃɔ:t'tə:m] *a.* 短期的
promise ['prɒmɪs] *n.* (有)可能;(有)出息,(有)前途
herb [hɜ:b] *n.* (叶或茎可作药用或调味等用的)芳草
specialty ['speʃəlti] *n.* 精制品;特产,名产
specialty food 特色食品
play to 投...所好,迎合
cosmetic [kɒz'metɪk] *n.* 化妆品,美容剂
fashion [fæʃən] *n.* 时装
general manager 总经理
market-research 市场调查
mystique [mi'stɪk] *n.* 神秘气氛;(职业或活动的)奥秘,秘诀
make a bid to do sth. (尤指许下诺言)企图获得...,争取...
trendsetting ['trendsetɪŋ] *a.* (在思想、服装式样等方面)创新风的
beverage ['bevərɪdʒ] *n.* 饮料(如

牛奶、茶、咖啡、啤酒等)
appliance [ə'plaiəns] *n.* (用于特定目的的)器具
home appliances 家用电器
via ['vaɪə] *prep.* 经由,通过;凭借
joint venture 合资企业
merger ['mɜ:dʒə] *n.* (公司、企业等的)合并
acquisition [ækwi'ziʃən] *n.* (公司对公司的)收购,招揽,获得
speedy ['spi:di] *a.* 快的,迅速的
access ['ækses] *n.* 接近(或进入)的机会
distribution channel 销售渠道
complement ['kɒmplɪmənt] *v.* 补足,补充;与...相配
premium ['pri:miəm] *a.* 高级的,优质的,高价的
savvy ['sævi] *n.* 实际知识,理解,见识
nudge [nʌdʒ] *v.* 轻推,推进
on the back of 在...之后不久
strategy ['strætɪdʒi] *n.* 策略,计谋,对策
highlight ['haɪlaɪt] *v.* 使突出;强调,使注意力集中于
rehydrate [ri:'haɪdreɪt] *v.* 使(脱水物或干制品)再水化,使复水
sports drink 运动饮料

athlete ['æθli:t] *n.* 运动员, 体育家

air-conditioner ['eəkən'diʃənə] *n.* 空调

pointedly ['pɔɪntɪdli] *ad.* 明显地, 突出地

steer [stiə] *v.* 沿着特定道路前进; 驾驭

after-sales service 售后服务

position [pə'ziʃən] *v.* 确定…的位置

Five Star beer 五星啤酒

come by 得到, 获得

brewery ['bruəri] *n.* 啤酒厂; 酿造厂

promote [prə'məʊt] *v.* 宣传, 推销 (商品等)

target ['tɑ:ɡɪt] *v.* 把…作为目标

state-owned enterprise 国有企业

be bound to 一定, 必然, 注定会

hamper ['hæmpə] *v.* 妨碍, 阻碍, 束缚, 限制

a drop in the bucket [口] 沧海一粟

industrial complex 大工业中心

reckon ['rekən] *v.* 认为, 估计

generate ['dʒenəreɪt] *v.* 造成, 引起; 使存在

soft drink 软性饮料 (指不含酒精的充碳酸气饮料), 汽水

external affairs 外部事务; 外交事务

penetrate ['penitreɪt] *v.* 进入, 打入

competitor [kəm'petɪtə] *n.* 竞争者; 对手, 敌手

fund [fʌnd] *v.* 为…提供资金, 资助

promotional events 促销活动

donate [dəʊ'neɪt] *v.* 捐, 赠

relief [rɪ'li:f] *n.* 救济, 补助; 救援

Miss America 美国小姐

pageant ['pædʒənt] *n.* 盛大华丽的场面, 庆典

sponsor ['spɒnsə] *v.* 举办, 主办; 资助, 赞助

Jianlibao Cup Golf Tournament

健力宝杯高尔夫球赛

pale [peɪl] *v.* 显得逊色, 相形失色

in comparison with 与…相比

like [laɪk] *n.* (常冠以物主代词或 *the*) 同样的人 (或事物)

promising ['prɒmɪʃɪŋ] *a.* 有希望的, 有出息的, 有前途的

white goods [复] (通常为白色的) 大型家用电器, 如电冰箱、洗衣机、电炉等 (因通常为白色而得名)

domestic market 国内市场

refrigerator [ri'fridʒəreɪtə] *n.* 冰箱

marketable ['mɑ:kɪtəbl] *a.* 适合在市场销售的,有销路的,畅销的

consulting firm 咨询公司

in terms of 在…方面,从…方面(来说)

under the guidance of 在…的指导下,在…的领导下

dynamic [dai'næmɪk] *a.* 强有力的;精悍的

loss-maker *n.* [英]老是亏损的企业

market share 市场份额,市场占有率

analyst ['ænəlist] *n.* 分析者,分析家

ABN Amro Securities ABN Amro 证券交易所

marketing team 销售小姐

update [ʌp'deɪt] *v.* 为…提供最新信息

aggressive [ə'ɡresɪv] *a.* 活跃有为的;积极进取的

R & D = research and development 研究与开发

strength [streŋθ] *n.* 强点,长处

distributor [di'strɪbjutə] *n.* 销售者;批发商,批发公司

earmark ['iəmə:k] *v.* 指拨(款

项);指定…作特定用途

account for (在数量、比例方面)占

paltry ['pɔ:ltɪ] *a.* 没价值的;微不足道的

specialty shop [主美]特色商店(通常规模较小,其商品单一但品种齐全,如帽店、鞋店或以书籍为主兼售纸牌、文具等的商店)

Fifth Avenue (美国纽约市的)第五街(以讲究时髦、阔绰著称)

collective enterprise 集体企业

churn [tʃɜ:n] *v.* 用搅乳器搅乳(或搅制黄油)

churn out 粗制滥造出;费力地做出

stem [stem] *v.* 起源于;由…造成(*from*)

as a result 作为结果,因此

mature [mə'tjuə] *a.* 熟的;成熟的

attend [ə'tend] *v.* 出席,参加(会议等)

under the wing of 在…的庇护(或照顾、资助)之下,在…的羽翼之下

plump [plʌmp] *a.* 丰饶的,充裕的

buy up 全部买下;大量买进

pitch [pɪtʃ] *v.* 投,掷,抛

segment ['segment] *n.* 部分; 部门; 片

long-term ['lɔ:ŋtə:m] *a.* 长期的

Exercises

I . *Give brief answers to the following questions , using your own words as much as possible :*

1. Why do you think the passage is titled "The Long March"?
2. What is hampering Chinese firms from making their brands internationally known?
3. What quality gives Chinese goods a marketing advantage?
4. Why are foreigners interested in acquiring Chinese brand names?
5. What is different about Haier's marketing strategy?
6. How has Haier's marketing team promoted the company abroad?
7. What types of Chinese goods have the best prospects at the moment in the international market?
8. Why do you think it is difficult for Chinese brands to gain world recognition?
9. How does the writer develop the theme of this passage?
10. Which of the following best describes the writer's view of the international future of Chinese brand goods?
 - (A) Pessimistic
 - (B) Dismissively scornful
 - (C) Cautiously optimistic
 - (D) Uncertain

II . *Rearrange the following sentences in logical order :*

1. Chinese household appliances are now good enough to compete worldwide.
2. Joint ventures with foreign companies will help Chinese-brand products "go global."
3. Chinese companies need more marketing expertise and funds to promote their products abroad.

4. Haier has started to gain recognition among US consumers.
5. You can find goods made in China all over the world.
6. Chinese products have great potential for global sales.
7. Recently Chinese goods sold under Chinese brand names have started to appear abroad.

III . Answer TRUE or FALSE to the following statements :

1. Goods made in China have only recently appeared on the world market.
2. Most Chinese brand names are not well known throughout China.
3. Viveca Chan doubts if Chinese goods can compete successfully abroad.
4. China's home appliances will penetrate foreign markets before its cosmetics do.
5. Foreign companies want to acquire Chinese brands primarily for global sales.
6. Jianlibao relies upon its Chinese background to promote its drinks abroad.
7. Jianlibao spends more on marketing than Coca-Cola does.

IV . Replace the italicized words with simple , everyday words :

1. The label has become *ubiquitous in much of the world* , . . .
2. . . . most of the vast *remainder* are struggling to attain even national recognition.
3. . . . wanting to add new products to their *stable* , . . .
4. There's still a lot of *mystique* associated with China.
5. But building a brand takes time, money and marketing *savvy*.
6. A collective enterprise that *churns out* air-conditioners. . .
7. Jianlibao has *highlighted* its Asian appeal, . . .
8. . . . has positioned its recently acquired Five Star beer as a *premium* brand.
9. Although the company has funded a *host* of promotional events. . .
10. Haier's promotion budget accounts for only a *paltry* 1% of its American sales.

V . Choose an appropriate set phrase from the list below for each blank . Make changes where necessary :

- | | |
|--------------------------|-------------------------------|
| A. testing the waters | B. image-driven |
| C. strong player | D. go global |
| E. further down the road | F. steered away from |
| G. hard to come by | H. drop in the bucket |
| I. pale in comparison | J. getting their act together |

1. The five dollars my uncle gave me was _____ compared to my tuition fees.
2. Garments are _____ products; neither price nor quality is the decisive factor in sales.
3. Microsoft is a _____ in the international computer business.
4. When the company first invested in China, it was only _____ of the Chinese market.
5. These days, if a company doesn't _____ it will find it difficult to make profits.
6. The economies of the Third World _____ to those of the advanced countries.
7. I would never have been a success if had not been _____ bad companions.
8. Because of the prevalence of pirating, genuine CDs are _____ nowadays.
9. We have started making low-technology products, and so high-technology items are _____ for us.
10. The sudden surge in profits shows that those companies are _____ at last.

VI. *Paraphrase the following:*

1. But the pioneering companies testing the waters overseas could be on the threshold of something big.
2. ...serving to complement the owners' premium brands in global markets.
3. And it's still early days for Chinese companies.
4. ...to successfully generate brand recognition among Americans,...