

General  
Academic  
English



# 大学通用学术英语综合教程

Integrated Course for General Academic English II

主 编 苟亚军 庞炳良

副主编 黄培希 赵 晶

2



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

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## 内容提要

本系列教材包括三册，供非英语专业本科三个学期的通用学术英语教学使用。三册书所遵循的编写框架基本一致，主要包括 Focus on the Topic, Focus on Listening and Speaking, Focus on Reading and Thinking, Focus on Writing, Unit Review 五大板块，涉及主题广泛，旨在培养学生听、说、读、写、译等方面的学术英语基本技能，为大学生从基础英语顺利进入双语或全英语专业课程学习做好准备。

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# 前言

2007年,教育部颁布文件,提出高等院校学术英语教学改革要探索有效的教学方法和模式,切实提高高等院校学生的专业英语水平和直接使用英语从事英语科研的能力。2013年2月,上海市教委颁布《上海市大学英语教学参考框架(试行)》,明确规定“大学英语教学的目标是培养学生听、说、读、写等学术英语交流技能,使他们能用英语直接从事自己的专业学习和今后的工作,在自己的专业领域具有较强的国际交往能力”。

为推动新一轮大学英语教改,我们组织编写了以学术英语为主要教学目标的“大学通用学术英语系列教材”,旨在提高学生用英语直接从事本专业学习、工作的能力,并使其在专业领域具有较强的国际交往和竞争能力,以适应上海市和国家的社会、经济发展以及国际交流的需要。

本系列教材包括三册,供非英语专业本科三个学期的通用学术英语教学使用。三册书所遵循的编写框架基本一致,主要包括**Focus on the Topic, Focus on Listening and Speaking, Focus on Reading and Thinking, Focus on Writing, Unit Review**五大板块,涉及主题广泛,旨在培养学生听、说、读、写、译等方面的学术英语基本技能,为大学生从基础英语顺利进入双语或全英语专业课程学习做好准备。

本系列教材强调以学习者为中心,具有以下编写特色:

## 1. 以内容为依托

从世界各国的实践来看,进行以内容为依托(content-based instruction)学习的学生往往要比单纯学语言的学生学得更出色,在听读输入技能方面和说写输出技能方面更受益匪浅。因此以内容为依托的外语教学在降低焦虑感、提高学习动机、激发兴趣、保证输入量、消除人为的语言和内容隔阂等方面有很大优势。

不否认现在大学英语很多教材中的主题和内容有助于学生了解英美国家的文化和价值观,有助于他们和英美等国家人士进行日常交流,但是这些内容无助于他们的专业学习,难以培养较高的认知能力,更不要说学术能力。就大学的外语教学而言,“内容”必须与学科知识相关,而非一般知识。真正的以内容为依托的教学基本上不对原文进行语言和内容方面的调整,目的是保持语料的原生态,以便使学生更快适应原汁原味的英语世界。

与传统的高校英语教材突出趣味性原则和选材以经典文章为主所不同的是,本系列教材充分考虑到学生在专业学习和日常工作中英语听、说、读、写、译等方面的需要,以及当代高校学生的知识结构和思维特点,选取当今20多个与多个专业相关的热点话题进行编写。听说部分的内容也基本选自相关的原声语料或讲座;阅读部分的文章基本选自国外知名报纸和期刊杂志,内容强调信息性和适度的抽象性,训练学生收集信息、汲取信息、辨别信息、评价信息的能力,提高学生对听、读语篇的分析能力,激发学生对主题的深层次思考和

探索精神,进而有效培养学生的语言综合应用能力、批判性思辨能力、学术写作能力和学术素养。

## 2. 以应用为目的

考虑到我国高校学生的英语语言基础仍相对薄弱,本系列教材每单元围绕同一主题提供三篇与主题相关联的课文,1—2篇讲座性质的听力音频或视频以及与主题有关的网址链接,以保证较大量的信息输入。同时,每单元均配有 Brainstorming, Critical Thinking 和 Creative Thinking 等独立或团队口语练习活动。单元最后一个板块为 Unit Review, 要求学生在阅读本单元文章的基础上进行比较分析,归纳总结,最后提出自己的见解。这一系列练习活动都是以语言的实际应用为目的而设计的,有助于学生把语言和信息的输入和输出进行有机结合和良性互动,进而提高学生的英语语言的的实际应用能力。

## 3. 以思辨能力为核心

本系列教材与传统教材最大的不同是,在内容选材和学习任务设计上旨在培养学生的批判思维能力、创新思维能力和哲学思辨能力。每单元提供同一主题但不同来源的文章,并配套设计了一系列以培养思辨能力为目的多种学习任务,如**Focus on the Topic**部分的任务目的在于对课文主题的热身和导入;**Focus on Listening and Speaking**部分的任务是使学生能集思广益,在辩论、讨论中探讨学习;**Focus on Reading and Thinking**是每单元的核心部分,围绕主课文**Text A**,有多个以提高学生批判性思维能力为目的的任务;**Focus on Writing**部分的任务有助于学生加大相关信息输入,拓宽思路,并对所汲取的信息加以对比分析和评价不同视角的观点;**Unit Review**部分的任务有助于学生综合理解所输入的信息,进行合理的批判性思维,形成独立客观的自我见解并加以陈述,培养学生分析问题、思考问题的能力,提高学生的质疑能力、讨论能力、归纳能力、陈述演示能力以及团队合作能力。与此同时,教师也能在这样的教学过程中达到教学相长的目的。

大学通用学术英语系列教材是我们在英语教材编写领域的大胆尝试,书中存在的不足之处,恳请各位专家、同仁和广大读者批评指正。

方小菊

2014年8月



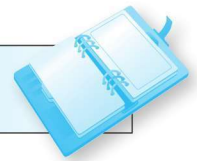
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# Luxury Consumption in China

*As with some developed countries like the U.S. and Japan, China has become one of the largest luxury-goods markets across the globe. The big names in this high-end fashion world are thrilled by the rapidly growing consuming ability of the Chinese. With China's economy still on the fast track, how to explore this luxury-goods market is a huge yet promising question to answer.*

## Focus on the Topic



### Task 1 Predicting

What will come to your mind if you are given such a topic? Discuss in a small group.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_

### Task 2 Sharing Information

Write A(agree) or D(disagree) next to the following statements. Discuss your answers in pairs or groups.

- \_\_\_\_\_ (1) Chinese shoppers are a potentially huge group of status-conscious people.
- \_\_\_\_\_ (2) In China, attitudes to luxury have not changed much in the past decades.
- \_\_\_\_\_ (3) Until recently 90% of all luxury spending in China was by men.
- \_\_\_\_\_ (4) Chinese luxury consumers focus on handbags, jewelry, fashion, and the like, and are not interested in spas and other wellness activities.
- \_\_\_\_\_ (5) Luxury firms must still dwell on the major Chinese coastal cities because they can make easy fortunes there.





to shopping with your feet, one of those, (4) \_\_\_\_\_ is more popular than ever. Christmas shopping in the street, like this, is great sometimes. But when you've just got to get (5) \_\_\_\_\_ shopping done and you want to have something to send to a (6) \_\_\_\_\_, it's much better online. In the U.S., online shopping is (7) \_\_\_\_\_ 30 percent ahead of last December, while malls can expect less than a 6 percent increase (8) \_\_\_\_\_. In Britain, Europe's biggest e-tailing market, online gift-buying is expected to grow by (9) \_\_\_\_\_, with \$8 billion worth of goods sold (10) \_\_\_\_\_ in the November to January period.



### Task 6 Summarizing

Listen to the lecture and write a short summary based on your notes and exchange your summary with your partners.

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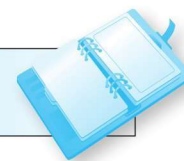
### Task 7 Giving a Presentation

Work in groups and prepare a presentation on the following topic: *Is Luxury Unnecessary and a Waste of Money?* Your presentation is expected to include a brief introduction, an argument, grounds, and a conclusion.

### Task 8 Debating

Think about the following topics and debate with your partners.

- (1) Luxury goods are strongly connected with social status. Do you agree or disagree?
- (2) Luxury goods can push the boundary of art forward. Do you agree or disagree?



### Text A

#### Luxury's New Empire

- 1 Three on the Bund is a vision of the future of Chinese consumerism. The grand, newly **refurbished** building, first erected on Shanghai's historic waterfront in 1916, houses a top-notch restaurant to satisfy the stomach; an ultra-chic contemporary art gallery to stimulate the mind; and a reassuringly expensive spa (with indoor canals improbably filled with Evian water) to pamper the body. At its heart is a luxury-goods store. Arrestingly lined with metal and hemp, the Armani outlet is the firm's biggest in Asia outside Japan. Giorgio Armani himself, say his underlings breathlessly, flew in before the recent opening to check personally every fitting, so **besotted** is he with China's potential.
- 2 As with so much in China, the promise is indeed vast. The industry estimates there are now around 10 m-13 m mainland customers for luxury goods — mostly **entrepreneurs** and young professionals working for multinational firms. Most live on the country's eastern seaboard in big cities such as Shanghai, Beijing and Dalian.
- 3 Many luxury firms see Chinese shoppers as the new Japanese — a potentially huge group of status-conscious, increasingly wealthy people hungry for brands and **fanatical** about shopping. But the Japanese, long the industry's **stalwart** shoppers, are increasingly spending their money on cultural and culinary pleasures.
- 4 In China, attitudes to luxury have changed dramatically from just a few years ago, when any form of **ostentation** was frowned upon. Today's Chinese, above all the young, love to **flaunt** their status. Claire Kent, an analyst at Morgan Stanley<sup>①</sup>, says that, whereas people in the West are buying more discreetly branded luxury goods identifiable only by those “in the know”, the Chinese favour prominent logos that shout, “Look, I'm rich.”
- 5 Until recently 90% of all luxury spending in China was by men. But, says Hugues Witvoet of LVMH Investment Asia, more Chinese women are buying brands to assert their independence and to feel good.

① 一家位于美国纽约曼哈顿的跨国金融服务公司。

- 6 Luxury-goods firms are thus becoming wildly excited about the possibilities — in China and beyond. Armani plans to open 20-30 new stores on the mainland by the end of the year. Prada will invest \$40m in China in the next two years, and almost double the number of stores there this year to 15. Louis Vuitton will open its first full-range shop on the mainland in Shanghai in September, and will have 13 stores by year end.
- 7 As the Chinese travel more, they are broadening not only their minds but also the range of luxury goods they come into contact with. Once abroad, their favourite activity seems to be shopping. During last month's Golden Week holiday, around 380,000 mainland tourists visited Hong Kong in just ten days. Now Mainlanders spend more per person in Hong Kong than any other tourists. They can travel as individuals to 12 of 15 EU countries (but not Britain, Ireland or Denmark).
- 8 "The Chinese go to Paris, stay at two- star hotels, eat cheap Chinese food and spend all their time shopping," says a luxury-firm executive with **glee**. Christopher Zanardi-Landi, general manager in China for Louis Vuitton, says that the industry is preparing for "a huge wave" of Chinese shoppers. While they have hitherto catered mainly to Japanese tourists, "luxury stores in Paris now have started to employ Mandarin-speaking assistants," he says.
- 9 But for now, Hong Kong remains the favoured destination for mainlanders. That is why so many luxury stores are opening in Hong Kong. In the past three months, Zegna, Ferragamo, Louis Vuitton, Prada and Dior (among others) have opened in bigger and better-designed spaces. Hong Kong's property developers are delighted.
- 10 Making money on the mainland is rather harder. Morgan Stanley's Ms Kent says that luxury firms "are unlikely to see a payback in China for at least five years because of the higher costs of doing business there and limited demand in the short term." On a weekday afternoon, Plaza 66<sup>①</sup>, the current Mecca for luxury-goods shoppers in Shanghai, is depressingly empty — the most dedicated "shoppers" turn out to be fashion editors loading up for photo shoots. Prices are the reason, says Helen Jiang, chief fashion editor at Biba, struggling with boxes of Fendi strappy sandals: "Who really can afford this stuff?" Higher taxes and duties mean that mainland prices can be 30% more than in Hong Kong. Even stores admit this. Linda Gong, manager at Versace in Plaza 66, says that many "shoppers would rather go to Hong Kong and Europe where the prices are cheaper."
- 11 Still, Prada says that, after ten years, it is profitable in China, and Louis Vuitton says China is now its fourth-biggest market by sales. But Burberry and Zegna, which are

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① a commercial and office complex in Shanghai, consisting of a shopping mall and two skyscrapers.



spending frugally on numerous no-frills stores or franchises in secondary cities, are probably making the best returns. Zegna says that it is profitable.

12 A low-cost strategy may not be the best way to build brands in the long run. Alan Chan, who designed much of the interior of Three on the Bund, says that “Plaza 66 has never done well. But that doesn’t matter. Shanghai is positioning itself as a theatre to show what can be done in China.” At a party on the eve of Golden Week to open Prada’s ninth store in Hong Kong, Riccardo Stilli, the company’s finance director, revealed that Rem Koolhaas, who created Prada’s \$40m famously arty space in Manhattan, will design a new “concept” Prada store in China— probably in Shanghai. Mr Stilli argues that big, **high-profile** stores with full ranges educate consumers about a brand and feed an appetite for spending overseas. “Returns on single stores are neither here nor there,” he says “What matters is the worldwide impact.”

13 But big investments could prove wildly misjudged. Andy Xie, an economist at Morgan Stanley, thinks that an investment bubble in assets such as property “has **exaggerated** China’s income growth”, creating a hot but unstable market for luxury goods that could quickly collapse.

14 Meanwhile the industry faces a more immediate crisis— piracy. While Mr Armani calls **counterfeiting** “flattering”, privately the industry is worried — though not, it seems, enough to stop it exploring the potential of China’s workers, as well as its shoppers. Despite concern that being made in China could cheapen their brand appeal, firms such as Coach, Paul Smith and Armani have already shifted some manufacturing to the mainland.

15 But piracy certainly threatens the **exclusivity** of luxury brands. Most newly wealthy Chinese still want the real thing, but as a rule the Chinese are far more price-conscious than the Japanese. And younger consumers are happy to mix cheap fakes with genuine products, and may even prefer pirated versions. Those cities determined to police **piracy** — notably Shanghai — cannot control it. Steven Liew, head of anti-counterfeiting at LVMH Fashion Group in China, is still shocked at the extent of the problem. “People turn up in our stores with a fake Louis Vuitton bag and ask what the difference is. It’s outrageous.” But clearly not outrageous enough to stop the luxury industry rushing in.



## Vocabulary

<b>refurbish</b> /ri:'fɜ:bɪʃ/	v.	to make brighter and prettier 翻新 (建筑物或房间)
<b>besotted</b> /br'sɒtɪd/	a.	very interested in someone or something so as to be foolish or silly. 痴迷的
<b>entrepreneur</b> /,ɒntrə'nɜ:(r)/	n.	someone who organizes a business venture and assumes the risk for it 企业家
<b>fanatical</b> /fə'nætɪkl/	a.	marked by excessive enthusiasm for and intense devotion to a cause or idea 狂热的
<b>stalwart</b> /stɔ:lwɔ:t/	a.	loyal, strong, and dependable 忠实的, 坚定的
<b>ostentation</b> /,ɒsten'teɪʃn/	n.	a gaudy outward display 卖弄; 炫耀
<b>flaunt</b> /flɔ:nt/	v.	to display possessions, abilities, or qualities in a very obvious way, especially in order to try to obtain other people's admiration 炫耀
<b>glee</b> /gli:/	n.	great merriment 高兴
<b>high-profile</b> /haɪ'prəʊfaɪl/	a.	attracting a lot of attention or publicity 引人注目的
<b>exaggerate</b> /ɪg'zædʒəreɪt/	v.	to indicate that something is worse or more important than it really is 夸大
<b>counterfeit</b> /kəʊntə'feɪt/	v.	to make a version of it that is not genuine but has been made to look genuine in order to deceive people 仿冒; 伪造
<b>exclusivity</b> /,eksklu:'sɪvətɪ/	n.	availability only to someone or something 排外性; 排他性
<b>piracy</b> /paɪrəsi/	n.	the illegal copying of things such as DVDs and computer programs 盗版行为

### Task 9 Overview

Complete the outline of Text A and check with your partners.

(1) China is a land of big opportunities.

Example: \_\_\_\_\_

Mainland customers

Number: \_\_\_\_\_

Traits: \_\_\_\_\_

Attitude: \_\_\_\_\_

Gender: \_\_\_\_\_

(2) Luxury-goods firms are thrilled about the possibilities.

Big names: \_\_\_\_\_

Chinese tourists: \_\_\_\_\_

Hong Kong: \_\_\_\_\_

(3) The mainland is a market of mixed feelings.

a. Making money on the mainland is rather harder.

High costs: \_\_\_\_\_

High prices: \_\_\_\_\_

b. The mainland is still a profitable market.



Examples: \_\_\_\_\_

c. A low-cost strategy may not be the best way to build brands in the long run.

Reason: \_\_\_\_\_

d. The industry faces an immediate crisis- \_\_\_\_\_ .

### Task 10 Critical Thinking

Choose one of the topics and exchange ideas with your partners.

- (1) Is there too much added value we tag to luxury goods?
- (2) Does the enormous growth of luxury goods in China represent our departure from the tradition?

### Task 11 Discussing and Commenting

Discuss the following quotations with your partners and comment on them.

(1) *Luxury is comfortable, or else it is not luxury.*

— Coco Chanel

(2) *You must pay all your attention to the tiny details to create something unique.*

— Giorgio Armani

(3) *Design is a permanent challenge, aimed at striking a balance between comfort and luxury.*

— Donna Karan

(4) *Fashion is important. Like other things that make you happy, it improves your life and is worth your pursuit for perfection.*

— Vera Wang

### Task 12 Creative Thinking

Piece together the following words, weaving them into a story.

chic, piracy, glee, entrepreneur, appetite, stimulate, franchise

## Language Skills

### Target Words and Phrases

asset	chic	counterfeit	depressing	erect
exaggerate	franchise	glee	house	refurbish
stimulate	position	as with	frown upon	in the long
run	rush in			

### Target Sentence Patterns

- (1) Arrestingly lined with metal and hemp, the Armani outlet is the firm's biggest in Asia outside Japan.
- (2) Despite concern that being made in China could cheapen their brand appeal, firms such as Coach, Paul Smith and Armani have already shifted some manufacturing to the mainland.

### Task 13 Word Family

List at least three words frequently used with the given word. The first one has been done for you.

admit	the mistake/truth/defeat/stupidity
flaunt	
erect	
broaden	
exaggerate	

### Task 14 Blank Filling

Complete the following sentences by using the target words or phrases above. Change the form where necessary.

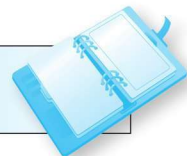
- (1) Babies who sleep with their parents receive much more tactile \_\_\_\_\_ than babies who sleep in a cot.
- (2) She suffered from severe \_\_\_\_\_ after losing her job due to her ill health.
- (3) Amongst other things, this exercise improves passing, communication and \_\_\_\_\_.
- (4) He rubbed his hands in \_\_\_\_\_ as he thought of all the money he would make.
- (5) Many people use personal \_\_\_\_\_ as collateral to obtain small business loans from banks.
- (6) I ought to have known that you would conquer \_\_\_\_\_, living like this.
- (7) We should send a man to superintend the \_\_\_\_\_ of machinery.
- (8) It is not wise to try to win people's respect by \_\_\_\_\_ what he has achieved in the past.

### Task 15 Paragraph Translation

Translate the following paragraph into English. You may refer to the target words and phrases or the sentence patterns listed above.

这间旧仓库修整后变成了著名的文化展览点，定位于展出非主流文化作品，也成为该市的一项重要固定资产。该楼收藏国外著名非主流文化人士捐献的异域作品。忠实的非主流文化爱好者在此流连忘返。当然，也有些人士对在此展出的作品不屑一顾，认为那些作品只是短暂的时髦，但从长远来看那会是对主流文化的一种破坏。支持者却认为，艺术形式多样，丰富多彩，小众的艺术文化表现形式也可以刺激艺术家迸发出耀眼的火花。

## Focus on Writing



### How to Write Topic Sentences

*Every paragraph should include a topic sentence that identifies the main idea of the paragraph. A topic sentence also states the point the writer wishes to make about that subject. Generally, the topic sentence appears at the beginning of the paragraph. It is often the paragraph's very first sentence. A paragraph's topic sentence must be general enough to express the paragraph's overall subject. But it should be specific enough that the reader can understand the paragraph's main subject and point.*

#### Examples:

**(1) Luxury-goods firms are thus becoming wildly excited about the possibilities—in China and beyond.** Armani plans to open 20-30 new stores on the mainland by the end of the year. Prada will invest \$40m in China in the next two years, and almost double the number of stores there this year to 15. Louis Vuitton will open its first full-range shop on the mainland in Shanghai in September, and will have 13 stores by year end. (Para. 6, Text A, Unit 1)

**(2) Agriculture is inherently sensitive to climate variability and change, as a result of either natural causes or human activities.** Climate change caused by emissions of greenhouse gases is expected to directly influence crop production systems for food, feed, or fodder; to affect livestock health; and to alter the pattern and balance of trade of food and food products. These impacts will vary with the degree of warming and associated changes in rainfall patterns, as well as from one location to another. (Para. 7, Text A, Unit 6)

**(3) The research and library communities have a key role to play in shaping the development of the Cloud, just as they did with the Web in the mid-1990s.** They were early adopters of the technology, helping to find solutions to concerns about Web security and privacy. They pushed for an interoperable Web that was based on open standards and open-source software. Users rejected efforts to create proprietary browser standards that would have segmented the World



Wide Web by requiring the use of a particular Web browser to reach certain Web sites viewable only with that browser. These communities need to play a similar role today. (Para. 4, Text A, Unit 8)

## Task 16 Writing

Write a short essay on the topic: *Luxury Means More Than Necessary* based on the writing skills introduced above.

### Text B

## Luxury Goods in China

- 1 “It was an amazing golden age,” reflects Guillaume Brochard of Qeelin, a Chinese jeweller. From 2007 to 2011 many luxury-goods firms enjoyed double-digit annual growth in China, which became their most important market. The first blows came last year, with an economic slowdown and jitters about the political transition. Now, a crackdown on corrupt gift-giving and a populist backlash against ostentation have added to the woes.
- 2 The outlook for luxury-goods firms appears to have dimmed. Internet users have posted incriminating pictures, for example of poorly paid bureaucrats wearing suspiciously pricey watches, which have caused heads to roll. Mobs have also disrupted banquets deemed to be too lavish, on occasions forcing officials to their knees to beg for forgiveness.
- 3 This has traumatised some purveyors of conspicuous consumption. Beijing Xiangeqing, an upmarket catering outfit that is usually highly profitable, plunged into the red last quarter. Sales of shark fin, the key ingredient of a soup served at fancy dinners, are down by around 70% year-on-year. Imports of bottles of Bordeaux costing more than \$800 have collapsed.
- 4 But look beyond the lavish public banquets and a more complicated picture emerges — and not just because devious officials are now throwing their extravagant parties in private. It is true that some luxury-goods firms are grappling with slowing demand in China: imports of Swiss watches, for example, fell 24% year-on-year in the first quarter of 2013. But Andrew Keith of Lane Crawford, a high-end department store that first opened in Hong Kong in 1850, reports no slowdown at his stores there or in Beijing. Burberry, a British fashion brand, enjoyed sales growth in China of about 20% in the year to March. Sales of private jets in China are still soaring.
- 5 So what is really going on? It seems that China remains the biggest prize in the luxury industry, but the low-hanging fruit is gone. Luxury firms must now venture beyond the coastal cities where they have made easy fortunes, cultivate new types of customers and