



大学核心商务英语系列教材



College Core

Business English

Reading and Writing 2 Reference Book

# 大学核心商务英语 读写教程2辅导用书

总主编 王正元

主 编 李世琴 马瑞香



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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 along 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

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# **Unit One**

## **The World Market**

### **OBJECTIVES**

**In this unit the following will be provided:**

- **About this unit**
- **Background information**
- **Detailed explanation of Text A**
- **Detailed explanation of Text B**
- **Detailed explanation of Text C**





## About This Unit

In this unit, some information about the world markets in international trade has been introduced. Text A mainly introduces the biggest roadbacks to upping exports of the small businesses in the United States and the prerequisite for selling abroad successfully. Text B tells us how to sell overseas and what the ways and strategies are to sell overseas for American businesses. Text C illustrates some elements for the *America's Best Independent Retailers* to succeed. Great location, fantastic selection, competitive prices are the oft-cited qualities that help one retailer prosper while another fails. Customer engagement makes the store a place where shoppers want to return.

## Background Information

President Barack Obama and government plans that the U.S. exports will be doubled in 5 years, and puts forward the concrete scheme of expanding export policy, of which the most important one is to encourage and support the export of the medium and small-sized enterprises.

Some skeptics consider that exports depend on foreign growth and the value of the dollar and have nothing to do with the help of the federal. But others think that they need the federal to hold hands to educate and instruct because the biggest barrier for the medium and small-sized enterprises to sell overseas is fear. Then, how can they get rid of fear and have access to succeeding in selling overseas? Firstly, the enterprises should have sufficient money, good track record and the ability for the group team to deal with the business abroad. Secondly, they can develop the global business by online marketing and e-commerce.

For the medium and small-sized enterprises in the United States, the prerequisites for selling overseas are success at home and to see to it that your products are needed in foreign markets. If your products are required, you will get the opportunity to sell them abroad. Before you do it, however, you'd better fully assess a series of risks of unstable politics, corruption, inflation and government interference. Next, besides the online marketing and e-commerce, you have to take time to build a relationship with the customers and enlarge your customer groups through your existing customers.

In *America's Best Independent Retailers*, we know that it is essential for them to be successful to have great location, fantastic selection, competitive prices, good communications with the customers and cost-cutting.

### 世界市场

世界市场是世界各国之间进行商品和劳务交换的领域。它包括由国际分工联系起来的各个国家商品和劳务交换的总和。可见，世界市场这一概念是由其外延和内涵两方面构成的。世界市场的外延指的是它的地理范围。世界市场的内涵指的是与交换过程有关的全部条件和交换的结果，包括商品、技术转让、货币、运输、保险等业务，其中商品是主体，其他业务是为商品和劳务交换服务的。

### 拓展海外市场

开发国际市场，就必须先在国内形成有竞争力的产品；海外拓展除了要外派员工，更重要的是要培育适合国际化的、会讲当地语言、熟悉当地法律、有管理能力和经验以及敬业精神的人才；能在国际市场上站稳脚跟，此外和国外大公司竞争的技术也很重要。

### 销售

销售是创造、沟通与传送价值给顾客，介绍商品提供的利益以满足客户特定需求的过程。

### 网络营销

网络营销是以互联网络为媒体，以新的方式、方法和理念实施营销活动，更有效地促成个人和组织交易活动的实现。

### 零售商如何销售

#### （一）支持销售人员

许多零售业高管坚持认为，他们无法承担为高价值销售提供帮助的费用。简单的计算表明，其实他们更承受不起不这么做的代价。的确，在店内增加有效提高销售额的员工是要花费大量的金钱，也耗费时间，我们并不建议重新回到过时、昂贵、劳动力密集型的销售模式上去。但是，我们有充分而直白明了的商业理由，证明应该投资增加店内销售人员：如果做得恰当，增加店内销售人员将会为零售业提供一个有更丰厚回报的机会。

#### （二）建立合适的店内销售团队

销售是一门可以通过不同方式表现出来的艺术，它可以归结为四个基本步骤：开始销售，询问顾客需求，展示商品，完成销售。拥有了解并享受销售流程的员工是很重要的，这意味着需要吸引住合适的雇员、提供有效的培训，并施以恰当的奖励。

高效的销售人员有以下共同特征：他们会主动帮助客户，性格外向并对自己

的工作充满热情。零售商需要重新设计他们招聘和部署员工担任销售角色的方式，吸引适合做销售且有所需个性和特质的人加入并帮助他们成功。零售商还应提供专门而有质量的培训，有效地支持销售助理们去实现更多销售的使命。

### （三）改善店内购物体验

更好的视觉销售策划对帮助顾客做出某些购物决定、加快一线销售人员回报方面有很大影响。因为销售人员可以用更直观的方法向顾客销售商品，而不需要记住技术参数细节，这样，他们会更自信，每小时能销售更多的商品。明察顾客做购买决定的方式也同样会对销售有所裨益。

## Text A

### *The Biggest Roadblock to Upping Exports*

#### 一、课文主题和文体特征分析

本商务语篇为说明文体，通过一系列实例分析了增加出口的最大障碍是恐惧，随后提出了产品远销海外的必要条件，如此前后呼应，搭配得当，使文章丰满充实。文章从具体例子入手自然而然地引出文章的主旨，其中涉及了许多公司以及著名人物，使文章具有很强的说服力。

文中第一段出现的“might”这一低值情态动词，表达了对大卫·奥尔德国外销售年收入的增长，导致其他企业主可能会很失望的这一可能性的判断。第二段出现的“depend on”表达了怀疑论者对政府指导作用的否定。全文语气适中，逻辑合理，意义连贯，用实例说明，用数字说话的特点鲜明突出。

#### 二、商务术语注释

##### 1. Old Wood LLC / 奥尔德木材有限责任公司：(Para. 1)

Old Wood LLC: C425 Bibb Industrial Drive

Las Vegas, New Mexico 87701

Toll Free (888) 545-9663. (505) 454-6007. Fax (505) 454-6008

email: djold@earthlink.net

奥尔德木材有限责任公司位于美国新墨西哥州的拉斯维加斯迪比布工业路 425 号，邮编：87701。免费长途电话：(888) 545-9663；(505) 454-6007。传真：(505) 454-6008。电子邮箱：djoll@earthlink.net。

##### 2. The National Export Initiative (NEI) / 国家出口动员会：(Para. 1)

The National Export Initiative (NEI) shall be an administration initiative to improve conditions that directly affect the private sector's ability to export. The NEI will help meet the American Administration's goal of doubling exports over the next 5 years by working to remove trade barriers abroad, by helping firms—especially small businesses—overcome the hurdles to enter new export markets, by assisting with financing, and in general by pursuing a Government-wide approach to export advocacy abroad, among other steps.

国家出口动员会是美国联邦政府的管理部门为改善直接影响私营企业出口能力条件而召开的。目的就是通过消除对外贸易壁垒，帮助企业——特别是小型企业——克服困难打入新的出口市场，从而满足在未来的 5 年里使出口增加一倍的目标。

### 3. Export-Import Bank / 美国进出口银行 (Para. 3)

The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets. Ex-Im Bank enables U.S. companies—large and small—to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy. Ex-Im Bank does not compete with private sector lenders but provides export financing products that fill gaps in trade financing. They assume credit and country risks that the private sector is unable or unwilling to accept. They also help to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters. Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing). No transaction is too large or too small. On average, 85% of our transactions directly benefit U.S. small businesses. With more than 70 years of experience, Ex-Im Bank has supported more than \$400 billion of U.S. exports, primarily to developing markets worldwide.

美国进出口银行是美国官方的出口信誉保障机构，其使命是为美国的货物和服务打入国际市场提供资金，从而使美国公司，无论大小，都能把出口机会转化为实际的销售，来保持和促进美国就业机会以及加强美国国内经济。

美国进出口银行并不与为民营企业提供贷款的机构竞争，而是提供能弥补贸易融资空缺的出口融资产品。他们承担信用和国家民营企业无力或不愿接受的风险。他们还帮助美国的出口商通过其他国家的政府提供给他们匹配融资展开公平竞争。美国进出口银行还提供营运资金（出口前信贷）、出口信用保险、为买方提供担保贷款和直接贷款。没有太大或太小的交易。总的来说，85%的交易直接使美国小型企业受益。历经 70 多年的历史，美国进出口银行资助了 4 千多亿美元的产品，主要对全世界发展中国家的市场出口。

### 4. Shipwire LLC / 美国 Shipwire 公司 (Para. 6)

Shipwire LLC offers outsourced warehousing and shipping services for online retailers and small business clients in the United States, Canada, and Europe. It provides on-demand e-commerce order fulfillment services for businesses. The company's shipping solution also integrates and adds order fulfillment and shipping for online shopping carts and inventory management systems. In addition, it offers storing goods services, including warehouse network and inbound shipping; shipping goods services, such as pick and pack, and lick and stick shipping labels to pre-sealed boxes; selling services, such as sale of individual items, online carts, custom integration tools, and phone orders.

美国 Shipwire 有限责任公司，为美国、加拿大和欧洲地区的网络零售商和小型企业客户提供存储和运输的外包服务。它按电子商务订单执行的需要为企业提供服务。该公司的运输解决方案也把增加订单执行和网上购物系统以及库存管理系统一体化。此外，它提供了储存货物的服务，其中包括仓库网络和入境运输；发货服务，如挑选、包装、为预先封闭的箱子粘贴运输标签；销售服务，如销售单个商品、网上购物、定做集成工具以及电话订货。

### 三、重点词语和短语详解

1. **revenue** /'revənju:/ *n.* earning or income 收入, 收益: A government's *revenue* and expenditure should be balanced. 政府的财政收入和支出要平衡。// Compared with 2009, tourism *revenue* will maintain a high growth momentum. 与 2009 年相比, 旅游收入仍将保持较高的增长势头。
2. **sour** /'sauə/ *v.* make someone feel gloomy or depressed (使某人) 阴郁: A dispute *soured* relations between the two countries for over a year. 一个争议使两个国家关系一年多来都很紧张。  
**sour sb. on sth.:** make sb. disappointed at sth. 使某人对某事失望 // The general manager *soured* the sales manager *on* his selling program. 总经理对销售经理的计划很是失望。
3. **deposit** /di'pɒzɪt/ *n.* caution money 保证金, 订金 They've saved enough for a *deposit* on a house. 他们已经存够了钱来支付买房子的订金。// The hotel requires a *deposit* for all advance bookings. 旅馆规定凡预订房间都要先付订金。
4. **challenge** /'tʃælɪndʒ/ *n.* contest or test 挑战, 考验: Life is a *challenge*, we must face it. 人生是一次挑战, 我们必须面对。// The traverse of the ridge is a *challenge* for experienced climbers. 穿越这座山脊对经验丰富的登山者来说也是一种考验。  
*v.* invite (someone) to engage in a contest 邀请……参加比赛, 发出挑战: He *challenged* one of my men to a duel. 他向我的一个随从发出挑战, 要求决斗。  
*v.* enter into competition with or opposition against 与……竞争; 反对……: Organizations *challenged* the government in by-elections. 各组织在补缺选举中与政府一争上下。
5. **potential** /pə'tenʃəl/ *n.* latent capacity or possibility 潜力, 可能性: This new invention has an enormous sales *potential*. 这项新发明有巨大的销售潜力。  
**be aware of / see potential:** realize the latent capacity 意识到潜力 He could see the *potential* for his product. 他清楚地意识到自己产品的潜力。
6. **launch** /lɔːntʃ/ *v.* propel with force 发射, 发动: They *have launched* a spaceship. 他们发射了一艘宇宙飞船。  
*n.* an act or an instance of launching something 发射, 发起: The *launch* of a new campaign against drinking and driving is going on. 正在发起一场新的反酒后驾车运动。
7. **assistance** /ə'sɪstəns/ *n.* aid or support to 帮助, 援助: I advise you to seek *assistance* from the police. 我建议你向警方寻求帮助。// The World Bank promised *assistance* to the value of \$5million. 世界银行答应给予最高 500 万元的援助。  
**be of assistance:** be of practical use or help 有用的, 有帮助的: Do let us know if we can *be of any assistance* to you. 如果我们能帮你什么忙, 请一定告诉我们。// **come to someone's assistance:** act to help someone 去(或来)帮助某人: A sympathetic neighbour *came to his assistance*. 一位富有同情心的邻居来帮助了他。
8. **like-minded** /'laɪk'maɪndɪd/ *adj.* of the same intention or purpose 具有相似意图或目的的: They are *like-minded*. I'm sure they can become good friends. 他们情趣相投, 我相信他们



肯定能成为好朋友。

9. **category** /'kætɪgəri/ *n.* a collection of things sharing a common attribute 种类, 类别: The company has good customer resources, has long been engaged in the import *category* fur business. 本公司拥有良好的客户资源, 长期以来从事毛皮类的进口业务。
10. **initial** /'ɪnɪʃəl/ *adj.* occurring at the beginning 最初的, 开头的: Our *initial* investment is only the first step. 我们初始的投资只是第一步。  
*v.* agree to or ratify (a treaty or contract) by signing it 签署(条约, 合同): The agreement *has been initial(l)ed* in Beijing. 协定已在北京草签。
11. **agency** /'eidʒənsi/ *n.* the state of serving as an official and authorized delegate or agent 代理行, 经销处: An *agency* has been opened in Beijing. // 一个分销处已在北京开始营业。 The *agency* responded to the complaints of customers promptly. 代理处立刻对客户的投诉做出反应。// They feel inclined to agree with our *agency* of their products. 他们倾向于同意我们作为他们产品的代理商。
12. **loan** /ləʊn/ *v.* lend money to or provide money for 贷款, 借出: The *loan* is interest free. 这贷款是无息的。// As it was an unsecured *loan*, their property was not at risk. 因为是无担保贷款, 所以他们的财产不会有风险。  
*v.* (常作 be loaned) borrow (a sum of money or item of property) 借(钱等财物): Can you *loan* me fifty dollars until pay day? 能借给我五十美元吗?发薪水的时候还你。
13. **guarantee** /'gærən'ti:/ *n.* assurance or security 担保, 抵押品: What *guarantee* can you offer if you try to borrow \$10 000 from the bank? 如果你向银行借一万美元, 你拿什么作抵押呢? // Can you give me your *guarantee* that the goods will be delivered before Friday? 你能给我保证这批货在星期五之前交吗?  
*v.* provide such an assurance regarding 担保, 保证: The process of training and qualification does not automatically *guarantee* you a job. 培训和取得资格不能自动保证你获得一份工作。// I can *guarantee* that it was totally innocent. 我可以保证这件事完全是清白的。
14. **infrastructure** /'ɪnfə'strʌktʃə/ *n.* the basic structure or features of a system or organization 基础设施: The government should introduce policies that improve living standards, rather than just invest in *infrastructure*. 政府应该引入机制提高人民生活水平, 而不是仅仅投资基础设施。
15. **prerequisite** /pri:'rekwɪzɪt/ *n.* something that is required in advance 前提, 先决条件: Training is a *prerequisite* for competence. 接受训练是掌握技能的前提。// Recognition is a *prerequisite* to understanding. 认识是理解的前提。
16. **consultant** /kən'sʌltənt/ *n.* an expert who gives advice 顾问: He is a *consultant* in design, printing and advertising. 他是设计、印刷和广告方面的顾问。
17. **warehouse** /'weəhaʊs/ *n.* a storehouse for goods and merchandise 仓库, 货栈: He's a *warehouse* foreman for a removals firm. 他是一家搬迁公司的仓库工头。// Their furniture will stay in the *warehouse* until they have paid the storage fee. 他们要等交了保

管费之后才能把家具搬出货栈。

18. **plummet** /'plʌmɪt/ *v.* drop sharply 骤然跌落, 垂直下跌: Hardware sales *plummeted*. 硬件销售量陡然下降。// As a result of economic recession, the bank stocks continue to *plummet*. 由于经济衰退, 银行股票继续暴跌。
19. **expire** /ɪk'spaɪə/ *v.* lose validity 失效, 到期, 终止: His trade contract with the United States is due to *expire* at the end of this year. 他同美国的贸易合同将在今年年底到期。
20. **collapse** /kə'læps/ *v.* break down, literally or metaphorically 倒塌, 崩溃: Some small countries' economy is on the verge of *collapse* during the recession. 一些小国家的经济在经济不景气时期已到了崩溃的边缘。
21. **bankrupt** /'bæŋkrʌpt/ *v.* reduce to bankruptcy 使破产, 倒闭: The recession has *bankrupted* hundreds of firms. 经济衰退使数百家公司破产了。
22. **woodblock** /'wʊdblɒk/ *n.* wooden board 木板: The floor is inlaid with *woodboard*. 地面镶嵌了木制地板。
23. **exponentially** /ˌɛkspə'nɛnʃəli/ *adv.* in an exponential manner 以指数方式: The social security budget was rising *exponentially*. 社会保障预算正在成倍地上升。// The college students increase *exponentially* in China. 现在中国的大学生越来越多。
24. **container** /kən'teɪnə/ *n.* any object that can be used to hold things (especially a large metal boxlike object of standardized dimensions that can be loaded from one form of transport to another) 集装箱, 货柜: The shipping company offers a weekly *container* vessel voyage from Shanghai to Sydney. 该轮船公司每周有一班自上海驶向悉尼的集装箱货轮。// *Container* transport is a modern method of cargo transportation with good benefit and high efficiency. 集装箱运输是现代化的运输方式, 有着明显的效率和效益优势。
25. **count on**: rely on/depend on 指望, 盼望: They *counted on* foreign investment to stimulate their economy. 他们想指望外国投资来刺激他们的经济。
26. **up front**: pay in advance 预先付款: We'll pay you half *up front*. 我们先付给你一半的钱。
27. **set a goal**: set targets 制定目标: Once you've *set a goal*, you've got to work hard to achieve it. 你一旦设定目标, 就要努力工作去实现目标。// China *set a goal* to slash its energy consumption per unit of domestic gross product by 20 percent and discharges of sulfur dioxide (SO<sub>2</sub>) by 10 percent between 2006 and 2010. 中国已制定了 2006 至 2010 年期间, 单位国内生产总值能耗降低 20%, 二氧化硫排放量下降 10% 的目标。
28. **track record**: record of achievements or performance record 业绩记录: Applicants should have a proven *track record* in telesales. 申请者该具备可靠的电话销售业绩记录。
29. **hold off**: delay or postpone an action or decision 拖延, 推迟 (行动, 决定)  
Cotton is falling in price, and buyers *hold off*. 棉花价格正在下跌, 买主们都踌躇不前。



#### 四、课文难点注释

1. **David Old is counting on foreign sales to go from \$1.25 million in revenue this year to \$20 million in three years. (Para. 1)**

[释义] David Old is hoping that his foreign sales revenue can increase from \$1.25 million this year to \$20 million three years later.

[解析] count on 意为 “rely on/depend on/hope 希望, 指望”。

2. **Other business owners might sour on exporting after what happened to David Old. (Para. 1)**

[释义] Other business owners might be depressed after they knew what David Old had met with exporting.

[解析] 本句是一个以 after 连接的时间状语从句。sour on 意为 “make...disappointed 使……很失望”。

3. **The buyer paid a deposit up front, passed a credit check, and made the first two payments on time. (Para. 1)**

[释义] The buyer paid a sum of money in advance as a first instalment on the purchase, passed the credit check and paid the first two sum of money on time.

[解析] 句中 paid a deposit up front 意为 “paid a sum payable as a first instalment on the purchase”。

4. **Skeptics argue that federal efforts will have little effect because exports depend on foreign growth and the value of the dollar. (Para. 2)**

[释义] Skeptics think that the efforts of the American government will have little influence on exports for they rest with the development of foreign economy and the value of the dollar.

[解析] 句中 that 引导宾语从句。have little effect 意为 “have little influence, 没什么影响”; depend on 意为 “rest with, 取决于”。

5. **A prerequisite for selling abroad is success at home. (Para. 5)**

[释义] A prior condition for selling to foreign countries is to be successful at the domestic markets.

[解析] 句中 success at home 意为 “selling well at the domestic markets”。

6. **Shipments to non-U.S. addresses have gone from close to zero in 2007 to 20% of Shipwire's business in 2009, says CEO Damon Schechter. (Para. 6)**

[释义] Shipments to foreign countries except America have increased from almost zero in 2007 to 20% of Shipwire's business in 2009, CEO Damon Schechter says.

[解析] Shipments to non-U.S. addresses 意为 “shipments to foreign countries except America”; Shipwire's business 意为 “business for shipping storing things”。

7. **“The merchants are pulling us to where we should be,” he says. (Para. 6)**

[释义] He says that the buyers are leading us to where we should go.

[解析] pull sb. to do sth.意为 “lead sb. to a place”。