

CBE

当代商务英语

丛书主编 张立玉

实用商务英语阅读

BUSINESS ENGLISH

第3版

蔡蔚 彭春萍 编著

 北京理工大学出版社
BEIJING INSTITUTE OF TECHNOLOGY PRESS

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Contemporary Business English

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Practical Business Reading in English

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丛书前言

随着改革开放的不断深入，中国正以日新月异的速度赶超世界先进水平，21 世纪的世界将是一个经济全球化的高科技时代，将在交际中竞争，在竞争中交际。我国加入世界贸易组织以后，竞争的焦点离不开经济、金融、贸易，而这些大多是以英语作为交际语言来进行的。所以，培养和造就一大批懂英语的高级商务人才已成为当务之急。

为了满足商务工作者希望短时间内掌握好商务英语的要求，特编写了这套实用性很强的《当代商务英语》系列丛书。

本套丛书包括《实用商务英语谈判——策略与技巧》《实用商务英语写作》《实用商务英语阅读》《实用商务英汉互译》以及《实用商务涉外礼仪》五种书。丛书具有体例新颖、实用性强的特点，注重掌握商务活动全过程，把商务内容贯穿其中，重点突出，使读者一目了然；本套丛书以实用为原则，在实际商务活动的基础上精心设计出各种典型的案例，可读性强，具有一定的学术价值，不仅可供高等院校本科、高职高专商务英语专业或相关专业作为教材，而且不失为一套可供广大经贸工作者参考和借鉴的较为理想的读物。

编撰本套商务英语丛书是一种新尝试，丛书中肯定会存在一些不足，恳请广大的读者和同仁批评指正。

张立玉

前 言

随着经济发展的全球化，国际间的商务交流活动日益频繁，对商务人士的英语实践能力要求也更高了。《实用商务英语阅读》是为从事外贸和国际商务活动的人员编写的，亦可用作高等院校相关专业的商务英语阅读课程教材，还可供外贸工作人员、商务管理人员、外企文员及准备参加 BEC 和各类商务英语考试的广大考生自学使用。

本书为湖北省教育厅社会科学研究“十五”规划项目“情感因素在商务英语教学中的研究”成果之一。

本书提供各种商务实用文体及大量商务报刊文章，取材真实，体裁多样，有助于进行有效的阅读训练；技巧训练设计新颖，可操作性强，编排上有利于课堂教学和自学；同时附有 BEC 考试样题及题型分析，以期提高广大考生的应试能力。

全书共有八个章节，分为四大部分：

第一部分是商务英语阅读基本方法训练（第一章至第五章），其中介绍了正确的阅读习惯，并系统讲解了商务阅读的四大基本方法：三 T 法、搜索法、速读法、演绎法。选材涵盖了各种实用商务文体，包括信件、备忘、报告、财务文件、广告等。

第二部分是商务专业阅读（第六、第七章），包括了商务实务中所用到的各种图表及各种商务报刊文章。

第三部分（第八章）详细介绍了剑桥商务英语证书初级、中级和高级考试的考试内容和应试技巧。

第四部分（第九章）为补充读物。

第一章至第七章都编排了强化练习，便于对相关阅读技能进行针对性的训练。此外，本书还附有 BEC 初级和中级考试的考试题型以及阅读补充材料，可方便读者自学使用。

第一章、第三章、第四章和第九章的作者为彭春萍，第八章作者为张立玉，其他章节作者为蔡蔚。

如用作大学相关专业教材，建议学时为 40 ~ 60。

本书编写中我们参考了大量国内外有关书籍和资料，在此向有关作者和提供资料的公司表示衷心的感谢。由于我们在本书编写中做了一些求新的探索，难免有不足之处，希望读者能够批评指正。

编著者

第3版修订说明

本书自2004年1月出版后，经2006年2月再版，受到广大读者的普遍欢迎。同时，很多高校师生和专家也提出了许多宝贵的意见和建议。正是在此基础上，我们进行了第3版的修改和完善，在此向广大读者和专家学者表示诚恳感谢。

在第3版中，本书根据读者意见和实践教学需要对全书进行了修改和增删，更新了附录Ⅳ中的世界财富排行榜名单，还设计了电子教学课件帮助教师完善教学资源，力求材料信息更新颖，练习的实用性与针对性更强，教学可操作性更强，更有利于培养涉外商务工作中的阅读实践技能。

第一、三、四、八、九章修订者及电子课件编制者为彭春萍，第二、五、六、七章修订者及电子课件编制者为蔡蔚。

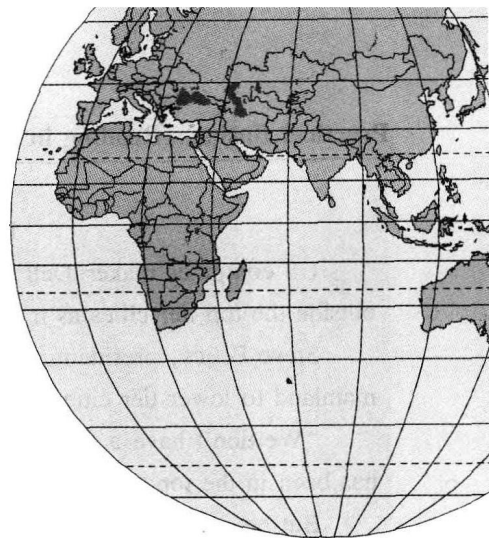
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编著者

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Chapter One

Are You Ready?



After finishing this chapter, you should be able to:

- 1) recognize your reading habits
- 2) develop good reading habits
- 3) identify skill requirement

As a businessperson, you may need to read a huge pile of mails or other documents every day. A turtle-pace reading may be very costly as time is money. Hopefully, business reading can be made not only faster but also less boring.

In the information era, those who have quickest access to information often remain unbeatable. Reading is the major means by which we acquire information. If our reading skills could be improved, we would be able to read more and could be equipped with more information in a short time. This book, in order to enrich your business experience and improve your reading efficiency, will provide you with a lot of business reading materials as well as some effective and practical reading skills' training.

1.1 What Are Your Reading Habits?

Have you ever noticed that you always read in a certain way? While reading, you are used to:

- a. Going through **silently** from the beginning to the end without stopping (no matter if there are any new words or not)
- b. Mouthing **in low voice** word by word
- c. Being engaged in other activities such as listening to the music or chatting with other people
- d. Underlining with the finger (with eyes moving along with the finger)
- e. Looking up the unknown word in dictionary frequently
- f. Consulting with a partner when coming across anything tough
- g. Taking notes from time to time
- h. (Others)

You may select one or more of them and discuss with your partner. If you are not sure, you can try to read the following passage and see how you are reading:

Dell Gets Ready for Rural Push

US computer maker Dell Inc. said on Friday that it would continue to expand its reach outside the top tier cities as it steps up its efforts to fuel growth in China.

Steve Felics, president, said on Friday that the company would expand its network in the mainland to lower-tier cities and rural areas for further growth.

"We don't have a very big presence in the rural communities," Felics said. "Our focus has been in the top tier cities, and we are now in the process of expanding our reach."

But he said Dell would maintain its profitability during the expansion and conduct the whole process "in a prudent manner".

The world's second largest PC maker posted 21 percent decline in revenue in the second quarter, as consumers and companies reduced their spending on technology products amid the economic slowdown.

Felics said China appears to be emerging fastest out of the financial crisis. He said increasing demand from emerging countries like China and India would help grow revenues on an annual basis from 2010 onwards.

As part of its efforts to stimulate the domestic consumer market, the Chinese government launched a program earlier this year to give subsidy to PC buyers in rural areas, where most people do not have computers.

But foreign companies like Dell and HP only took less than 1 percent each of this market that saw 110,000 new computers being sold in the past three months. Lenovo Group, the country's largest domestic vendor, accounted for nearly half of the sales.

Felics confirmed on Friday that Dell is teaming up with China Mobile to develop smart phones in the country, but declined to disclose details. It was expected that China Mobile would launch the device as early as next Monday.

Are you sure about the way of your reading now?

1.2 Good Habits for Business Reading

You will become a better reader if you know what you are reading. It is the same if you could apply strategies appropriately in reading. However, sometimes being aware of how to read plays an even more important role in effective reading. While you are doing business reading, it is advised that you develop such reading habits:

- a. **Getting ready.** It means doing sound preparatory job, as that will facilitate the reading. It at least includes: ① finding an appropriate environment: quiet, avoiding being interfered; ② concentrating on the piece of literature you are going to read; ③ being aware of the skills applied. To improve reading efficiency, different types of material should be read in different ways.

- b. Knowing your purpose of reading.** This book will focus on business materials. The purpose of reading should be very clear in your mind. More specifically, when you get a reading material in hand, you should know what you are going to obtain: the gist of the literature, a specific data, or getting familiar with your trade?
- c. Concentrate on reading.** No matter whether there are unknown words or not, you should keep on reading without pausing to consult with your partners or look up these words in dictionary.
- d. Checking the points after reading.** Sometimes you need to take note after reading to help you to keep the idea or data you get from the text longer and more exactly; sometimes you need to confirm the figures, form opinions, make judgments, and develop ideas from reading. In these case, you need to go back to what you have just read.

1.3 Get Rid of Bad Reading Habits

Some reading habits may slow down business reading. To start with this book, let's discuss some improper reading habits, which makes reading speed very hard improved and sometimes even make the readers feel dizzy or forget what they have just read about. **If you have some of the following habits, try to do away with them while doing business reading.**

Diagnose for yourself to see what kind of problem you have got, and follow the suggestions to train yourself until you think that you get rid of it. Of course, it is far from enough for you to do only the exercises offered by this textbook. You should train yourself by reading other materials outside of this book if you do have any of the following improper reading habits.

1.3.1 Mouthing the Words While Reading (Lip Reader)

If you are a lip reader, mouthing each word (so you are slowed down to a snail's pace), **place a finger on your lips and hold them firmly** until the habit has been broken. Let's go from short reading passages to the long ones. You can practice to remedy the improper habits bit by bit. Doing this kind of practice, you only need to obtain the main idea of the passage.



Task 1

Read the text below and try to fill in the blank.

If you were the receiver of the following MEMO, what would you do after reading it?

I saw this hotel advertisement in THE ECONOMIST and thought it might be suitable for us to stay at during our first stop in Beijing. Please fill in the Hotel Information Form and pass it on to John.



Task 2

Read the text below and try to fill in the blank.

It is the body of a business LETTER seeking to _____.

We have obtained your name and address from Aristo Shoes, Milan, and we are writing to enquire whether you would be willing to establish business relations with us.

We have been importers of shoes for many years. At present, we are interested in extending our range and would appreciate your catalogues and quotations.

If your prices are competitive we would expect to transact a significant volume of business.

We look forward to your early reply.



Task 3

Read the text below. Could you find out the main information of the passage? Underline the words and phrases that convey main messages.

MIBE Courses: Business Ethics

Contrary to popular belief, “business ethics” is not a contradiction in terms! Examine this vital topic with classmates via MIBE (Manchester Interactive Business Education).

How often have you experienced conflict between your personal value system and the values of the market, whether it's as a consumer compromising environmental concerns within the limits of your pocketbook, or as an employee compromising personal values to satisfy the boss? Explore how ethical values play out in the marketplace and the different ways the phenomenon of morality can be analyzed.

Instructor: Dr. Sharon Rowe has taught at MBS (Manchester Business School).

Her specialties include the application of moral theory to problems of contemporary social and political concern, and the philosophy of law and feminism.

Dates: October 27 – December 2.

Time: Tuesdays and Thursdays, 19:00 – 21:00.

Location: Kensington Hall 201, MIBE.

Cost: £ 70 for registered MBS students, £ 200 for others.

Registration deadlines: 20% off before August 31. Full tuition September 1 – October 23.

Registration closes October 24 and onwards.

Further information can be obtained at the General Office of MIBE, 527 Oxford Road, or please phone 087 – 854 – 2866.



Task 4

Read the passage below and then try to fill in the blanks in the statement.

This passage introduced “logo” from different aspects. From reading it we know that it is not only the quality of the products but also the visual images of the companies that attracts the customers; it is vital for a company to distinguish itself from its competitors by having a _____; international companies have to make sure that their logos will not be _____ in different countries; and the logo helps to _____ the company’s image of a strong corporate identity and to fix it in the minds of the _____.

What’s in a Logo?

What attracts customers? Obviously the quality of a product does, but visual images contribute a great deal. It is not only the image provided by the packaging that counts but the whole corporate identity of the company.

There are now many products and services on the market, which are similar in content though produced by different companies. It is vital, therefore, for a company to distinguish itself from its competitors by having a strong company image, which is immediately recognizable.

Logos are part of this image. They are symbols that often include a name or initials to identify a company. The logo establishes a visual identity for the company, just as different groups of young people express their identity through hairstyles and clothes. All groups from all cultures and throughout the ages have used colors and symbols to show their identity.

In different cultures, different colors carry different meanings. Some colors may be connected with coldness in one culture and with warmth in another; some colors represent life in one culture but death in another. International companies have, therefore, to make sure that their logos will not be misunderstood or misinterpreted in different countries.

The logos of large international companies are instantly recognizable throughout the world. One of the most famous logos is that of Coca-Cola. The design of the words "Coca-Cola" has not changed since 1886, although the surrounding design has been changed from time to time.

Many companies have, over the years, renewed their logos to fit in with contemporary design and to present more powerful images. Company logos can be emotive and can inspire loyalty by influencing the subconscious. Some logos incorporate an idea of the product; the steering wheel in the Mercedes logo, for example, and the aeroplane tail of Alitalia.

Logos are used on letterheads, packaging and brochures as well as on the product itself. They may also appear in newspapers or on television as part of an advertising campaign.

Companies need to have a strong corporate identity. The logo helps to promote this image and to fix it in the minds of the consumers. Logos, therefore, need to be original and to have impact and style.

1.3.2 Swinging Head While Reading

If your head swings as your eyes move along a line, to **lock your head** between your hands while reading would be a good way to change this habit. You can do other things to keep the head unmoving.



Task 5

It is a business letter of welcoming a new customer. Once the relationship is established, the customer will be called on _____ by _____ to make sure that the business relationship runs smoothly.

Welcome to Bradley & Sons. We are delighted to have you as one of our customers. You can be sure that we will do everything in our power to merit your business.

Our efforts always revolve around the needs of our customers. If you have any special requests about shipments, merchandise, payment or product modifications, please let us know.

I shall arrange for our European Sales Representative to call on you at least once a month. He will make sure that our business relationship runs smoothly.

Many thanks for your confidence in us.

Notes:

1. Our efforts always revolve around the needs of our customers.

本公司秉承传统宗旨,尽量满足客户的要求。

2. If you have any special requests about shipments, merchandise, payment or product

modifications, please let us know.

阁下如对装运、货物、付款手续或产品改良有任何要求,敬请告知。



Task 6

Read the memo below, and then fill in the blanks in the statement.

From reading this MEMO, we know as a remedy of the one-week re-decoration of the staff restaurant (of the company) there are two ways: _____ will sell drinks and sandwiches in the reception area on _____ floor; and _____ in the High Street will serve a special lunch menu for all employees at the _____.

The staff restaurant will be closed for one week from next Tuesday for re-decoration. A catering firm will sell drinks and sandwiches from a trolley which will be located in the reception area on the first floor. They will be there during the morning and afternoon breaks.

Rafters Restaurant in the High Street will open their restaurant between 12 o'clock and 1 o'clock and will serve a special lunchtime menu for all employees at the usual prices.



Task 7

Fill in the blanks according to the passage below:

- 1) The prices of books and magazines grew the most with the rise of _____.
- 2) The price of the household electrical appliances and electronics and machinery products _____ (increased or decreased) by no more than 5%.
- 3) Food prices grew _____ (higher or lower) than that of clothes expenditure.

Retail Prices Grow by 5.8% in July

Inflation continued its slow momentum in July, with a 5.8 percent rise in retail prices on a year-on-year basis, according to a report from the State Statistical Information and Consultancy Center.

The figure remained the same as that in June but was lower than that in May, which stood at 5.9 percent.

According to the report, food prices went up 7.8 percent from a year ago and those of drinks and cigarettes rose by 5.0 percent.

The price rise of garments, shoes and socks was 7.5 percent while that of textile fabrics and cosmetics was 5.6 percent and 4.2 percent respectively.

The price of books and magazines grew the most, rising 38.3 percent. In contrast to the 6.3 percent drop in June, prices of cultural and sports products increased 5.9 percent.

Prices of daily necessities rose by 4.4 percent, while household electrical appliances and electronic and machinery products continued their falling trend, with a 1.8 percent and 4.9 percent dip respectively.

The report indicated that the cost of living climbed 8.1 percent. Among those costs, food prices grew 7.6 percent. The increase in clothes expenditure stood at 6.5 percent and that of household facilities and necessities reached 3.3 percent.

Health and medical care expenses rose by 8.8 percent while transport and communications costs fell 1.2 percent.

Note:

这是一篇关于我国市场行情的信息报道材料。市场价格浮动的情况可为市场营销人员,以及商业人士提供市场价格发展变化的走向。



Task 8

Fill in the blank according to the passage below.

This passage states clearly that the advantages of studying abroad are: _____

There is no doubt that going to study in a foreign country, with its different language and culture, can be a frustrating and sometimes painful experience. But while overseas study has its drawbacks, the difficulties are far outweighed by the advantages. Indeed, people who go abroad for study open themselves up to the experiences that those who stay at home will never have.

The most obvious advantage to overseas university study is real-life use of a different language. While a person can study a foreign language in his or her own country, it cannot compare with constant use of the language in academic and everyday life. There is no better opportunity to improve second-language skills than living in the country in which it is spoken. Moreover, having used the language during one's studies offers a distinct advantage when one is applying for jobs back home that require the language.

On a university campus, the foreign student is not alone in having come from far away. He or she will likely encounter many others from overseas and it is possible to make friends from all around the world. This is not only exciting on a social level, but could lead to important overseas contacts in later professional life.