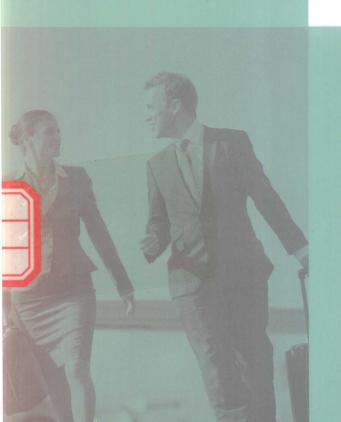




English for International Business

商务英语教程

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高等教育出版社



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《商务英语教程》是北京交通大学"国家级精品资源共享课"《大学英语——商务英语》的配套教材。 本教材由《学生用书》、《教师用书》和网络拓展资源组成。本教材供英语与非英语专业的本科生、涉外工作人员使用,以期满足全球经济一体化对跨文化复合型商务英语人才的需求。

一、教材编写理念

在21世纪全球化背景下,国际间商务交往日益频繁,竞争更加激烈,对培养具有国际竞争力的复合型商务人才提出了更高的要求。

北京交通大学开设《商务英语》作为大学英语拓展类课程之一已有10个年头,在此期间商务 英语教学团队积累了大量的教学素材,经过不断摸索与实践,设计出了基于真实情景的,融视听 说、阅读、写作、案例分析、跨文化交际和商务知识学习为一体的《商务英语教程》。

在选材方面,注重应用性、针对性、知识性、交际性和趣味性的有机结合。在编写过程中, 以商务知识为核心,强调语言能力与商务知识的有机结合。在设计练习时,坚持引导参与互动原则,强化实践训练。

二、教材特点

1. 主题明确,涵盖核心商务话题。

本教程旨在满足我国培养兼具英语语言技能和商务专业知识的复合型人才的需求,从实际 出发,精选出与商务活动密切相关的十个话题,涵盖了国际品牌、企业组织、市场文化、技术创 新、市场竞争、商业伦理、金融风险等核心领域。

2. 取材精良, 巧妙设计商务情境。

本教程取材广泛,大多源自英语国家的知名门户网站、财经网站、学术网站或主流财经杂志。素材选取精良,语言地道鲜活,能体现21世纪的商务现状与语言的发展趋势。教材对其中的商务新词、新义和新用法均做了详细的注释。各单元提供的视听材料鲜活生动,洋溢着时代的气息,能使学生体验到交际环境下的种种商务场景,课堂实践高度接近商务活动的实际。

3. 编排精心,设计多彩教学活动。

本教程各单元的练习、活动设计均与主题密切相关。比如,词汇的导入、文章的阅读、音视频的启发、口语技能的习得、商务写作训练、案例分析和主题文化点拨等。交际性和任务性练习活动将背景知识、知识点和案例分析用一条主线巧妙地构成一个连贯的体系;活动设计颇具趣

味,可操作性很强。小组讨论、角色扮演、图表解读、情景分析、学生微视频等各项活动设计能 突出教学过程中学生的主体地位和教师的主导作用。

4. 案例丰富, 培养综合应用能力。

案例分析是本教材的一大亮点。此部分围绕单元主题提供了生动的素材,使学生能体验到较为逼真的商务环境,在模拟的商务情境中锤炼学生在语言、商务沟通、信息摄取、创新思维、解决问题以及批判性思维等各方面的能力,这些综合能力的培养对他们未来的商务活动会有极大的帮助。

三、编排体例

本教程共十个单元。

每单元由七部分组成, 具体为:

第一部分,通过形式多样的视听说练习,激活与主题相关的商务词汇,掌握商务用语和约定 俗成的表达方式。

第二部分,通过阅读原版报刊杂志及知名财经网站文章,掌握财经商务类文章的特点,了解 商务文体,提高学习者阅读能力。

第三部分,通过使用鲜活的视听语料,围绕特定的话题,培养学生在特定而真实的语境中听说及交流的能力。

第四部分,通过真实的商务交际场景,掌握电话交流、面试、商务谈判、会议讨论、商务报告、工作总结等技巧。

第五部分,通过商务写作训练,掌握传真、电子邮件、备忘录、便条、信函、报告等写作格 式及技巧。

第六部分,通过耳熟能详的真实案例分析,培养学习者的思辨能力、团队精神和协作意识及 在真实环境中解决问题的能力。

第七部分,通过各单元专题领域的中西方文化介绍,丰富学习者的中外文化知识,培养学习者的中外文化差异意识。

四、编写团队

《商务英语教程》是北京交通大学"大学英语拓展课程系列教材"之一,由总主编蒋学清教授积极组织与认真指导,由总主审叶起昌教授严谨审核,由教学经验丰富、本课程教学团队中的骨干老师们共同协作完成。

五、本教材使用说明

本教材含有大量音视频多媒体资源,学生可通过扫描书中相关二维码在手机上直接使用。同时,爱课程网站"资源共享课"频道提供了本门课程的全程录像和PPT,也可供师生参考与系统学习。网络拓展资源包括背景知识介绍、跟进阅读、同主题视频、音频等,供学生课后自主学习

使用。学生可登录本书配套资源网站(http://abook.hep.com.cn)获取相关资源。

《教师用书》主要内容有:单元教学目标;单元练习答案;拓展阅读及练习、答案,以及全部音视频文字材料。教师可登录中国外语网(http://www.cflo.com.cn)下载获取。

团队在编写中力求精益求精,但鉴于能力有限,编排难免百密一疏,敬请各位读者指正。最后,我们在编写中参阅了国内外的相关书籍、教材和网站,在此对相关作者深表谢意!

北京交通大学"国家级精品资源共享课"课程团队 2015年10月

1V

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Brands

Learning Objectives

By the end of this unit, you will be able to:

- 1. Name and interpret some collocations of "the brand";
- 2. Summarize the hidden wealth in B2B Brands;
- 3. Explain the steps to build a global brand;
- 4. Use the strategy of taking notes in listening;
- 5. Give opinions in meetings;
- 6. Write a good business e-mail;
- 7. Critique a program through a SWOT analysis.

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PART **1**Vocabulary

Task 0

Choose one of your favorite brands to talk about. What reasons do you have for liking that brand? Is your choice affected by its logo, advertising, price, quality, or other reasons? Use the following words and phrases to help you.

Sample

value for mone	>
fashionable	
durable	
valuable brand	

eye-catching
practical
luxurious
high quality

well-designed status symbol top of the range reliable

I like Louis Vuitton because it is one of the world's most valuable brands. It has won the affection of thousands of people with its most fashionable designs, exquisite appearance, and unbeatable quality, Its handbags are quite eye-catching. It tends to be popular among the rich and upper-middle class. It's often a status symbol. It looks very fashionable and practical. It is easy to wear and ideal for carrying.

It is your turn:

I like ...

Task 2

Read the following passage carefully and familiarize yourself with the words or phrases underlined.

What is a brand? Brands are what make companies and products stand out from the crowd. They have an <u>essence</u>, or spirit, and <u>values</u> that make them worthwhile to the customer. To develop a successful brand, you need to know about <u>demographics</u> and <u>tangible</u> and <u>intangible</u> <u>benefits</u> your products bring

to your customers. You need to know how well your brand is being received. A focus group consisting of consumers can give information on brand awareness and brand recognition. It's also important to think about how your company and brand will be presented visually. So you need to think about your brand's trademark or logo, the symbols that represent the brand.

Task 3



Watch the video clip, pay attention to definitions and examples of the following words or phrases, and then use them to complete the sentences.

b	rand	brand's value	demographics	focus group
ta	angible benefits	brand awareness	brand recognition	trademark / logo
1.	Apple's	is an apple with	a bite taken out of it.	
2.	We don't have ma	any stores in Asia, so	we have little	there.
3.	One of our target	is won	nen over 50.	
1.	We are going to to	est our	among college stude	nts.
5.	Cheap but good (Chinese products ha	ve brought	to Americans by
	giving them more	e choices and reduci	ng the country's inflat	ion rate.
6.	McDonald's	incorpo	rates the concepts	of fast food, fun,
	convenience, and	d variety.		
7.	Driving a BMW	can make someon	e feel successful an	d luxurious. These
	feelings are parts	of the		
8.	The company use	ed data from a	to decide the	e name of their new
	product.			

Task 4

Have you ever looked at brand logos and wondered what their meanings are or what inspired the designer? Please match the following logo names to their meanings.



The three ellipses seen in the logo for **Toyota** represent three hearts: the heart of the customer, the heart of the product, and the heart of progress in the field of technology.

PART 1

003





amazon.com



Mercedes-Benz



lenovo联想

-	
1.	has a history in aviation and its logo stays true to its roots. The blue and white represent a propeller in motion with the sky peeking through.
2.	Thelogo represents the forbidden fruit from the "Tree of Knowledge" in the Biblical creation story of Adam and Eve.
3.	Thelogo is the most confident of all. The tri-star represents the company's dominance in quality and style over all things land, sea and air.
4.	Thelogo looks like a mountain to represent the obstacles that people need to overcome. Originally the logo was just three stripes and didn't stand for anything. So they kept the three stripes and just made them slanted to resemble a mountain.
5.	The company changed its name from Legend to (an invented word from Latin novo meaning new) specifically because Legend was too common and already trademarked in the West's strategy is to link its name with better-known products, until it becomes synonymous in the customer's mind.
6.	You may have thought the arrow looks like a smiley face, meaning's main mission is to make their customers happy. But notice the arrow is pointing from the a to the z. This represents the fact that it has a large variety of items for sale, from A to Z.

PART 2 Reading

Task **①**

There are four expressions in the following article with the word *brand*. Find them and match them to these meanings after reading.

l	Extent to which a brand is recognized by potential
	customers, and is correctly associated with a particular
	product.
2	The process of maintaining, improving, and upholding
	a brand so that the name is associated with positive
	results.
3	The value, both tangible and intangible, that a brand
	adds to a product / service.
4	Enhancing a brand's equity (see brand equity) directly
	through advertising campaigns and indirectly through
	promotions, such as cause championing or even
	sponsorship.

Task 2

Read the article *Hidden Wealth in B2B Brands* and fill in the blanks (1)– (7) with the correct letters from A to G.

- A. as a rise in market capitalization
- B. but bear two things in mind
- C. an expensive mistake
- D. from a few million to tens of billions
- E. your brand equity is 6%
- F. total brand equity for B2B companies
- G. with their financial data

PART 2

005

Hidden Wealth in B2B Brands

Consumer marketers obsess about brand equity, as well they should. B2B companies
would be wise to follow suit. Our quantitative, 16-year study of more than 450 firms shows
that billions of dollars are locked up in B2B brands, yet managers consistently skimp on brand
building. That's (1)
Every corporation reaps the value of brand equity in two ways: as revenue, when it drives
customer purchases, and directly, (2) Using a tool we've developed that gauges the
relationship between brand perception and performance measures, like revenue, profits, and
cash flow, we have ranked the brand equity of all of our study companies and have statistically
linked it (3) The result is a measure of a corporate brand's impact on stock
performance — what we call "brand equity as a percentage of market capitalization," which
we refer to simply as "brand equity." We've found that for B2B companies, the corporate brand
is responsible for, on average, 7% of stock performance for the 47 industries we track.
That figure may seem small, (4): First, it's an average; the range spans from
a low of 0.5% for new or unmanaged brands, such as electricity distributor PPL, to a high of
nearly 20% for the best-managed B2B brands, like FedEx. The current dollar value for B2E
companies' brand equity ranges (5) This implies that with more strategic brand
management, (6) could be worth billions of dollars more.
B2B companies shouldn't try to become consumer brands, of course, but they should seek
to attain the ${\color{blue}maximum\ value}$ possible within their industry. The average brand equity for B2F and equity for B2F are also attain the ${\color{blue}maximum\ value}$ possible within their industry.
medical suppliers, for example, is 5.99%. However, the best-managed brands in that field are
worth nearly 20%. If you are a medical supplier and (7), then you know your brand
management is only average, and you can reasonably set your sights on a goal of 20%. If you're
in the paper and forest products industry, on the other hand, 20% is probably unattainable
The best performers in your industry achieve brand equity levels just under 7%, so that would
be an ideal target.
B2B brand equity, when used as a dashboard measure, should be updated quarterly
It provides both a market cap percentage and a dollar-value metric that everyone in the
company, especially the CEO and CFO, will understand. Most important, it can eliminate any
doubts among B2B managers that brand equity matters.

Background Information



Business-to-business (B2B) describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Contrasting terms are business-to-consumer (B2C) and business-to-government (B2G). B2B (Business to Business) Branding is a term used in marketing.



PPL Corporation is a global energy company based in Allentown, Pa., that delivers electricity to more than 1.4 million customers in Pennsylvania; sells energy in key US markets; provides energy services for businesses in the mid-Atlantic and northeastern United States; generates electricity at power plants in Pennsylvania, Montana, Connecticut, Illinois, New York and Maine; and delivers electricity to about 2.6 million customers in the United Kingdom. PPL's four principal business subsidiaries are PPL Generation LLC, PPL EngergyPlus LLC, PPL Global LLC and PPL Electric Utilities Corp.



FedEx Corporation is an American global courier delivery services company headquartered in Memphis, Tennessee. The name "FedEx" is a syllabic abbreviation of the name of the company's original air division, **Federal Express**, which was used from 1973 until 2000.

PART 2

007