



大学核心商务英语系列教材

College Core

Business English

Reading and Writing 4

大学核心商务英语 读写教程4

总主编 王正元

主 编 张 萍



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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. 编写依据：近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. 编写理念：我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. 教材构成：本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. 教材内容：读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting along with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

这套《大学核心商务英语》系列教材具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元

2010年10月

Map of the Book 4

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit One Business Education · Majors of business · MBA application process · MBA interview skills · Memo, letter of recommendation, questionair design · Simulation: MBA interview	Lead-in Activities 1. Listening: Current business programs 2. Discussion: Choose your major	Text A Business Education in the US	Choose your elective courses	Key words: -range from... to... -consist of... -in addition to... -furnish... with... -concentrate on...	Memo	

page 1

Lead-in Activities 1. Listening: Getting an MBA 2. Discussion: Famous business schools	Text B Why Study an MBA?			Letter of Recommendation	
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Lead-in Activities 1. Read and answer: Visit the website of a business school 2. Listening: About the distance learning 3. Discussion: Requirements to catch the flow of distance learning	Text C Distance Learning Pros and Cons	Debate: Traditional Learning vs. Distance Learning	Key words: From Chinese into English 丰富的课程..... 考虑优势和劣势..... 教学时间灵活.....		
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Unit Two International Business Negotiation

- Business etiquette
- Negotiation skills
- Letter of adjustment, refusal and invitation

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Listening: Gestures that should be avoided in negotiation 2. Discussion: Symbols of countries	Text A Cross Cultural Negotiation	Discussion: How to negotiate with Japanese?	Key words: -impose...on... -more than -maximize one's potential -due to -gain concession	Letter of Adjustment	

Lead-in Activities 1. Listening: Negotiation hints 2. Discussion: Win-win strategy	Text B Cooperation and Competition in Negotiation			Letter of Refusal	
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Lead-in Activities 1. Read and answer: Sam Walton Quotes 2. Discussion: Wal-Mart's success secrets	Text C Negotiating with Wal-Mart	Negotiate with your employer	Key words: From Chinese into English “双赢”的过程..... 直面冲突..... 取得目标的策略.....		
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Unit Three Stories of the Famous Businesspeople

- Successful business tactics
- Successful business management
- Letter of consolation and resignation

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Discussion: Henry Ford's great contribution to the automobile industry 2. Listening: Henry Ford's success	Text A Henry Ford the Man Who Changed America	Debate: Should bosses get involved in employees' personal life?	Key words: -strike out -go belly up -a stroke of -stumble -cross/on... -preside over... -condemn... as... -follow suit	Letter of Consolation	
Lead-in Activities 1. Discussion: The Wal-Mart Operation Philosophy 2. Listening: Speech about Wal-Mart stores	Text B Lessons on Humanity from the Life of Sam Welton			Letter for Resignation	
Lead-in Activities 1. Discussion: History of modern oil and outlook on life and belief of John D. Rockefeller 2. Listening: The history of modern	Text C The New Tycoon: John D. Rockefeller	Group Discussion: "What others saw as waste, Rockefeller saw as gold." How to create a saving society.	Key words: From Chinese into English: - 把.....转化为..... - 对.....有影响		

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Four Business Interviews <ul style="list-style-type: none"> • Business interview tips • Business interview questions • Business interview formula • Simulation: A business interview • Confirmation of Interview Appointment, Application for License 	Lead-in Activities <ol style="list-style-type: none"> 1. Discussion: Different types of business interviews 2. Listening: A lecture about business interview 	Text A How Do You Interview People for Your Blog?	Role Play: Simulate a business interview by following the tips and procedures mentioned in the text.	Key words: <ul style="list-style-type: none"> - line up - slip in - chop out - clean up 	Confirmation of Interview Appointment	
	Lead-in Activities <ol style="list-style-type: none"> 1. Discussion: Lakshmi Mittal's commitment and strong will 2. Listening: An interview with Lakshmi 	Text B Lakshmi Mittal at Talk Asia Transcript			Application for License	
	Lead-in Activities <ol style="list-style-type: none"> 1. Discussion: What can be done and can't be done in a business interview 2. Listening: An interview about one's profession 	Text C Craft Business Interview—Craft Critique	Closed-Ended Questions vs. Open-Ended Questions	Key words: From Chinese into English <ul style="list-style-type: none"> - 努力争取 - 帮助宣传 		

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	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Five The World Business Trend: Electronic Business · About E-business · E-business strategy · E-business implementation · Letter of apology and a complaint letter	Lead-in Activities 1. Discussion: Different online shops or search engines 2. Listening: Online shopping experience	Text A Explosion of Online Retailing and E-business	1. Short discussion about E-business 2. Simulation: An interview with an E-business expert	Key words: -have access to... -tap into... -in the form of... -charge for...	Letter of Apology	

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Lead-in Activities 1. Discussion: Definitions of “E-business” and “E-commerce” and their relation. 2. Listening: A report about the development of different e-businesses	Text B Anyone Can Do It! Small E-Business Success Stories			Letter of Complaint	
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Lead-in Activities 1. Listening: An ad. about the process of “Making easy money at EBay” 2. Listening: A CNN Report about China’s largest e-commerce firm Alibaba.com	Text C Success Story: e-business-music to the ears	Role Play: Manager assistants and a manager talking about “how to create a good environment for e-business”	Key words: From Chinese into English - 营销工具 - 网上商店 - 网络主动权 Terms of E-business		
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Unit Six Famous CEOs

- Leadership strategy
- Stock terms
- Investment insight
- Letter of inquiry and reply to a letter of inquiry

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Discussion: Bill Gates as a "CEO" and as a "common person" 2. Listening: Bill Gates' views about his key to success	Text A Bill Gates: The Rich Must Help the Poor	Role Play: Simulate an interview with Bill Gates about his career	Key words: -a series of... -invest in... -in advance -as of	Letter of Inquiry	
Lead-in Activities 1. Discussion: Warren Buffett's remarks about "snowball" 2. Listening: Buffett's biography	Text B Warren Buffett on the Economy			Reply to Inquiry Letter	
Lead-in Activities 1. Discussion: Jack Welch's quotations 2. Listening: Jack Welch's speech about his career	Text C Business Icon and Best-Selling Author Jack Welch	Role Play: Recruit successor to CEO of GE	Key words: From Chinese into English - 他认为..... - 通过.....来得到 Terms of economy		

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Seven The Ways of Business Campaign <ul style="list-style-type: none"> · Business campaign · Advertising strategy · Fundraising tactics · Simulation: a fundraising campaign · Writing: a personal advertisement 	Lead-in Activities 1. Discussion: Match the slogans with products and logos 2. Listening: A dialogue about advertising campaign	Text A Everything You Need to Know About an Advertising Campaign	Identify pros and cons of advertising.	Key words: -as per -in...terms -boost up... -in...manner	Design a personal advertisement.	

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Lead-in Activities 1. Discussion: Buy-local and Fair Trade 2. Listening: The local first campaign	Text B To Beat Recession, Indies Launch Buy-Local Push			An announcement for establishing a new branch.	
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Lead-in Activities Listening: A company's fundraising campaign	Text C Implementing a Successful Fundraising Campaign	Role Play: Launch a fundraising campaign by selling T-shirts to college students.	Key words: From Chinese to English - 事实上 - 登记购买 - 吸引		
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	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Eight Business Ethical Culture ·Business ethics ·Business principle ·Building trust in business ·Writing: a letter of congratulation and request for appointment	Lead-in Activities 1. Listening: A lecture about business and ethics 2. Listening: A monologue about integrity	Text A Business Ethics: Three Tips to Stay in Integrity with Yourself	Debate: Does honesty pay off?	Key words: -be headed to hell in a hand basket -on the rise -cave in -open doors to	Letter of Congratulation	

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Lead-in Activities Listening: A story about trust	Text B Building Trust in Business by Trusting			Request for an Appointment	
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Lead-in Activities 1. Read and answer: A psychology experiment 2. Discussion: Business philosophy and ethical culture	Text C Passion, People and Principles	Simulate an interview Topic: fraud and business are inseparable Siamese twins.	Key words: From Chinese to English -和……打交道 -在……界, 领域 -第一手的(地)	
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**Unit Nine
Globalization
and World
Trade**

- Globalization strategy
- Corporate acquisition
- Broader business perspective
- Debate
- Thank-you letter, sales letter

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Listening: Impact of globalization 2. Discussion: Benefits and drawbacks of globalization	Text A Globalization and Opening Markets in Developing Countries	Discussion: Choose the suitable place for the new factory	Key words -regardless of -apart from -first and foremost -as far as...be concerned -be comprised of	Thank-you Letter	
Lead-in Activities 1. Listening: Design and history of Volvo logo 2. Discussion: Cars' logos	Text B Making the Geely and Volvo Marriage a Success			Sales Letter	
Lead-in Activities 1. Read and answer: Choose your favorite slogan 2. Listening: Conversation about chips 3. Discussion: How to increase the sales of chips	Text C Global Ambition of Frito-Lay	Think of a brand name	Key words: From Chinese into English - 越加明显..... - 时髦词汇..... - 从.....中获益.....		

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Ten New View on Today's Business • The 21st century leadership • Green marketing • Gauging customer satisfaction • Writing: How to request a raise and how to commend and refuse the request.	Lead-in Activities 1. Discussion: The images of some leaders 2. Listening: A lecture about Today's Leadership	Text A Building the 21st Century Leader	Role Play: bosses and subordinates share views about the 21st Century leadership.	Key words -model...on... -a la -keep pace with -tailor...for/to... -on the fly -stake out -root out	Letter of Request a Raise or Salary Increase	

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Lead-in Activities 1. Discussion: Fake food; organic food; industry pollution Listening: Green Festival	Text B Three Tips for Successful Green Marketing			Commendate and Refuse the Request for a Raise	
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Lead-in Activities 1. Discussion: Ways of getting customers' feedback 2. Listening: A dialogue between a customer service agent and a	Text C Gauging Customer Satisfaction	Conduct an oral survey of customers.	Key words: From Chinese into English - 得到.....最好是..... - 无论是否是..... - 期望从.....获得.....		
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Unit One

Business Education



OBJECTIVES

In this unit you will learn:

- business vocabulary—business education
- business language—majors of business
- business focus—MBA interview skills
- business writing—memo, letter of recommendation, questionnaire design
- simulation—MBA interview