

A  
BUSINESS  
ENGLISH  
READER

李德荣 戚元方  
主 编



商务  
英语  
精读

华东理工大学出版社



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## 内 容 提 要

本书是供涉外经贸和管理类大专学生(包括类似专业的高职和成教学生)使用的专业英语教材,旨在提高学生在英语环境中从事企业活动和商务交际的能力。全书共16课,内容涉及企业、企业管理和商务活动的众多领域。所有课文均选材于英美等国近年出版的书刊和报章,内容与文字简洁实用、富有新意,具有较强的时代感。课文还采用了一些案例和采访记录以丰富体裁。每课除课文外,均配有词汇和词汇学习(Word Study)、难点注释,以及与课文内容紧密结合的练习和补充阅读。本书既可作为高等院校的专业英语教材,也可供相关专业人员自学参考。

## 前 言

这是一册为经济管理类大专学生编写的专业英语教材。

知识经济的扑面而来,高等教育规模的拓展已成为时代的必然。特别是随着国内改革开放的不断深入和经济的蓬勃发展,学习经济、贸易、管理等专业的学生比例历年均呈上升趋势。在我院,上述专业已从九十年代初两个专业几十个学生,发展到目前七个专业近千名学生。这一发展既反映了社会需求,同时也给学校教学工作提出了新的要求。

在对外开放和科学技术高速发展的今天,外语水平已成为衡量大学生水准的一个重要标志。但在外语教学中,多年来对大专学生往往只开设基础英语,而不开设专业英语课程。许多学生虽然通过了全国大学英语四、六级考试,但由于缺乏专业英语训练,不能将英语技能用于专业交流,从而给工作和就业带来一定障碍。为了改变这一状况,近年来我们尝试在一些班级开设专业英语课程,受到学生的欢迎,取得了较好的效果。为巩固成果,进一步提高教学质量,我们组织编写了这一册专业英语教材。

作为专业英语教材,本书既介绍了有关企业、企业管理和商务活动的基本知识,使学生能在专业语言上与国际“接轨”,同时又保留了语言教材的许多特点,使学生能兼学专业和外语,做到一举两得。为了适合大专学生课时较少的特点,课文内容力求重点突出,简明精炼。每课附有与课文内容相关的补充阅读,可帮助学生进一步拓宽知识面。练习编写也尽量配合专业知识学习。

本书由华东理工大学李德荣教授、戚元方副教授担任主编,李德荣教授审阅全稿。参加编写的还有秦一琼、孙月星、余丽华、於瑞华等同志。我代表学校感激这些同志的努力,同时也感谢校出版社和上海商业职业技术学院对于本书出版的大力支持。

英语教材编写是我院的初次尝试,书中如有错误或疏漏之处,热忱欢迎专家与读者不吝指正以期改进。

华东理工大学成人教育学院院长、教授 张建初

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\* 黑体为课文内容, 非黑体则为补充阅读内容。



## Unit 1

### Ex. 1 Pre-reading questions

Answer the following questions before you read the passage:

1. Do you think businesses should take social responsibility?
2. In what ways can businesses help society?

### Text

## Business and Social Responsibility

Today more and more people believe that business should play an active role in improving society and solving social problems. For example, we expect that businesses will take care not to pollute the air we breathe or the water we drink. We also expect them to offer fair wages and employee benefits and to provide a satisfactory product or service at a reasonable price. Many companies recognize this and have stated publicly that they will act as a good citizen. They support local arts, build parks, raise funds for <sup>charities</sup> ~~charities~~, and try to put back some of their profits into the community that has made their success possible.

A good reason for businesses to be socially responsible is that society gives business organizations the right to exist. A social setting or environment, with its laws, customs, and other social and cultural norms, allows businesses to form and function. It is only right for businesses to participate in making the community in which they operate a better place.

To be socially responsible also benefits businesses. In many cases, a company will make greater profits in the long run if it

considers benefits to society. Customers actually vote for products and companies when they make a purchase. If a product is of good quality and priced fairly, they will probably buy it more than once. But when customers find out that a manufacturer produces only inferior or shoddy products that cheat them out of their money, they may become so ~~angry~~ <sup>2. angry</sup> that they will never purchase another of their products. Consumers may also shun firms that pollute the environment or engage in unethical practices by not buying their products. When enough people believe a business no longer serves society's best interests, they may pressure the firm into its doom by boycotting its goods or services, influencing officials against it, condemning it in the media, or patronizing other firms.

1 b> kot / A business whose goal is to maximize profits is not likely to act out of a sense of social responsibility although its activity will probably be legal. Only businesses that are concerned about society as well as about maintaining profitability are likely to invest voluntarily in socially responsible activities. For example, the former president of Pizza Hut, Orr Gunther, implemented a program called "Book-it." This program rewarded children with a free pizza for reading a certain number of books. Such a business may win the trust and respect of its customers and in the long run increase profits.

To be successful, a business must determine what customers and society want or expect in terms of social responsibility. Although social responsibility may seem an abstract idea, managers consider it on a daily basis as they deal with real issues. A business must monitor changes and needs in society in order to behave in a socially responsible way.

## New Words and Expressions

- pollute [pə'lu:t] *v.* 污染
- benefit ['benifit] *n.* 利益, 福利  
*v.* 使受益
- employee benefits 员工福利
- recognize ['rekənaiz] *v.* 认可
- fund [fʌnd] *n.* 基金, 资金
- charity ['tʃæriti] *n.* 慈善事业
- environment [in'vaiəərənmənt] *n.* 环境
- custom ['kʌstəm] *n.* 习俗
- ✓ norm [nɔ:m] *n.* 规范
- function ['fʌŋkʃən] *v.* 起作用, 运作
- participate [pɑ:'tisipeit] *v.* 参与, 参加
- inferior [in'fieriə] *a.* 次等的, 劣等的
- ✓ shoddy ['ʃɒdi] *a.* 伪劣的, 以次充好的
- ✓ shun [ʃʌn] *v.* 避开, 躲开
- ✓ unethical [ʌn'ethikəl] *a.* 不道德的, 不符合职业道德的
- pressure ['preʃə] *v.* 施加压力
- boycott ['boikɒt] *v.* 抵制
- influence ['influəns] *v.* 影响
- condemn [kən'dem] *v.* 谴责
- media ['mi:diə] *n.* 媒体, 新闻媒介
- ✓ patronize ['peitrənaiz] *v.* 光顾
- maximize ['mæksimaiz] *v.* 使最大化
- profitability [ˌprɒfɪtə'biliti] *n.* 有利, 获利性
- invest [in'vest] *v.* 投资
- voluntarily ['vɒləntərili] *ad.* 情愿地
- pizza ['pitsə] *n.* 意大利馅饼
- Pizza Hut (意大利) 馅饼屋 (企业名)
- ✓ implement ['impliment] *v.* 执行
- reward [ri'wɔ:d] *v.* 奖励
- term [tə:m] *n.* 措辞, 术语
- in terms of 在……方面
- abstract ['æbstrækt] *a.* 抽象的
- monitor ['mɒnitə] *v.* 监察, 注意
- superimpose*

## Notes to the Text

1. A social setting or environment, with its laws, customs, and other social and cultural norms, allows businesses to form and function. 社会背景或社会环境, 连同其法律、习俗、和其他社会、文化规范使企业得以形成和运作。
2. It is only right for businesses to participate in making the community in which they operate a better place. 企业理应尽力将所在社区建设得更好。句中 It is only right for... 可视为一种句型, 意为“……理应……”, the community 是动词 make 的宾语, a better place 是 the community 的补语, in which they operate 是修饰名词 community 的定语从句。
3. in the long run: 从长远的观点来看。
4. cheat them out of their money: 骗取他们的钱财。
5. When enough people believe a business no longer serves society's best interests, they may pressure the firm into its doom by boycotting its goods or services, influencing officials against it, condemning it in the media, or patronizing other firms. 当足够多的人相信一家企业已不再为社会的最大利益着想, 他们就会以种种方法——如抵制该企业的产品和服务, 促使官员反对该企业, 在新闻媒体上对它进行谴责或光顾其他公司——从而将企业置于死地。
6. act out of a sense of social responsibility: 以社会责任感行事。
7. a program called "Book-it": 一项被称为“读书获奖”的奖项。

## Word Study

**benefit** *n.* 利益; 福利 *v.* 获益; 使受益

Your advice was of great benefit to me.

This new supermarket will be a great benefit to local residents.

The new bus route will benefit the entire community.

The patient benefited very much by that new medicine.

**recognize** *v.* 认出;承认;认可;理解

I didn't recognize you in that disguise.

The company recognizes the Union as the collective bargaining agency for the employees.

His outstanding services to the country have been recognized.

We recognize your financial difficulties, but your account is overdue.

**function** *n.* 作用;功能;职责 *v.* 起作用;运作

The chief function of the kidney is to purify the blood.

The human resources department has many functions to perform.

The telephone is not functioning properly.

The armchair also functions as a bed at night.

**influence** *n. & v.* 影响

His influence upon those around him was great.

Italy is said to have been the major civilizing influence on western Europe.

Consumers are always influenced by advertising.

Young people are quickly influenced by new ideas.

Electoral considerations will influence the government's policy of that country.

**reward** *n. & v.* 奖赏;报酬;报答;报应

A large reward is offered for the capture of the criminal.

Eventually all evildoers get their just reward.

Students who do extraordinarily well in their studies will be rewarded a trip abroad.

It was a most tiring climb, but we were rewarded with a splendid view.

**term** *n.* 措词; 术语; 任期; 期限; 学期; 条款; 价格; 关系

The letter was written in cordial terms.

COD (cash on delivery) is a trade term.

The President of the company will complete his term next year.

The lease is for a term of three years.

The Evening School will open again on September 10 for another term.

This can be easily explained in terms of chemistry.

What are the terms of the contract?

One of the terms of the contract calls for high-grade building materials for the construction.

The terms at that hotel are rather moderate.

We are on good terms with each other.

## Post-reading Comprehension

**Ex. 2** Choose the best answer for each of the following:

1. The passage mainly focuses on   b  .
  - a. doing business
  - b. social responsibility
  - c. what customers and society want
  - d. cultural and social norms

2. To take social responsibility, a business should d.
- help solve social problems
  - play a part in improving the quality of life in the community
  - protect the environment
  - all of above
3. According to the text, a business should be socially responsible because c.
- society requires it
  - social laws and customs demand it
  - it owns its existence to society
  - it is indebted to the community in which it operates
4. Many business organizations are willing to take social responsibility because the practice also does good to d.
- the needs of consumers
  - the stability of society
  - the protection of environment
  - the profits of a business
5. From paragraph 4, we can infer that those who do not act out of a sense of social responsibility are a.
- ~~a~~ shortsighted
  - farsighted
  - concerned about society
  - likely to increase profits in the long run
6. To act in a socially responsible way, a business must b.
- reward children with food
  - observe changes and wants in society

- c. build parks for people
- d. maximize its profits

**Ex. 3** Topics for discussion:

1. What do you think of the relationship between business and social responsibility?
2. Can you give some examples of socially responsible or irresponsible businesses and comment on their business practices?

## Vocabulary

**Ex. 4** Fill in the blanks with the words or expressions given below. Change the form where necessary:

improve	benefit	fair	charity
boycott	shun	monitor	pressure
patronize	reward	implement	legal

1. The new tax laws benefit people with low income.
2. Every child has a legal right to free compulsory education in our country.
3. Teachers should be responsible for improving their teaching performance.
4. The board of directors' decisions will be implemented immediately after the meeting.
5. Ms. Trace intends to be fair with all her employees but she fails.
6. He was shunned by his friends when they discovered he was



dishonest.

7. We often patronize Beaumont's because the food is so good there.
8. Upon his retirement, Mike was rewarded with a grand farewell party and several presents for his years of service to the company.
9. A national agency to ~~improve~~ monitor education standards was proposed yesterday.
10. People were urged to boycott the company's products to force it to change its policies.
11. Social responsibility activities of one company may pressure others to act similarly.
12. Proceeds (收益) from the sale of these paintings will go to local charity.

**Ex. 5** Fill in the blanks with suitable prepositions and adverbs:

1. She has played a crucial role \_\_\_\_\_ securing a \$ 3 million deal for the company.
2. Buying a second-hand car saves money \_\_\_\_\_ the short run, but it might turn out to be expensive \_\_\_\_\_ the long run.
3. We should supply our customers with products \_\_\_\_\_ a right price.
4. He went to the fancy-dress party dressed \_\_\_\_\_ a banana.
5. Though he is not rich, he never forgets to put \_\_\_\_\_ some of his money into the community to help the poor.
6. Did you participate \_\_\_\_\_ any of the activities that were on offer at school?
7. Nowadays some manufacturers produce fake commodities to cheat consumers \_\_\_\_\_ their money.
8. In their spare time, many people engage \_\_\_\_\_ social work