

全国商务英语研究会推荐教材

# 精读

(学生用书)

Intensive Reading

1

# 新编 商务 英语

新编商务英语系列丛书

总主编 虞苏美  
主 编 张 逸



高等教育出版社  
HIGHER EDUCATION PRESS

新 编 商 务 英 语 系 列 丛 书

新编商务英语

# 精读

(学生用书)

1

总主编 虞苏美

主 编 张 逸

编 者 周 淳 谢丹焰

刘 森 汪玉枝

陈 凯 全建强

张 逸



高 等 教 育 出 版 社  
HIGHER EDUCATION PRESS

## 内容提要

《新编商务英语精读(1~6)》为“新编商务英语系列丛书”之一。本书共 10 个单元,每单元由阅读 I (Reading I), 阅读 II (Reading II) 以及扩展性练习(Extended Activities)组成。本书旨在寻求语言能力和商务英语知识学习的最佳结合点,即在全面培养学生英语语言综合能力的同时,熟悉各种商务活动,了解商务方面的知识。本丛书适用于商务英语专业的学生。本书另配录音磁带。

## 图书在版编目(CIP)数据

新编商务英语精读. 1, 学生用书 / 张逸主编. —北京: 高等教育出版社, 2004.8 (2008 重印)  
(新编商务英语系列丛书 / 虞苏美总主编)  
ISBN 978 - 7 - 04 - 015856 - 4

I. 新... II. 张... III. 商务—英语—高等学校: 技术学校—教学参考资料 IV. H31

中国版本图书馆 CIP 数据核字 (2004) 第 076862 号

策划编辑 张迎庆 责任编辑 张迎庆 封面设计 王 峥 责任绘图 王 辉  
版式设计 石志春 责任校对 田素芳 责任印制 陈伟光

出版发行 高等教育出版社  
社 址 北京市西城区德外大街 4 号  
邮政编码 100011  
总 机 010 - 58581000  
经 销 蓝色畅想图书发行有限公司  
印 刷 中青印刷厂

购书热线 010 - 58581118  
免费咨询 800 - 810 - 0598  
网 址 <http://www.hep.edu.cn>  
<http://www.hep.com.cn>  
网上订购 <http://www.landaco.com>  
<http://www.landaco.com.cn>  
畅想教育 <http://www.widedu.com>

开 本 787 × 960 1/16  
印 张 22  
字 数 420 000

版 次 2004 年 8 月第 1 版  
印 次 2008 年 1 月第 13 次印刷  
定 价 36.00 元

本书如有缺页、倒页、脱页等质量问题, 请到所购图书销售部门联系调换。

版权所有 侵权必究

物料号 15856 - 00

# 前言

经过全体编者的努力和辛勤劳动,《新编商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及广大英语爱好者。

对于语言能力,英语教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

考虑到本书的使用对象,我们尽可能地寻求语言能力和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共分6册,分3个学年,6个学期使用。本书为整套教材的第1册,共10个单元,每单元由三大部分组成:阅读I(Reading I)、阅读II(Reading II)以及扩展性练习(Extended Activities)。每单元以一个主题为中心,编排相关的课文和练习。这种主题单元(thematic unit)的优点是,它在提供密集的信息(information density)的同时,注意了文体的多样性(style variety),使学生的语言和文化意识(awareness)都能得到提高。第1册的单元主题分别是商务基本概念、营销、职业、工作、饮食习惯、宝石首饰、形体语言、电话、航空旅行等,所选课文材料新,语言地道,能真实地反映当代英语的特点,更能引起学生的学习兴趣。

阅读I包括阅读预习(Pre-reading)、课文(Text)、生词和词组(New Words and Expressions)、注释(Notes)、课文练习(Exercises)和后阅读活动(Post-reading)。阅读预习主要用于激发学生阅读课文的兴趣,将本主题的知识 and 学生所学过的相关知识进行沟通,同时为阅读课文做心理准备。课文长度为500字左右,生词和词组

采用中英文双解,便于学生从英语理解词义。注释以英语为主,内容包括语言难点和文化背景知识,在难度较大的地方我们加注了中文。练习部分包括阅读理解、词汇练习等,以加强学习效果,使学生学会运用所学的语言知识。后阅读活动是一个交际性任务,旨在使学生将课文所学的内容融会贯通、举一反三,用于各种交际活动。

阅读Ⅱ(Reading Ⅱ)是阅读Ⅰ的补充和加强,由课文和练习组成。阅读Ⅱ的课文内容与阅读Ⅰ的课文内容相关,课文后配有注释、阅读理解、词汇理解等练习,以加深对课文的理解。练习包括听写(Dictation)、用法专项练习(Special Use)、翻译(Translation)和完形填空(Cloze)。听写练习是针对我国学生设计的,其目的是为了提高学生手耳并用的能力。用法专项练习是关于语法知识的练习,注重实用。翻译练习主要复习阅读Ⅰ和Ⅱ所学的词语,同时学习翻译的技巧。完形填空的题材也与单元主题相关,此练习一方面使学生对主题有更多的了解,另一方面也是语言能力的训练,提高学生对英语的理解力和运用能力。

扩展性练习(Extended Activities)包括:语音练习(Phonetic Drills)、功能与结构(Function and Structure)、实用阅读(Practical Reading)、词汇扩展(Additional Vocabulary)、商务世界(Business World)、幽默时光(Humor Time)等。语音练习包括语音语调的复习和学习;功能与结构主要训练在各种情景中语言的运用;实用阅读是阅读各种商务实例的练习;词汇扩展是对单元主题有关词汇的进一步扩展;商务世界介绍商务和文化方面的小知识。这些练习对语言基本功进行深入的系统训练,并对商务知识作进一步的扩展。

本书的教学宜采用交际教学法,教师可根据教学要求组织学生进行各种活动,鼓励学生用英语完成交际任务。有些练习没有标准答案,教师可视学生的具体情况给予评价。对于本教材的使用,教师也可根据教学的具体情况,决定取舍,不必拘泥于一种模式。

本教材的老版《商务英语精读》出版后受到广大大专院校师生的欢迎,他们对本书提出了许多有益的建议,在此谨表谢意。这次修订增加了一些板块,使内容更充实;增强了课堂的交际活动,使之更生动活泼、贴近生活;对词汇和语法的练习也作了调整和修改;使学生的语言知识更扎实。

在这套教材的编写中,我们得到了高等教育出版社领导和编辑的帮助,国内外的外语教学专家也给了我们很多启示,华东师范大学外语学院和英语系的领导非

## 前言

常支持和关心我们的工作,外语学院资料室的同志也为我们提供了很多资料。在此,对所有关心和帮助过我们的各方面人员表示衷心的感谢。同时,我们也诚恳地希望外语教学界的同仁和使用本书的师生,对本书提出宝贵的意见和建议,使本书的质量能更上一层楼。

编者  
于 2004 年 8 月

## 郑重声明

高等教育出版社依法对本书享有专有出版权。任何未经许可的复制、销售行为均违反《中华人民共和国著作权法》，其行为人将承担相应的民事责任和行政责任，构成犯罪的，将被依法追究刑事责任。为了维护市场秩序，保护读者的合法权益，避免读者误用盗版书造成不良后果，我社将配合行政执法部门和司法机关对违法犯罪的单位和个人给予严厉打击。社会各界人士如发现上述侵权行为，希望及时举报，本社将奖励举报有功人员。

反盗版举报电话：(010) 58581897/58581896/58581879

传 真：(010) 82086060

E - mail: dd@hep.com.cn

通信地址：北京市西城区德外大街4号

高等教育出版社打击盗版办公室

邮 编：100011

购书请拨打电话：(010)58581118



# Contents

<b>Unit 1</b>	<b>Essentials of Business</b>	1
Reading I	The Nature of Business	2
Reading II	Trading	14
Extended Activities		20
	<i>Phonetic Drills: Front Vowels (前元音)</i>	20
	<i>Function and Structure: Meeting People</i>	22
	<i>Practical Reading: Timetable</i>	25
	<i>Additional Vocabulary</i>	26
	<i>Business World: Fortune Global Forum</i>	27
	<i>Humor Time</i>	28
<b>Unit 2</b>	<b>Marketing</b>	29
Reading I	Marketing and Promotion	30
Reading II	Markets, Demand and Supply	41
Extended Activities		49
	<i>Phonetic Drills: Central Vowels (中位元音)</i>	49
	<i>Function and Structure: Introducing People</i>	51
	<i>Practical Reading: Price List</i>	53
	<i>Additional Vocabulary</i>	54
	<i>Business World: The Marketing Mix (营销策略)</i>	55
	<i>Humor Time</i>	56
<b>Unit 3</b>	<b>Career</b>	57
Reading I	The Modern Servant — Nanny	58
Reading II	The Gardener	70
Extended Activities		79
	<i>Phonetic Drills: Back Vowels (后位元音)</i>	79
	<i>Function and Structure: Expressing and Responding to Thanks</i>	81
	<i>Practical Reading: Business Cards</i>	83



## Contents

<i>Additional Vocabulary</i>	85
<i>Business World: What Does an Employer Do?</i>	87
<i>Humor Time</i>	87

## **Unit 4 Jobs and Occupations** 89

Reading I Personal Progress and Job-hopping	90
Reading II Branson's New Route to More Jobs	101
Extended Activities	110
<i>Phonetic Drills: Closing Diphthongs</i> (合口双元音)	110
<i>Function and Structure: Describe One's Occupation</i>	114
<i>Practical Reading: Job Advertisement</i>	117
<i>Additional Vocabulary</i>	120
<i>Business World: The Most Promising Jobs in the 21st Century</i>	120
<i>Humor Time</i>	121

## **Unit 5 Eating Habits** 123

Reading I Changing Life-style and New Eating Habits	124
Reading II British Food	134
Extended Activities	143
<i>Phonetic Drills: Centering Diphthongs</i> (集中双元音)	143
<i>Function and Structure: Ordering a Meal</i>	145
<i>Practical Reading: Menu</i>	150
<i>Additional Vocabulary</i>	153
<i>Business World: Business Meals</i>	155
<i>Humor Time</i>	155

## **Unit 6 Jewelry** 157

Reading I Diamond-cutter Ephraim	158
Reading II Diamonds	168

# Contents

Extended Activities	176
<i>Phonetic Drills: Consonants (辅音) — Plosives (爆破音)</i>	176
<i>Function and Structure: Apologizing</i>	179
<i>Practical Reading: A Catalogue of Rings</i>	181
<i>Additional Vocabulary</i>	185
<i>Business World: Source of Gems</i>	186
<i>Humor Time</i>	186
<b>Unit 7 Body Language</b>	189
Reading I Body Language: Ownership Gestures	190
Reading II Gesture	201
Extended Activities	209
<i>Phonetic Drills: Consonants (辅音) — Fricatives (摩擦音)</i> <i>and Affricatives (破擦音)</i>	209
<i>Function and Structure: Making Invitations</i>	214
<i>Practical Reading: Program Schedule</i>	216
<i>Additional Vocabulary</i>	218
<i>Business World: Important Cultural Issues ( I )</i>	219
<i>Humor Time</i>	220
<b>Unit 8 Manners</b>	223
Reading I A World Guide to Good Manners	224
Reading II Good Manners, Good Business	238
Extended Activities	246
<i>Phonetic Drills: Consonants — Nasals (鼻辅音)</i>	246
<i>Function and Structure: Asking for, Giving, and Refusing to</i> <i>Give Permission</i>	248
<i>Practical Reading: Comparing Different Cultures</i>	250
<i>Additional Vocabulary</i>	251

## Contents

<i>Business World: Important Cultural Issues ( II )</i>	252
<i>Humor Time</i>	253
<b>Unit 9 Telephone Calls</b>	255
Reading I Miss Manners Wrings the Bell	256
Reading II Telephones	268
Extended Activities	276
<i>Phonetic Drills: Consonants — Laterals (舌侧音) and Frictionless Continuant (非摩擦持续音) /r/</i>	276
<i>Function and Structure: Making Telephone Calls</i>	280
<i>Practical Reading: Yellow Pages</i>	285
<i>Additional Vocabulary</i>	286
<i>Business World: Twelve Telephone Tips</i>	288
<i>Humor Time</i>	289
<b>Unit 10 Air Travel</b>	291
Reading I Getting to the Airport	292
Reading II Reservations	304
Extended Activities	313
<i>Phonetic Drills: Semi-vowels (半元音)</i>	313
<i>Function and Structure: Booking Flight Tickets</i>	315
<i>Practical Reading: Flight Schedule</i>	319
<i>Additional Vocabulary</i>	321
<i>Business World: Major International Airlines</i>	323
<i>Humor Time</i>	324
<b>Appendix I New Words</b>	325
<b>Appendix II Expressions</b>	332

## Contents

<b>Appendix III Word Study</b>	335
--------------------------------	-----

<b>Appendix IV Special Use</b>	338
--------------------------------	-----



# Essentials of Business

UNIT



# Reading I



## Pre-reading

I. **Brainstorming:** Work with your group and think out as many words, phrases or expressions as possible about business.

People or Organizations Engaged in Business	Places to Conduct Business Activities	Other Terms Frequently Used in Business Operation
company		
	department store	
		buy

II. **Pairwork:** Discuss the following questions with your partner.

1. Are you interested in business? Why or why not?
2. What activities do you think can be labeled as business activities?
3. Have you ever been involved in any business activities before? Describe it.
4. What do you think is important for success in today's business world?



## Text

### The Nature of Business

- 1 Business is the human activity related to material things. It is necessary for civilization. It is found in all societies, even the simplest ones. Business may include the production of goods: Making airplanes, building buildings, and

constructing paper boxes are examples of production. It can also provide the financing for these activities. Lending money, trading stocks and bonds, and selling insurance policies relate to the securing of capital for business activities. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing, and repairs. Business, then, is the activity of producing and distributing goods and services.

- 2 In our study of business, it is necessary to understand the four basic factors of production. These four factors are land, labor, capital, and entrepreneurship. What is meant by these four terms?
- 3 In order to produce things, it is necessary to use land. Here, the term land is used in the most general way. It refers not only to a piece of real estate where we might build a factory, but it also means all the raw materials used for production. Some of these raw materials are found on the earth's surface, such as trees, which yield wood for lumber. Other raw materials are found under the earth's surface in mines and oil wells, and still other raw materials may be extracted from the air. All the raw materials for production come from the land, the air, and the oceans.
- 4 Labor refers to the use of mental or physical work to produce goods. Most labor changes raw materials into finished products and then distributes these to buyers. In industrialized countries, labor is generally more mental than physical. For example, in both manufacturing and agriculture, machines accomplish the very tiring physical work that unskilled laborers used to do.
- 5 In other countries, computers programmed robots and other forms of data processing equipment perform many of the jobs which used to require a lot of mental labor. Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.



- 6 In everyday language, capital means several things. The most general meaning is wealth or money. But it also refers to the equipment that money purchases. As one of the basic factors of production, capital is all of the things that workers use in production and distribution. It includes their tools, machines, and buildings such as factories and warehouses where goods are produced and stored. Capital, therefore, refers to anything that helps to produce and distribute goods.
- 7 Putting together land, labor, and capital to make something of value, is called entrepreneurship. The entrepreneur is the person responsible for controlling and directing the other three factors. The entrepreneur does not make things with his own hands unless he is also a worker. In a business the workers take orders from the entrepreneur. He is the leader, and the employees follow his direction.
- 8 Entrepreneurship includes some other important activities. The entrepreneur is responsible for initiating business activity. He must begin his business by bringing together the land, labor, and capital. Next, he must manage the business by deciding the general policies for business operation. In order to be successful, an entrepreneur must also be innovative. He must look for new products or new ways of making things, and new methods of distribution, or he must offer new services. He must be able to decide on the value of things that other people invent, whether it is a new toy, a new method of filing, or a new way of advertising. Finally, he bears all the risks of the business.
- 9 Everyone connected with a business shares in the risks of the business. When a company goes bankrupt, that is, becomes unable to pay its debts, it causes problems for many people. It is hard for the employees who may have to seek work elsewhere; the customers must look for another place to buy the products; creditors usually lose some of the money to the company. But the entrepreneur takes the biggest risk if the business succeeds or fails. He must pay them up to the limit of his ability to pay. If he is skillful — and lucky — the

money he receives from his business venture will pay for the land, labor, and capital, and there will still be some extra money remaining for him. This extra money is the profit. If the money he receives from the business venture is not enough to pay all of the costs, the difference is the loss.

## New Words and Expressions

1. relate /rɪ'leɪt/ v. to connect 联系; 涉及
2. construct /kən'strʌkt/ v. to put or fit together; form 构成
3. finance /faɪ'næns/ v. to work in the business of providing money 理财; 融资
4. stock /stɒk/ n. [usu.pl.] a portion of capital of a business company held by an investor 股份
5. bond /bɒnd/ n. a certificate issued by a government or a company acknowledging that money has been lent to it and will be paid back with interest 有息债券; 公债
6. insurance /ɪn'ʃʊərəns/ n. guarantee of compensation for loss, damage, sickness, etc. in return for regular payment 保险
7. secure /sɪ'kjʊə(r)/ v. to make sure of getting (sth.) 获得
8. capital /'kæpɪtəl/ n. money used in business 资本
9. merchandise /'mɜ:tʃəndaɪz/ v. to buy and sell (goods) 买卖
10. accounting /ə'kaʊntɪŋ/ n. the system of recording and summarizing business and financial transactions 会计学
11. distribute /dɪ'strɪbjʊt/ v. to separate (sth.) into parts and give a share to each person 分发
12. factor /'fæktə(r)/ n. any of the forces, conditions or influences that helps to produce a result 因素