

高等学校专门用途英语 (ESP) 系列教材

学术英语

ACADEMIC
ENGLISH
for BUSINESS

主 编 / 季佩英 吴晓真 张 颖

管理 /



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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编 者 / 陈 进 季佩英 吴 晶
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前言

高等学校专门用途英语（ESP）系列教材是针对新时期大学英语教学的发展方向和新形势下我国人才培养目标对高等教育的要求而开发，以教育部《普通高等学校本科专业目录》的学科设置为基础，结合专家、学者、教师对 ESP 教学的理论和实践研究成果，根据院校实际教学情况综合考虑而编写的一套教材。该系列教材旨在将大学英语教学与学生所学专业相结合，提高大学生的学术英语能力及专业英语水平，为学生毕业后直接使用英语从事本专业工作，或者继续深造学习、进行学术研究以及参加学术活动打下坚实基础。

本系列教材分为“学术提升”和“专业拓展”两大类，以专业学科为基础，以提高英语学术能力和专业英语应用能力为核心，为高等院校师生提供教学和学习资源，同时为教师课堂教学提供有力支持。

学术提升类

高等学校专门用途英语（ESP）系列学术提升类教材以“用中学（learning by doing）”的教育学理念为指导思想，以大学科概念为划分基础，如人文、社科、理工、管理、医学、农林等，旨在帮助学生夯实语言技能、提升学术能力（academic skills），包括学术阅读、学术听力、学术写作和学术口语的能力，以及批判性思维能力和创新思维能力等。

专业拓展类

高等学校专门用途英语（ESP）系列专业拓展类教材以“专业需要（discipline-specific）”的教育学理念为指导思想，在商务、医学、法律、理工等不同方向之下细分为不同专业，旨在帮助学生在具备基本的英语听、说、读、写技能的前提下，获取本专业相关的前沿信息，掌握专业词汇，熟练专业语言的运用，强调培养学生在英语环境下从事本专业工作的能力。

此外，高等学校专门用途英语（ESP）系列还将陆续推出根据实际教学需求而不断开发的新的分册，不断丰富该系列教材，全力支持大学英语课程体系建设。

编写说明

本书使用说明

本教材为《学术英语 管理》，属高等学校专门用途英语（ESP）系列教材中的“学术提升”类，内容涉及市场营销、金融、会计、电子商务、公司战略、人力资源等管理学科的主要分支，适合修完大学英语基础课程，达到一般要求水平的学生。虽然本教材以专业内容而不是以语言训练为主线，但是基于培养学术交流能力为目的的听、说、读、写、译的训练贯穿每个单元，并且各个单元内容的语言训练相互衔接、前后呼应。学生学完本书后，其有效、得体地使用英语进行学业学习与学术交流的能力将得到较全面的提高。

本书结构框架

本教材分为十个单元。每单元设一个主题，内容包括围绕同一主题的三篇课文，与专业相关的学术听力、学术口语、学术写作训练以及相关的重点术语和参考网站。每单元结构如下：

- 正课文（Text A）
- 副课文（Text B）
- 副课文（Text C）
- 学术听力（Listening: Lecture/Interview）
- 学术口语（Speaking: Discussion/Seminar/Presentation）
- 论文写作（Writing: Research Paper Project）
- 重点术语（Reference: Key Terms for Further Study）

本书内容简介

现将本书各单元的内容简介如下：

Text A 由Lead-in、Text A、词表、注释和练习五部分组成。课文前的导入部分通过思考题、问答题等让学生先对相关话题作独立思考或者搜集背景知识，以便更好地理解课文。课文注释采用脚注，主要介绍作者、重要人物、概念、事件等。练习部分主要包括以下两个方面：

- 批判性阅读和思考（Critical reading and thinking）：不仅考查学生对文章意思的理解，也培养批判、质疑精神和独立思考能力。其中的讨论题可以结合Speaking中的学术口语策略使用。
- 语言训练（Language building-up）：帮助学生学习学术英语的表达规范、了解专业领域的术语并加强正式文体的语感。

Text B 由Text B、词表、注释和练习组成。其中的练习分为两部分：第一部分是批判性阅读与思考（Critical reading and thinking）；第二部分是拓展性的研究（Researching），该板块要求学生结合本单元所学的专业知识完成一项小型的调查研究或自学任务。

Text C 由Text C、词表、注释和练习组成，课文以百科文章为主，补充介绍与专业相关的常识。

Listening 为学术听力。介绍听讲座的一些策略，并布置实践任务。主要培养学生听专业学术发言、记笔记、整理笔记的能力。

Speaking 为学术口语。主要培养学生在参加学术讨论和进行学术发言时恰当、得体地使用英语的能力。内容包括参与学术讨论时何时发言、如何邀请别人发言、如何提出质疑、如何做大会发言等。

Writing 以一个研究论文项目为纲，培养学生在完成项目的过程中学会如何规范地撰写学术论文，包括学术规范写作、文献综述、研究方法、恰当引用、避免抄袭等。

Reference 汇总了本单元课文中出现的重点专业术语，供学生课外学习参考。

本书的编写从内容到形式都有不少新的尝试，加之编者水平有限，不妥之处，敬请读者批评指正。

编者
2012年4月

CONTENTS

UNIT	TEXTS
1 Studying Business / P1	Your Future in the Changing World of Business / P2 What Supermarkets Don't Want You to Know / P11 The Fourth Revolution / P15
2 Marketing / P23	The Business of Marketing / P24 The Five Ps in Action / P33 Google: The New Marketing Model / P40
3 Corporate Strategies / P47	Wal-Mart's Foreign Expansion / P48 Starbucks' Foreign Direct Investment / P55 Why Facebook Won / P59
4 Leadership / P67	Peter Drucker and Leadership / P68 Nando's / P78 Maslow's Hierarchy of Needs / P84
5 E-Business / P95	The Future of E-Business: Growth, Opportunities, and Challenges / P96 E-Business Case Studies / P105 Stephen King: E-Publishing Pioneer / P111
6 Consumer Behavior / P121	Consumer Behavior Influencers / P122 The Customers' Revenge / P131 How Consumers Make Decisions / P137
7 Brands and Branding / P147	The Importance of Brands / P148 Keys to Creating Brands People Love / P157 Ask What Your Brand Can Do for Your Customer / P164
8 Accounting / P172	What Is Accounting / P174 The Enron Effect / P183 Adopting International Accounting Standards / P190
9 Personal Finances / P201	Wants vs. Needs: Managing Your Personal Surplus / P202 Take Control and Win / P212 Investing: The Time Is Now / P217
10 Human Resources / P225	Being Courageous: The Ultimate Test of HR / P226 How Apple Feeds Its Army of App Makers / P234 Human Resources Management / P241
Glossary / P255	
References / P263	

LISTENING	SPEAKING	WRITING
Prediction / P19	Asking for information and clarification / P20	Choosing a topic / P21
Finding major points / P42	How to interrupt politely / P44	Writing the introduction / P45
Note-taking forms / P62	Making an argument / P63	Writing the literature review / P64
Note-taking symbols (1) / P88	Making a counterargument / P90	Avoiding plagiarism / P91
Note-taking symbols (2) / P114	Turning to a new point / P116	Writing the methodology / P117
Dealing with unfamiliar words / P140	Analyzing your audience and purpose / P142	Writing the findings/results / P143
Recognizing digressions / P167	Developing an effective introduction / P169	Writing the discussion / P170
Cornell note-taking system / P193	Developing a strong conclusion / P196	Writing the conclusion / P197
Writing out notes in full / P219	Tips for effective PowerPoint presentations / P221	Writing the reference list for your paper / P222
Integrated practice / P246	Improving your delivery / P247	Writing the abstract and acknowledgements / P249



UNIT

1

Studying Business

The world of business surrounds us. It pays to learn more about this world. In this unit, Text A explains the four ways in which studying business can help a person; Text B gives us a new lens to look at an interesting business phenomenon — pricing at supermarkets; Text C presents to us the impact of social media on business.

Lead-in

Task / Quickly write down your answers to the following questions, and then share your ideas with your partner.

- 1 Why are you interested in studying business?

- 2 What do you think others study business for?

Now read Text A to see whether the reasons the author gives are the same as yours.

Your Future in the Changing World of Business¹

William M. Pride et al.



¹ This text is adapted from *Introduction to Business* (10th Edition, 2010), written by William M. Pride, Professor of Marketing at Texas A&M University, Robert J. Hughes, a specialist and professor in business administration, and Jack R. Kapoor, a professor of business and economics.

- 1 When faced with both economic problems and increasing competition not only from firms in the United States but also from international firms located in other parts of the world, employees and managers now began to ask the question: What do we do now? Although this is a fair question, it is difficult to answer. Certainly, for a college student taking business courses or a beginning employee just starting a career, the question is even more difficult to answer. And yet there are still opportunities out there for people who are willing to work hard, continue to learn, and possess the ability to adapt to change.
- 2 During a segment on the Oprah Winfrey² television show, Joe Dudley³, one of the world's most successful black business owners, gave the preceding advice to anyone who wants to succeed in business. And his advice is an excellent way to begin our discussion of what free enterprise⁴ is all about. What is so amazing about Dudley's success is that he started a manufacturing business in his own kitchen, with his wife and children serving as the new firm's only employees. He went on to develop his own line of hair-care products and to open a chain of beauty schools and beauty supply stores. Today, Mr. Dudley has built a multimillion-dollar empire and is president of Dudley Products, Inc. — one of the most successful minority-owned companies in the nation. Not only a successful business owner, he is also a winner of the Horatio Alger Award⁵ — an award given to outstanding individuals who have succeeded in the face of adversity. While many people would say that Joe Dudley was just lucky or happened to be in the right place at the right time, the truth is that he became a success because he had a dream and worked hard to turn his dream into a reality. Today, Dudley's vision is to see people succeed — to realize “the American Dream”. He would be the first to tell you that you have the same opportunities that he had. According to Mr. Dudley, “Success is a journey, not just a destination.”
- 3 Whether you want to obtain part-time employment to pay college and living expenses, begin your career as a full-time employee, or start a business, you must bring something to the table that makes you different from the next person. Employers and our capitalistic economic system are more demanding than ever before. Ask yourself:

2 **Oprah Winfrey:** (1954-) an American media proprietor, businesswoman, talk show host, actress, producer, and philanthropist, best-known for her self-titled, multi-award-winning talk show, which has become the highest-rated program of its kind in history and was nationally syndicated from 1986 to 2011. She is credited with creating a more intimate confessional form of media communication, or the so-called “tabloid talk show”. 奥普拉·温弗瑞

3 **Joe Dudley:** (1937-) an American businessman and hair care entrepreneur. When he was in the first grade, Dudley was mistakenly labeled as being mentally retarded. However, he persevered in his education until college graduation. Eventually he became president and CEO for Dudley Products, Inc., one of very few companies that sell hair and skin care products made specifically for African Americans. 乔·达德利

4 **free enterprise:** an economic system in which private businesses compete with each other without much government control 自由企业制度

5 **Horatio Alger Award:** an annual award that was bestowed by the Horatio Alger Association of Distinguished Americans on “outstanding individuals in our society who have succeeded in the face of adversity” and scholarships “to encourage young people to pursue their dreams with determination and perseverance” 霍雷肖·阿尔杰奖（又名“白手起家奖”）

What can I do that will make employers want to pay me a salary? What skills do I have that employers need? With these two questions in mind, we begin with another basic question: Why study business?

- 4 There are at least four quite compelling reasons.

For help in choosing a career

- 5 What do you want to do with the rest of your life? Somewhere, sometime, someone probably has asked you this same question. And like many people, you may find it a difficult question to answer. By studying business, you will be introduced to a wide array of employment opportunities. In private enterprises, these range from small, local businesses owned by one individual to large companies such as American Express⁶ and Marriott International⁷ that are owned by thousands of stockholders. There are also employment opportunities with federal, state, county, and local governments and with not-for-profit organizations such as the Red Cross⁸ and Save the Children⁹.
- 6 One thing to remember as you think about what your ideal career might be is that a person's choice of a career ultimately is just a reflection of what he or she values and holds most important. What will give one individual personal satisfaction may not satisfy another. What you choose to do with your life will be based on what you feel is most important. And the *you* is a very important part of that decision.

To be a successful employee

- 7 Deciding on the type of career you want is only the first step. To get a job in your chosen field and to be successful at it, you will have to develop a plan, or road map, that ensures that you have the skills and knowledge the job requires. You will be expected to have both the technical skills needed to accomplish a specific task and the ability to work well with many types of people in a culturally diverse work force. These skills, together with a working knowledge of the American business system and an appreciation for a culturally diverse workplace, can give you an inside edge when you are interviewing with a prospective employer.

6 **American Express:** an American multinational financial services corporation founded in 1850. One of the 30 components of the Dow Jones Industrial Average, the company is best-known for its credit card, charge card, and traveler's check business. 美国运通公司

7 **Marriott International:** a worldwide operator and franchisor of a broad portfolio of hotels and related lodging facilities. Today, Marriott International has nearly 3,700 properties and 18 brands in 72 countries and territories. 万豪国际集团

8 **Red Cross:** an international humanitarian organization that cares for the wounded, sick, and homeless in wartime, according to the terms of the Geneva Convention of 1864, and now also during and following natural disasters 红十字会

9 **Save the Children:** an internationally active non-governmental organization that enforces children's rights, provides relief and helps support children in developing countries. It was first established in the United Kingdom in 1919 in order to improve the lives of children through better education, health care, and economic opportunities, as well as providing emergency aid in natural disasters, war, and other conflicts. 救助儿童会

- 8 All the resources available at your college or university can help you to acquire the skills and knowledge you will need for a successful career. But don't underestimate your part in making your dream a reality. It will take hard work, dedication, perseverance, and time management to achieve your goals. Communication skills are also important. Today, most employers are looking for employees who can compose a business letter and get it in mailable form. They also want employees who can talk with customers and use e-mail to communicate with people within and outside the organization. Employers also will be interested in any work experience you may have had in cooperative work/school programs, during summer vacations, or in part-time jobs during the school year. These things can make a difference when it is time to apply for the job you really want.

To start your own business

- 9 Some people prefer to work for themselves, and they open their own businesses. To be successful, business owners must possess many of the same skills that successful employees have. And they must be willing to work hard and put in long hours.
- 10 It also helps if your small business can provide a product or service that customers want. For example, Mark Cuban started a small Internet company called Broadcast.com that provided hundreds of live and on-demand audio and video programs ranging from rap music to sporting events to business events over the Internet. And because Cuban's company met the needs of his customers, Broadcast.com was very successful. When Cuban sold Broadcast.com to Yahoo! Inc., he became a billionaire.
- 11 Unfortunately, many small-business firms fail; 70% of them fail within the first five years. Typical reasons for business failures include undercapitalization (not enough money), poor business location, poor customer service, unqualified or untrained employees, fraud, lack of a proper business plan¹⁰, and failure to seek outside professional help.

To become a better-informed consumer and investor

- 12 The world of business surrounds us. You cannot buy a home, a new Solstice convertible from the local Pontiac¹¹ dealer, a Black & Decker¹² sander at an ACE Hardware¹³ store,

10 **business plan:** a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. 经营规划; 创业计划

11 **Pontiac:** an automobile brand established in 1926 by General Motors, specializing in mainstream performance vehicles. Owing to financial problems and restructuring efforts, the brand was discontinued in 2009. The Pontiac Solstice is a small sports car introduced in 2004 well-known for its design. 庞蒂亚克

12 **Black & Decker:** an iconic global manufacturer of quality power tools and accessories hardware and home improvement products, and fastening systems. In 2010, Black & Decker merged with Stanley Works to become Stanley Black & Decker, and is now a wholly-owned subsidiary of that company. 百得公司

13 **ACE Hardware:** a hardware cooperative based in Oak Brook, Illinois, the U.S. ACE五金超市

a pair of jeans at Gap Inc.¹⁴, or a hot dog from a street vendor without entering a business transaction. Because you no doubt will engage in business transactions almost every day of your life, one very good reason for studying business is to become a more fully-informed consumer. Many people also rely on a basic understanding of business to help them to invest for the future. According to Julie Stav, Hispanic stockbroker-turned-author/radio personality, “Take \$25, add to it drive plus determination and then watch it multiply into an empire.” The author of *Get Your Share*, a *New York Times* bestseller, believes that it is important to learn the basics about the economy and business, stocks, mutual funds¹⁵, and other alternatives before investing your money. And while this is an obvious conclusion, just dreaming of being rich doesn't make it happen. In fact, like many facets of life, it takes planning and determination to establish the type of investment program that will help you to accomplish your financial goals.

- 13 Learning about business and how you can be involved as an employee, business owner, consumer, or investor can be fun! (1,298 words)

New words and expressions

adversity /əd'vɜ:sɪti/ *n.* misfortune, hardship 逆境; 不幸

capitalistic /kæpɪtə'lɪstɪk/ *a.* of capitalism or capitalists 资本主义的; 资本家的; 资本主义者的

compelling /kəm'pelɪŋ/ *a.* strong and convincing 令人信服的

array /ə'reɪ/ *n.* a group of people or things, especially one that is large or impressive 大群; 大堆; 大量

stockholder /'stɒk,həʊldə/ *n.* sb. who owns stocks in a business 股东

work force all the people working or available to work, as in a nation, company, industry, or on a project 劳动力; 劳动大军

prospective /prə'spektɪv/ *a.* likely to become or be; potential 可能的; 潜在的

underestimate /,ʌndər'estɪmənt/ *vt.* form too low an opinion of 低估

dedication /,dedɪ'keɪʃən/ *n.* hard work or effort that sb. puts into a particular activity because they care about it a

lot 奉献; 热忱

perseverance /,pɜ:sə'sɪvɪərəns/ *n.* determination to keep trying to achieve sth. in spite of difficulties 坚忍; 坚持不懈

mailable /'meɪləbəl/ *a.* suitable for being mailed out 可邮寄的

cooperative /kəʊ'ɒpərətɪv/ *a.* made, done, or operated by people working together 合作完成的

on-demand /ɒn dɪ'mɑ:nd/ *a.* upon request 按要求的

billionaire /,bɪljə'neə/ *n.* sb. who has more than a billion dollars or pounds 亿万富翁

undercapitalization /,ʌndə,kæpɪ'tleɪ'zeɪʃən/ *n.* the condition of not having enough money to operate a business effectively 资本不足

convertible /kən'vɜ:təbəl/ *n.* a car with a soft roof that you can fold back or remove 敞篷汽车

sander /'sændə/ *n.* an electric tool with

a rough surface that moves very quickly, used for making surfaces smooth, especially the surface of wood 打磨机

vendor /'vendə/ *n.* sb. who sells things, especially on the street 卖家; 摊贩

Hispanic /hɪ'spænik/ *a.* of, relating to, or being a person of Latin American descent living in the U.S. (美国的) 西班牙裔的, 讲西班牙语的

stockbroker /'stɒk,broʊkə/ *n.* a person or organization whose job is to buy and sell shares, bonds, etc. for people 股票(或证券)经纪人(或经纪公司)

personality /,pɜ:sə'nælɪti/ *n.* sb. who is very famous and often appears in the newspaper, on TV, etc., especially an entertainer or sports person 名人(尤指艺人或运动员)

facet /'fæsɪt/ *n.* one of the many parts of a problem, a situation, or a person's character, etc. (问题、情况、性格等的) 一个方面

14 **Gap Inc.:** a leading global specialty retailer offering clothing, accessories and personal care products. The company has five primary brands: Gap, Banana Republic, Old Navy, Piperlime and Athleta. 盖璞股份有限公司

15 **mutual fund:** a professionally managed type of collective investment scheme that pools money from many investors to buy stocks, bonds, short-term money market instruments, and/or other securities 共同基金

Critical reading and thinking

Task 1 / Overview

Theme sentences are usually found at the introductory part or the conclusion part of a piece of business writing. If not, try looking at the subheadings.

- 1 Scan Text A and write down the theme sentence you find below.

- 2 Identify the structure of Text A by completing the following table.

There are four types of people who may benefit from studying business.

Type of people	How they may benefit from studying business
1	
2	
3	
4	

Task 2 / Points for discussion

Work in pairs and discuss the following questions.

- 1 Employers and our capitalistic economic system are more demanding than ever before. Ask yourself: What can I do that will make employers want to pay me a salary? What skills do I have that employers need? (Para. 3)
What skills make you “employable”?
- 2 What are the skills that you can learn from university courses?
- 3 What are the skills that you need to learn outside the university?

Language building-up

Task 1 / Specialized vocabulary

Specialized vocabulary consists of the words and phrases used regularly in a given subject area. For example, you might read the following sentences in an article about ocean and life.

The ocean has a significant effect on the biosphere. Oceanic evaporation, as a phase of the water cycle, is the source of most rainfall.

“Biosphere”, “oceanic evaporation”, “water cycle”, “rainfall” are all technical terms belonging to the field of ocean and life. To comprehend writings or talks about a specific subject, you must have a good command of the special terms relating to that subject.

1 Match the words and phrases in Column A with the definitions in Column B.

Column A	Column B
1 business plan	a a plan, a guide
2 customer service	b a collective investment tool
3 fraud	c the crime of deceiving people in order to gain something such as money or goods
4 mutual fund	d a business deal or action
5 on-demand	e upon request
6 road map	f all the people working or available to work
7 transaction	g a formal statement of business goals and means to reach those goals
8 undercapitalization	h the state of not having enough money to run a business
9 work force	i the provision of service to customers before, during and after a purchase

2 Complete the following sentences with the proper forms of words and phrases given in Column A.

- 1 The bank's credit rating has been downgraded because of concerns about _____.
- 2 Fees and expenses are an important consideration in selecting a(n) _____ because these charges lower your returns.

- 3 If you seek financing through a bank or an investor, you'd better come up with a compelling _____.
- 4 The bank charges a fixed rate for each _____.
- 5 This is why no research study, no matter how far back it extends, will ever fully prescribe an accurate _____ for businesses of the future.
- 6 Intelligent _____ products provide simpler, faster, and cheaper solutions for customers to lower cost.
- 7 He has been charged with tax _____.
- 8 Women now represent almost 50% of the _____.
- 9 When it comes to purchasing a new lap-top, _____ matters.

Task 2 / Signpost language

Subheadings

Subheadings enable readers to find detailed information quickly. Effective subheadings represent distinct aspects of a topic. They also give the reader an idea of how deeply a topic is covered.

Subheadings are usually marked out in a different font from the rest of the text. Or there is space inserted above and below them. They are either gerundial phrases, participle phrases, prepositional phrases or infinitive phrases.

There are four subheadings in this text. Copy them in the space provided below, and then tell what type of phrases they are.

Subheading	Type of phrases
1	
2	
3	
4	