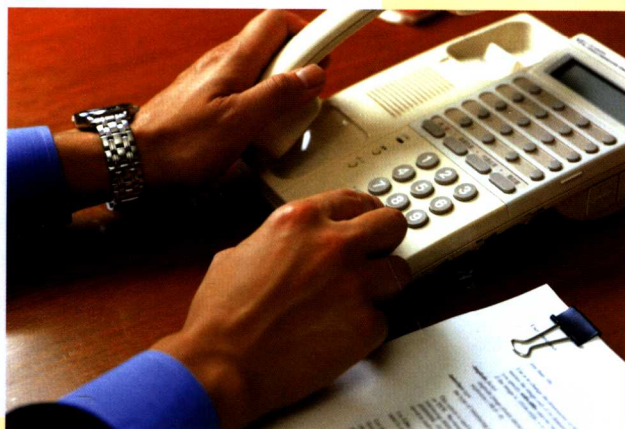


高等学校商务英语系列教材

# 商务英语综合教程

第4册

*Business English Integrated Course IV*



- 总主编 杨翠萍
- 主 编 印丕杰 戴红珍
- 副主编 余丽栋



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>



高等学校商务英语系列教材

# 商务英语综合教程

(第4册)

Business English Integrated Course IV

总主编：杨翠萍

主 编：印丕杰 戴红珍

副主编：余丽栋

编 者：刘 浩 张建琴 胡 琳 胡天恩

余丽栋 戴红珍 印丕杰 杨翠萍

清华大学出版社  
北京交通大学出版社

·北京·

## 内 容 简 介

《商务英语综合教程》是《高等学校商务英语系列教材》之一，本书为第4册，共有12个单元，每单元由 Reading I, Reading II, Extension, Supplementary Reading 四大部分组成，并配有相应的音带。

本书选材新颖，内容丰富，专业面广，难度适宜，趣味性强，可供高等学校经贸英语专业的学生及相应水平的商务工作者与英语爱好者学习使用。

版权所有，翻印必究。举报电话：010-62782989 13501256678 13801310933

本书封面贴有清华大学出版社防伪标签，无标签者不得销售。

本书防伪标签采用特殊防伪技术，用户可通过在图案表面涂抹清水，图案消失，水干后图案复现；或将表面膜揭下，放在白纸上用彩笔涂抹，图案在白纸上再现的方法识别真伪。

### 图书在版编目 (CIP) 数据

商务英语综合教程·第4册 = Business English Integrated Course IV / 印丕杰, 戴红珍主编.  
北京: 清华大学出版社; 北京交通大学出版社, 2005. 6

(高等学校商务英语系列教材/杨翠萍总主编)

ISBN 7-81082-529-1

I. 商… II. ①印… ②戴… III. 商务-英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字 (2005) 第 049066 号

责任编辑: 张利军 特邀编辑: 王小娟

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: 27.25 字数: 680千字

版次: 2005年6月第1版 2005年6月第1次印刷

书号: ISBN 7-81082-529-1/H·52

印数: 1~4000册 定价: 35.00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。

投诉电话: 010-51686043, 51686008; 传真: 010-62225406; E-mail: press@center.bjtu.edu.cn。

# e CONTENTS

## 目 录

<b>Unit 1 Auction</b> .....	(1)
Reading I No Puppy Mills Canada .....	(1)
Reading II Auction and Its History .....	(11)
Extension .....	(18)
Supplementary Reading .....	(27)
<b>Unit 2 Real Estate</b> .....	(34)
Reading I Talk Your Way into a Mortgage .....	(34)
Reading II Housing .....	(44)
Extension .....	(52)
Supplementary Reading .....	(60)
<b>Unit 3 Education</b> .....	(67)
Reading I Straight A's Can Hurt a College Education .....	(67)
Reading II How I Spent Summer Vacation: At Getting-Into-College Camp .....	(78)
Extension .....	(87)
Supplementary Reading .....	(95)
<b>Unit 4 Insurance</b> .....	(103)
Reading I The Insurance Principle & Practice .....	(103)
Reading II Insurance Industry Opening the Net .....	(113)
Extension .....	(121)
Supplementary Reading .....	(129)
<b>Unit 5 Taxation</b> .....	(136)
Reading I Finding the Right Advice on Taxes .....	(136)
Reading II What Is Tax? .....	(147)
Extension .....	(154)
Supplementary Reading .....	(160)

<b>Unit 6 Exposition</b> .....	(168)
Reading I A Fair to Remember .....	(168)
Reading II Eyes Turn to Europe .....	(180)
Extension .....	(188)
Supplementary Reading .....	(197)
<b>Unit 7 Accounting</b> .....	(203)
Reading I Accountants Still Do Tax Returns, But Probably Not for Long .....	(203)
Reading II Accounting Principles & Financial Statements .....	(213)
Extension .....	(220)
Supplementary Reading .....	(229)
<b>Unit 8 Logistics</b> .....	(237)
Reading I E-commerce & Logistics .....	(237)
Reading II Looking at Logistics .....	(247)
Extension .....	(255)
Supplementary Reading .....	(263)
<b>Unit 9 Career Women</b> .....	(270)
Reading I Where Will Carly Fiorina Take HP? .....	(270)
Reading II Estée Lauder .....	(280)
Extension .....	(289)
Supplementary Reading .....	(296)
<b>Unit 10 Futures</b> .....	(303)
Reading I The Theory and Practice of Hedging .....	(303)
Reading II Commodity Exchange .....	(314)
Extension .....	(322)
Supplementary Reading .....	(330)
<b>Unit 11 Foreign Exchange</b> .....	(338)
Reading I The RMB Controversy and Beyond .....	(338)
Reading II The US Dollar and the Euro .....	(347)
Extension .....	(354)
Supplementary Reading .....	(363)
<b>Unit 12 The Hotel Industry</b> .....	(370)
Reading I The Adapting Hoteliers .....	(370)

Reading II A Glimpse at Hotels .....	(383)
Extension .....	(390)
Supplementary Reading .....	(399)
<b>Appendix I</b> .....	<b>(406)</b>
<b>Appendix II</b> .....	<b>(424)</b>

# Unit 1 Auction

## Reading I

### Pre-reading Task

#### Questions for pair work

1. What kinds of items are traded at an auction?
2. What determines the price of an item? What happens if the prices offered by bidders are lower than the minimum price?
3. Why do you think people attend an auction?
4. Does one invariably get good deals in auctions? Why or why not?
5. Is auction the same business with pawn?

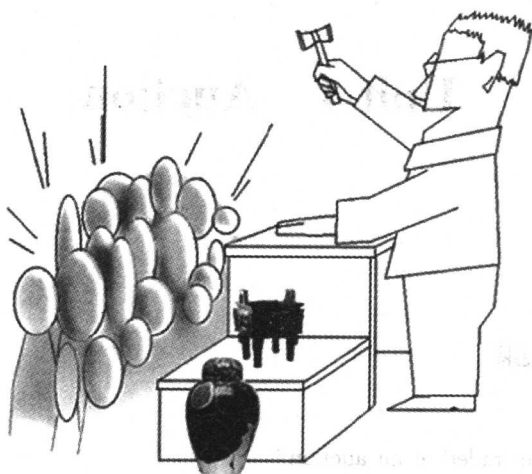
### Text

## No Puppy Mills Canada

*This story is a woman's account of a mill auction she attended in Missouri, US.*

*Don't read if you aren't where you can cry!*

- ① I do not believe I will ever look at the world in the same way again.
- ② This weekend was worse than I had imagined, worse than I had even been told to expect. I attended my first puppy mill auction in Missouri Sunday, determined to bring home every last Cavalier on the auction block. Lucky Star was successful. We got all six Cavaliers being sold.
- 5 ③ But that was only 6 dogs out of 200 +. I wanted them all. I wanted to run, ranting like a mad woman, through the dirt isles of stacked cages, a screaming pied piper, opening and releasing every last one of those imprisoned souls. What I saw behind those latched doors broke my heart, and made it almost impossible to maintain my equilibrium or my sanity, much less the undercover role I was expected to play. Every 15 – 20 minutes my husband would come to my side, asking if I was
- 10 okay, telling me I could do this, HAD to do this, for the dogs. For the dogs...
- ④ Periodically, I had to escape the nasty atmosphere of the barn for a gulp of the cold Missouri air, hoping the frigid gusts would calm and fortify me.
- ⑤ Some cages held one-eyed dogs; others held dogs with recent cuts, and old, ugly scars, dogs with toenails an inch long, dogs whose hair was one large mat, pregnant bitches close to
- 15 delivery, dogs missing ears, legs, teeth.



- 6 There were no wagging tails, no yelps of delight, no bright, trusting eyes or barks of playful banter. Most cowered in the farthest corners of their cages, two or more huddled close together, as if their closeness would bring them some measure of comfort in dealing with their shared misery.
- 20 7 Dog after dog was auctioned to the highest bidder, often with such sales pitches as: “Missing an eye, but sees well enough to hit his mark”; “This girl is only a year old, but she has earned her keep by already producing one litter — now she’s got another on the way — a bonus for you”; “This bitch has had 19 pups in a year and a half — just the kind you want”; “If you just sell one of this pregnant bitch’s puppies, you will make more than you’ve paid for her”; “Bitch only has three legs — big deal, she won’t be passing that on.” And on one male dog, who refused to stand on the table because of an injured foot, the auctioneer remarked, “Don’t let that bother you, he can still get it on.”
- 30 8 Dogs were often held high in the air for all to see, tails lifted to gauge whether they were in heat, mouths probed roughly to check their bites, and abdomens poked and prodded to check for pregnancy because “this one’s been running with Jacks — could give you a surprise.”
- 35 9 The Cavaliers were one of the last breed on the block. My heart stopped, and my eyes welled when I saw the first, and only two females brought to the table. Their eyes remained downcast, their tails tucked, their bodies postured with fear. “Look at the coats on these beauties,” the creepy auctioneer said. “These ladies produced some gorgeous pups.” That sealed it — I wasn’t leaving that place until I had every single Cavalier in my possession.
- 40 10 Our babies brought the highest and liveliest bidding, with bidding often reaching feverish levels, the bids coming so fast and furious, I was afraid I could not keep up. I hated bidding; I hated NOT bidding.
- 11 When I got the highest bid, the auctioneer said, “Which one do you want?” “I want them



both,” I replied. “Great,” he said, “you’re saving me time, little lady.” When we got the final bid on the puppies, the last to be auctioned, I breathed a sigh of relief, and said a quiet thank-you to the man upstairs.

45 [12] While waiting in line to get the dogs, one man approached us, and asked how many of “those Charlie’s” we had. I said I only had three. “Well,” was his response, “you are certainly in business now.” Yes, I told him, you better believe it.

[13] Rescuing just a few is worth the effort, worth the heartache, and worth the dirt, stench and barren, desolate miles my husband and I endured. Six are safe, but so many more are not.

50 Rescuing from these sleazy breeders is a necessary evil. It is only a drop in the bucket, I know, but it is SOMETHING. It certainly is not enough, and we must work diligently to try and save them all.

[14] A number of people I talked to before leaving on this trip knew nothing about puppy mills. They know about them NOW. Educate. Please educate. Tell everyone you know, and  
55 people you don’t know, what puppy mills are all about. Relate my horror story, and the stories of other rescuers. We CANNOT shut down the puppy millers without the education of the public.

[15] Before I sign off, let me tell you about MY bonus. I came home with seven puppy mill dogs, my seventh being a male, 2 year old Lhaso Apso. He was placed on the table and the  
60 auctioneer opened the bids at \$150. No bids came. Down to \$50, still no bids. At \$25, the auctioneer said, “Come on, folks, he’s worked his tail off in his short life — been one busy little guy. Worth a heck of a lot more than \$25. If you don’t want him, I’ll put him back to work for me.” At \$15, my husband saw the sadness in my eyes. “Toni,” he said. . . too late.

[16] The auctioneer said, “Well, do I hear \$10?” My hand shot up before I could stop it.  
65 “Sold, to the little lady for \$10.” “Got yourself quite a bargain,” was the auctioneer’s parting shot.

[17] The Cavs hadn’t even come up yet, and I knew we had a long way to go. “Sorry,” I told Chris. “I couldn’t help it.” “It’s okay,” he said. “By my calculations, using the luggage rack  
70 on top, we could probably haul back another 20 or so. He was joking, of course, he simply understood that this business was deplorable, and resigning these dogs to a pitiful existence was heart wrenching.

[18] Tenman or RinTinTen, as we affectionately call him, is at the vet’s with the six cavaliers. I will be looking for a loving home for him, too. I can’t keep him, and he is a very frightened  
75 little fellow, but he will make someone a loving pet. If you are interested or know someone who might want to give my Tenman a permanent home, please email me privately. He, too, deserves the best.

[19] Find it in your heart to get involved with rescue, in whatever way you can. Attend an auction, donate your money, foster a rescue, or just encourage and advise those of us who are  
80 just getting our feet wet. You won’t be sorry, your heart may break, your eyes may be red-rimmed for days, but I promise you, you will be forever changed.



## Word List

1. puppy /'pʌpɪ/
  - n.* a young dog 小狗, 幼犬
2. mill /mɪl/
  - n.* a factory 工厂, 制造厂
3. rant /rænt/
  - vi.* to talk in a loud excited way, using grand but meaningless phrases 大声激昂地说些无意义的话, 口出狂言
4. piper /paɪd'paɪpə(r)/
  - n.* one, such as a leader, who makes irresponsible promises 爱开空头支票的人
5. latch /lætʃ/
  - vt.* to fasten with a latch 用碰锁锁上(门等); 闩上(门等)
6. equilibrium /i:kwɪ'li:briəm/
  - n.* balance of the mind, emotions, etc.; equanimity (心情、情绪等的) 平静, 安宁
7. sanity /'sænɪti/
  - n.* the quality of being sane 心智健全; 精神正常
8. undercover /ˌʌndə'kʌvə(r)/
  - a.* acting or done secretly, not publicly, esp. as a spy or for gain 秘密的, 暗中进行的, 隐蔽的
9. periodically /ˌpɪərɪ'ɒdɪk(ə)li/
  - ad.* happening repeatedly, usu. at regular times 周期地, 定时地
10. toenail /'təʊneɪl/
  - n.* the nail on the upper end of a toe 脚趾甲
11. bitch /bɪtʃ/
  - n.* a female dog 母狗
12. delivery /dɪ'lɪvəri/
  - n.* the birth of a child 分娩, 生产
13. banter /'bæntə(r)/
  - n.* light joking talk; repartee 玩笑, 戏谑, 妙语
14. cower /'kaʊə(r)/
  - vi.* to bend low and move back because of fear or shame; cringe (因害怕、羞耻等而) 退缩, 畏缩; 屈缩
15. huddle /'hʌdl/
  - vi.* to crowd together, in a group or in a pile 挤作一团, 聚成一堆
16. pup /pʌp/
  - n.* a puppy 小狗, 幼犬, 狗崽
17. pregnant /'pregnənt/
  - a.* (of a woman or female animal) having an unborn child or unborn young in the body (人) 怀孕的; (动物) 怀胎的
18. gauge /geɪdʒ/
  - vt.* to measure by means of a gauge (用计量器) 计量; 度量
19. abdomen /'æbdəmən/
  - n.* a main part of the front of the body in animals, between the chest and legs, containing the stomach, bowels, etc.; the belly 腹(部)
20. prod /prɒd/
  - vt.* to push or press (something or someone) with a pointed object; poke 刺, 戳

21. pregnancy /'pregnənsɪ/  
*n.* (an example of) the condition of being pregnant 怀孕, 妊娠
22. downcast /'daʊnkɑ:st/  
*a.* directed downwards 向下的, 垂下的
23. tuck /tʌk/  
*vt.* to place (esp. a building) in a private and/or almost hidden place (尤指建筑物) 使隐藏, 使隐蔽
24. posture /'pɒstʃə(r)/  
*vi.* to put into a specific posture; pose 取某种姿势; 装作……的样子
25. creepy /'kri:pɪ/  
*a.* annoyingly unpleasant; repulsive, disgusting 令人生厌的; 令人反感的
26. seal /si:l/  
*vt.* to settle, determine, or decide finally or irrevocably 决定 (命运等)
27. sleazy /'sli:zi/  
*a.* cheap, dirty, poor-looking, and often suggesting immorality; disreputable 价廉而质劣的; 肮脏的, 邋遢的; 格调低下的, 低级庸俗的
28. horror /'hɒrə(r)/  
*n.* a feeling of great shock, anxiety, and dislike 惊恐; 震惊; 憎恶
29. shot /ʃɒt/  
*n.* a pointed or critical remark 一针见血的评语; 尖锐的批评
30. deplorable /dɪ'plɔ:rəb(ə)l/  
*a.* very bad; deserving severe disapproval 糟透的; 可叹的; 可悲的
31. vet /vet/  
*n.* a person trained in the medical care and treatment of sick animals 兽医
32. red-rimmed /,red'ri:mɪd/  
*a.* having a red rim or rims 有红框的, 有红边缘的

## Idioms & Expressions

1. on the block  
for sale 在出售中
2. be in heat  
to be in the period of sexual excitement in animals (尤指母畜) 正在发情
3. a heck of a lot  
much; many 许多
4. shoot up  
to move quickly upwards 迅速上升
5. get one's feet wet  
to start a new activity or a job, get involved, try something 涉足, 开始参与, 初试



## Proper Nouns

1. Missouri /mɪ'zʊəri/ 密苏里 (美国中部一州)
2. Cavalier /kævə'liə(r)/ 查理士王猎犬 (参看注释 2)

## Notes to the Text

1. puppy mill: a disparaging term for the practices of some dog breeders. Some dogs (or puppies) are bred by reputable breeders, who raise a small number of dogs and provide humane conditions, good socialization and formal training to their charges. Often potential owners go through a screening process and spend time with many of the dogs before being matched to a dog. Unfortunately, some breeders are motivated by money rather than love and respect for the animals that they raise. These breeders are commonly referred to as “puppy mills”, alluding to the conditions and emphasis on quantity and profitability over humane treatment and quality. Puppy mill dogs are raised in overcrowded, inhumane conditions, are poorly socialized, receive no training whatsoever and often suffer from medical conditions that are not disclosed to potential buyers. It is not uncommon for these breeders to misrepresent the breed of dog being sold, and the vast majority of these animals are sold to pet stores.
2. Cavalier: Its full name is Cavalier King Charles Spaniel, breed of toy dog descended from the King Charles spaniel popular in Great Britain under King Charles I and King Charles II in the early 17<sup>th</sup> century. Attempts in the 1940s to restore the old breed resulted in the development of this toy breed, named for knights of the Middle Ages. The Cavalier is one of the most delightful, affectionate and beautiful dogs in the world.

## Exercises

### Comprehension

#### 1. Questions for Comprehension

- 1) What's the author's purpose of attending the puppy mill auction?
- 2) What did the author feel after seeing the dogs in the cages?
- 3) What do you think of the living conditions of the puppy mill dogs?
- 4) What do you know about the physical condition of the puppy mill dogs at the auction?
- 5) What do you think of the breeders?
- 6) According to the author, what is the most effective way to shut down the puppy mills?
- 7) How many dogs did the author take home from the auction?

- 8) What does the author think of her effort and the prospect of the cause of rescuing puppy mill dogs?
- 9) What does the author tell the readers to do to rescue the animals?
- 10) What is the author's purpose of writing this article?

**2. Text Analysis**

This narrative piece accounts the author's experience at a gruesome mill auction. In this story the author shows her strong sympathy for those abused, mistreated and neglected animals. The story is written in the chronological order interwoven with her psychological movements. Go through the text carefully and complete the outline below with the missing words.

Part One (Para. 1 to Para. 4)

My resolution to \_\_\_\_\_



Part Two (Para. \_\_\_\_\_ to Para. \_\_\_\_\_)

The dogs I saw at the auction



Part Three (Para. \_\_\_\_\_ to Para. \_\_\_\_\_)

What I did at the auction and why I did that



Part Four (Para. 15 to Para. 18)



Part Five (Para. 19)

**Vocabulary**

1. Fill in the blanks with words chosen from the following list. Change the form where necessary.

abdomen	Cavalier	gauge	huddle	posture
pregnancy	prod	puppy	sleazy	toenail



- 1) Most people put a leash on their \_\_\_\_\_ and then proceed to drag them in the direction they wish to go. This is not the ideal way to get them to do what you want.
- 2) \_\_\_\_\_ dogs have been companions to many kings of England and have been called "The Royal Dogs." They are still little sporty dogs and love to chase little creatures that run or flutter.
- 3) He \_\_\_\_\_ at the fish with his fork a few times, but he didn't eat a mouthful.
- 4) Athlete's foot is a fungal skin infection of the toes. This may spread to the \_\_\_\_\_ if the skin infection is not treated early.
- 5) Our boss \_\_\_\_\_ how productive our department is through the sales of computers every month.
- 6) Sophie was so frightened by the noise of the fireworks that she \_\_\_\_\_ up in a corner of the room.
- 7) Teen \_\_\_\_\_ rates are much higher in the United States than in many other developed countries, 6 in 10 of which occur among 18-19-year-olds.
- 8) If you suffer from \_\_\_\_\_ pain due to gas, lie down and cover your belly button with the palm of your hand. After some time, you will release some gas, giving you some relief.
- 9) Some of the ways to show disapproval include lower and somewhat sad voice tones, somewhat sharper speech, glaring facial expression, and stiffer body \_\_\_\_\_.
- 10) Thinking he won't reach his dreams through haircuts, he sells the shop to a \_\_\_\_\_ neighborhood loan shark before realizing what the shop means to the area and the lengths he'll go in order to get it back!

**2. Complete the following dialogues by making sentences with the given phrases.**

1) much less

a. Did you see what was passing in the office?

\_\_\_\_\_

b. Why does no one pick the fruits off this tree?

\_\_\_\_\_

2) pass on

a. What a fool I am! I should have known Granny's old bookcase is a valuable antique.

\_\_\_\_\_

b. Just imagine such a lovely boy having that kind of blood disease. I can't believe it.

\_\_\_\_\_

3) relief

a. How did the people in that war-afflicted city react when peace was announced?

\_\_\_\_\_

b. How come do patients favor morphine? They ought to know frequent use leads to addiction.

\_\_\_\_\_

4) close to

\_\_\_\_\_

- a. How would a person feel tramping around leisurely in the woods?  
\_\_\_\_\_
- b. I was told they decided to tear down that hospital complex, didn't they? How much inconvenience would be caused?  
\_\_\_\_\_

5) in business

- a. Now that these computers are here, when will we be able to start our business?  
\_\_\_\_\_
- b. They say that company was founded in 1995, and every year they have a party on its anniversary.  
\_\_\_\_\_

**3. Replace the following italicized parts with words or expressions from the text.**

- 1) He devised a mathematical method to prove the existence of *the state of balance* among prices, production, and consumer demand.
- 2) Patients suffering from several metabolic disorders should take blood tests *at regular intervals*.
- 3) The teenager finally got fed up with his mother *speaking loudly and angrily* about his clothes all the time.
- 4) The scientist tried his cloning experiments on a *special variety of domesticated animals* of white rats.
- 5) The dog *bent down its head in fear* under the table when its master raised the whip.
- 6) Using a special instrument, the doctor *searched into* the wound for the bullet in the man's back.
- 7) He'd been behaving so strangely that they began to doubt his *soundness of mind*.
- 8) A *secret* investigation into the company's workings reveals how animals purchased by PETCO and other pet stores suffered at the hands of cruel, negligent, incompetent, and deceitful employees.
- 9) In a children's story *the man who led all the children away from the town* played beautiful music after the town officials refused to pay him for getting rid of all the rats.
- 10) A "puppy breeder" to me is a "taker" and a true loser as they see the world around them only in monetary terms. They operate a 500-dog operation by inflicting suffering upon their little prisoners.

**4. Explain in English the underlined parts in the following sentences.**

- 1) block
  - a. The warehouse stores building material including cement blocks.
  - b. Congress blocked US aid to the government because of its segregation and human rights policies.
  - c. The electronic device allows television viewers to block out violent programs.
- 2) delivery



- a. The historic speech required but two minutes in delivery.
- b. The shop guarantees prompt delivery of all the items purchased during the Christmas season.
- c. She had a difficult delivery in spite of her age and health.

## 3) well

- a. Tears welled in her eyes at the very mention of her deceased boyfriend.
- b. The scientist was indeed a well of knowledge when it came to the recent developments in his specialized field.
- c. He could not very well turn down the invitation for the job interview although it was far from satisfactory.

## 4) relate

- a. Experts believe that the large number of cancer cases in the area are directly related to the new nuclear power station.
- b. How Harry came into the possession of this outlandish stuff makes an interesting story which he is fond of relating.
- c. It is unfortunate when the father and the son live under the same roof but do not relate to each other.

## 5) banter

- a. The students enjoyed their teacher's bantering them about their mistakes.
- b. In the past, he used to join in office banter, which is of a vulgar nature, but no longer does so as it has become more and more offensive.
- c. He stood around bantering with his colleagues for some time before he resumed his work.

### Translation

Translate the following sentences into English, using the words given.

undercover	periodically	delivery	red-rimmed	abdomen
pregnancy	downcast	sanity	equilibrium	keep

1. 杰克逊先生，您定期在中国工作，能否谈一下中美两国生意人在商务沟通方式上有什么不同之处。
2. 听到了孩子的哭声，母亲露出了高兴的笑脸，忘记了分娩的痛苦。
3. 为了维持生计，许多留学生们不得不到餐馆打工或替别人看孩子。
4. 据说爱喝啤酒的中年男性较容易形成啤酒肚。
5. 合资企业中的职业女性为了追求事业上的成功往往推迟怀孕，有的甚至不要孩子。
6. 作为一家公司的创建者，当得知她白手起家的公司破产并被兼并时，她的眼圈发红了。
7. 不论我说什么他总是默不作声，眼睛朝下看。
8. 为了保持收支平衡，公司开始削减预算，解雇职员。
9. 16世纪时，为了同强大的西班牙海军相抗衡，英国制定了一些秘密的计划。
10. 我怀疑这人的心智是否正常，他总是高价买进东西，又低价将它们卖出。



## Reading II



### Auction and Its History

- ① Auction is a type of sale in which an item is sold to the person who bids, or offers, with the most money for it. An auctioneer receives the bids and conducts the sale. Goods often sold at auctions include fine and decorative arts, antiques, collectibles, farm products, livestock, and real estate. Tobacco and thoroughbred horse auctions are also popular.
- 5 ② Many bidders set maximum price levels, often called limits or stop prices, above which they will not bid. Similarly, many sellers establish minimum price figures known as reserves, below which they will not sell. In an auction with reserve, the seller has the right to withhold an article from sale if he or she has decided that the highest bid is too low. Reserves are usually confidential and determined before the auction between the seller and the auctioneer or auction
- 10 company. In an auction without reserve, the seller agrees to sell the article to the highest bidder regardless of the price.
- ③ Many auctioneers speak in a quick, rhythmic chant to inform participants of an item's bidding status. Some auctioneers use the famous call of "Going once, going twice, sold!" to warn bidders that the end of the auction seems near. When one bidder outbids all the others —
- 15 and exceeds the seller's reserve — the dropping of the auctioneer's hammer signals a sale. At this point, the final bid creates a binding contract between the seller and the highest bidder. The selling price is called the hammer price.
- ④ After an auction, the seller usually pays a selling commission and the buyer often pays a buyer's premium to the auctioneer or the auction company. Most auction organizations require
- 20 auctioneers to have official licenses.
- ⑤ In the 1990's, certain computer Web sites introduced online auctions over the Internet. The largest and most popular auction Web site is called eBay. Online auctions closely follow the procedures of live auctions, except that bidders can enter bids from their computers at any time. Another advantage is that the Internet allows sellers to offer a wide variety of items to a
- 25 vastly expanded international audience. The most reliable auction Web sites guarantee both the authenticity and the condition of their offerings.
- ⑥ Some scholars argue that the very first auction occurred when Joseph of the Many-Colored Coat was sold into slavery by his brothers; however the first generally accepted auctions occurred in Babylon in about 500 B. C. In those times an auction was held annually, and
- 30 women were sold on condition that they be married. Beautiful maidens engendered lively bidding, but less comely women had to pay a dowry to be accepted and thus the price could be