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BUSINESS ENGLISH: AN INTEGRATED COURSE

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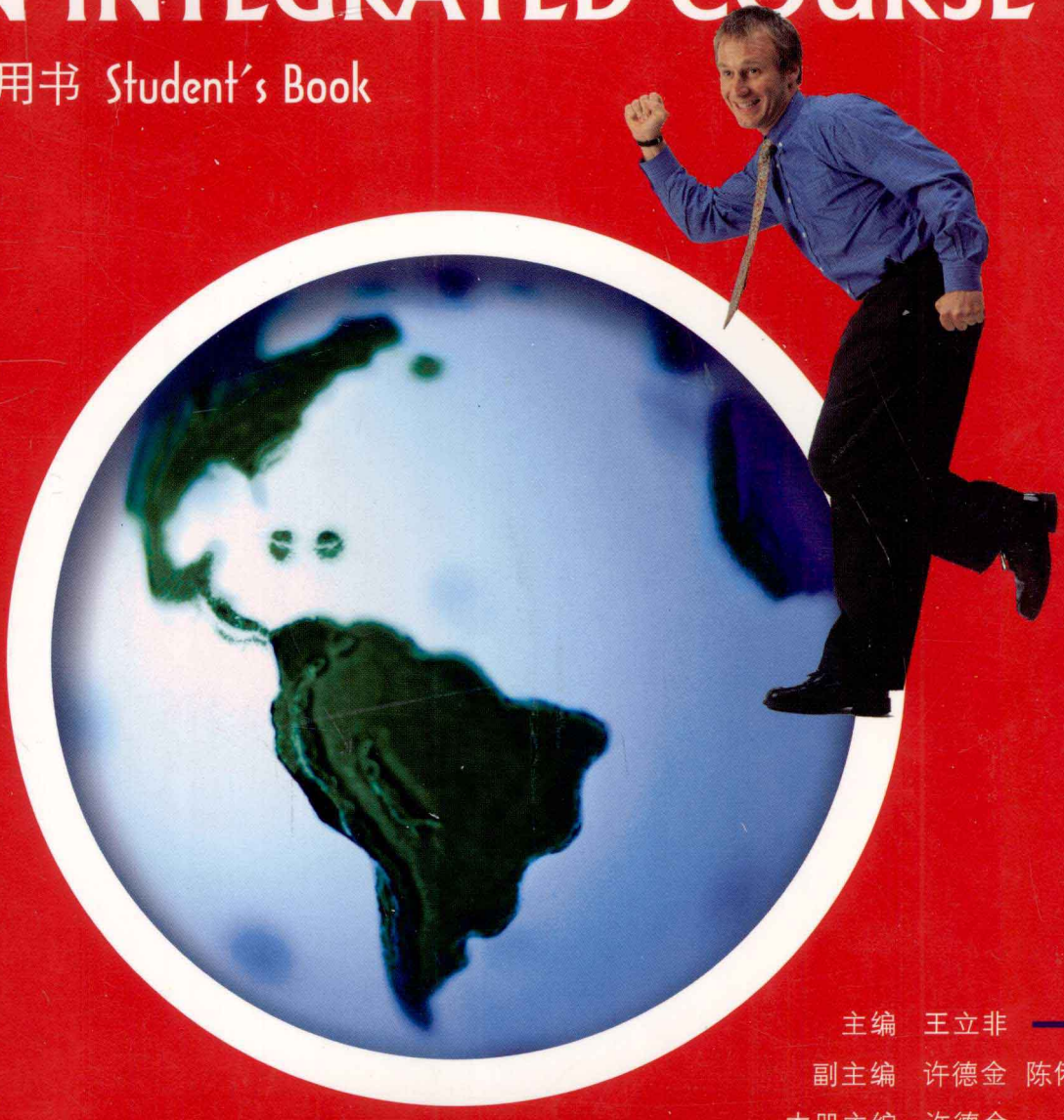

主编 王立非
副主编 许德金 陈俐丽
本册主编 许德金

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编者 王彦 马欣欣 付涛 张筱霖 邵凌

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前　言

到2010年为止，教育部已批准了15所高等院校开办商务英语本科专业，《高等学校商务英语专业本科教学要求》（试行）也编写完成，即将问世，商务英语专业作为我国高等外语教育教学改革的一个全新的探索，已走上了符合学科规律的健康发展轨道。作为一个新专业的建设，教材建设是关键，而其中的综合教程又更为重要，代表着一个专业的水平和质量。《商务英语综合教程》（以下简称《综合教程》）就是在这样一个背景下诞生的，它是商务英语专业第一套按商务英语专业教学要求编写的教材，本套教材由对外经济贸易大学和上海外语教育出版社共同策划，全力打造。

教材以现代语言教育理论和教材设计理论为指导，结合商务英语语言和教学的特点，将多年的商务英语教学实践应用到教材编写中。《综合教程》1–4册专为商务英语专业本科一、二年级编写，可供商务英语专业学生、财经类院校本科生、其他各类经管商务类学生使用，也可作为社会各类商务英语读者学习商务英语的教材。

一、编写思路与特色

- 体现《教学要求》的培养目标，着重打牢语言基本功，商务专业素质与人文素养并重。编排和选材不仅注重学生正确世界观和道德观的形成，而且注重思维能力、创新能力和自主学习能力的培养。
- 强调语言、文化与商务三者的有机融合，语言技能、商务知识、文化知识按比例分配，培养学生的跨文化交际能力；兼顾同其他商务英语技能课程和商务专业课程的衔接。
- 每单元紧扣社会热点话题，选择不同难度和文体的课文，兼顾语言学习、商务通识、外国文化、中国文化；课文长短适中、语言精练，思想内涵深刻，语言可读性强，充分反映经济全球化时代的特点。
- 贯彻任务教学法，设计丰富多彩的学习任务，训练学生的交际能力和合作学习能力，符合当代外语教学思想和方法的发展趋势。
- 突出多媒体技术的应用，提供丰富的相关视频材料，加大语言学习的趣味性和输入的有效性，能调动学生课堂参与的积极性。

二、教材结构与使用建议

本套教材共分4册，包括学生用书、教师手册和多媒体光盘。每册共8个单元，每单元建议教学课时为5–6小时，每个单元围绕一个话题，三篇课文和配套视频资料相互联系又各有侧重，教师可以重点讲解一篇文章，引导学生阅读其余两篇课文，完成相应的练习。1–4册中的语言、商务、文化按比例合理分配，第1册比例为语言70%，商务与文化30%；第2册比例为语言60%，商务与文化40%；第3册比例为语言50%，商务与文化50%；第4册比例为语言40%，商务与文化60%。每单元的大体结构如下：第1部分：激活准备（词汇、内容、知识），第2部分：课文I（阅读理解检查），第3部分：课文II（阅读理解练习、视听练习等），第4部分：课文III（语言练习与小组作业），第5部分：语言训练（语言点、理解练习、学习技能、写作技能）。

本套教材由国内知名的外语教学专家主编，长期从事商务英语基础教学的教授和博士参与编写，英美语言专家审校，教材编写得到上海外语教育出版社领导和编辑的大力支持，在此表示衷心感谢。

编者

2010年3月

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Glossary

本书获对外经济贸易大学“教育部商务英语国家级教学团队”项目资助。

UNIT

1

The World Wide Web

Part One

Activation

1 Find out the meaning of the following words and expressions.

booming	capitalize on
traffic	portfolio
savvy	whim

2 Explain the meaning of the following terms.

blog	domain name
Nasdaq	RSS
SMB	Web 2.0
wiki	

3 Have you heard of the following Web sites? Check the Internet and find out what they do.

BuzzLogic
del.icio.us
Salesforce.com

Part Two

Text I

Warm-up Activities

1 Read and think

> The Internet is rapidly evolving from a channel for content distribution to a platform for activity — collaboration, publishing, sharing and innovation. It has currently undergone a comprehensive software upgrade, representing several initiatives collectively known as "Web 2.0."...Simplicity and convenience are driving the rapid adoption of Web 2.0. In 2005 I started reading the blog of the CEO of Sun Microsystems, Jonathan Schwartz. At that time he said, "Simplicity changes the world. Convenience is a force multiplier."
>
> *Kathleen Gilroy*

Have you ever heard of Web 2.0? What are the main features of Web 2.0?

2 Discussion

1 Are people becoming more dependent on the Internet? In what way?
2 Can you describe some of the major changes that the Internet has brought us during the last decade? In what sense do we say that it brings convenience and simplicity?

3 More points for consideration

1 What is online business like in real life?
2 Does the Internet offer a favorable environment for small and medium businesses? Or do larger businesses tend to swallow up the smaller ones?

Where There's a Web, There's a Way: A Business Guide to Getting Social*

Denise J. Deveau

Kathleen Gilroy, cofounder of Swift Media Networks in Boston, eats, lives and breathes Web 2.0. Not only is her latest business venture focused on Web 2.0 services for conferences, but she's also used just about every Web-based tool there is to run her own various startups. With five full-time staff members, she has become a well-seasoned user of blogs, wikis, collaboration tools and just about any other free or low-cost service she can make use of.

"What's interesting about Web 2.0 is that it gives you access to markets a small-business owner couldn't normally reach," Gilroy told the *E-Commerce Times*.

Right now, her application "portfolio" includes:

- A wiki to coordinate efforts between programmers in Boston, Idaho and the Ukraine;
- Basecamp, a Web-based project management tools (about US$40 a month);
- Highrise to track contacts and activities (much like a small business version of Salesforce.com); and
- A collection of Google (Nasdaq: GOOG) tools (e.g. Google Docs spreadsheets, Google Notebook for blogging, Google AdWords for keyword searches, etc.).

On occasion she even touches base with people through Facebook and LinkedIn; and she's a fan of the likes of Twitter microblogging and del.icio.us social bookmarking service.

Blogs for Dogs

Gilroy has also applied her Web 2.0 thinking to help out a friend whose dog breeding business went downhill when some more tech savvy competitors made their names known. All it took was setting up a blog and registering the right keywords with Google AdWords, and business was soon booming again.

The tactic, according to Gilroy, was not about simply setting up a blog on a whim. "Any small-business owner can use a blog as an online marketing tool, but it's more effective to combine it with Google AdWords to drive traffic. A lot of professionals are also combining Google AdWords with online scheduling services and seeing an enormous increase in profits."

It pays to be specific. "It's easy to start a blog, but it's another to create an environment that's engaging enough to be an impactful part of your business," confirmed Bill Rielly, SMB Marketing Director for Microsoft (Nasdaq: MSFT). "Your efforts must be driven by core business needs and tightly aligning them with specific tactics."

Little Fish in a Big Pond

Web 2.0, according to Rielly, has actually put small businesses at a decided advantage when it comes to reaching out and touching potential customers. "They've taken the driver's seat by becoming the early adopters," he told the *E-Commerce Times*. "That's because Web 2.0 enables them to achieve a scale at an affordable price, which was never possible before."

Microsoft Office Live Small Business tools launched this past February, for example, enable companies to get on the Web; generate branded e-mails; execute e-mail campaigns; create blogs, wikis and discussion forums; and market over the Internet through banner ads. Basic services are free of charge.

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Keeping Your Eye on the Prize

However, with a potential market of millions of consumers, the key to any Web 2.0 outreach is getting a handle on your goals and your real audience. There are some additional types of on-demand Web-based services that can help small businesses capitalize on the power of word-of-mouth referrals.

If influential blogs in your particular market are where you want to invest your limited marketing dollars, services like San Francisco-based BuzzLogic can help find the right influencers in the blogosphere for targeted outreach or advertising campaigns. As CEO Rob Crumpler explained, "If you can identify and reach out to influencers on a one-on-one basis, it can be very fruitful. With 100 million consumers actively reaching blogs, businesses need to know the right place to get to the right audience with the right message at the right time."

When targeting the blogosphere, he recommends that business first define their topic areas of interest and identify the key influencers in those areas. The next step is to understand the audiences. "Once you've done your flight planning, then you can start doing outreach," Crumpler told the *E-Commerce Times*.

A Brave New World

Whatever the market of choice, at the heart of Web 2.0 is the fact that it helps companies build communities, John Kembel, CEO HiveLive in Boulder, Colo., an on-demand platform for building online communities, told the *E-Commerce Times*. "You can tap into customers. You can compete and innovate efficiently and effectively. You can integrate blogs, forums, wikis and RSS feeds to support activities that are unique to your products and ideas."

Even at this point, small businesses have barely scratched the surface of [what] Web 2.0 has to offer, Microsoft's Rielly said. "Delivery cycles are getting short, and we're seeing a lot more tools and content [for small business]. That's the exciting part. We're only in the first innings in terms of small businesses engaging in this stuff."

(Total Words: 813)

* This text is taken from *E-Commerce Times*, with abridgment.

New Words and Expressions

venture /'ventʃə/ *n.* a business project or activity, especially one that involves taking risks 工作项目或事业;(尤指有风险的)商业,企业

seasoned /'si:znd/ *a.* (of a person) having a lot of experience of a particular activity (某人)通过实践而有经验

collaboration /kəˌlæbə'reɪʃən/ *n.* the act of working with another person or group of people to create or produce sth 合作;协作

portfolio /pɔ:t'fəʊlɪəʊ/ *n.* the range of products or services offered by a particular company or organization 投资组合(如债券和股票)

coordinate /kəʊ'ɔ:dɪnɪt/ *v.* to organize the different parts of an activity and the people involved in it so that it works well 使(各部分、群体等)协调,协同动作

savvy /'sævɪ/ *a.* (informal, especially NAmE) having practical knowledge and understanding of sth; having common sense (俚)理解,知道

tactic /'tæktɪk/ *n.* the particular method you use to achieve sth 手段,策略

whim /(h)wɪm/ *n.* a sudden wish to do or have sth, especially when it is sth unusual or unnecessary 一时的兴致,突发奇想

traffic /'træfɪk/ *n.* the movement of messages and signals through an electronic communication system 电子通讯系统中的信息和信号流量

impactful *a.* 有影响的
impact /'ɪmpækt/ *n.* the powerful effect that sth has on sb/sth 影响

confirm /kən'fɜ:m/ *v.* to state or show that sth is definitely true or correct, especially by providing evidence 证实，证明

potential /pə'tenʃəl/ *a.* that can develop into sth or be developed in the future 将来可能会发展成某事或有潜力的

affordable /ə'fɔ:dəbl/ *a.* can be afforded 付得起钱的

launch /lɔ:ntʃ/ *v.* to make a product available to the public for the first time 发布（新产品）

generate /'dʒenəˌreɪt/ *v.* to produce or create sth 产生或创造某物

execute /'eksɪkju:t/ *v.* (formal) to do a piece of work, perform a duty, put a plan into action, etc. 执行，履行，完成

banner ad an advertisement across the top or bottom or down the side of a page on the Internet 网页顶部或底部的通栏广告

outreach /aʊt'ri:tʃ/ *n.* the activity of an organization that provides a service or advice to people in the community, especially those who cannot or are unlikely to come to an office, a hospital, etc. for help（上门）服务

capitalize on to gain a further advantage for yourself from a situation 利用某事物，从某事物中获利

referral /rɪ'fɜ:rəl/ *n.* the act of sending sb who needs professional help to a person or place that can provide it（向他人）推荐

target /'tɑ:gɪt/ *v.* to try to have an effect on a particular group of people 瞄准（某个群体）

tap /tæp/ *v.* to obtain or make use of sth 开发，着手利用

scratch the surface to deal with, understand, or find out about only a small part of a subject or problem对待或处理某问题不深入彻底

Comprehension Check

1 Reading for general ideas

Read the text through quickly and answer the following questions.

1 How do you define Web 2.0?

2 In what way does Kathleen Gilroy find Web 2.0 a useful approach?

3 Why does Web 2.0 seem to be especially helpful to small businesses? You do not need to give details.

2 Reading for specific information

Read the text again more carefully and decide whether the following statements are true or false.

☐ 1 If you have limited capital and you want to find influential blogs in your particular market, services like San Francisco-based BuzzLogic can help find the right influencers in the blogosphere for targeted outreach or advertising campaigns.

☐ 2 Rielly thinks that Web 2.0 has actually put the majority of businesses at a decided advantage when it comes to reaching out and touching potential customers.

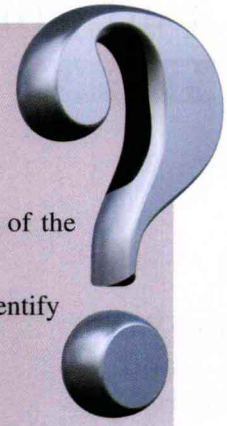
☐ 3 Small businesses depend heavily on blogs to advertise their products.

☐ 4 Small businesses are very experienced in taking full advantage of Web 2.0.

☐ 5 Web 2.0 enables small businesses to reach out to their potential customers more effectively.

3 Further understanding

Discuss the following questions with your partner. Do not worry if you have different ideas.



1 What is recommended as online marketing tool?

2 Why is the combination of a blog and Google AdWords seen as an application of the concept of Web 2.0 ?

3 Why is it useful for small businesses to define their topic areas of interest and identify the key influencers in those areas?

4 Why do small businesses need to build community?

5 What do you think is the attitude of the author toward Web 2.0? Based on what do you say that?

6 Why does Microsoft's Rielly say that small businesses have barely scratched the surface of what Web 2.0 has to offer?

4 Reading and making interpretations

Read the text again more carefully. Paraphrase the following sentences from the text, paying particular attention to the *italicized* words.

1 With five full-time staff members, she has become a *well-seasoned user* of blogs, wikis, collaboration tools and just about any other free or low-cost service she can make use of.

2 Gilroy has also applied her Web 2.0 thinking to help out a friend whose dog breeding business went downhill when some more *tech savvy competitors* made their names known.

3 The tactic, according to Gilroy, was not about simply setting up a blog *on a whim*.

4 They*'ve taken the driver's seat* by becoming the early adopters.

5 We're only *in the first innings* in terms of small businesses engaging in this stuff.

6 When *targeting* the blogosphere, he recommends that business first *define their topic areas of interest* and identify the key influencers in those areas.

Part Three

Text II

Pre-reading Questions

1 What do you know about virtual goods? What are their features?

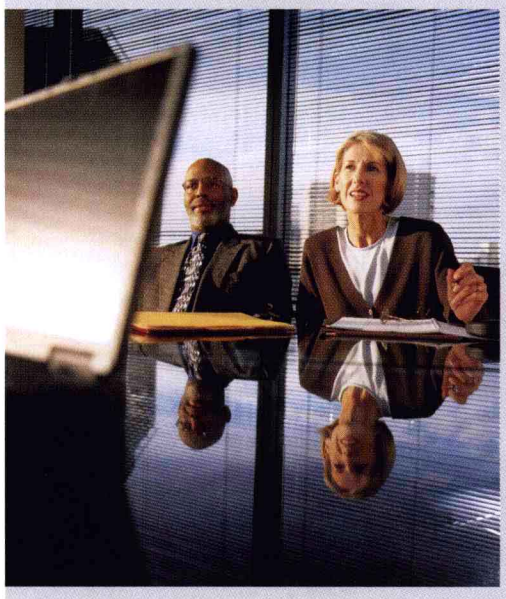
2 What might be the reasons for people to purchase virtual goods?

Key Words and Expressions

avatar /ˌævə'tɑ:/ *n.*
bling /blɪŋ/ *n.*
ether /'i:θə/ *n.*
tangible /'tændʒəbl/ *a.*
tremendous /trɪ'mendəs/ *a.*
fuel /fjʊəl/ *v.*
anarchy /'ænəkɪ/ *n.*
plight /plaɪt/ *n.*
preoccupy /pri:'ɒkjʊpaɪ/ *v.*
mock /mɒk/ *v.*
absurdity /əb'sɜ:dɪtɪ/ *n.*
component /kəm'pəʊnənt/ *n.*
icon /'aɪkɒn/ *n.*
trophy /'trəʊfɪ/ *n.*
staggering /'stægərɪŋ/ *a.*
barrier /'bærɪə/ *n.*
erode /ɪ'rəʊd/ *v.*
explode /ɪk'spləʊd/ *v.*
transaction /træn'zækʃən/ *n.*
multitude /'mʌltɪtju:d/ *n.*
equivalent /ɪ'kwɪvələnt/ *n.*
incremental /ˌɪnkrɪ'mentəl/ *a.*
widget /'wɪdʒɪt/ *n.*
differentiate /ˌdɪfə'renʃɪeɪt/ *v.*
accessory /ək'sesərɪ/ *n.*
massively /'mæsɪvlɪ/ *ad.*
tedious /'ti:dɪəs/ *a.*
yield /ji:ld/ *v.*
payoff /'peɪɔ:f/ *n.*
arbitrage /'ɑ:bɪtrɪdʒ/ *n.*
disparity /dɪs'pærɪtɪ/ *n.*
ludicrous /'lu:dɪkrəs/ *a.*
acreage /'eɪkərɪdʒ/ *n.*
accompany /ə'kʌmpənɪ/ *v.*
asset /'æset/ *n.*
liquidity /lɪ'kwɪdətɪ/ *n.*
burgeoning /'bɜ:dʒənɪŋ/ *a.*
infrastructure /'ɪnfrəˌstrʌktʃə/ *n.*

Virtual Goods: The Next Big Business Model*

Susan Wu



People spend over $1.5 billion on virtual items every year. Pets, coins, avatars, and bling: these virtual objects are nothing more than a series of digital 1s and 0s stored on a remote database somewhere in the ether. What could possibly possess people to spend real, hard earned cash on "objects" that have no tangible substance?

The virtual worlds space has received tremendous press attention in the last year, fueled in no small part by Wild West stories of fortune and anarchy in worlds like Second Life and the plight of the Chinese gold farmer in World of Warcraft. But people aren't paying attention to the bigger story. While people preoccupy themselves with mocking the absurdities of some of these virtual worlds, the reality is that there are many businesses out there making meaningful amounts of money in virtual goods.

So why do people spend real money on virtual objects? There are four major reasons:

Virtual objects aren't really objects— they're services

Virtual objects aren't really objects — they are graphical metaphors for packaging up behaviors that people are already engaging in. As James Hong from HotorNot tells it, his virtual flower service has 3 components: there's the object itself represented by a graphical flower icon, there's the gesture of someone sending the flower to their online friends, and finally, there's the trophy effect of everyone else being able to see that you got a flower. People on HotorNot are paying $10 to send the object of their affection a virtual flower — which is a staggering 3-4x what you might pay for a real flower! Of the 3 components, the two that James says are most important to his users are the trophy effect and the meaning of the gesture itself. As the barriers between peoples' online and offline selves continue to erode, this market for virtual goods is going to explode. People are going to continue to seek out ways to show real emotional engagement online. Virtual gifts are a particularly effective way to package your attention.

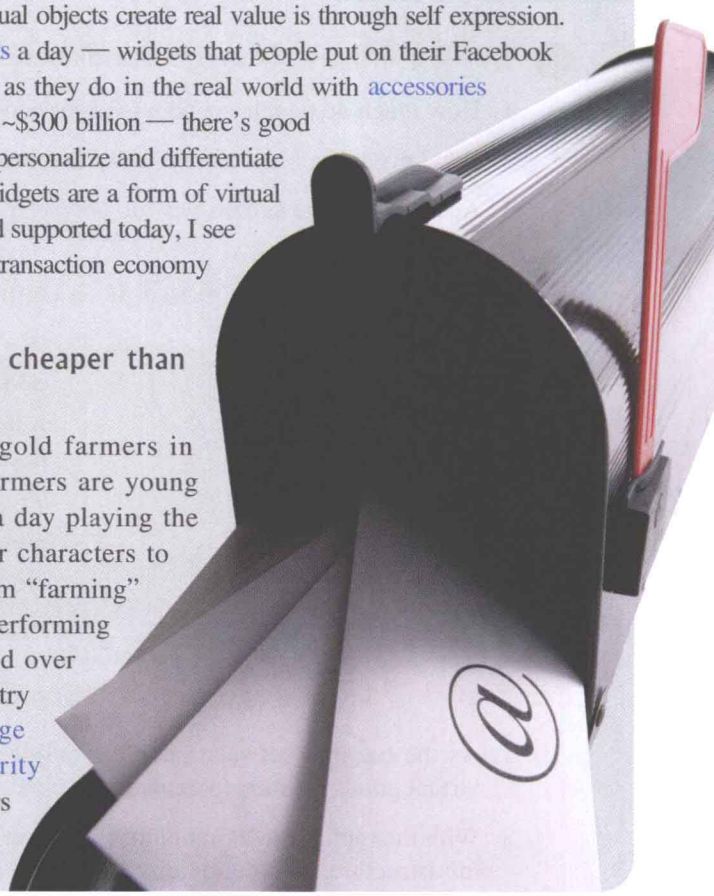
Virtual objects create real value for people

Each day, thousands of transactions take place in markets such as eBay for virtual swords, currency, or clothing across a multitude of virtual world environments. For people who purchase virtual items such as swords or armor, buying these items increases the overall satisfaction she receives from spending time in this virtual world / online community / online game. For example, struggling along as a level 20 character might give her 20 units of personal satisfaction per hour, whereas progressing as a level 20 character with a very powerful sword could bring 50 units per hour. In this case, she would be willing to pay the equivalent of whatever amount generates an incremental 30 units of personal satisfaction for the sword.

Probably the most powerful way that virtual objects create real value is through self expression. RockYou is now serving 150 million+ widgets a day — widgets that people put on their Facebook profiles to differentiate themselves — much as they do in the real world with accessories and bling. The US retail market for clothes is ~$300 billion — there's good reason to believe that people's strong drive to personalize and differentiate in the real world will work online as well. Widgets are a form of virtual good — though most widget companies are ad supported today, I see widgets fueling a massively distributed microtransaction economy in the not too distant future.

The cost of buying objects can be cheaper than "earning" them

Who hasn't heard of the Chinese gold farmers in World of Warcraft? Typically, these farmers are young students who spend up to 12–14 hours a day playing the game. They can then sell these goods or characters to US based players for US dollars. The term "farming" refers to the fact that they spend hours performing the same tedious in-game action over and over again to yield a certain payoff. This industry has arisen to take advantage of arbitrage opportunities that result from the disparity in opportunity costs. The Chinese farmers value their time much less than American



players. This isn't a moral statement; it's just one of economic fact. While it might take both players 60 hours to progress a character up to level 40, the opportunity cost for the American player could be $900 (60 hours* $15/hr,) whereas the opportunity cost for the Chinese player could be $30 (60 hours* $.50/hr). The American player is willing to pay up to $900 for a level 40 character, creating profit opportunities for the Chinese player.

You can make money off of virtual objects

Last year we have many stories about Second Life's first real estate millionaire. Though it might seem ludicrous to spend as much money on a virtual island that you could otherwise use to purchase real acreage in the physical world, the buyer in this case could actually be quite financially savvy. Buying an island in this virtual world is accompanied by obtaining certain rights — such as mining for other virtual assets and real estate development. The buyer could in turn subdivide the island into multiple parcels and make a healthy return reselling the land to other players. Of course, this type of investment strategy requires market liquidity; that is, a sizeable and willing market of buyers willing to pay your desired price. With the rapid growth in number of players in virtual world environments and burgeoning market infrastructure, market liquidity is likely to increase with time.

(Total Words: 933)

* This text is taken from http://www.techcrunch.com/2007/06/20/virtual-goods-the-next-big-business-model, with abridgment.

Comprehension Check

1 Answer the following questions according to the text.

1 How much do people spend on virtual goods each year?

2 What does "the bigger story" refer to (para. 2)?

3 According to the author, why do people spend so much on virtual goods?

2 Match the following words with their definitions.

tangible	completely unreasonable, stupid, or wrong
component	something that is kept in memory of a victory or success
disparity	that can be clearly seen to exist
differentiate	inequality; difference
ludicrous	one of several parts of which something is made
trophy	make one thing or person clearly different from another

3 Explain why you agree or disagree with the following statements.

1 As the barriers between peoples' online and offline selves continue to erode, this market for virtual goods is going to explode.

2 With the rapid growth in number of players in virtual world environments and burgeoning market infrastructure, market liquidity is likely to increase with time.

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