

# 商务英语

## 热点专题

### 阅读100篇

*BEC Business English Reading 100*

丛书主编 方学初

Elliott Bernstein 刘佳静 著

- 20个主题100篇商务英语标准范文
- 涉及国际商务各领域，覆盖剑桥商务英语阅读题材
- 有助于扩大词汇量、增强理解力、熟悉各类素材
- 促进英语表达能力的全面提高

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方学初 主编 Elliott Bernstein 刘佳静 著

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白领英语《  
手边书 English in Workplace

# 商务英语

## 热点专题阅读100篇

丛书主编 方学初

Elliott Bernstein 刘佳静 著

Bill Albertson Graham Paterson 审校



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# INTRODUCTION 前言

对于有志于在工作中熟练运用英语的职业人来说，这本书来得恰如其时。书中 100 篇文章，无论题材、长度，还是难度，都参照剑桥商务英语中级阅读，旨在帮助学习者扩大词汇量、增强理解力、熟悉宽广素材，达到在商务场合自如运用英语的水平。

阅读商务英语文章的第一难关是词汇。本书涉及国际商务的各个领域，涵盖了管理、营销、贸易、财会、人力资源、法律等 20 个主题，每个主题下有四五篇文章，体现了各个主题较有代表性的单词和词组。学习者通过对每一主题的深入阅读，将在较短时间内增加词汇量、扩大词汇的掌握范围。此外，读者在阅读过程中还能体会到词汇在具体语境中的用法，将对词汇的掌握由相识上升到相知，从而提高应用词汇的准确性。

除词汇之外，文章逻辑可以说是商务英语阅读的最大难题。面对一篇专业文章，很多学习者感到词汇都基本认识，但对于超越文字层面的逻辑关系还是不能完全理解。商务文章的写作讲求清晰的逻辑关系，主旨明确是前提，论据充分是基础，逻辑连贯是方式。本书的创作参照剑桥商务英语中级阅读文章，符合国际商务写作的文理思路，能够帮助学习者熟悉并掌握商务文章严谨的逻辑结构。

阅读商务英语文章的熟练程度还取决于对多种多样的素材的熟悉。本书素材体现了不同商务文体的写作特色，通过本书，学习者将接触大量的阅读素材，适应不同文体的表达方式，进而能够应对实际工作中复杂的阅读材料。

伴随阅读能力提高的，是英语表达能力的全面增长。词汇量增大能促进口语和写作表达的多样化，增强听力中的敏感度；逻辑能力则是口语和写作中清晰表达的关键。对多种素材和文体的掌握则是撰写商务文章的前提。除了语言层面的收获，学习者对国际商务的认知也在这一过程中加深了。

为帮助学习者实现全面提高英语水平的目的，本书配备了用标准美音录制的范文录音光盘。

最后，我们想借此机会感谢 Graham Paterson 先生和 Bill Albertson 先生对本书文字的仔细校订。

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- 语汇练习：利用词汇表，或摘录课文中实用的句型或用法，建立自己的主题词汇库。用学到的词汇做练习造句，在交流中试着运用。
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- 语音练习：选取你最感兴趣的课文，尽力模仿录音中的语音语调，把自己的朗读录下来和录音比较，找出差距反复模仿。
- 听写练习：听写能力表现在做讲座笔记和会议记录等。利用光盘做听写练习，反复听写直到没有错误为止。
- 翻译练习：参照译文做汉译英或英译汉练习，口译或笔译均可。

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# 1. When a Brand's Reputation Is Too Strong

当一个品牌过于强大



MP3 001

Branding can become a tricky game when a brand becomes heavily associated with a particular image. This was the challenge that Goal Footwear faced when their sales peaked the soccer market. For over 50 years, Goal had been producing high-end soccer cleats and shoes for both professionals and enthusiasts. Sponsoring big names in soccer that brought their brand all the way to the World Cup helped Goal to gain a reputation as one of the best brands in the market. The houndstooth design on most of their products, which many outsiders considered hideous, was embraced by fans of the sport. They had even taken to painting the design on their faces during games and modifying soccer balls to resemble the pattern found on the shoe.

When salespeople reported that the brand was nearing saturation in traditional markets, designers began to think outside the box. They designed street shoes, hiking shoes, stiletto heels, slippers, sandals, boots, and even shoes for other sports like basketball, track, and rollerblading. After heated debate over which shoes should be produced, the company decided to stay conservative and test the market with only the track, hiking, and basketball shoes. These shoes were trialed on the market for one quarter, and everyone was quite disappointed with the results. Consumers had left the new products almost completely untouched.

Everyone set to work to figure out exactly what had gone wrong. In the end, research from the marketing department revealed some very interesting information: the company's brand image was too strong, and consumers rejected the idea of buying anything but soccer shoes from Goal Footwear. Goal

realized that it was time to change this idea.

The marketing department developed a campaign to inform the public that Goal was branching out into new markets. The slogan, "The New Goal: Reach Your Own Goal", was accompanied by vivid images of "goals" in other sports. The hiking shoe was featured in an ad in which a hiker has just reached the summit of a mountain. In the track ad, a runner is wearing a Goal shoe as he wins a heat. In the basketball ad, a player makes a slam dunk while sticking his Goal basketball shoe dangerously close to the camera lens.

The new ad campaign was discussed at great length in media circles for its strong imagery as well as its clever slogan. Although Goal had a strong association with soccer, consumers began to feel that their products for other sports may be good as well. Sales increased slowly but steadily through the following couple of years, and the ad campaign continued to help the company break down the barriers of its brand image which was once too-focused.

## Translation

当一个品牌与某一特定形象联系得过于紧密时,品牌化便有可能会成为一个棘手的问题。当 Goal 鞋业公司发现他们在足球鞋市场上的销量已经达到顶峰时,品牌化便成了他们的挑战。Goal 公司为足球专业人士和爱好者制作高档足球鞋和其他种类的鞋子,已经有 50 多年的历史了。由于该公司赞助过一些足球巨星,将他们的品牌一直带到世界杯,这使得 Goal 鞋业成为市场上声誉最好的品牌之一。该品牌大部分产品上都有犬牙花纹,尽管很多外行人士认为这种图案很难看,但这项运动的粉丝却欣然接受。他们甚至开始习惯在比赛时把这种图案画在脸上,还把足球上的图案改得像鞋上的一样。

当销售人员报告说,该品牌产品的销量在传统市场中已接近饱和,设计师们便开始尝试新的思路。他们设计了休闲鞋、登山鞋、细高跟鞋、拖鞋、凉鞋、靴子,甚至篮球鞋、跑鞋和轮滑鞋。对于应该生产哪些鞋子,公司进行了激烈的讨论,之后他们决定稳妥起见,以跑鞋、登山鞋和篮球鞋来检验市场。这些鞋子在市场上试销了一个季度,但结果令众人大失所望。消费者对他们的新产品几乎完全不予理会。

大家都很想弄清楚究竟出了什么问题。最后,市场营销部门的调查显示出一些非常有趣的信息:该公司的品牌形象太强,消费者认为购买足球鞋之外的任何 Goal 牌鞋都不可思议。所以 Goal 公司意识到,现在是改变这种观念的时候了。

市场营销部门开展了一项广告活动,目的是告知公众 Goal 鞋业将要开辟新的市场。“新 Goal: 达到你自己的目标”的口号伴随着生动的场景出现在各种其他运动的“目标”中。登山鞋广告中是一名徒步旅行者刚刚登顶的场景;跑鞋广告中,一个脚穿 Goal 跑鞋

的运动员在预赛中取胜；篮球鞋广告中，一个球员在灌篮时，脚穿的 Goal 球鞋向前伸去，几乎碰到了相机的镜头。

新广告因为鲜明的形象和聪明的口号引起了媒体的广泛评论。尽管 Goal 鞋业仍与足球运动紧密相关，但是消费者开始感觉到，该公司的其他产品也可能很不错。接下来的几年中，销售额缓慢地稳步增长，该广告活动仍在继续，以帮助该公司打破一度过于专一的品牌形象。

## Questions

1. Can you think of a brand that is associated with many different types of goods or services instead of just one?
2. Some brand names like Xerox have become so synonymous with what they do that they are used as regular nouns or verbs. What is another example of this phenomenon?
3. What is the positive side of a strong brand image?
4. Imagine that Goal wants to start producing formal dress shoes. What kind of ad could they design within the ad campaign described above?

## Vocabulary

tricky /'tri:ki/ 棘手的

associated with 与……相关；与……有联系

high-end 昂贵的；高端的

cleats /kli:t/ 足球鞋；防滑运动鞋

enthusiast /in'θju:ziæst/ 爱好者

sponsor /'spɒnsə/ 赞助；资助

big name 大牌；大腕

houndstooth /'haundztu:θ/ 犬牙花纹

outsider /'aʊt'saɪdə/ 局外人；外行

hideous /'hɪdiəs/ 极丑的

embrace /im'breɪs/ 乐于采纳；接受

resemble /ri'zembəl/ 看起来像

saturation /ˌsætʃə'reɪʃən/ 饱和状态

think outside the box 解放思想

trial /'traɪəl/ 试验

set to work 开始，着手

figure out 弄清楚

branch out into 向新的方向发展

feature /'fi:tʃə/ 以……为特征

summit /'sʌmɪt/ 峰顶

heat /hi:t/ 预赛

slam dunk 扣篮

lens /lenz/ 镜头

length /leŋθ/ 程度；范围；长度

break down 瓦解；消除

## 2. Shock Cola Protects Its Brand Image from the Competition

Shock 可乐在竞争中保护自己的品牌形象



MP3 002

The maintenance of brand image is one of the largest aspects of brand management, which is an important aspect of a company's overall marketing strategy. In today's competitive marketplace, making sure that a company's brand image remains recognized, respected, and unique among its competitors is crucial if sales are to be maintained.

Some brands and their images are so valuable that companies now have entire teams of lawyers dedicated to pursuing those who come too close to infringing upon those trademarks. Likewise, some competitor brands will try to imitate the defining aspects of a leading brand as much as they can in order to convince consumers that their goods are of the same or of similar quality to those of the leading brand. That's one reason we see so much rebranding these days, either competitors are trying to feed off the success of a particularly well-known brand, or the well-known brand is trying to make sure consumers can continue to distinguish them from competitors.

For 15 years, Shock Cola has been the leading brand of high-caffeine soft drink among consumers in the United States. Their logo, the word SHOCK, in capital letters, has an orange lightning bolt shooting through the center of the O. Their soda cans are known by consumers for having an extra loud popping sound when opened. A myth about the product claims that if a can of Shock Cola is shaken for long enough, it can explode without even being opened. Many product enthusiasts have tried, though none has succeeded in proving this rumor true.



Since high-caffeine drinks have become quite popular on the market, Shock has seen a number of imitators begin operations. Larger beverage producers have produced high-caffeine beverages under the names “Blam!”, “Jump”, and “Spazz”. Lawyers have carefully inspected the design of each of these new items, making sure that there’s no possibility of consumers confusing these products. Just recently, it came to the attention of Shock Cola that one unscrupulous producer has released a new beverage called Sock, as unappealing as the name is, with a packaging design quite similar to that of Shock Cola’s.

Taking the producers of Sock to court was not a tough decision. The new producers refused to change their designs, and claimed that their yellow lightning bolt was distinct enough from the orange Shock lightning bolt that anyone could easily distinguish between the two. Furthermore, they argued, because the lightning bolt was behind the letters and did not shoot through the center of the O, the product logos differed greatly in design. The court ultimately ruled in favor of Shock, ordering the producers of Sock to change their design in several specific ways, and also to pay Shock’s estimated \$4 million in damages.

## Translation

品牌管理是公司整体营销战略的一个重要方面，维护品牌形象则是品牌管理中最关键的方面之一。在当今竞争激烈的市场中，确保一个公司的品牌形象一直得到认可和重视，并且在众多竞争对手中独树一帜，这对保持销量是至关重要的。

品牌和形象如此重要，以至于一些公司为了保护他们的商标，聘请整个律师团队向那些徘徊在侵权边缘的公司追究责任。同样地，一些竞争品牌也尽可能地去模仿品牌领先者的特征，以使消费者相信，他们的产品与品牌领先者的产品相同或质量相近。因此，现在我们可以看到这么多品牌重塑案例的原因就是，竞争对手试图从一个著名品牌的成功中受益并壮大自己，或者是知名品牌试图确保消费者能不断地将他们与竞争对手区别开来。

15年来，Shock 可乐在美国消费者中一直是高咖啡因饮料的领先品牌。他们的标识，SHOCK，全部为大写字母，其中有一道橙色的闪电穿过字母 O 的中心，而且他们的易拉罐在打开时会有一声类似于爆裂的脆响，这也被消费者熟知。有传言称，如果将一个易拉罐摇晃足够长的时间，它甚至可以在没有打开的情况下爆炸。该产品的许多发烧友对此进行过尝试，但都没有成功地证明这个传闻是真的。

由于高咖啡因饮料在市场上非常受欢迎，已经开始有人效仿 Shock 的商标了。较大的饮料生产商已经生产了名为 “Blam!”、“Jump” 和 “Spazz” 的高咖啡因饮料。律师们仔

细调查了这些新产品中的每一项设计, 确保他们没有使消费者混淆的可能性。就在最近, 一个无良的生产商引起了 Shock 的注意, 他们发布了一款新产品叫 Sock, 像他们的名字一样不招人喜欢, 他们的包装设计与 Shock 可乐有些过于相似了。

将 Sock 生产商告上法庭并不是很困难的决定。但该新产品的厂商拒绝改变他们的设计, 并声称, 他们的黄色闪电有别于 Shock 公司的橙色闪电, 任何人都可以轻松分辨。此外, 他们争辩说, 闪电是在字母的后面, 而且并没有穿过字母 O 的中心, 所以产品标识设计的差异也很大。法院最终裁定 Shock 胜诉, 下令 Sock 的生产商在一些具体方面更改设计, 并支付 Shock 约 400 万美元的赔偿金。

### Questions

1. Can you think of two brands with similar logos? Do you think the average consumer can still distinguish between these two brands?
2. Do you think the court's judgment was fair? Should Sock have to pay damages to Shock for trademark infringement?
3. Can you think of an instance in which a company or a product has been forced to change its name because it was too similar to that of a competitor?
4. What is your favorite brand? Do you normally use their trademarks to identify their products, or do you think you could identify them without any logos?

### Vocabulary

marketing strategy 营销策略  
dedicate to 致力于某事  
infringe upon 侵犯; 打扰  
feed off 因……而壮大; 从……中得到滋养  
pop /pɒp/ 爆裂; 发出爆裂声  
myth /miθ/ 神话; 虚构的故事; 传闻  
unscrupulous /ʌn'skruːpjʊləs/ 肆无忌惮的; 寡廉鲜耻的

take... to court 将……告上法庭  
distinct from 有别于  
furthermore /fəˈðəːmɔː(r)/ 而且; 此外  
argue /'ɑːɡjuː/ 争辩  
differ /'dɪfə/ 不同  
ultimately /'ʌltɪmətli/ 最后; 最终  
rule in favor of... 裁定……胜诉  
damages /'dæmɪdʒɪz/ 赔偿金

## 3. Product Placement and Co-Branding

### 产品植入与品牌联合



**MP3 003**

Co-branding is a brand management strategy that has stood the test of time. Many people can see how effective these strategies are just by looking back to their childhood. Both fast food restaurants and cartoon producers create marketing campaigns directed to children in hopes that the children will ask their parents to buy them the product. It's no surprise that when parents buy children's meals at fast food restaurants, they come with toys from popular animated movies currently in production or in movie theaters. Likewise, pre-movie shorts for such movies bombard viewers with advertisements for the fast food restaurants.

Cooperative branding strategies follow us far into our adult lives as well. Brands that know they want to attract specific types of customers are always eager to form advertising partnerships with other companies who can help them promote their products. This is the reason why certain luxury clothing and accessory brands are co-promoted with luxury automobiles. These businesses know that their client bases intersect to a high degree, and that by sharing customer data, names, and contact information, both companies can increase sales in a particularly cost-effective manner. The same is true among airlines. Airlines often partner with business technology companies because they know that the average business traveler is someone who can mean big profits for both sides.

At this point, co-branding is such a commonplace technique for brand