

高职高专“十二五”规划教材
行业英语系列

商务英语 阅读

Business English
Reading

○ 主 编 张月丽 熊有生



北京师范大学出版集团
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前言

随着各项改革向纵深领域发展,开放面向多领域、多层次的深入发展,我国国际化进程步伐日益加速。这一客观形势要求各高等院校培养大量“精通英语,善长商务”的人才。为了适应人才培养对教材提出的新要求,本着“以就业为导向、实用为主、工学结合”的设计原则,我们从企业需求出发,根据高职学生特点,结合当今最新语言教育与学习研究理论成果,组织具有丰富教学经验和企业实践经验的一线商务人才,编写了本书。

本教材内容包含以下三大模块:

模块一: 国际商务知识

国际贸易、市场营销、人力资源、商务文秘、商务文化、国际金融、交通物流、商务交际、商务礼仪、商务管理、商务办公等商务知识。

模块二: 商务英语语言知识

商务英语专业词汇、术语、句型、商务惯用表达和商务文体等。

模块三: 商务交际能力和商务业务能力

在国际商务背景下,为完成特定的商务任务而运用商务英语进行交际的能力和简单处理国际商务业务的能力。

本教材的特点:

新颖性: 本书内容结构安排以“项目导向,任务驱动”模式展开,具有新颖性,体现最新高职教学理念。

时代性: 教材精选了当今世界知名的英语报纸、杂志、网站和学术刊物中与经济和商务相关的文章,所选内容具有时效性,语言具有典型性。

实用性: 本书致力于解决商务情景下学生遇到的一些实际问题,以各种商务写作实践案例为切入点,突出其实用性。

本书既可作为高职高专国际贸易、商务英语、外贸和涉外文秘等专业的

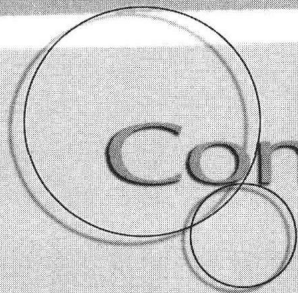
教材，也可以作为相关从业人员的参考资料，还可以满足对商务英语感兴趣人士的需要。另外，本书配课后练习答案和相关电子教案，以便教师、学生或相关人员使用时参考。

本书的编写得到北京师范大学出版社的大力支持，在此表示衷心感谢！

由于编者水平有限，书中难免出现疏漏与错误，恳请专家、学者、广大师生和外贸行家批评指正。

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Chapter 1

Job and Career

Lead-in


Job and career is absolutely indispensable in our whole life. Job is a specific piece of work required to be done as a duty or for a specific fee. While, career is defined by the Oxford English Dictionary as an individual's "course or progress through life (or a distinct portion of life)". A career is a long-life process whereas a job is what you do at a specific moment in your life. Therefore, it is important for us to have an ideal job. Proper career development is also necessary for those who want to be successful in business world.

After learning this chapter , you will be able to

1. understand the difference between job and career.
2. get to know the importance of career development.
3. learn some effective job seeking techniques.

Section One Comprehensive Reading

Pre-reading Task

1. Do you know the difference between job and career?
 2. What jobs are popular? Do you know some newly arisen careers?
 3. What is career planning? How to do it?
- 

Text A Career is More Than a Job

(Suggested Reading Time: 7 minutes)

The last 15 months with this e-commerce portal have given Nikhil ample exposure into website design, content and management. Now, with the portal up and running, Nikhil is recommended for a role change by his manager. But he wants something more challenging. While his friends are suggesting him to move on, he is not sure if he wants to take the plunge leaving his plush and comfortable 9—5 job.

We are all faced with these difficult decisions in life. We keep holding on to our jobs even if it is not taking us closer to our dream profile. It is very important for us to be able to understand that while making a decision, we should largely focus on our career. But for most of us, we are busy exploring jobs and do not even think of long term career. Reason — we do not have clear career path. Switching between jobs, we realize that we are not reaching where we desire. Here are a few tips that can help you decide how and where you want to get in your career life.

Define your career goals. Be sure of where you want to go. Decide what profile and responsibilities interest you and then begin developing a plan to reach your career goal.

Value your skills and capabilities. It is very important to objectively assess what you are capable of and make sure you are able to utilize your potential to the fullest.

Look for a counselor. At any point, if it becomes hard to find a direction, seek counseling. Get professional help from a career counselor to objectively assess your skills and professional strength. Analyze your skills and interests with the occupations you've selected.

Research jobs. Find out more about the kind of jobs that you would be wishing for and weigh them up in terms of compensation, job requirements, environment, future prospects, etc. so that you can narrow your focus.

Equip yourself for your career plan. Once you have decided on what you want to do in life, think of the skills, training or courses that you may need for achieving your career goals.

Assess your growth. Stay watchful of your career graph and make sure that every job reflects a leap on the chart.

Take risks only when you can afford to. If you decide to switch industry or move to a very different or challenging profile, be aware of the risks. You must be prepared to take the knock.

Stay informed. Take hold of information on industry trends and specific companies.

While on the lookout, develop networking capabilities. This helps you in staying watchful in the industry and knowing when is the right time.

(447 words. Your reading time: ____ minutes)

Notes for Reading

1. The last 15 months with this e-commerce portal have given Nikhil ample exposure into website design, content and management. 过去的十五个月中，尼基希尔一直从事电子商务门户网站的工作，这使得他有足够的时间接触网站设计和网站内容管理。句中的 portal 一词用来指门户网站，通常门户网站可以表达为 portal website, door website, or gate website.
2. 9—5: 朝九晚五的
3. career path: 职业前景，职业规划
4. job requirement: 工作要求，职业要求
5. take the knock: 经济上受到沉重打击
6. on the lookout: 注视着，警惕着，瞭望着

While-reading Task

Task I Read for discussing and answering the following questions to check your understanding.

1. What's the difference between job and career?
2. What should you do if you want to have a clear career path?
3. Why do people keep holding on to their jobs even if it is not taking them closer to their dream profile?
4. What aspects of jobs should you research?
5. What should you do when you feel hard to find the direction of career?

Task II Read the text and finish the outline with the information you have got in the text.

1. Introduction: While we are busy exploring jobs, we should think of long-term
① _____.
2. Tips that can help you make clear your career path:
Define ② _____.
Value ③ _____.
Look for ④ _____ if you feel hard to find a direction.

⑤ _____ in these aspects: compensation, job requirements, environment, future prospects, etc., so that you can narrow your focus.

Equip yourself for ⑥ _____.

Assess ⑦ _____.

Take risks only when ⑧ _____.

Stay ⑨ _____.



Post-reading Task

Translate the following paragraphs into Chinese.

1. We are all faced with these difficult decisions in life. We keep holding on to our jobs even if it is not taking us closer to our dream profile. It is very important for us to be able to understand that while making a decision, we should largely focus on our career. But for most of us, we are busy exploring jobs and do not even think of long term career. Reason — we do not have clear career path. Switching between jobs, we realize that we are not reaching where we desire. Here are a few tips that can help you decide how and where you want to get in your career life.
2. Equip yourself for your career plan. Once you have decided on what you want to do in life, think of the skills, training or courses that you may need for achieving your career goals.

Section Two Extended Reading

Text B New Rules of the Hunt

(Suggested Reading Time: 7.5 minutes)

Last year James Shaw was pounding the virtual pavement. The 39-year-old programmer from Roswell, Ga., put up his resume on the Internet job site Monster.com and got “not a sniff” over three months. After hearing too many stories about managers who collected 500 resumes for each opening, Shaw decided to take a more maverick approach. He wrote letters to local managers who weren’t hiring, and asked for work. He created his own Website to showcase his resume. And in three weeks he had four job offers.

If desperate times call for creative measures, it’s time for job hunters to get wildly inventive. What used to work doesn’t, but there are new ways to attract offers. One in

three firms says it'll hire this year. Here's how to find them and, more to the point, make sure they find you.

Quick clicking: There's a lot of good information on the Internet, but it's a time waster, says John Challenger, head of the Chicago outplacement firm Challenger, Gray & Christmas. Those popular job sites are like big black holes. Look for jobs in your local paper and through your professional association. Research specific companies or job niches on the Net after hours. During the day, focus on talking to people in person.

Lay the dating time: About 60 percent of jobs are found through personal contacts, but forget the old-fashioned informational interview. Just hit up everyone you know for introductions. "The last thing you want to do is spending a half hour of somebody's time talking about the state of the economy. You have only one thing to ask them — will they introduce you to the person you would work for," says Challenger. Don't feel ashamed about being unemployed. So many talented people have lost their jobs, it's no longer a concern for employers. And waste no time with gatekeepers in the human-resources department. Go directly to your would-be boss.

Write long: The one-page resume is pass. The most effective resumes today are loaded with specific information, and if that takes five pages, so be it. Include buzzwords, software programs and acronyms of your field, and the kinds of projects you've completed. If you've ever saved an employer money or helped fix a problem, say so. No padding, though. Fudging is out in the post-Enron era.

Schmooze and wait: Those heady days of the late 90s, when applicants would get instant job offers, are so over. Now companies stretch out the process for months, calling applicants back in repeatedly. Get the job by being personable and proving you can fit in. In this market, you've got to keep interviews focused on a simple message: you're smart and easygoing and you can start saving them money tomorrow morning.

(470 words. Your reading time: _____ minutes)



Notes for Reading

1. Last year James Shaw was pounding the virtual pavement. 去年,詹姆斯·肖在网络上四处搜寻,寻找工作。
2. not a sniff: 无人问津
3. job offer: 工作机会
4. Quick clicking: 不要依赖网络
5. your would-be boss: 可能雇佣你的老板

6. If that takes five pages, so be it. 如果需要五张纸, 那就写上五页好了。
7. buzzword: (流行而时髦的) 专业词语或技术用语
8. No padding. 不要虚报成绩, 不要赘述。
9. the post-Enron era: 安然公司崩溃后的时代
10. Schmooze and wait: 耐心等待



Post-reading Task

Task I Decide on the best choice to answer each of the following.

1. James Shaw get four job offers by _____.
 - A. putting up his resume on the Internet job site Monster.com
 - B. writing letters to local managers who weren't hiring, and asking for work
 - C. creating his own Web site to showcase his resume
 - D. both B and C
2. What do you know about John Challenger?
 - A. He is 39 years old.
 - B. He is the head of the Chicago outplacement firm Challenger, Gray & Christmas.
 - C. He is a programmer.
 - D. He is the head of DBM.
3. According to the text, if you want to find a job, you'd better _____.
 - A. look for opportunities in your local paper
 - B. search on popular job sites
 - C. talk with gatekeepers in the human-resources department
 - D. write your resume as simple as possible
4. What is not allowed when you write resume?
 - A. Include something of your field like buzzwords, acronyms.
 - B. Write the project you have completed in your past working place.
 - C. Falsify some successful working experience.
 - D. Mention your experience of saving an employer money.
5. Which of the following statements is not mentioned in this text?
 - A. About 60 percent of jobs are found through personal contacts.
 - B. Being unemployed is no longer a concern for employers.
 - C. Now companies don't give you instant response but stretch out for months.
 - D. You should know yourself well when hunting jobs.

Task II Read the text and fill the blanks below.

Though the high unemployment rate, it's time for job hunters to get wildly inventive. There are new ways to attract offers; ① _____. There's a lot of good information on the Internet, but it's a time waster; ② _____. About 60 percent of jobs are found through personal contacts, but forget the old-fashioned informational interview; ③ _____. The most effective resumes today are loaded with specific information, and if that takes five pages, so be it; now companies stretch out the process for months, calling applicants back in repeatedly, so you should ④ _____.

Section Three Fast Reading**Text C Ten Best Job Interview Strategies**

Interviews are not difficult if you take the trouble to do a little preparation beforehand and the truth is that the interviewer actually wants you to do well because it makes her job a lot easier.

1. Study the company

One of the best job interview strategies that most candidates ignore is to study the current events of the company. Knowing what the current events of the company is important so that you can ask pertinent questions. Doing so will show the interviewer that you have done your homework, and also have a genuine interest in the company.

2. Know your resume

As a candidate, you should be very familiar with your CV or resume. In any job interview, anything on your resume is at the interviewer's disposal. Implementing this job interview strategy will help build credibility with your interviewer. It is your responsibility to convince the interviewer that you can come in and do the job. Speaking intelligently about each of your previous positions will help do this.

3. Study job description

After landing an interview, you need to study the job description to truly understand what the interviewer is looking for. If the description calls for attentiveness to detail, you will want to tailor the discussion accordingly. Knowing this, you can navigate the interview and discuss examples from previous jobs that will exemplify this trait. Do this for all significant traits or qualities that you identify in the job description.

4. Prepare for the most common interview questions

An interview should be a two-way conversation, so you must both talk and listen. Find some ways to make the interviewer remember you as an individual who interacts with others. Listen closely to the answers to your interview questions and be equally attentive to the questions that you are asked.

If you're unsure on any of the interview questions, don't be afraid to ask for clarification, but don't waste time. Be specific with your answers and relate each answer to the job you are seeking. It's best to prepare answers to the common questions that you will almost certainly be asked.

5. Make eye contact

Making positive eye contact is one of the best job interview strategies to follow. Eye contact is one of the strongest forms of nonverbal communication. A person's qualities and personality can be detected simply based on eye contact. Making direct eye contact communicates confidence and high self-esteem, two key qualities employers look for in candidates.

Thus, it is very important that you make eye contact when you first meet interviewer and shake hands. And during the interview, it is important to make eye contact, not only when you talk, but also as you listen.

6. Body language

Just as eye contact speaks volumes about you, so does your body language. Proper body language conveys confidence and high self-esteem. During the interview, things like sitting up straight with your chest out and keeping a pleasant demeanor on your face will project confidence. The interviewer will be aware of this, and it will help you stand out in his/her mind.

7. Build rapport

You know the saying, "There's never a second chance to make a first impression"? That holds very true in the case of job interviews. That is why building rapport is such an important job interview strategy. Shake hands, make eye contact, and smile. Put those three together when you first meet your interviewer and it will set a positive tone for the rest of the interview.

8. Display your skills with concrete examples

When it comes to discussing their skills, many candidates make the mistake of "telling" instead of "showing." One of the best job interview strategies is to use concrete examples to demonstrate their skills to the interviewer. For example, if one of your skills is successfully handling multiple tasks at once, providing an example of how

you do that will help paint a picture for the interviewer. It also gives the interviewer something to “hold on to” once the interview is over, and helps him/her remember you when it comes to decision time.

9. Be yourself

A common mistake that many candidates make is not being themselves. Some feel that they need to fit a certain mold and act accordingly. This will only end up hurting both parties in the end when your “true” personality comes out. You will be surprised how easy it is to detect insincerity during an interview. Thus, it is important to be professional, but also maintain your true essence. When you do this, your sincerity and genuineness will be picked up by the interviewer. This is one of the best job interview strategies to implement, and will go a long way in determining your success.

10. Follow up quickly

After the job interview, send a thank you note to the interviewer. These days, an e-mail is fine, but traditionally a handwritten card is sent. Whatever method you choose, do it promptly after the interview. The correspondence should be sent the next day after the interview. Many hiring decisions are made quickly these days, so timeliness is very important.

You now have ten of the best job interview strategies to follow. There are many aspects of a successful job interview, but if you implement these ten best job interview strategies listed above, your chances of success will skyrocket!

(892 words)



Post-reading Task

Directions: You will have 15 minutes to read the text and complete all the exercises according to the information given in the text. For exercises 1—7, you should decide if the sentences are true or false. Write T (True) or F (False) before each sentence. For exercises 8—10, you should complete the sentences.

1. _____ It is important for you to know some current events of the company.
2. _____ You should sit up straight with your chest out during the job interview.
3. _____ Confidence and high self-esteem are two qualities employers look for in candidates.
4. _____ You should make eye contact only when you talk.
5. _____ If you're not sure on the interview questions, don't be afraid to ask for clarification.

6. _____ You should not waste much time in using concrete examples to demonstrate your skills to the interviewer.
7. _____ Being professional and maintaining your true essence are both important.
8. Before the interview, you should study _____ and prepare for _____.
9. During the interview, you should keep these techniques in mind. They are: _____.
10. After the interview, you should _____.

Words and Phrases

| | | | |
|-----------------|------------------|-------------|-----------------|
| acronym | [ˈækronɪm] | <i>n.</i> | 首字母缩略词 |
| ample | [ˈæmpl] | <i>adj.</i> | 足够的, 丰富的 |
| correspondence | [ˌkɒrɪˈspɒndəns] | <i>n.</i> | 信件, 通信 |
| demeanor | [dɪˈmi:nə] | <i>n.</i> | 行为, 举止, 态度 |
| e-commerce | [ɪˈkɒməs] | <i>n.</i> | 电子商务 |
| fudge | [fʌdʒ] | <i>v.</i> | 敷衍, 搪塞 |
| heady | [ˈhedɪ] | <i>adj.</i> | 令人陶醉的 |
| maverick | [ˈmævərɪk] | <i>adj.</i> | 标新立异的 |
| navigate | [ˈnævɪɡeɪt] | <i>v.</i> | 航行, 驾驶 |
| niche | [nɪʃ] | <i>n.</i> | 舒适或称心的工作, 合适的位置 |
| pertinent | [ˈpɜːtɪnənt] | <i>adj.</i> | 有关的, 中肯的, 恰当的 |
| plush | [plʌʃ] | <i>adj.</i> | 舒适的, 高级的 |
| portal | [ˈpɔːtəl] | <i>n.</i> | 入口, 门 |
| rapport | [ræˈpɔːt] | <i>n.</i> | 融洽, 和谐, 默契 |
| switch | [swɪtʃ] | <i>v.</i> | 转换 |
| utilize | [ˈjuːtɪlaɪz] | <i>v.</i> | 利用, 使用 |
| hit up | | | 请求 |
| move on | | | 继续前进 |
| take the plunge | | | 尝试冒险 |
| up and running | | | 运行良好的 |