



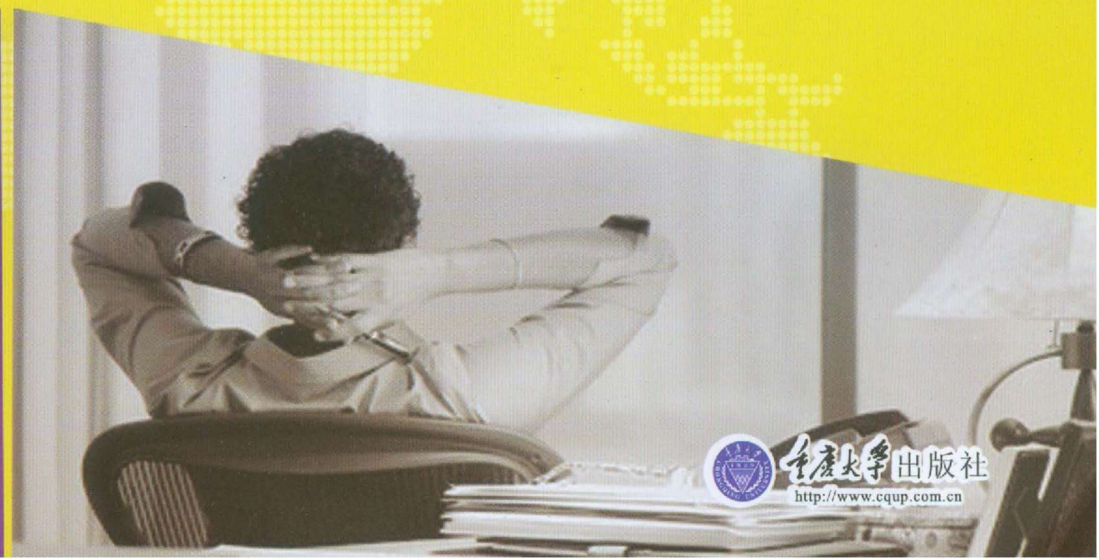
新时代商务英语专业系列教材  
New Era Business English

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# A Reading Course in Business English

## 商务英语阅读 4

主 编 / 贺 云



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## 内容提要

本教材贯彻 CBI(Content-Based Instruction)的教学理念,采用以主题为基础的原则进行编写,每个单元有一个特定的商务主题,整套教材有一个自身的内部体系。编者在选材时注意由浅入深,循序渐进,符合学生的认知规律。本套教材内容不但具有实用性、针对性和系统性,而且具有时代性和前瞻性,供高校商务英语专业本科一、二年级学生作为商务英语阅读课程教材使用,也可作为英语类其他专业(英语语言文学专业及翻译学专业)及经管类专业学生的英语阅读教材。

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# 总 序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国加大力度改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的,熟悉国际商务基本知识的,具备国际商务领域操作技能的跨文化商务交际复合型、应用性商务英语人才。

高校商务英语专业教育首先必须有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材在一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业。因此,基础年级的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟悉掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年级的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素质和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求。在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用性的商务英语人才的商务英语本科专业的学生使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年3月



# 前 言

根据教育部制定的《高等学校商务英语专业本科教学质量国家标准》,商务英语阅读是本专业“英语知识与技能”模块下的一门核心课程。本套《商务英语阅读教程》(1—4册)是根据《国家中长期教育改革和发展规划纲要(2010—2020年)》及《高等学校商务英语专业本科教学要求》(试行)进行编写的,供高校商务英语专业本科一、二年级学生作为商务英语阅读课程教材使用,也可作为英语类其他专业(英语语言文学专业及翻译学专业)及经管类专业学生的英语阅读教材。

在经济全球化和高等教育国际化的背景下,我国高校学生将有越来越多的机会接触到全英(或双语)商科教学。这一教学模式对学生的学术英语阅读能力提出了较高的要求。本套教材以商科知识为载体,在传授商科知识的同时,训练学生的英语语言技能,尤其是阅读技能。本套教材的目标之一就是为学生在EGP(通用英语)教学与全英(或双语)商科教学之间架起一座桥梁,使学生能逐步看懂英语原版商科教材,并较顺利地阅读英语专业文献和资料。

本套教程贯彻CBI(Content-Based Instruction)的教学理念,采用以主题为基础的原则进行编写,每个单元针对一个商务主题。这些主题涵盖了商务入门、公司分类、公司发展历程、市场营销、创业、品牌管理、电子商务、公司并购、自贸区、大数据等,整套教材有一个自身的内部体系。编者在选材时注意由浅入深,循序渐进,符合学生的认知规律。本套教材内容不但具有实用性、针对性和系统性,而且具有时代性和前瞻性。

本教程克服了传统阅读教材单纯注重语言形式的弊端,将语言与商务内容有机地结合起来,使得教材在形式和内容方面都对学生有一定的挑战性,从而提高学生的学习兴趣 and 动力。学生通过本套教材的学习,可以熟稔商务英语常用词汇和表达方式,并系统掌握最重要的阅读技能,例如:略读、查读、成组视读、预测、推理、使用词典、阅读商业图表、识别作者的观点与态度、通过上下文和构词法知识猜测词义等。与此同时,学生可以对商务领域的主要话题有一个初步的了解,为后续开设商科专业课程作好铺垫。

我们希望本套教材在帮助学生提高英语阅读技能的同时,训练学生获取知识和运用知识观察、分析和解决问题以及创新的能力。本套教材练习的设计建立在输入、输出平衡的基础上,不仅安排了传统的单词释义配对、单词填空、阅读理解等题型,还设计了各种活用型输出任务,例如:撰写摘要、小组讨论、给术语下定义等。

在编写过程中,编者注意本套教材内容与中学教学内容的衔接,凡是《普通高中英语课程标准》中列出的3500个单词一般不收为生词。

这套教材是我们把英语语言教学与商科专业教学结合起来,旨在提高学生英语使用能力的一次尝试。在教材编写过程中,我们注重教材同商务英语专业教学、研究接轨,注重实用性,力图反映社会发展变化的最新动态,力争使教材服务于教学实践和社会需求。在教材编写过程中,我们参考了国内外大量原版英语专著、教材、读本、财经报刊杂志等,在此,我们谨向作者表示由衷的感谢。但是,囿于编者的经验和水平,教材中疏漏之处在所难免,恳请广大师生不吝指正。

编 者

2015年2月

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## Unit 1

# Business Relationship

## PART I Theme-Based Reading

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### Pre-reading Questions

1. Do you think building relationships is valuable in today's business world? Can you think of some ways to build meaningful business relationships?
2. How would you build genuine business relationships in this new era—the kind that will lead to long-term friendships, personal growth, and (maybe just) sales for your company? Share your opinions with the class.

### Text A

#### Building Better Business Relationships

*Building and maintaining relationships and working well with others is valuable currency in today's business world. According to the Center of Creative Leadership (CCL), people who have the ability to build and maintain strong lasting relationships are more effective and achieve greater success than those who ignore or struggle with this competency.*

*At times, we may have thought “networking” is about schmoozing others, collecting business cards, pumping up our importance, looking good. We suggest, however, that the true value and essence of networking is really about connecting with others, and how we can help and learn from each other. Here we are speaking to a deeper skill: building and maintaining relationships.*

schmooze *v.* 和……闲谈

pump up 给自己打气, 自我鼓励

In today's world, every business is a "relationship" business. The quality and impact of your work, and the profitability of your business, depend upon relationships—with customers, co-workers, and competitors; with suppliers, distributors, and support services; with direct reports, senior managers, and boards. In business, as in life, relationships play a key role in success or failure. The most accomplished leaders are those who are successful at building relationships. They shift the focus away from themselves and focus their attention on the needs of the other party in the relationship. This isn't completely **altruistic**; people who do this know that by giving, they will also get something back.

**altruistic** *adj.* 利他的, 无私的

Building solid, genuine connections with peers, colleagues, customers and clients, and other professionals is recognized as a **differentiator** of those businesses that thrive over the long haul. But relationships don't just "happen"; they are cultivated and developed. Any successful relationship is unique to the parties involved, whether personal or business, and it evolves over time. They start out **tentative**, with expectations, develop strength based on the experience, and mature into becoming a trusted relationship.

**differentiator** *n.* 区分者

**tentative** *adj.* 试验性的, 暂定的

### Why Relationships Fail

There are many reasons why relationships fail, including unmet expectations, unfulfilled commitments, wanting to be right, poor communication, and personality conflicts. Think about those relationships you would like to develop in your business. Whom are they with? How can you develop them? And how will you sustain them? Where have you had successful relationships and what contributed to their success? Equally important, think about those relationships that have been unsuccessful. How did you contribute to their *downfall*?

### Seven Relationship-building Strategies

Successful businesses don't just communicate with prospects and customers for special sales. Today, making your company **indispensable** is a vital key to marketing success.

**indispensable** *adj.* 不可缺少的

Guess the meanings of the following word from the context:

downfall      A. 掉落      B. 下降      C. 失败

It's a terrific way to add value, enhance your brand and position against your competition. Here are seven relationship-building strategies that will help you transform your company into a valuable resource:

1. Communicate frequently. How often do you reach out to customers? Do the *bulk* of your communications focus on product offers and sales? For best results, it's important to communicate frequently and vary the types of messages you send. Instead of a constant **barrage** of promotions, **sprinkle** in helpful **newsletters** or softer-sell<sup>1</sup> messages. The exact frequency you choose will depend on your industry and even **seasonality**, but for many types of businesses, it's possible to combine e-mail, direct mail, phone contact and face-to-face communication to keep prospects moving through your sales cycle without burning out on your message.

2. Offer customer rewards. Customer loyalty or reward programs work well for many types of businesses, from retail to *cruise* and travel. The most effective programs offer graduated rewards, so the more customers spend, the more they earn. This rewards your best, most profitable clients or customers and cuts down on low-value price switchers—customers who switch from program to program to get **entry-level** rewards. Whenever possible, offer **in-kind** rewards that remind your customers of your company and its products or services.

3. Hold special events. The company-sponsored golf outing is back. With the renewed interest in retaining and up-selling<sup>2</sup> current customers, company-sponsored special events are returning to the *forefront*. Any event that allows you and your staff to interact with your best customers is a good bet, whether it's a springtime golf outing, a summertime pool party or an early fall barbecue. Just choose the *venue* most appropriate for your unique customers and business.

barrage *n.* 一连串,接二连三

sprinkle *v.* 用……点缀

newsletter *n.* 简报,时事通讯

seasonality *n.* 季节性

entry-level *adj.* 初级的,最低阶层的

in-kind *adj.* 实物的,非现金的

Guess the meanings of the following words from the context:

- |              |         |         |           |
|--------------|---------|---------|-----------|
| 1. bulk      | A. 公牛   | B. 绝大部分 | C. 插座     |
| 2. cruise    | A. 乘船旅行 | B. 雇佣   | C. 制定     |
| 3. forefront | A. 前足   | B. 胜利   | C. 最重要的位置 |
| 4. venue     | A. 收入   | B. 场所   | C. 大道     |

4. Build two-way communication. When it comes to customer relations, “listening” can be as important as “telling”. Use every tool and opportunity to create interaction, including asking for feedback through your website and e-newsletters, sending customer surveys (online or offline) and providing online message boards or blogs. Customers who know they’re “heard” instantly feel a **rapport** and a relationship with your company.

**rapport** *n.* 密切交往, 和谐一致

5. Enhance your customer service. Do you have a dedicated staff or channel for resolving customer problems quickly and effectively? How about online customer assistance? One of the best ways to add value and **stand out** from the competition is to have superior customer service. Customers often make choices between **parity** products and services based on the *perceived* “customer experience”. This is what they can expect to receive in the way of support from your company after a sale is closed. Top-flight customer service on all sales will help you build repeat business, create positive **word-of-mouth** and increase sales from new customers as a result.

**stand out** 突出, 引人注目

**parity** *n.* 同等, 平价

**word-of-mouth** *n.* 口碑

6. Launch **multicultural** programs. It may be time to add a *multilingual* component to your marketing program. For example, you might offer a Spanish-language translation of your website or use **ethnic** print and broadcast media to reach niche markets. Ethnic audiences will appreciate marketing communications in their own languages. Bilingual customer service will also go a long way toward helping your company build relationships with minority groups.

**multicultural** *adj.* 多种文化的

**ethnic** *adj.* 种族的, 少数民族的

7. Visit the **trenches**. For many *entrepreneurs*, particularly those selling products and services to other businesses, it’s important to go beyond standard sales calls and off-the-shelf marketing tools in order to build relationships with top customers or clients. When was the last time you spent hours, or even a full day, with a customer—not your sales staff, but you, the head of your company? There’s no better way to really understand the

**trench** *n.* 战壕

**Guess the meanings of the following words from the context:**

- |                 |        |            |            |
|-----------------|--------|------------|------------|
| 1. perceive     | A. 感知  | B. 获得      | C. 设计      |
| 2. multilingual | A. 多元的 | B. 使用多种语言的 | C. 融合多种成分的 |
| 3. entrepreneur | A. 债权人 | B. 公司      | C. 企业家     |

challenges your customers face and the ways you can help meet them than to occasionally get out in the trenches. Try it. You'll find it can be a real eye-opener and a great way to cement lasting relationships.

Follow these strategies and you'll be well on your way to building better relationships. Keep in mind that building solid, effective relationships is a lifelong process.

Total words: 1,062

Total Reading Time: \_\_\_\_\_ minutes \_\_\_\_\_ seconds

= = = = Notes = = = =

1. **soft sell**: In advertising, a soft sell is an advertisement or campaign that uses a more subtle, casual, or friendly sales message. This approach works in opposition to a hard sell.
2. **upselling**: Upselling (sometimes "up-selling") is a sales technique whereby a seller induces the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale. Upselling usually involves marketing more profitable services or products but can be simply exposing the customer to other options that were perhaps not considered.

## Comprehension Questions

Task 1 Judge, according to the text, whether the following statements are true (T) or false (F). And then correct the false statements.

1. The true value and essence of networking is about schmoozing others, collecting business cards, pumping up our importance, looking good. ( )
2. The most accomplished leaders shift the focus away from themselves and focus their attention on the needs of the other party in the relationship for a completely selfless purpose. ( )
3. It is essential for businesses that thrive over the long haul to build solid, genuine connections with peers, colleagues, customers and clients, and other professionals. ( )
4. A successful relationship happens overnight if both parties treat each other in a sincere way. ( )
5. It is of great significance to communicate with customers frequently and provide them with helpful messages so as to achieve the best result. ( )
6. One of the effective ways to transform your company into a valuable resource is to offer the loyal customers of your company graduated rewards. ( )
7. Offering cash as customer rewards is highly recommended by the author. ( )
8. Any event that enables an entrepreneur and his staff to interact with each other will be a good bet, whether it's a springtime golf outing, a summertime pool party or an early



fall barbecue. ( )

9. When it comes to customer relations, “listening” is no less important than “telling”.  
( )

10. Bilingual customer service will produce a far-reaching effect on helping your company  
build relationships with all customers. ( )

Task 2 Write a 100-word summary of Text A.

## Vocabulary Questions

Match the expressions in Column A with their definitions in Column B. And then fill in the blanks in the following sentences with expressions in Column A, changing the form where necessary.

A	B
<ol style="list-style-type: none"> <li>1. barrage</li> <li>2. tentative</li> <li>3. sprinkle</li> <li>4. seasonality</li> <li>5. entry-level</li> <li>6. indispensable</li> <li>7. rapport</li> <li>8. dedicated</li> <li>9. schmooze</li> <li>10. parity</li> <li>11. ethnic</li> <li>12. perceived</li> <li>13. trench</li> <li>14. word-of-mouth</li> <li>15. multicultural</li> </ol>	<ol style="list-style-type: none"> <li>a. a characteristic of a time series in which the data experiences regular and predictable changes which recur every calendar year</li> <li>b. of, relating to, or characteristic of a group of people sharing a common cultural or national heritage and often sharing a common language or religion</li> <li>c. suitable for or affordable by people buying or entering the market for the first time</li> <li>d. to talk with someone in a friendly way often in order to get some advantage for yourself</li> <li>e. the rapid and continuous delivery of linguistic communication (spoken or written)</li> <li>f. absolutely necessary; vitally necessary</li> <li>g. under terms not final or fully worked out or agreed upon</li> <li>h. of, relating to, or including several cultures</li> <li>i. to scatter something in drops or particles; to distribute or intersperse at random</li> <li>j. to become aware of (something) directly through any of the senses, especially sight or hearing</li> <li>k. a long narrow ditch embanked with its own soil and used for concealment and protection in warfare</li> <li>l. relation; connection, especially harmonious or sympathetic relation</li> <li>m. gossip spread by spoken communication</li> <li>n. equality, as in amount, status, or character</li> <li>o. designed for a particular use or function</li> </ol>

1. You're probably familiar with the necessity of networking in advancing your career. But how well you network often depends on how well you \_\_\_\_\_.
2. In the US one of the most influential and lucrative professions is law, a field in which writing skills are \_\_\_\_\_.
3. Rutherford had put forward some \_\_\_\_\_ ideas that there might be a third particle—a neutron.
4. A(n) \_\_\_\_\_ of commercial advertising encourages people to focus on the acquisition and consumption of goods, to be consumers first and citizens second.
5. Some writers, however, from sheer exuberance or a desire to show off, \_\_\_\_\_ their work liberally with foreign expressions, with no regard for the reader's comfort.
6. He adds that core capital goods tend to be seasonally weak in the first month after the quarter, due to excess \_\_\_\_\_ in the machinery category.
7. Total compensation package at the \_\_\_\_\_ is low compared to people already in the business with several years of experience.
8. By interacting with employees on a one-on-one basis, you will build \_\_\_\_\_ and trust.
9. Canada has seen its currency rise to \_\_\_\_\_ with the dollar in recent months, thanks in part to China's demand for its raw materials, including oil and timber.
10. These are both concentrated markets where any failure to perform would quickly be spread by \_\_\_\_\_ throughout the industry.
11. These are \_\_\_\_\_ units for storage in a network without keyboard or display and are controlled and configured over the network.
12. What we see and what is \_\_\_\_\_ can differ.
13. Hopefully, in the future, this admiration and acceptance of those with \_\_\_\_\_ heritages will deepen, and people will appreciate others, and themselves, regardless of their ethnic background.
14. Most of the proposals we argue about so heatedly will have only small effects on how we live, especially compared with the \_\_\_\_\_, regional and social differences that we so studiously ignore.
15. I had been seeing myself on stage, with a war bugle blowing and bullets whizzing by and here I was, a soldier crouching in his \_\_\_\_\_ and ready for a bayonet charge, to take my fate by its throat.

## Text B

### The Art of Business Relationships Through Social Media

"Ah, relationships," **moaned** a dejected Alvy Singer (Woody Allen) at the end of the film, *Annie Hall*, "Who needs them?" The

moan v. 悲叹

*fact is that any business today, whether a sole proprietorship or a multi-national, needs to build relationships. This is why knowing how to leverage the value that social networks can contribute to establishing and sustaining relationships is crucial. This author offers several key suggestions for doing so effectively.*

proprietorship *n.* 独资企业

The importance of relationship-building in business has been discussed extensively in the academic literature. But its importance in the business world is often under-acknowledged, especially in contrast to the more specialized skills and *expertise* involved in running a business. However, effective relationship building is a crucial ingredient in business success, perhaps even the critical success factor.

Academic researchers have studied this issue using concepts and techniques such as social capital and social networks analysis. They have provided *empirical* as well as theoretical evidence of the value generated by different types of business relationships. At the same time, the business world is being **dramatically** modified by the growing use of the Internet and social media, raising questions about the evolving nature of business relationships and the skills and attributes needed to develop and maintain them.

dramatically *adv.* 显著地, 引人注目地

Such questions are the focus of this article, which highlights some key changes resulting from the increasing use of social media, and discusses what firms need to do to adapt to this new business reality.

### Relationships in the New Business Environment

There are now reported to be 1.5 billion social media users globally, with at least 70 percent of companies using some form of social media. Several important and inter-related developments relating to the growth of social media usage are especially relevant to business relationships.

First, the **proliferation** of social networking sites means that

proliferation *n.* 增加, 扩散

**Guess the meanings of the following words from the context:**

- |              |         |         |         |
|--------------|---------|---------|---------|
| 1. leverage  | A. 分级   | B. 利用   | C. 提升   |
| 2. expertise | A. 专业知识 | B. 创新意识 | C. 职业精神 |
| 3. empirical | A. 真实的  | B. 准确的  | C. 经验的  |

it has become much easier to develop weak ties<sup>1</sup>, which can be tapped to provide information or assistance, or to collaborate. Work-related networks of weak ties might include, for example, an individual's or organization's list of LinkedIn<sup>2</sup> contacts, or the members of an online forum established by a professional group to share information and discuss issues of interest. These types of networks typically form *spontaneously* around particular topics and dissolve quickly. However, there are strong indications that the traditional benefits of weak links are not being exploited. It has been argued that the greatest participation in social networks comes from individuals who already have offline connections and not from new **acquaintances** that can provide innovative ideas or expertise previously unavailable to the other party. At the same time, since electronic communications have to a large extent displaced face-to-face meetings and telephone calls, it has become arguably more difficult to develop and sustain strong ties with business contacts.

acquaintance *n.* 相识的人

However, technological developments and the growth of social media are also making possible innovative forms of business interaction and activity involving new types of business relationships. These are primarily based on weak ties—which may mean that the conventional distinction between strong and weak ties is no longer so relevant.

Now that all types of information can be accessed via the Internet, and every imaginable topic is the subject of online debate and discussion, it has become virtually impossible for companies to maintain control over data or conceal their activities. Indeed, one of the main impacts of the Internet has been the increased expectation that organizations of all types will be more **transparent** about their policies and operations. Furthermore, a willingness to share information and knowledge has become fundamental to success in a world in which firms need to collaborate or work with others. Advances in information and communications technologies, including the social media sites through which initial contacts are often

transparent *adj.* 透明的

**Guess the meanings of the following word from the context:**

spontaneously    A. 迅速地    B. 自发地    C. 持续地