

第二版前言

《新编商务英语精读》出版后，作为一本结合培养外语能力和学习商务英语知识的教材，受到广大商务英语专业的师生和对商务英语有兴趣人员的欢迎。随着时代的发展和商务英语教学的深入，也暴露了一些缺陷，如部分材料陈旧、部分单元选题不当、缺少听力练习等。针对这些缺陷，此次对全书进行了一次修订，修订内容主要如下：

- ◆ 在《新编商务英语精读》(4册)基础上扩展为《新编商务英语(第二版)综合教程》(5册)，各册配有教学参考书。
- ◆ 更新了部分单元的主题和课文，使内容更加全面。
- ◆ 增加了听说训练，使教程涵盖了听、说、读、写、译各种技能的训练。
- ◆ 调整了部分练习，使编排更加合理。

本教材以主题单元和意念功能为大纲，注重交际能力的培养，设计了许多伙伴和小组活动，给学生营造各种话语环境，使他们能够把所学的知识应用于各种交际活动中，包括各种商务活动。

本书为整套教材的第1册，共10个单元，每单元由四大部分组成：导入(Lead-in)、阅读 I (Reading I)、阅读 II (Reading II)以及扩展性练习(Extended Activities)。单元以一个主题为中心，编排相关课文和练习。

导入(Lead-in)安排了听力理解和听写填空两项任务。听力理解部分包含若干听力任务。有关于语篇主旨的预听活动，有考查学生对语篇

主旨把握以及辨析细节能力的多项选择题，还有概括或补充单元主题内容的听写填空(Spot Dictation)。

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，将本主题的知识和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。注释的范围包括语言难点和文化背景 and 知识，注释以英语为主，较难的地方加注中文。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，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 的课文的内容与阅读 I 课文相关，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。此外另有翻译和完形填空。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:功能与结构(Function and Structure)、专项用法(Special Use)、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。功能与结构主要训练在各种情景中语言的运

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.

- c. The company's product range
- d. The company's promotion activities

III Give the English words or phrases according to the meanings provided.

1. a person with whom business is done or a person who pays for a service
2. to increase the sales (of a new product) by publicity, sales campaigns, TV commercials or free gifts
3. a list of places, names, objects, goods, etc.
4. the act of taking or giving something to someone, or the things taken or given
5. a building, square or open place where people meet to buy and sell goods
6. to put (a new product) on the market (usually spending money on advertising it)
7. an organization made up of people who work together for the purpose of business or trade
8. a set of different objects of the same kind
9. service of a product carried out by the seller for the buyer
10. a series of planned activities with a particular commercial aim

IV Put the following expressions from the text in the blanks to complete the sentences. Make changes where necessary.

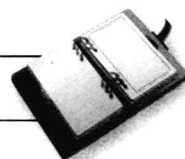
prospective	assess	make up	for short
viable	in other words	potential	be known as
campaign	feasibility	hand out	publicity

1. The tax only affects people on incomes of over \$ 200,000 —, the very rich.
2. The promotion organizers spent over \$ 500,000 on alone in the hope that the style of the product would be a selling point.
3. The main street between the castle and the palace "the Royal Mile".
4. His name's Maximilian, but we just call him Max
5. He studied the German market to find the there for profitable investment.
6. If you choose to do so, you can make a photocopy of the explanation and to the class.
7. The investment remains beyond reach for many, but the choices today are much broader and more

familiar world-wide.

- | | | | |
|---|----------------|----------------|----------------|
| <input type="radio"/> 1. a. at | b. on | c. of | d. in |
| <input type="radio"/> 2. a. A | b. The | c. / | d. An |
| <input type="radio"/> 3. a. created | b. discovered | c. invented | d. formed |
| <input type="radio"/> 4. a. trademark | b. watermark | c. market | d. supermarket |
| <input type="radio"/> 5. a. at | b. in | c. on | d. for |
| <input type="radio"/> 6. a. for | b. with | c. in | d. as |
| <input type="radio"/> 7. a. registered | b. enrolled | c. registering | d. enrolling |
| <input type="radio"/> 8. a. recent | b. present | c. late | d. new |
| <input type="radio"/> 9. a. soft | b. hard | c. black | d. cold |
| <input type="radio"/> 10. a. 1900s' | b. 1900 | c. 1900'es | d. 1900's |
| <input type="radio"/> 11. a. inside | b. outside | c. upside | d. beside |
| <input type="radio"/> 12. a. six-bottle | b. six-bottles | c. six-bottled | d. six bottle' |
| <input type="radio"/> 13. a. with | b. during | c. a | d. between |
| <input type="radio"/> 14. a. set up | b. set about | c. set off | d. set aside |
| <input type="radio"/> 15. a. on | b. at | c. in | d. under |

Extended Activities



A Function and Structure: Introducing People

- ① Practise the following sentences with your partner and then complete the dialogues.

3. a soldier:

.....

.....

.....

.....



4. a young girl:

.....

.....

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.....



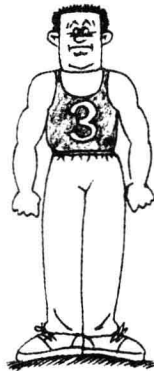
5. an athlete:

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.....

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 Practical Reading: Business Cards

Read the business cards below carefully. Then work in pairs.

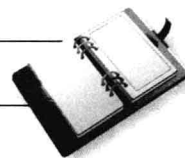
The first round:

Student A asks questions and Student B replies according to the three cards.

Unit 4

Job-hunting

Lead-in



Listening Comprehension Tasks

- ❶ Listen to the first part of the lecture for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise II.
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- ❷ Listen to the first part of the lecture for the second time with your focus on the questions you have raised (if there are any) and then complete the following multiple choice exercises. You can take notes while listening.

1. The lecture is about .

- | | |
|----------------------|---------------------------|
| a. job-hunting | b. how to find a job |
| c. online job search | d. how to apply for a job |

2. There are all together steps involved in the process.

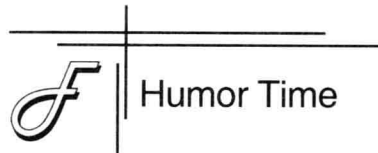
- | | | | |
|------|------|------|------|
| a. 4 | b. 5 | c. 6 | d. 7 |
|------|------|------|------|

3. The first question you will ask yourself is .

- | | |
|----------------------|-----------------------|
| a. what I want to do | b. what I should know |
| c. what I like | d. what I should have |

Listed below are fifteen hot and highly-paid jobs in the new millennium:

1. Telecommunications
2. Network researchers
3. Professional staff of computers and information technology
4. Electronic business
5. Multimedia planners
6. Teachers/Educational workers
7. Psychologists
8. Personal family services
9. Tourism
10. Catering trade
11. Financial consultants
12. Medical care and health care
13. Telephone salesmen
14. Law field
15. Security personnel



These figures are made up of English letters. Find out the letters and you can know their occupations. What are their lines (occupations)?



1.



2.



3.



4.

no longer forms a main part of most people's diet because of the trend towards lighter, more easily prepared food. Traditional methods of preserving meat and fish, such as salting and smoking, are no longer necessary and food such as kippers (smoked herrings), salt pork and beef, and bacon are eaten less frequently than before. Nevertheless, many traditional dishes survive, especially those associated with special occasions.

- 2 Eggs are eaten boiled, fried, or scrambled, with boiled eggs usually preferred soft, and traditionally cooked for three minutes.
- 3 Potatoes are one of the most common vegetables, served either as chips, roasted or mashed potatoes, or baked in their skins (jacket potatoes).
- 4 Breakfast often begins with fruit juice, followed by cereal to which milk and sugar are added. Some people, especially in Scotland, still prefer porridge to cereal, and eat it with milk and sugar or salt. A traditional English breakfast also includes a cooked dish such as bacon and eggs, but few people eat this nowadays, preferring a lighter "continental" breakfast. Toast and marmalade, and tea or coffee, complete the meal.
- 5 Puddings of all kinds are typically British, and the word itself can describe both savory and sweet dishes, or mean simply "dessert" in general. Among the best-known sweet dishes are rice pudding, bread-and-butter pudding, steamed pudding, and Christmas pudding. Plum pudding (which does not contain plums) is another name for Christmas pudding. Other familiar desserts are fruit-based ones such as apple pie or gooseberry fool.
- 6 There are many varieties of bread and cake. Bread is white or brown. There are different kinds of loaf, including the specially shaped cottage loaf and cob loaf. For a "continental" breakfast, many people now prefer French-type rolls such as croissants.
- 7 Some foods are traditionally prepared for a particular festival or celebration. Christmas pudding is eaten at Christmas, pancakes are often served (as a sweet course, with lemon and sugar) on Shrove Tuesday, and hot cross buns are eaten on Good Friday. Special big cakes are prepared for weddings and birthdays. Wedding cakes are usually elaborately iced and decorated, with two or more tiers; birthday cakes are also normally iced, with the person's age shown by the number of small candles stuck in the icing.

9. 比起西餐,我更喜欢吃传统的中国菜, 因为中国菜富含纤维素、维生素和矿物质。prefer ... to, rich in

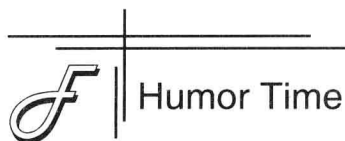
10. 我们把这家法国企业看作潜在的合作伙伴。regard ... as

Ⅴ Cloze.

That was the _____ 1 _____ medical researchers wanted to answer. The French eat much more cheese _____ 2 _____ other Europeans but they have the _____ 3 _____ rate of heart disease. Cheese is bad for the heart because, like butter and cream, _____ 4 _____ has a lot of fat. The results of research are surprising, and good news for wine lovers _____ 5 _____. The French are _____ 6 _____ the biggest wine drinkers in Europe and drinking wine with food reduces the risk of heart _____ 7 _____. And if you're not a wine lover? _____ 8 _____ problem, a daily aspirin has the same result.

The _____ 9 _____ Greeks were also lucky, it seems. Their diet of olive oil, garlic, fish, vegetables, and bread _____ 10 _____ very healthy. They ate very little meat, fat, or sugar. The experts today tell us to eat _____ 11 _____ meat and more vegetables, fruit, fish, pasta, bread, and potatoes. Chicken is healthier than beef because it has less _____ 12 _____. Garlic also has a good effect _____ 13 _____ the heart, as well as other benefits, which is perhaps _____ 14 _____ the ancient Greeks ate so much of it. _____ 15 _____, if you love your heart, add a little more garlic and wine to your diet!

- | | | | |
|-----------------|--------------|----------------|---------------|
| 1. a. problem | b. question | c. quiz | d. puzzle |
| 2. a. as | b. like | c. than | d. for |
| 3. a. lowest | b. lower | c. low | d. much lower |
| 4. a. which | b. that | c. it | d. what |
| 5. a. somewhere | b. each part | c. every place | d. everywhere |
| 6. a. also | b. too | c. as well | d. besides |
| 7. a. ache | b. hurt | c. attack | d. beat |
| 8. a. Not | b. Neither | c. None | d. No |
| 9. a. ancient | b. old | c. far | d. aged |
| 10. a. were | b. was | c. is | d. are |
| 11. a. more | b. less | c. as much as | d. as many as |
| 12. a. meat | b. bone | c. vitamin | d. fat |
| 13. a. at | b. for | c. on | d. into |
| 14. a. how | b. what | c. why | d. that |
| 15. a. So | b. However | c. Moreover | d. Because |



Two men, John and Jim, while travelling through the country in America, stopped at a small inn for dinner. On the table there was a large cup of mustard (芥末). Thinking the contents were a sweet of some kind, Jim took a spoonful of it and put it in his mouth. Tears ran down his cheeks, but wishing to have his friend John caught in the same trap, he said nothing of the mistake he had made. The other man, seeing that his friend was crying, said:

“Listen, Jim, what are you crying about?”

“I was thinking of my father who was hanged twenty years ago,” Jim replied. Soon after, John took a spoonful of the mustard, and as the tears started down his cheeks, Jim in his turn said:

“What are you crying about?”

“To think you were not hanged the same day your father was,” came the answer.

- a. There is no competition in Japan.
 - b. North Americans value competition.
 - c. Japanese tend to be in disharmony.
 - d. US business people only believe in individual excellence.
3. What is NOT true according to the text?
- a. US students are encouraged to do groupwork.
 - b. Japanese workers talk while they work.
 - c. US students are cheating if they get much help from others with their assignments.
 - d. Japanese like to work in groups.
4. What has been implied in the example of printing and reading?
- a. Everyday practices differ from culture to culture.
 - b. It is easier to read from top to bottom.
 - c. North Americans can't read from right to left.
 - d. Japanese books are more difficult to understand than English books.
5. What is the implication of mentioning the US manager of a Japanese company?
- a. Smallness is a value in the US.
 - b. He wants to be disloyal to his parent company.
 - c. Values are more influential than we expect.
 - d. He does not want to market the equipment.

III Give the English words or phrases according to the meanings provided.

- 1. very often, regularly
- 2. lack of agreement
- 3. a group of people sharing the same culture, history, language
- 4. the quality of treating people equally
- 5. the action or process of doing a task
- 6. boss, supervisor, senior
- 7. to forbid, prevent, stop
- 8. to roughly calculate
- 9. goodness, merit
- 10. to influence, have an impact on
- 11. gently, tenderly
- 12. the process of building or making something

- IV Put the following expressions from the text in the blanks to complete the sentences. Make changes where necessary.

call for	base ... on	be linked to	in contrast	preferential
defer to	assignment	end with	superior	pervasive

- The illness the use of pesticides by the scientists.
- The air was filled with a smell of chemicals.
- Auditors (审计员) of the company their annual evaluation the performance of the departments.
- The festival a wonderful laser show.
- She threatened to report the assistant to his
- We will whatever the committee decides.
- The charity donations to assist victims of the earthquake.
-, our system seems very old-fashioned, when you look at their new system.
- This is a really tough, and I believe you're the only person who can handle it.
- The lady at the front desk tells me that if I'm a member of the club I'll get treatment here.

- V Rewrite the following sentences and replace the underlined words with appropriate words or phrases from the text.

1. Despite hours of talks, the government and the union haven't reached an agreement yet.

2. It is roughly calculated that four million viewers watched that program.

3. In order to find evidence, the police searched the house completely and thoroughly.

4. Their economy has expanded enormously in the last five years, whereas ours, in comparison, has declined.

5. He was not allowed to drive for a year because of drunk driving.

6. Contrary to popular opinions, the economy of the country developed very smoothly last year.

in different manners?

III Vocabulary: Guess the meaning of the following underlined words from the text.

1. Numerous scholars before Copernicus had suggested that the earth went round the sun, but he was the first person to prove it.
 - a. Few
 - b. Many
 - c. Numerical
 - d. Distinguished
2. He was hostile toward me when I met him, but I soon realized that he was just jealous.
 - a. enthusiastic
 - b. unfaithful
 - c. depressed
 - d. unfriendly
3. They are worried that the workers might interpret the new law as a restriction of their rights.
 - a. understand
 - b. translate
 - c. enforce
 - d. violate
4. We are looking for well-qualified young people, preferably with good computer skills.
 - a. probably
 - b. proficiently
 - c. professionally
 - d. ideally
5. Little kids learn a lot through imitating their parents and other people.
 - a. copying
 - b. imagining
 - c. ignoring
 - d. impressing
6. Recovery from a serious accident can be a slow and frustrating process.
 - a. amusing
 - b. fruitless
 - c. discouraging
 - d. pleasant
7. Mary is very quiet and reserved. You never know what is going on in her mind.
 - a. patient
 - b. introverted
 - c. respectful
 - d. resistant
8. It's very likely that he will be late — he usually is.
 - a. similar
 - b. pitiful
 - c. unbelievable
 - d. probable
9. Mary's excuse was obviously a lie, but the teacher swallowed it whole.
 - a. ate
 - b. misunderstood
 - c. accepted
 - d. rejected
10. Most users have demonstrated their dissatisfaction with the service.
 - a. discontentment
 - b. discomfort
 - c. disconnection
 - d. fulfillment

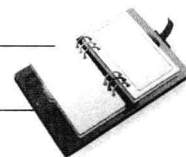
IV Translate the following sentences into English, using the expressions highlighted.

1. 美国的价值观提倡 (uphold) 独立性和个人主义, 而亚洲的价值观倾向尊重和顺从父母的意见。
values, individualism, defer to
2. 产品的价格是以生产成本和期望利润为根据确定的。base on
3. 他并没有真正意识到自己在干什么。be unconscious of
4. 在有些国家, 工资是与物价挂钩的。be linked to
5. 对较小的发展中国家应给予优惠对待。preferential treatment
6. 他的种姓门第比其他人要高贵。caste, superior ... to

Unit 7

Body Language

Lead-in



Listening Comprehension Tasks

- ❶ Listen to passage 1 for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise II.

- ❷ Listen to passage 1 for the second time with your focus on the questions you have raised (if there are any) and then complete the following multiple choice exercises. You can take notes while listening.

1. Body language is a way of through body movements.
a. talking b. showing c. communication d. management
2. Body language is something you do .
a. consciously b. unconsciously c. Both a and b. d. Either a or b.
3. Your body is like a radio that sends out necessary for your social interaction.
a. music b. messages c. programs d. All of the above.
4. Sometimes your body language may on others and you try to you want others to see you.
a. have an influence ... act the way b. have the way ... act an influence

Notes

1. angler someone who catches fish with a fishing rod, especially as a hobby
2. index finger finger next to the thumb, used for pointing 食指
3. measure sth. off to measure a particular length or distance, and make a mark so that you can see the beginning and end 量出
4. protrude to (cause sth. to) stick out from a surface
5. flex If you flex your muscles or part of your body, you bend, move or stretch them for a short time in preparation for physical exercise or work.
6. arc part of a curved line or circle 弧度
7. misinterpretation wrong understanding
8. the Eastern Mediterranean the eastern part of the Mediterranean Sea 东地中海
9. on guard someone who is on guard is on duty or in a state of watchful readiness to protect or defend
10. interrogate (*fml*) to question sb. aggressively or closely and for a long time
11. open fire to fire (with guns)
12. awkward causing difficulty, embarrassment or inconvenience
13. cause deep offence to make (people) feel very angry or hurt

Exercises

① Comprehension: True/False/Not Mentioned.

1. Some peoples point at things with the index finger, others by sticking out the tongue. ☐
2. In Greece, the gesture for “come here” is made with the hand being held at arm’s length, palm downwards, and the fingers are then flexed. ☐
3. It is obvious that to describe gestures clearly in words is rather difficult. ☐
4. Sometimes, a gesture is so simple that everybody understands it without any difficulty. ☐
5. Sometimes, the misinterpretation of a gesture might lead to disastrous consequences. ☐
6. The soldiers on guard opened fire because they thought the sailors were the enemy spies and it immediately led to a battle. ☐
7. Different gestural expressions can mean the same idea, to which only a few examples can be given. ☐
8. Sometimes, the same gestural expression may be used for different ideas and this may also result in failures of communication. ☐