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当代商务英语

丛书主编 张立玉

实用商务英语阅读

BUSINESS ENGLISH

蔡蔚 彭春萍 编著



北京理工大学出版社

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当代商务英语

Contemporary Business English

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Practical Business Reading in English

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丛书序

顾名思义,商务英语专业就是培养具有较强的国际商务活动能力和英语实际运用能力、能适应国际市场激烈竞争的国际化应用型人才的专业。这里,对人才的要求,突出了“应用”和“国际化”。这样的人才,我国改革开放以来十分短缺,尤其是加入 WTO 以来,需求量更大。也正因如此,我们的教学和训练的内容就势必加以改革,而改革的着眼点应是以用人单位为依据,着重在“应用”二字上下功夫。张立玉同志主编的《当代商务英语》系列丛书,正好在这方面做了一些成功的尝试。

这套丛书包括《实用商务英语谈判》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》,以及与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》五种书,全面系统,且各具特色。

《实用商务英语谈判》除介绍了商务谈判活动背景常识及其程序变换的知识外,还针对如何提高谈判能力和谈判分析处理能力做了精心编排,同时提供了七个完整的谈判流程案例。内容系统、编排新颖是该书最大的特点。

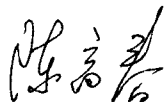
《实用商务英语写作》与传统的商务函电教材相比:首先在内容上做了科学的增删,增加了在当代商务活动中频繁使用的备忘、广告、报告、合同等文体;删去了电报、电传等不太常用的内容。其次,在写作技巧训练的设计上既考虑到操作性要强,同时照顾到循序渐进。

《实用商务英语阅读》融商务知识、商务活动背景、商务英语阅读技巧、BEC (Business English Certificates 商务英语证书)考试阅读解题技巧为一体,加以系统讲解,同时配备了大量具有时代特征的典型的商务活动书面材料,对学生进行有针对性的有效的阅读训练。并附有 BEC 考试题型汇编和题型分析,以提高读者的应试能力。

《实用商务英语情报技术》则立足于介绍最新商务情报技术,结合商务活动动态分析,重点讲析了商务情报的搜集、分析、整合、储存、应用等理论和知识。

《实用商务英语情报技术指南》为读者学习《实用商务英语情报技术》一书提供了参考和学习指南,书中为《实用商务英语情报技术》一书的原文配备了中文译文以及为该书的练习题配备了答案,重点难点处配有解析。

通观整套丛书,不难看出,作者既具有深厚的英文功底,同时具有较强的国际商务活动实践能力。不仅如此,作者在动笔之前还做了大量市场调查和案头工作,所以才有案例的科学精选、实践训练的合理设计,而且是中英文对照,各书冠以“实用”二字,也毫不虚言。其读者对象虽定位于高等院校商务英语专业高年级的学生,但对外贸工作人员、商务管理人员、外企文员等,读来亦会大有裨益。相信这套丛书的出版,定会受到读者欢迎。



2003 年 5 月 28 日于武昌

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》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》,以及与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》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,有一定的学术价值,不仅可供高等院校本、专科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

2003 年 5 月于武昌珞珈山

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,分为三大部分:

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、第三章和第四章的作者为彭春萍,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 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) get rid of bad reading habits

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 equip us 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. **mouth**ing in **low voice** word by word
- c. being engaged in other activities such as listening to the music or chatting with others
- d. underlining with the finger (with eyes moving along with the finger)
- e. looking up the unknown word in dictionary frequently
- f. consulting with your 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:

The Agency Relationship

The basic contribution of the agency must be its expertise in particular services — top creative ability, experienced media men for selecting and buying media, good technicians in the printing and block-making and other mechanical processes, and competent co-ordination, at executive level, of all the many details of a campaign. It is possible for an advertiser to buy many of these services from specialists outside the service agency, but, in the UK at least, there is no real sign that advertisers prefer to take on the job of coordinating such outside services themselves. The agency package is still the most convenient method.

There is, however, one other great value in the agency arrangement. The manufacturer tends to look at his marketing proposition from the boardroom downwards. He relates it to his manufacturing, profits, raw materials, distribution and the like. It is, to many manufacturers, an enormous advantage to have the compensating from the market upwards. This is the special competence of the good agency. The manufacturer's personnel, even if they have the ability and training to take a consumer's view may, in certain circumstances, not have the independence to prevail on the board to make essential changes. The agency is an independent body and will be listened to more readily by the board. Finally the manufacturer, being concerned with his own type of business and immersed in it, may not have had the useful experience of outside industries, of successes and failure in other related or unrelated fields, which an agency with many clients can gather together. The manufacturer values someone competent to trade ideas with as a means of measuring his own interests against outside criticism.

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 no 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 in 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 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.

1.3 Clinics for Bad Habits

Some reading habits do harm to the “business reading quality”. 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 forget what they have just read about. **If you don’t think that you have any of the following habits, you can skip this part and go directly to the next chapter.**

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 as you read 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、推销、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 was _____ (increasing or decreasing) 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导材料。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.