



“十二五”普通高等教育本科国家级规划教材

新世纪商务英语专业本科系列教材（第二版） / 总主编 王立非

# 商务英语 阅读教程

主编 叶兴国

BUSINESS ENGLISH:  
A READING COURSE

# 2

本册主编 | 叶兴国 王艳艳

学生用书 Student's Book



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# 总序

进入“十三五”，我国高等英语教育迎来改革创新和特色发展的关键期，商务英语专业也随之从规模发展进入内涵发展和质量提升的新常态。全国已有251所高校开办了商务英语本科专业，有近500所高校开设了商务英语方向或课程。2016年，教育部制订了《高等学校商务英语专业本科教学质量国家标准》（以下简称《国家标准》），对商务英语人才培养提出了明确要求，以满足对外开放的国家战略需求。

为了认真贯彻落实《国家标准》，全国高等学校商务英语专业教学协作组与上海外语教育出版社密切合作，对入选“十二五”普通高等教育本科国家级规划教材的“新世纪商务英语专业本科系列教材”进行全面修订。修订后的“新世纪商务英语专业本科系列教材（第二版）”体系更加完整，涵盖英语知识与技能和商务知识与技能两个模块，很好地体现出《国家标准》对商务英语专业学生知识和能力的要求。

本系列教材中，英语知识与技能模块包含《商务英语综合教程》、《商务英语视听说教程》、《商务英语阅读教程》、《商务英语写作教程》、《商务英语论文写作》、《商务英语口译教程》、《商务英汉翻译教程》、《国际贸易实务与操作》等。

商务知识与技能模块包含《国际商业伦理》、《国际商务合同》、《国际经济学》、《国际知识产权》、《国际营销》、《国际支付》、《国际贸易单证》等简明教程。

本系列教材具有以下四个特色：

第一，完全对接《国家标准》规定的培养目标和课程体系，突出打牢英语基本功，拓宽国际视野、提升人文素养，培养商务意识和素养，提高商务英语技能、商务实践能力、跨文化交流能力、思辨与创新能力。

第二，编写理念先进，选材新颖，充满时代感，坚持语言、文化、商务三者有机结合，充分体现国际化、人文性、复合型、应用性的特点和全人教育的理念。

第三，体系完整，覆盖商务英语专业核心课程，英语知识与技能教材突出听、说、读、写、译、跨文化交际等技能训练导向；商务知识与技能教材理论体系完整，知识讲解简明扼要，语言原汁原味，配套练习实用性和可操作性强，注重中外真实案例分析，培养思辨



和创新能力。

第四,课堂任务设计多样化和立体化特色鲜明,突出网络多媒体技术的应用,提供丰富的视频材料和教学资源,加大了语言学习的趣味性和输入的有效性。

本系列教材为全国高等学校商务英语专业教学协作组重点推荐教材,由国内商务英语教学专家编写,可供一、二年级商务英语专业本科生、英语专业商贸方向学生、财经类院校本科生以及各类经管专业本科生使用,同时也可作为大学英语ESP课程以及各类企业培训和社会商务英语爱好者的学习参考书。本套教材的修订得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。



全国高等学校商务英语专业教学协作组组长  
对外经济贸易大学教授、博士生导师

# 前言

本教程自2010年10月出版以来,社会反响颇佳,被评定为“‘十二五’普通高等教育本科国家级规划教材”,使用本教程的学生人数也呈逐年攀升之势。

在过去的六年时间里,商务英语教育的形势发生了四大变化:首先,教育部在2012年颁布实施了对我国的高等教育具有基础性、全局性、战略性意义的《普通高等学校本科专业目录(2012)》。商务英语作为“比较成熟、布点较多、稳定性好、共识度高的专业”之一被列入了《专业目录》。其次,批准举办商务英语本科专业的院校已从2010年的32所发展至296所。第三,教育部制定了《商务英语专业本科教学质量国家标准》。第四,外经贸事业的跨越式发展对商务英语专业人才提出了强劲的需求;同时,商务英语专业教育的成果又进一步促进了外经贸事业的发展。以进出口总额为例,2010年我国进出口总额为1.5万亿美元,2014年已增至4.3万亿美元。再加上5000亿美元的服务贸易进出口总额,2014年我国的进出口总额已约占当年全国GDP总额的50%,是2010年的三倍。

同时我们注意到,我国的人口约占全球总人口的18%,2014年的出口总额仅占全球出口总额的12.5%;德国的人口约占全球总人口的1.17%,2014年德国的出口总额却约占全球出口总额的7%。这就是贸易大国和贸易强国之间的区别。贸易大国向贸易强国逐步转变的进程呼唤我们培养出更多更高水平的商务英语人才。

为了更好地满足国家的需求,更好地适应已经变化了的国际商务环境,切实提高学生实际运用商务英语的能力,也为了为贸易大国向贸易强国转变的宏大事业添砖加瓦,我们对《商务英语阅读教程》进行了修订。

本教程主要培养学生的阅读理解能力、语言观察能力、逻辑思维能力、跨文化沟通能力、通过阅读获取信息的能力等。本教程把提高学生的阅读技能、培养阅读兴趣、养成阅读习惯和扩大词汇量也作为预设目标。

教材修订参照了教育部制定的《商务英语专业本科教学质量国家标准》,并围绕商务英语本科专业国际化、复合型和应用性的专业特点,以及素质、知识和能力三位一体的人才培养规格,对原有的内容逐篇审阅,更新了约三分之一的内容。

本教程修订后保持并强化了以下特色:

**复合性:**选材力求体现一般英语和商务英语文章的复合,逐渐增加商务英语文章的数量。

**权威性:**一般英语文章尽量选自经典作家和经典著作,商务英语文章尽量选自英语国家的权威刊物,如《财富》、《经济学家》、《商业周刊》、《读者文摘》、《广告时代》、《今日世界》、《当代管理》、《每月评论》、《时代周刊》、《新闻周刊》、《福布斯》、《远东经济评论》、《世界贸

易》、《商业战略研究》、《金融战略》等。也从互联网上选择了一些材料。在选材时兼收了一般英语和商务英语文章,在内容上兼顾了文章的经典性和新颖性。

可读性:选材力求短小精悍,内容隽永,特别注重文章的趣味性和可读性,以培养和保持学生的阅读兴趣;力求题材的丰富性和体裁的多样性。

系统性:每单元的阅读材料涉及国际商务的一个领域,如营销、金融、会计、审计、税务、跨国公司、投资、物流、房地产、统计、商务、贸易、法律、运输、旅游、银行、广告、零售、批发、保险、电信、国际组织或政府间组织、国际协定等。阅读技巧涉及词汇理解、句子理解、篇章理解、段落理解和快速阅读技巧等。在难度上由浅入深,篇幅上从短到长,循序渐进。

除了上述特点,为了让大学生尽早阅读真实的而不是专门为课本编写的英语文章,除个别晦涩难懂的词语,一般不对文章做任何改写,仅在不影响文章连贯性的前提下部分课文做了一些必要的删节。在选材过程中,力求一个单元的阅读材料具有某种内在联系。每册的生词在500到650个之间。为提高阅读的流畅性,其他阅读材料仅在生词后做随文注。在练习形式上,编者从课堂教学方面考虑,设计了一些讨论题,也安排了一些多项选择、正误判断、填空、词义配对和翻译练习。在设计多项选择题时兼顾了细节事实、语义理解、逻辑推理和作者态度或观点类问题。所有练习均围绕文章中的疑点、难点、重点设计。为了给教师提供教学参考和方便学生自学,教师用书包含了背景知识、补充注释和参考答案。

本教程共四册。编写人员包括叶兴国(主编、第二册主编)、谢文怡(第一册主编)、王艳艳(第二册主编)、王嘉祺(第三册主编)和翁凤翔(第四册主编)。刘彦旭、王晖辉、何芳洁、应茜茜和李方参加了第二册第一版的部分编写工作。庞清雅、邱欣、翁玮、段莹莹和李美华参加了第二册修订版的部分编写工作。

许多专家学者对本教材的编写给予了帮助。在此,向关心和帮助本教程编写和修订的所有人员表示衷心感谢。

由于编者水平有限,书中难免有不妥甚至谬误之处。我们恳切希望使用本教材的教师、学生和其他读者提出宝贵意见。

叶兴国

2016年8月于上海

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<b>Unit 1 International Organizations</b>	1
Part I Pre-reading Questions	1
Part II Extensive Reading	2
Text A Roles of International Organizations in the Global Economy	2
Text B Story of the International Chamber of Commerce	6
Part III Reading Skills: 因果关系的理解	11
Part IV Supplementary Reading: What Is the World Trade Organization?	13
Part V Test Yourself	15
<b>Unit 2 Telecommunications</b>	18
Part I Pre-reading Questions	18
Part II Extensive Reading	19
Text A The Computer and the Poet	19
Text B Getting the Message, at Last	23
Part III Reading Skills: 定语从句的理解	27
Part IV Supplementary Reading: What, No Phone?	29
Part V Test Yourself	31
<b>Unit 3 International Trade</b>	33
Part I Pre-reading Questions	33
Part II Extensive Reading	34
Text A Is Trade Good for America?	34
Text B The Farm Fight	39
Part III Reading Skills: “it” 的多种用途	44
Part IV Supplementary Reading: The Great Trade Routes	47
Part V Test Yourself	51
<b>Unit 4 Human Resources</b>	55
Part I Pre-reading Questions	55
Part II Extensive Reading	56
Text A The World As I See It	56
Text B The Battle for Brainpower	60
Part III Reading Skills: 主语从句的理解	67
Part IV Supplementary Reading: Masters of the Universe	69
Part V Test Yourself	73

<b>Unit 5 Education</b>	76
Part I Pre-reading Questions	76
Part II Extensive Reading	77
Text A Universities and Their Function	77
Text B Global Degrees	81
Part III Reading Skills: 过去分词的理解	86
Part IV Supplementary Reading: College Is a Bad Investment	88
Part V Test Yourself	90
<b>Unit 6 Travel</b>	93
Part I Pre-reading Questions	93
Part II Extensive Reading	94
Text A Enter (Again) the Golden Age of Travel	94
Text B Tourism and Peace	98
Part III Reading Skills: 通过上下文猜测词义	103
Part IV Supplementary Reading: Longmen Grottoes (Dragon Gate Grottoes)	105
Part V Test Yourself	108
<b>Unit 7 Management</b>	111
Part I Pre-reading Questions	111
Part II Extensive Reading	112
Text A Managers Must Manage	112
Text B You Can't Count on Your Employer	117
Part III Reading Skills: 长句的理解	122
Part IV Supplementary Reading: Four Ways to Make Sure Your Employees Will Leave	124
Part V Test Yourself	126
<b>Unit 8 Marketing (I)</b>	129
Part I Pre-reading Questions	129
Part II Extensive Reading	130
Text A Wake-Up Time	130
Text B The Greatest Salesman in the World	134
Part III Reading Skills: 倒装句型的理解 ( I )	139
Part IV Supplementary Reading: Death of a Salesman	141
Part V Test Yourself	144
<b>Unit 9 Marketing (II)</b>	148
Part I Pre-reading Questions	148
Part II Extensive Reading	149
Text A The Secret to Smartphone Marketing Is Still Email	149

	Text B Email Marketing Gets New Persona with AI	153
Part III	Reading Skills: 快速泛读、计时阅读、略读和寻读	157
Part IV	Supplementary Reading: Email Subject Lines Can Really Suck and Here's How to Make Yours Better	160
Part V	Test Yourself	163
<b>Unit 10</b>	<b>Hi-Tech Companies</b>	166
Part I	Pre-reading Questions	166
Part II	Extensive Reading	167
	Text A How Far Can Amazon Go?	167
	Text B Apple's Future — Reluctant Reformation	171
Part III	Reading Skills: 猜词法、略读法、查读法和读懂言外之意法	176
Part IV	Supplementary Reading: Telecom Networks — Two Companies	178
Part V	Test Yourself	180
<b>Unit 11</b>	<b>Logistics</b>	184
Part I	Pre-reading Questions	184
Part II	Extensive Reading	185
	Text A Supply-Chaining	185
	Text B 21st-Century Clippers	188
Part III	Reading Skills: 时间状语从句的理解	192
Part IV	Supplementary Reading: Give Globalization a Hand	194
Part V	Test Yourself	197
<b>Unit 12</b>	<b>Banking</b>	200
Part I	Pre-reading Questions	200
Part II	Extensive Reading	201
	Text A What Is a Bank Really For?	201
	Text B Online Banking, Is It for You?	206
Part III	Reading Skills: 省略句的理解	212
Part IV	Supplementary Reading: What Are Central Banks?	214
Part V	Test Yourself	217
<b>Unit 13</b>	<b>Opulence</b>	221
Part I	Pre-reading Questions	221
Part II	Extensive Reading	222
	Text A Of the Natural Progress of Opulence	222
	Text B Monetary Policy: A Long Low Note	226
Part III	Reading Skills: 英语阅读的一些技巧	230
Part IV	Supplementary Reading: Free Exchange	231
Part V	Test Yourself	234

<b>Unit 14 Investment</b>	237
Part I Pre-reading Questions	237
Part II Extensive Reading	238
Text A Find What Type of Investment is Right for You	238
Text B How Much Should People Pay for Investing in the Stock Market?	241
Part III Reading Skills: 商务英语阅读的词汇特点和阅读模型	246
Part IV Supplementary Reading: European House Prices Are Finding It Harder to Defy Gravity	248
Part V Test Yourself	251
<b>Unit 15 Stock Market</b>	254
Part I Pre-reading Questions	254
Part II Extensive Reading	255
Text A An Introduction to the Stock Market	255
Text B What Makes Stock Prices Go Up and Down?	260
Part III Reading Skills: 倒装句型的理解 ( II )	265
Part IV Supplementary Reading: Warren Buffett: How He Does It	266
Part V Test Yourself	270
<b>Unit 16 Insurance</b>	274
Part I Pre-reading Questions	274
Part II Extensive Reading	275
Text A The Danger of Lying in Bed	275
Text B The Fine Print: Insurance	279
Part III Reading Skills: 并列句的理解	285
Part IV Supplementary Reading: European Insurers Get Some Souped-Up New Regulations	287
Part V Test Yourself	289
<b>Appendix: Key to Test Yourself</b>	291

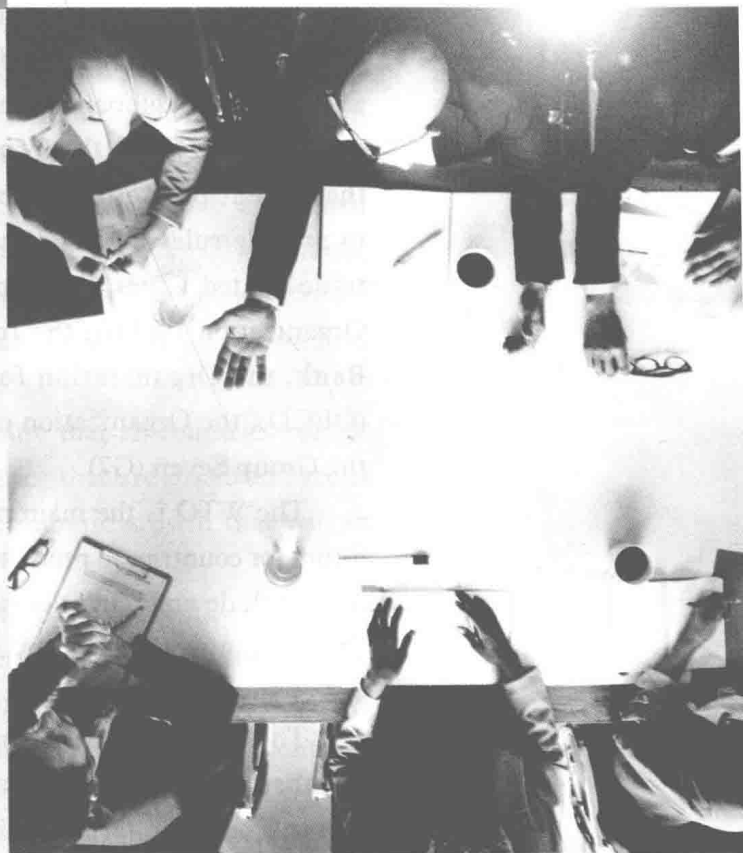
# Unit 1

## International Organizations

### Part I

#### Pre-reading Questions

1. What is an international organization in your opinion and can you give us some examples?
2. Can you identify different types of international organizations?
3. What are the roles of these international organizations in the process of globalization?



## Part II Extensive Reading

### Text A

#### Roles of International Organizations in the Global Economy

Globalization is the actual movement or potential to move across borders of nations in areas of trade, investment, technology, finance and labor. It has resulted in increasing financial flows and trade between countries, as each country tries to establish itself into the global economy, and gaining the benefits associated with globalization.

This has led to the formation of numerous international organizations that aim at promoting policy coordination amongst countries and attempt to provide rules for investment transactions and a forum for discussion of trade-related issues. Such international organizations are the World Trade Organization (WTO), the International Monetary Fund (IMF), the World Bank, the Organization for Economic Cooperation and Development (OECD), the Organization of Petroleum Exporting Countries (OPEC), and the Group Seven (G7).

The WTO is the main multilateral trading agreement, which provides a forum for countries to promote free trade and resolve trade disputes. Its various roles include enforcing the existing WTO agreement, resolving disputes, and liberalizing world trade by implementing global trade agreements. These agreements lay ground rules that promote cooperation between countries.

The WTO also exists in order to provide non-discrimination between member countries, liberalization of trade which involves the removal of all tariff and non-tariff barriers<sup>①</sup>, stability of trading relations where WTO mechanisms are set up to discuss and solve trade disputes between countries, and transparency of trade agreements, where trade preferences between countries are scrutinized and discussed in the WTO forum thereby reducing corruption.

Without the WTO, globalization would be a struggling process, as countries would have difficulty organizing trade policies, often resulting in many countries at a disadvantage. In essence, the WTO serves as a forum to ensure that all its member countries benefit from globalization.

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仔细检查

thereby [ˌðeə 'baɪ] ad.

由此,因而

at a disadvantage

处于不利地位

in essence

本质上

① non-tariff barriers: 非关税壁垒, 包括数量限制、进口许可和技术性壁垒等。



The IMF is an international organization established to promote international monetary cooperation, exchange stability, and orderly exchange arrangements; to foster economic growth, a stable economic environment, high levels of employment; and to provide temporary financial assistance to countries to help ease balance of payments adjustment. This assistance is given to countries if economic policies are met, known as “structural adjustment policies”.

These policies are aimed to decrease the size of the government, privatizing government business enterprises and deregulating markets. Without the IMF, poorer countries will find themselves without assistance, and at a point where they cannot achieve economic growth, poorer areas within the country will be stagnating, and contrasting to the growing richer economies and richer areas, it will result in greater geographical disparities both within and between countries due to the poverty cycle.

The IMF exists in order to ensure that all countries benefit from globalization, and to make sure that countries that are disadvantageous from lack of economic development, achieve economic growth that will in turn benefit the global community.

The World Bank’s key role is to improve living standards and assist developing nations through making credit and other forms of assistance available to achieve a sustainable development. It provides investment for infrastructure in order to reduce poverty, loans with little or no interest, HIV/AIDS programs as well as educational funds.

Similar to the IMF it exists in order to ensure that all countries benefit from globalization, and to make sure that countries that are disadvantageous from lack of economic development, achieve economic growth that will in turn benefit the global community.

The OECD’s role is to promote the highest levels of economic growth and employment, and rising living standards in member countries, whilst maintaining financial stability and contributing to world economic development. It does this through the research, consultation, cooperation and coordination of economic trade and development issues.

The OPEC’s role is to set oil production quotas for members which can lead to higher world oil prices and cause production costs to rise in oil importing nations. This plays an important role in controlling the world economic growth.

For example if oil prices were increased, the cost of production for many goods would rise, which will in turn lead to a decrease in demand as suppliers raise their prices to compensate. This rise in price and decrease in demand will be experienced worldwide, and would then leave to a contraction in aggregate demand and therefore growth.

This could be seen in 1973, when the OPEC used its control to artificially

deregulate

[di: 'regjuleit] v.

撤销对…的管制

stagnate ['stægnɛit] v.

停滞, 不发展

in turn

后来, 转而

infrastructure

['ɪnfɹəstrʌktʃə] n.

基础设施

quota ['kwəʊtə] n.

配额

recession [rɪ'seʃən] n.

经济衰退

temper ['tempə] v.

缓和; 调控

slump [slʌmp] v.

猛然下降

account for

(数量上、比例上) 占

liberalize ['lɪbərəlaɪz] v.

使...自由化

raise the oil prices in its member countries, and led to the “energy crisis” of the 1970s and caused widespread inflation and unemployment in the world economy. So in order to smooth out the international business cycle, and thus reduce the duration and damage of recessions, the OPEC could temper oil prices and control booming or slumping economic growth.

The G7 consists of the USA, Japan, Germany, France and the UK, Italy and Canada, and together they account for almost half of the world's GDP<sup>②</sup>, trade and financial flows. It discusses international economic and trade issues and coordinates strategies and macroeconomic policies to overcome specific international economic problems.

Since the G7 plays such an important part in the global economy, accounting for so much of the world's financial flows, its coordination of trade issues plays a significant role in exporting and importing between member countries. This can lead to the formation of other barriers between member countries and non-member countries, but are ultimately beneficial to its members. Its members benefit from liberalized trade, gaining access to a larger demand market, new technologies, managerial techniques, raises in living standards, and employment opportunities.

International organizations have the power to impact world trade, investment and financial flows. They exist as a result of globalization. Their role is to promote policy coordination amongst countries and attempt to provide rules for trade and investment transactions and a forum for discussion of trade-related issues.

Total Words: 942 words

Total Reading Time: \_\_\_\_\_ minutes \_\_\_\_\_ seconds

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② GDP: gross domestic product, 国内生产总值, 指在本国境内生产的商品及劳务总值。注意GDP与GNP的区别: GNP (gross national product) 是国民生产总值, 指国民在本国境内或境外生产的商品及劳务总值。

## Exercises

### I. Write down the complete forms of the following abbreviations.

1. IMF \_\_\_\_\_
2. APEC \_\_\_\_\_
3. WB \_\_\_\_\_
4. OECD \_\_\_\_\_
5. WTO \_\_\_\_\_
6. OPEC \_\_\_\_\_
7. G7 \_\_\_\_\_
8. ICC \_\_\_\_\_
9. EU \_\_\_\_\_
10. NAFTA \_\_\_\_\_

### II. Match the following words with their corresponding meanings.

- |                   |   |
|-------------------|---|
| 1. inflation      | A. an amount that must be paid when particular goods are imported into a country or occasionally when they are exported |
| 2. tariff         | B. an amount charged for money borrowed   |
| 3. infrastructure | C. a piece of business done or a deal   |
| 4. transaction    | D. the system of goods and services needed for a country, a city or an organization to function efficiently             |
| 5. interest       | E. money or assets collected for a specific purpose, which is usually invested to provide further income                |
| 6. fund           | F. the rise in prices resulting from an increase in demand for goods and services                                       |
| 7. quota          | G. a slowdown or fall in business activity  |
| 8. recession      | H. a maximum amount or number of things allowed   |