



大学核心商务英语系列教材

College Core

Business English

Reading and Writing 3

大学核心商务英语 读写教程3

总主编 王正元

主 编 陆 军



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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 alone 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 3

Unit One
Electronic-commerce
 • About
 E-commerce
 • Business letters writing
 • Memo writing
 • Talking about pros and cons

page 1

Lead-in	Reading	Speaking	Translation	Writing	Further Study
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Lead-in Activities 1. Find suitable websites 2. Classification of E-commerce	Text A Mark Zuckerberg — the story of the founder of Facebook	Talk in groups ; tell your partner your opinion on the war between Kraft and Cadbury.	Key words: -in particular -associated with -adapt...to... -be intent on -enable...to...	Business Letters Writing	
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Lead-in Activities Listening: how to buy something on Ebay	Text B In E-commerce, More Is More			Memo writing	
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Lead-in Activities 1. Read an advertisement: Shopping on-line... 2. Listening: functions of the bank	Text C Alibaba and Baidu Face Off in 2009	Debate: Is it secure to buy things on line?	Key words: -cut down -according to -to reconfirm -be used to -prevent... from...		
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	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Two Venture Capital • About capital investment • Contract drafting • Business proposal writing • Find a venture capital firm...	Lead-in Activities 1. Find suitable investments 2. Venture capital investing process	Text A Introduction to Venture Capital	Learn and talk about the venture capital	Key words: -compensate ... for -irrespective of -rather than -as a rule of thumb -be capable of	A Contact Draft	

page 27

Lead-in Activities Listening: prepare for your venture capital investment	Text B Some Insights into Venture Capital			Business Proposal Writing	
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Lead-in Activities 1. Read a book review: Adventures in Venture Capital 2. Listening: Venture Capital Funds For Entrepreneurs and Small Businesses	Text C Finding a Venture Capital Firm	Role Play: Raise venture capital in a business negotiation	Venture Capital Investment		
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Lead-in	Reading	Speaking	Translation	Writing	Further Study
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Unit Three
Stock Market
 • About stock
 • Stock analysis
 • Stock trading strategies
 • Going public
 page 59

Lead-in Activities 1. Special terms 2. Listening: The business of investing	Text A Stock Trading Basics	How to become a shareholder?	Key words: -participate in -in case -limit...to -take a risk -compare...with	On advantages of investing in stocks	
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Lead-in Activities Listening: Stock and bond listing	Text B Difference between Stocks and Bonds	Which kind of investment do you prefer?		Write an analysis of a company's stock	
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Lead-in Activities 1. Read statements made by famous investors 2. Listening: Economic news	Text C Top Ten Rules to Trading Success	Role Play: How to go public?	Key words: -There's no doubt that... -consist of -on the reverse -out of control		
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Unit Four
Merger and Acquisition
 · About merger and acquisition
 · Letter writing

page 85

Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities Listening: merger	Text A Why China Is Behind in Global M&A	The advantages and disadvantages of merger and acquisition	Key words: -take over -integrate -transform -prerequisite -unfold	Business letter writing	
Lead-in Activities Listening: the market mayhem	Text B Determinants of FX Rates and Exchange Rate Risk	Discuss with your classmates how local business companies and banks benefit from the international market.	Key words: -prefer...to... -in view of -in one's favor -equality	Business letter writing	
Lead-in Activities China's exchange-rate policy	Text C The Rumors of the Dollar's Death are Much Exaggerated	Speaking: what's your opinion on the rumors of the Dollar's Death?	Dream job		

Lead-in	Reading	Speaking	Translation	Writing	Further Study
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Unit Five
Dumping and Anti-dumping
 • Anti-dumping actions
 • Anti-dumping and China
 • Business report
 • Describing a chart of business

page 109

Lead-in Activities 1. Listening: dumping and anti-dumping 2. Oral presentation: describe the anti-dumping investigation in US	Text A Anti-dumping Actions	Read text A and answer the questions	Key words: -set out -take place -have a bearing on -in question -take action	Write an expository article based on the diagram...	
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Lead-in Activities Listening: agreement on anti-dumping	Text B Technical Information on Anti-dumping in the UR Agreement			Write a business report...	
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Lead-in Activities 1. Listening: China Responds to New US Tariffs with Anti-dumping Investigation 2. Speaking: describe U.S. anti-dumping policy, referring to the picture	Text C New Strategy Needed in Anti-dumping Cases	Group Discussion: anti-dumping cases against China	From Chinese into English: structure -rather than		
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Unit Six
Logistics and
Logistical
Management
 · Logistics
 Management
 · Logistics Letters
 · Business
 Reports
 · Organizing for
 Global Logistics

page 141

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
	Lead-in Activities 1. Logistical Infrastructure 2. The Work of Logistics	Text A What Is Logistics?	What Skills Do Logistics Managers Need?	Key words: -be involved in -with respect to -in an effort to -focus on -in the planning of	Write a Logistics Letter	

Lead-in Activities What Is the Most Common Career Path in Logistics?	Text B Careers in Logistics			Write a Business Report	
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Lead-in Activities 1. Reading: Wal-Mart Wins with Logistics 2. Listening: The New Logistics Management Paradigm	Text C The Mission of Logistics Management	Role Play: sign a logistics contract	Logistics Management		
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Lead-in	Reading	Speaking	Translation	Writing	Further Study
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Unit Seven Financial Crisis and Inflation

- About financial crisis
- Business Plans
- Sum up the influence of financial crisis and inflation

page 177

Lead-in Activities

1. Attitude towards financial crisis
2. Oral presentation

Text A Financial Crisis is Entering a New Phase

1. What is the author's purpose for this article?
2. According to the passage, what is the result about dramatic financial upheaval?

Key words:
-in view of
-in comparison to
-come about
-by no means
-associate with

Business Plans

Lead-in Activities Dealing with Inflation

**Text B
Financial
Crisis: Inflation
doubles in the
last six months
to hit 5.2
percent**

Write an article
about inflation

Lead-in Activities The Influence of financial crisis to the women

Text C Impact of Inflation

Try to describe the effects of inflation during the year 1860-2000, referring to the picture.

Key words:
-consist of
-grind away at
-come about
-different between
-seem to

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Eight Insurance • About insurance • Choosing insurance companies • Buying car insurance and claiming	Lead-in Activities 1. Listening: Insurance 2. Words concerning insurance	Text A Characteristics of Insurable Risks	Benefits and costs of Insurance	Key words: -from the perspective of -in excess of -It's likely that... -in theory -have nothing to do with	On advantages of insurance in our daily life	

page 203

Lead-in Activities Listening: VOA Special English Agriculture report	Text B Challenges of Insurance Companies			On choosing insurance company	
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Lead-in Activities 1. Read a dialogue about buying insurance. 2. Listening: Buying car insurance	Text C Accidents Happen: Get the Most from Your Car Insurance Claim	Role Play: how to claim	Key words: -be involved in -under the influence of -give up -file a claim against	
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Lead-in	Reading	Speaking	Translation	Writing	Further Study
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Unit Nine
Personal Financial Management
 · About personal finance
 · Banking service
 · Check writing and insurance arrangement
 · Solving practical problems at bank and in the company

Lead-in Activities 1. Words about internet banking 2. Listening: Banking at home	Text A Using Online Banking, Pros and Cons	Opening an account and depositing	Key words: -feel anxiety about doing... -be hesitant to do... -change one's mind -take a minute to... -Chances are that...	Write a check	
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Lead-in Activities Listening: insurance in financial plan	Text B Insurance in Your Financial Plan	Ways of reducing costs		A plan on Arranging insurance	
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Lead-in Activities 1. Vocabulary about currency 2. Listening: wealth, success and love	Text C How to Be a Billionaire	Role Play: Staff-leaving problem in the company			
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Lead-in

Reading

Speaking

Translation

Writing

Further Study

Unit Ten
Foreign
Exchange
Market and
Exchange Rate

- About exchange rate and exchange market
- Write a composition

Lead-in
Activities
Listening:
China's
exchange-rate

Text A
Foreign
Exchange
Market

Discuss your
opinion on the
factors that
influence the
foreign market

Key words:
-convincing
-fundamental
-intrinsic
-transaction
-facilitate

A short report
on the monthly
expense

page 261

Lead-in
Activities
Listening: the
market
mayhem

Text B
Determinants
of FX Rates
and Exchange
Rate Risk

Key words:
-prefer...to...
-in view of
-in one's
favor
-equality

A report on
solar water
heater

Lead-in
Activities
China's
exchange-rate
policy

Text C
The Rumors
of the Dollar's
Death are
Much
Exaggerated

Speaking:
what's your
opinion on the
rumors of the
Dollar's
Death?

Brief Contents

Unit One	Electronic-commerce	1
Unit Two	Venture Capital.....	27
Unit Three	Stock Market	59
Unit Four	Merger and Acquisition.....	85
Unit Five	Dumping and Anti-dumping	109
Unit Six	Logistics and Logistical Management	141
Unit Seven	Financial Crisis and Inflation	177
Unit Eight	Insurance	203
Unit Nine	Personal Financial Management.....	229
Unit Ten	Foreign Exchange Market and Exchange Rate.....	261



Unit One

Electronic-commerce



OBJECTIVES

In this unit you will learn:

- business vocabulary—e-commerce
- business language—talking about pros and cons
- business focus—shopping online
- business writing—business letter and memo
- simulation—talking about e-commerce