

高等学校商务英语系列教材

Business English *Listening and Speaking*



商务英语 听说教程

第4册

■ 总主编 杨翠萍

■ 主 编 周 淳 刘鸣放



清华大学出版社

<http://www.tup.tsinghua.edu.cn>



北京交通大学出版社

<http://press.bjtu.edu.cn>

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Business English Listening and Speaking
Student's Book

商务英语听说教程

第4册

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清华大学出版社
北京交通大学出版社

·北京·

内 容 简 介

《高等学校商务英语系列教材》是一套针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。《商务英语听说教程》是该系列教材之一，本书为第4册，共12个单元，每单元为学生提供了内容丰富的听说材料，并配有相应的录音磁带。

本书选材新颖，趣味性强，情景逼真，文体各异，语言地道，练习形式生动多样，既有利于学生打下扎实的英语基础，又有助于他们学习经贸专业英语，为今后从事各种商务活动奠定良好的基础。

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图书在版编目(CIP)数据

商务英语听说教程·第4册 = Business English Listening and Speaking / 周淳, 刘鸣放主编.
北京: 清华大学出版社; 北京交通大学出版社, 2005.9

(高等学校商务英语系列教材/杨翠萍主编)

ISBN 7-81082-531-3

I. 商… II. ①周… ②刘… III. 商务-英语-听说教学-高等学校-教材
IV. H319.9

中国版本图书馆 CIP 数据核字 (2005) 第 049067 号

责任编辑: 张利军

出版者: 清华大学出版社 邮编: 100084 电话: 010-62776969

北京交通大学出版社 邮编: 100044 电话: 010-51686414

印刷者: 北京鑫海金澳胶印有限公司

发行者: 新华书店总店北京发行所

开 本: 185×260 印张: 9.5 字数: 260 千字

版 次: 2005 年 9 月第 1 版 2005 年 9 月第 1 次印刷

书 号: ISBN 7-81082-531-3/H·54

印 数: 1~4 000 册 定价: 16.00 元

本书如有质量问题, 请向北京交通大学出版社质监组反映。对您的意见和批评, 我们表示欢迎和感谢。

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前 言

《商务英语听说教程》是针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。本教程突破了传统的教材模式,综合考虑了高校经贸英语专业学生的特点,力求把经贸知识的传授和英语听说技能的培养结合起来。本教程以循序渐进的方式,通过内容丰富、专业面广、程度适宜、饶有趣味的商务材料,促使学生积极参与有关商务实践的听说活动,在提高其口语表达能力的同时,了解商务活动的各环节,拓宽视野,获取新知识。

本教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基准,扩大输入量,进一步巩固、深化语言基础,提高语言运用能力。本教程从学生的实际水平出发,从语言的基本单位(如音标、单词、句型等)入手,对学生的语音、语调等进行逐项训练,并且商务材料的比例在4册书中逐渐增加。本教程的练习方式为先输入后输出,听说交叉,在选材及练习设计上始终遵循“学用结合,重在运用”的原则。本教程体现了以下几个特点。

1. 丰富性。本教程为学生提供了许多商务方面的听说材料,内容涵盖经贸、金融、企业管理、商业文化、信息技术、旅游等各个领域,而且相当一部分材料具有强烈的时代气息。

2. 多样性。本教程精心设计了形式多样的练习。听力练习有选择、判断、归纳大意、填写表格等形式。口语练习围绕对话主题或交际功能设计,主要有双人对话、角色表演、小组讨论、辩论、大组汇报、调查问卷等形式。

3. 真实性。本教程充分利用了因特网的丰富资源,其中相当部分的数据、图表等内容均来自一些企业和公司的交际活动,场景真实,语言生动、规范,趣味性强,从而可以使学生真切地掌握相应的英语及商务实践的技能。

4. 实践性。本教程特别突出对学生口头交际能力的培养,为学生提供了诸多在现实生活中灵活运用英语语言的场景。口语练习主要讨论一些与日常生活和商务活动密切相关的话题,并且提供了大量的相关词汇、短语及句型,以鼓励学生结合自己的经历、感受大胆开口,踊跃参与。

《商务英语听说教程》共4册,分两个学年使用,每册配有相应的教师参考书和录音磁带。本书是第4册,共12个单元,供学生第二学期使用。每单元围绕一个主题设计,由5个部分组成。

Part I Checking Homework for Review 此部分是结合Part V设计的练习,主要针对学生在前一个单元所做的课后听说练习进行检查,以达到温故而知新的教学目的。

Part II Micro-listening 此部分旨在帮助学生复习、巩固办公室及商务中的常用习语。

Part III Directed Conversations 此部分主要围绕每一个单元的主题进行对话听说训练,内含形式多样的听力与口语练习。

1. 听力练习:检查学生对所听材料的理解。

2. 口语操练:在理解所听材料的基础上,启发学生开口。练习形式包括看图

说话、自编对话、表演和小组讨论等。

Part IV Listening and Speaking 此部分着重语篇方面的听说训练，以培养学生的综合能力，练习主要有以下3项。

1. 热身练习：围绕文章内容或学生感兴趣的问题向学生提问，鼓励学生大胆表述，以便顺利导入后续的听说练习。
2. 听力练习：培养学生对通篇材料的理解和摄取具体信息的能力。
3. 口语练习：主要围绕两篇短文内容设计，附加相关主题的讨论，以激发学生的想像力，培养学生的综合概括及表述能力。练习形式为复述、对子练习、小组讨论或大组汇报等。

Part V Exercises After Class 此部分内容为本课程的主要特色之一，旨在进一步巩固课堂所学内容，为学生提供更多的听、说训练，使学生课内、课外学习相结合，听说训练不间断。

本教程的编写是以每周4学时为基础的，编者建议每周完成一个单元，教师也可根据学生的实际情况灵活使用本教程。

在本书的编写过程中，复旦大学的翟象俊教授给予了我们极大的指导。在此我们对他及所有关心和支持本套教材编写和出版的人员表示衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究基础上产生的，但仍可能存在一些不妥之处，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编者

于华东师范大学

2005年6月

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Unit 1

A Successful Marketer Must Get Online Now

Part I Checking Homework for Review

- 1.1 Discuss with your partner the progresses you have made and the problems you still need to solve in business English listening and speaking.
- 1.2 Present an oral report to your group members about your expectations of this semester along with your preliminary plan.

Part II Micro-listening

- 2.1 In this section, you will hear five short recordings. For each piece, decide what action each company took/will take to boost its business.

New Words and Expressions

iconic	/aɪˈkɒnɪk/	a. 图标的, 偶像的
batter	/'bætə/	v. 猛击
burgeon	/'bɜ:dʒ(ə)n/	v. 迅速成长, 发展
Minneapolis	明尼阿波利斯 (美国城市)	

1. J. M. Smucker
2. Coca-Cola
3. Toys R Us
4. General Motors
5. Google

- A. cost reduction
- B. senior management change
- C. company acquisition
- D. brand expansion
- E. service improvement
- F. new sales offers
- G. image enhancement
- H. company restructuring



2.2 Listen to the five recordings again and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

1. () Jif peanut butter is a brand originally owned by International Multifoods Corp. and now purchased by Smucker.
2. () Smucker anticipates the acquisition of International Multifoods Corp. will help it dominate the bakery industry.
3. () Don Knauss, the newly appointed CEO, faces a tough challenge in reviving Coca-Cola's business in North America market.
4. () Suffering from economic slowdown and fierce competition, Coca-Cola Co. has cut more than 1,000 jobs in North America in the past year.
5. () Toys R Us Inc., the New Jersey-based toy retailer, plans to put more emphasis on its weaker baby business.
6. () Sales at Babies R Us stores went up 3.6 percent though Toys R Us Inc. posted a 4.9 percent drop in same-store sales at U.S. toy stores during the key holiday period.
7. () GM, the world's largest automaker, offered new sales incentives to stimulate demand after its U.S. sales fell more than 15 percent in June.
8. () Dealers are expecting GM to provide new cash rebates, cut lease payments and offer interest-free loans.
9. () Google Inc., the No. 1 Web search provider, adopts service-enhancement strategy to prevent Internet users from turning to other Web search providers.
10. () In order to attract more searchers, Google intends to integrate search technology with software development and media service.

Part III

Directed Conversations

The average consumer would probably define marketing as a combination of advertising and selling. It actually includes a good deal more. Modern marketing is most simply defined as activities that direct the flow of goods and services from producers to consumers. It encompasses, however, a broad range of activities including product planning, new-product development, organizing the channels ... It is an exciting, dynamic, and contemporary field and in some way, we are all involved with or affected by marketing practices.

Conversation One

3.1 Listen to the conversation carefully and complete the chart with what you hear.



New Words and Expressions

scary /'skeəri/

affiliate /ə'filiət/

sponsorship /'spɒnsəʃɪp/

traffic /'træfɪk/

barrage /'bærɑːʒ/

spam /spæm/

subscriber /səbs'kraɪbə/

jump into 参加, 投入

pull in 吸收

sign up 签名, 签约

a. 引起惊慌的

n. 分支机构, 会员

n. 赞助者的地位

n. 一定时期内的顾客数量

n. [喻]倾泻, 猛击

n. 兜售信息(邮件、广告、新闻、文章, 同 junk mail)

n. 用户, 订户

Make A Living Online Member Site 由美国网络营销先驱 Jim Daniels 创建的一个网站, 主要提供网络营销, 网络创业方面的免费信息和相关咨询服务

The Key to E-marketing Success

The road leading to achievement of marketing objectives

☐ In Feb. 1996

starting to

☐ By May 1996

starting to

☐ By Nov. 1996

➤ starting to

➤ deciding to

The elements bringing success to online venture starters

☐ A

➤ the best road to take:

➤ in the meantime,

☐ A

a big key to



(continued)

The way to get success with a limited budget	Magazines read by _____ would make marketers _____
The source of magazine subscribers	_____

Conversation Two

3.2 Listen to the conversation carefully and decide whether the following statements are true or false. Write T for true and F for false in brackets.

New Words and Expressions

acclaim	/ə'kleɪm/	v.	欢呼, 称赞
portfolio	/pɔ:t'fəʊljəʊ/	n.	人员组合
stakeholder	/ˈsteɪkhəʊldə(r)/	n.	股东, 享有股份或利润的人
scrutiny	/ˈskruːtɪni/	n.	仔细检查
quantifiable	/ˈkwɒntɪfaɪəb(ə)l/	a.	可计算的
lose out	不成功, 受损失		
roll in	滚滚而来, 大量涌来		
Wall Street	华尔街 (纽约的金融中心)		
ROI	投资回报 (Return on Investment)		

- () *ceogo.com* is a popular website founded by Dr. Leslie Gaines-Ross to deal with news and information about management and marketing.
- () Far more Fortune 500 CEOs come out of finance and operations functions than marketing and sales.
- () CEOs must acquire some marketing skills because it will be part of their job to listen and communicate to various audiences.
- () Most companies do a good job managing their websites because they see the Web as an important reputation-management tool.
- () CEOs are advised to spend their first 100 days listening to customers and earning their trust and respect.
- () Reputations online and offline should be managed continuously and consistently although they are out of the realm of marketing mix.



7. () Even when marketing efforts are proven to be worthwhile and considerable returns on investment are gained, few CEOs will listen to marketers.
8. () One of the difficulties marketers confront is that ROI tends to be a process of long term rather than short term.
9. () Many CEOs stay in their positions for a short period, while marketing is nothing but a long-term process.
10. () Marketing staffs will have a better time in the future because more CEOs will consider recruiting employees with marketing experience.

3.3 Listen to the conversation again and choose the best answer to each question you hear.

1. a. To marketing their products and services.
b. To marketing the overall corporate brand.
c. To marketing their companies to Wall Street.
d. To marketing themselves to various audiences.
2. a. CEOs should spend this critical period of time examining overall market conditions.
b. CEOs should spend this critical period of time communicating with their employees.
c. CEOs should spend this critical period of time enhancing their companies' market reputation.
d. CEOs should spend this critical period of time contacting the local governments and mass media.
3. a. Some companies' web-sites record CEO's speeches and presentations.
b. Internet has become an important marketing tool for CEOs themselves.
c. Most CEOs use their companies' web-sites as their personal home pages.
d. CEOs use the new technology to get in touch with their staff and customers instantly.
4. a. When a company nominates its new CEO.
b. When a company is involved in rumors and crises.
c. When a company releases its annual financial report.
d. When a company launches its new range of products.
5. a. Internet will exert greater influence on CEOs and change their attitudes toward marketing.
b. Modern CEOs will take more interest in marketing their products and themselves via the Internet.
c. More CEOs will have marketing backgrounds and understand the significance of marketing.
d. Online marketing will become even more popular and bring huger earnings for companies in the future.

3.4 Oral Practice

Work in groups. Discuss with your group members and work out the differences between online marketing and offline (conventional) marketing.

	Online Marketing	Offline Marketing
Marketing Target		
Products Marketable		
Marketing Cost		
Promotion Methods		
Payment Arrangements		
Others		

Part IV Listening and Speaking

Passage One

4.1 Before you listen to the passage, try to discuss the following questions.

1. How important is marketing to the success of a modern business?
.....
2. What do you think is the key to marketing success in today's business world?
.....

New Words and Expressions

variable	/ˈveəriəb(ə)l/	n. 可变物, 变量
intermediary	/ˌɪntəˈmi:diəri/	n. 中间人, 媒介(物)
compatible	/kəmˈpætɪb(ə)l/	a. 协调的, 一致的
discounter	/ˈdiskaʊntə/	n. 廉价零售店
built-in		a. 内置的



4.2 Listen to the passage carefully and choose the best answer to each question you hear.

1. a. What packaging to use.
b. What a brand name to adopt.
c. What level of quality to achieve.
d. What warranties to offer.
2. a. Distribution.
b. Transportation.
c. Purchase terms.
d. Outlet locations.
3. a. Radio.
b. Internet.
c. Television.
d. Newspaper.
4. a. Profit margin.
b. Bundling strategy.
c. Volume discounts.
d. Marketing budget.
5. a. The sound marketing-mix concept contributes most to the success of Cannon.
b. Cannon usually applies several distinctive marketing mixes to one target market.
c. Cannon mixes the four Ps to give a particular marketing mix for a particular market.
d. Cannon attaches the same degrees of importance to the four Ps in different markets.

4.3 Listen to the passage again and fill in the blanks with what you hear.

What to Know about Marketing Mix:

- ☐ The marketing mix is defined as a combination of marketing elements used to
..... and
- ☐ What marketing mixes to use is determined by
..... and

Marketing Mixes Used by Canon:

<div style="text-align: center;"> Targets 4Ps </div>	For Beginners	For Serious Amateur Photographers
Product	Offering	Offering



(continued)

Place	Selling through	Selling through
Price	Retailing for	Retailing for
Promotion	Advertising is concentrated on	Advertising is concentrated on
In conclusion	Canon markets, promotes, and has	

Passage Two

4.4 Before you listen to the passage, try to discuss the following questions.

1. What factors will affect a company's marketing strategies?

.....

2. Do you know any unsuccessful marketing cases? And what do you think is responsible for the marketing failure?

.....

New Words and Expressions

ingrained /ɪnˈɡreɪnd/
predominant /prɪˈdɒmɪnənt/

masculine /ˈmæskjʊlɪn/
chagrin /ˈʃæɡrɪn/
logo /ˈləʊɡəʊ/

resemblance /rɪˈzembələns/
proscribe /prəʊˈskraɪb/

a. 根深蒂固的
a. 占主导地位的, (在数量等方面)占优势的
a. 男人的, 男子气概的
n. 懊恼, 气愤
n. 标识语
n. 相似, 类同之处
v. 禁止



objectionable	/əb'dʒekʃənəb(ə)l/	a. 引起反对的
archipelago	/ɑ:kɪ'pelɪgəʊ/	n. 群岛
Muslim	/ˈmʊzɪlɪm/	n. 伊斯兰教徒, 穆斯林
Allah	/ˈælə/	n. (伊斯兰教的)真主
Islam	/ˈɪzlɑ:m/	n. 伊斯兰教, 伊斯兰教徒
Islamic	/ɪzˈlæmɪk/	a. 伊斯兰的, 伊斯兰教的
Bangladesh	/ˌbæŋglə'deɪʃ/	n. 孟加拉国
Indonesia	/ˌɪndəʊ'nɪziə/	n. 印度尼西亚
ran afoul of	和……冲突, 与……相抵触	

4.5 Listen to the passage carefully and choose the best answer to each question you hear.

- Red.
 - Blue.
 - Pink.
 - Yellow.
- Nike intended to put the Arabic word Allah on its footwear products.
 - Nike included the Arabic word for Allah in its flame-design shoe logo.
 - The poor quality of the Nike shoes drew protests from Muslim consumers.
 - Muslims take offence at the likeness of the Nike shoe logo to the word Allah.
- Thom McAn is the first shoe manufacturer to put the word Allah on its products.
 - Thom McAn is a shoe producer that had fallen in the same marketing trap as Nike.
 - Thom McAn intended to insult Muslims by putting the word Allah on its shoe products.
 - Thom McAn first used the flame-design logo that was considered unacceptable to Muslims.
- In Africa.
 - In North America.
 - In Southeast Asia.
 - In the Middle East.
- Negligence of other cultural traditions will cause loss for global marketers.
 - Color associations such as blue is for boys and pink is for girls are instinctive.
 - Much of the Islamic world associates yellow with females and red with males.
 - Marketers must value Muslim traditions as Islam is the fastest-growing religion.

4.6 Listen to the passage again and answer the questions briefly according to what you hear.

- What incurred protests from Muslims about Nike's products?

.....

.....

2. Why did Muslims feel insulted when they saw the Nike and Thom McAn shoes?
.....
3. What is the most populous Islamic nation in the world? And how many Muslim citizens does it have?
.....
4. What is thought to be offensive to Muslims?
.....
5. What would be the consequence if marketers turn a blind eye to the traditions of other cultures?
.....
6. What lesson can be learned from the Nike and Thom McAn cases?
.....

4.7 Oral Practice

1. Work in pairs. Discuss with your partner and decide which P is the key factor in marketing:

- ☐ Fast food chain stores
- ☐ Sportswear products
- ☐ Household appliances
- ☐ Express delivery services
- ☐ Beauty & health products

2. Work in pairs again. Examine the Thom McAn shoe logo closely and tell your partner what you think of the graphic design.



3. Work in groups. Nike, as one of the most famous sportswear brands in the world, is always actively engaged in various marketing practices. Discuss with your fellow students and decide:



- ☐ How is Nike doing in the market of China?
- ☐ What marketing strategies does Nike adopt to promote its brand?
- ☐ Are Nike's marketing strategies effective or successful in China?
Why or why not?
- ☐ If you work in marketing for Nike, would you market it more strongly? And if so, how?

Part V

Exercises After Class

5.1 Oral Practice

1. Work in groups of 4 - 6 on a marketing project. Brush up all the points you have learned about marketing in this unit and work out the details of your project.

Our Marketing Project

- ☐ What product or service to offer:
- ☐ How to inform customer of your new offering:
- ☐ How to price your product or service:
- ☐ How to distribute your product or service:
- ☐ What after-sales service to provide:
- ☐ Other things to consider:

- 5.2 Listen to the business news report and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

New Words and Expressions

backlash	/ˈbæklæʃ/	n. 强烈的反响, 后冲力
legislation	/ˌledʒɪsˈleɪʃ(ə)n/	n. 立法, 法规
outsourcing	/ˈaʊtsɔːsɪŋ/	n. 外部采办, 外购(公司原自行制造的部件改向外国供应商订购)
the Philippines	菲律宾(亚洲东部一国家)	