

新视界 商务英语系列教材

商务英语“十三五”规划特色重点教材
山东省商务英语专业委员会重点推荐教材

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商务英语阅读

(第2册)

■ 主编 / 石磊 徐晶



 中国人民大学出版社

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总序



作为世界第二大经济体、第一大出口国和“一带一路”的倡导者，中国在国际经济舞台上发挥的作用越来越大，对既具有国际视野又懂英语、懂商务的复合型高级人才的需求也与日俱增。商务英语专业顺势而生，并得到了蓬勃发展。从2007年对外经济贸易大学最先开设商务英语本科专业至2017年短短10年的时间内，全国开设商务英语本科专业的高校多达324所，开设商务英语方向的高校已达200所，在校生约11万人，商务英语专业教师约6000人。目前，获批开设商务英语本科专业的高校还在以每年20~30所的速度递增。预计到2025年，拥有商务英语本科专业的高校将达到500所，在校生人数将达到约17万人，其规模将在本科专业中名列前茅。

为了适应商务英语专业学科和人才培养快速发展的需要，根据《国家中长期教育改革和发展规划纲要（2010—2020年）》和《英语类专业本科教学质量国家标准》，我们组织全国12所高校的120多位专家学者精心编写了一套商务英语系列教材，包括：《综合商务英语（1—4册）》《商务英语阅读（1—4册）》《商务英语视听说（1—4册）》。按照教材要体现“国家意志”并具有“思想性、科学性和时代性”的原则（刘延东，2017），本套教材有如下八个特点：第一，内容系统新颖。本套教材涵盖商务英语的所有主要领域，涉及外国语言文学、经济学和管理学三个一级学科；选材内容注重时代性和经典性的融合，语言工具性与人文性的融合。第二，语言规范。所有素材均选自英美报刊书籍或者网站，提供原汁原味的地道英语。第三，宣传中国文化，讲好中国故事，同时汲取外国文化的精髓。本套教材选取了120个优秀的中国文化元素和120个优秀的外国文化元素，且以中英文双语的形式呈现，这是本套教材的创新之一。第四，案例教学。教材中穿插多个与主题相关的成功或失败的中外案例，通过案例分析，启迪学生，培养学生发现问题、分析问题和解决问题的能力。第五，编写队伍优秀。本套教材的编写教师由语言学、外国文学、翻译学、经济学、管理学博士、教授等专家组成；有超过50%的教师有海外留学、访学或工作经历；很多教师有在企业、事业单位及政府工作的实践经历。第六，融合英语专业四、六级考试。为了帮助学生更好地备考，本套教材不仅在单词和短语解释部分标注出是否为专四、专八以及大学英语四、六级考试的高频词汇，而且收集了近10年的专四考试真题。第七，立德树人。本套教

材不忘教师初心，始终将育人放在首位，在传授学生知识和培养其能力的同时，不忘培育学生“爱国、敬业、诚信、友善”的品质，不忘帮助学生树立乐观向上的人生观，譬如设立了“中外文化”栏目、“名人名言”栏目和“欢乐时刻”栏目。第八，教辅齐全。本套教材配有全套的练习答案、PPT课件和音频视频资料。欢迎授课教师联系出版社免费索取。

本套教材既可供商务英语专业本科学生使用，也可供英语专业商务英语方向的本科学生使用，还可供计划升本的商务英语专科学生使用。

本套教材在出版过程中，得到了我国著名出版机构、国家一级出版社——中国人民大学出版社的鼎力支持；同时也得到外语分社编辑老师严谨、细致、耐心的指导，在此表示衷心的感谢！

由于时间紧迫，再加上编者水平所限，虽竭尽全力，但不足之处在所难免，恳请方家指正。

刘白玉

2017年6月于烟台黄海之滨

前言



“商务英语阅读”是商务英语专业的核心课程之一，也是必修专业基础课程之一。《商务英语阅读（第2册）》依据国际商务活动的重要内容编写而成，强调英语作为语言在商务活动中的作用，旨在通过对商务英语文章的阅读和大量练习，帮助学生掌握有关商务的专门术语，了解商务英语文章的语法和文体特点，提高学生阅读商务英语专业书刊的能力和在国际商务实践中运用英语的能力。

本教程的主要特点是：第一，文章选题反映了当今世界经贸领域的发展动态，内容丰富，涵盖面广；第二，文章主要选自国外原版报纸、杂志及网络等，语言规范，难度适中，具有时代感和国际通用性；第三，注重文化交流，每个单元都有关于中国文化及外国文化不同主题的相关介绍，帮助学生了解中外文化，提升学生跨文化商务交际的能力。

《商务英语阅读（第2册）》共十个单元，内容包括商业理念、商业股东、职业发展、员工培训、员工激励、商业冲突、市场营销、品牌、广告、促销等方面。每单元都由 Text A 和 Text B 两篇文章组成：Text A 是主课文；Text B 是在 Text A 的基础上提供的阅读材料。Text A 主要包括名人名言、课文、单词、短语、专用名词、练习等内容。Text B 包括课文和阅读理解等练习。每个单元都有中国文化和世界文化之旅，第三单元、第五单元、第七单元和第九单元还增加了案例分析。

本书可供高等院校商务英语、国际贸易等专业或其他相关专业的一年级学生使用。建议每周4节课，授课18周，共计72课时。教师根据学情，既可以选 Text A 精讲，Text B 辅讲；也可以选 Text B 精讲，Text A 辅讲。建议采用混合式教学法，在教师课堂讲授的同时，辅以微课、慕课、翻转课堂等教学方式。

本教程由石磊、徐晶主编，各单元的编者如下：第一、二单元由石磊、褚玲敏编写；第三、四、五单元由徐晶、傅姝婧编写；第六、七、八单元由常高歌、赵宇编写；第九、十单元由郝晶晶、孙建华、邹德平编写。

读者可登录中国人民大学出版社外语分社主页 <http://www.crup.com.cn/wy>, 搜索本书后下载相关资源, 或与 010-62513265, 010-62515580, chengzsh@crup.com.cn, jialk@crup.com.cn, jufa@crup.com.cn 联系索取相关教学资源。

由于编者水平所限, 书中不妥之处在所难免, 恳请专家学者提出宝贵意见, 以便改进。

石磊 徐晶

2017年7月于泉城济南

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Unit 1

Business Ideas



Quotation:

“Don’t let the noise of other’s opinions drown out your own inner voice.”

—Steve Jobs (1955–2011),

co-founder, chairman, and chief executive officer of Apple Inc.

Text A

7 Ways to Discover a Winning Business Idea

By Susan Ward

Warming-up

1. Do you have any business ideas? If yes, what are they?
2. Do you have an experience that you have a business idea and want to turn it into a business?
3. Which kind of business idea do you like? Why?

1 Business ideas are all around you. Some business ideas come from a careful analysis of market trends and consumer needs; others come from serendipity. If you are interested in starting a business, but don’t know what product or service you might sell, exploring these

ways of getting business ideas flowing will help you choose.

Examine your own skill set for business ideas.

2 Do you have a talent or proven track record that could become the basis of a profitable business?

3 The other day I spoke to a man who had spent years managing cleaning services at a hospital. Today he runs his own successful domestic and business cleaning service. An ex-logger is now making his living as an artist; he creates “chainsaw sculptures” out of wood. And the examples of professionals who have started their own agencies or consulting service businesses are legion.

4 To find a viable business idea, ask yourself, “What marketable skills and experience do I have? Will people be willing to pay for my products or services?”

Keep up with current events and be ready to take advantage of business opportunities.

5 If you watch the news regularly with the conscious intent of finding business ideas, you’ll be amazed at how many business opportunities your brain generates. Keeping up with current events will help you identify market trends, new fads, industry news—and sometimes just new ideas that have business possibilities.

6 For instance, after same-sex marriages became legal in Canada entrepreneurs began selling tourist travel packages that include a marriage ceremony to same-sex couples from other countries. Would you have identified that business opportunity when you heard that the Canadian marriage laws had changed?

Invent a new product or service.

7 The key to coming up with business ideas for a new product or service is to identify a market need that’s not being met. For example, back in 2004 a Harvard University psychology student named Mark Zuckerberg recognized a need for a campus-wide social-networking website that would allow students and staff to share personal profiles and other information—he went on to develop Facebook and became one of the youngest billionaires in the world.

8 The explosion of mobile devices has created a huge demand for mobile apps. In 2008 a pair of young entrepreneurs named Travis Kalanick and Garrett Camp had trouble hailing a cab in Paris. They decided that you should be able to tap a button on your mobile phone and get a ride, and as a result went on to found Uber.

9 Look around and ask yourself, “How could this situation be improved?” Ask people about additional services that they’d like to see. Focus on a particular target market and

brainstorm ideas for services that that group would be interested in. For example, there are millions of aging gardeners across North America. What products or services could you create that would enable them to garden longer and more easily?

- 10 Finding a niche market and exploiting it is one of the best paths to success in business.

Add value to an existing product.

- 11 The difference between raw wood and finished lumber is a good example of putting a product through an additional process which increases its value, but additional processes are not the only way value can be added. You might also add services, or combine the product with other products. For instance, a local farm which sells produce also offers a vegetable delivery service; for a fee, consumers can have a box of fresh vegetables delivered to their door each week.

- 12 What business ideas can you develop along these lines?

- 13 Focus on what products you might buy and what you might do to them or with them to create a profitable business.

Investigate other markets.

- 14 Some business ideas aren't suited to local consumption—but appeal greatly to a foreign market. My own little town is surrounded by acres of wild blueberries. For years the bushes produced berries that mainly fed bears and birds; B.C. has a thriving blueberry industry that doesn't leave room for a wild blueberry market.

- 15 But one entrepreneur realized that there is a high demand for products such as these in Japan—and those same wild blueberries are now being harvested and shipped. Finding out about other cultures and investigating other market opportunities is an excellent way to find business ideas.

Improve an existing product or service.

- 16 You know what they say about the person who builds a better mousetrap. That person could be you! A local entrepreneur has created an improved version of the hula hoop; it's bigger and heavier so hula-hoopers can control it more easily and do more tricks. How did she come up with this idea? She thought hula hooping would be a fun thing to do with her daughter, but found the commercially available product too flimsy.

- 17 There are very few products (or services) that can't be improved. Start generating business ideas by looking at the products and services you use and brainstorming ideas as to how they could be better.

Get on the bandwagon.

- 18 Sometimes markets surge for no apparent reason; masses of people suddenly “want” something, and the resulting demand can’t be immediately met. For example, during the SARS epidemic, there was an insatiable demand for facial masks in several countries—and many entrepreneurs capitalized on the demand.
- 19 A “bandwagon effect” is also created by larger social trends. There is much more of a demand for home-care services for the elderly than is currently being supplied. And the trend for pets to be treated as family members continues, creating demand for all kinds of pet-related services that didn’t exist decades ago.
- 20 Look at existing businesses and the products and services they offer and determine if there’s a need for more of those products or services. If there is, develop business ideas to fit the market gap.
- 21 Are you brimming with ideas for starting a business now?
- 22 Write your ideas down. Let them swirl around in your head and coalesce. And keep an open mind and continue to assess everything you read and hear from an entrepreneurial point of view.
- 23 You don’t want to run with the first business idea you think of; you want to discover the idea that’s best suited to your skills and desires. Dream, think, plan—and you’ll be ready to transform that business idea into the business you’ve always wanted. (1,071 words)

(Adapted from: *thebalance.com* “7 Ways to Discover a Winning Business Idea” on November 25, 2016)



Words and Expressions

1. **serendipity** /ˌserənˈdɪpɪti/ *n.* the luck some people have in finding or creating interesting or valuable things by chance 运气; 走运 [文学性]
Some of the best effects in my garden have been the result of serendipity.
2. **track record** /træk ˈrekɔːd/ If you talk about the track record of a person, company, or product, you are referring to their past performance, achievements, or failures in it. (个人、公司或产品的) 业绩记录
The job needs someone with a good track record in investment.

3. **profitable** /'prɒfɪtəbəl/ *adj.* a profitable organization or practice makes a profit 可盈利的
He studied the German market to find the potential there for profitable investment.
4. **legion** /'li:dʒən/ *n.* large group of soldiers who form one section of an army 军团
Outside the church door, veterans from the British Legion form a guard of honor.
5. **viable** /'vaɪəbl/ *adj.* being capable of doing what it is intended to do 可行的
Cash alone will not make Eastern Europe's banks viable.
6. **marketable** /'mɑ:kɪtəbl/ *adj.* being able to be sold because people want to buy it 可以出售的 [商业]
What began as an attempt at artistic creation has turned into a marketable commodity.
7. **generate** /'dʒenə.reɪt/ *vt.* to cause it to begin and develop 造成
The labour secretary said the reforms would generate new jobs.
8. **identify** /aɪ'dentɪfaɪ/ *vt.* to be able to recognize them or distinguish them from others 识别
There are a number of distinguishing characteristics by which you can identify a Hollywood epic.
9. **fad** /fæd/ *n.* an activity or topic of interest that is very popular for a short time, but which people become bored with very quickly 一时的狂热
Hamnett does not believe environmental concern is a passing fad.
10. **entrepreneur** /ˌɒnrəprəʊ'nɜ:/ *n.* a person who sets up businesses and business deals 创业者 [商业]
How would you define personal growth as an entrepreneur?
11. **profile** /'prəʊfaɪl/ *n.* a short article or programme in which their life and character are described (有关某人的) 简介
A Washington newspaper published comparative profiles of the candidates' wives.
12. **hail** /heɪl/ *v.* If you hail a taxi, you wave at it in order to stop it because you want the driver to take you somewhere. 挥手呼叫
I hurried away to hail a taxi.
13. **niche** /nɪʃ/ *adj.* Niche marketing is the practice of dividing the market into specialized areas for which particular products are made. A niche market is one of these specialized areas. 专营市场的 [商业]
Many media experts see such all-news channels as part of a general move towards niche marketing.

14. **lumber** /'lʌmbə/ *n.* trees and large pieces of wood that have been roughly cut up 木材 [美国英语]

It was made of soft lumber, spruce by the look of it.

15. **process** /'prəʊses/ *n.* a series of actions which are carried out in order to achieve a particular result 过程

There was total agreement to start the peace process as soon as possible.

16. **consumption** /kən'sʌmpʃən/ *n.* the act of buying and using things 消费

China's austerity program has cut domestic consumption.

17. **acre** /'eɪkə/ *n.* an area of land measuring 4,840 square yards or 4,047 square metres 英亩

The property consists of two acres of land.

18. **mousetrap** /'maʊstræp/ *n.* a small device that catches or kills mice 捕鼠器

Apple may claim a patent on its mousetrap, but can it claim to control all methods for catching mice?

19. **hula-hoop** /'hu:lə hu:p/ *n.* a light hoop that is whirled around the body by movements of the waist and hips 呼啦圈

Other activities included a bicycle parade, "hula-hoop" twirls and a brief swim in Copenhagen's famous harbor.

20. **trick** /trɪk/ *n.* an action that is intended to fool or deceive someone 捉弄; 诡计

We are playing a trick on a man who keeps bothering me.

21. **flimsy** /'flɪmzi/ *adj.* weak because it is made of a weak material, or is badly made 脆弱的; 劣质的 (TEM-8)

To our surprise, it is a flimsy wooden door.

22. **bandwagon** /'bænd.wægən/ *n.* an activity or movement that has suddenly become fashionable or popular (指活动或运动) 潮流

The environmental bandwagon is starting to roll.

23. **surge** /sɜ:dʒ/ *n.* a sudden large increase in something that has previously been steady, or has only increased or developed slowly 剧增

Specialists see various reasons for the recent surge in inflation.

24. **insatiable** /ɪn'seɪʃəbl/ *adj.* If someone has an insatiable desire for something, they want as much of it as they can possibly get. 无法满足的; 贪得无厌的

He has an insatiable appetite for money and power.

25. **capitalize** /'kæptəlaɪz/ *vi.* to gain some advantage for yourself 利用

The rebels seem to be trying to capitalize on the public's discontent with the government.

26. **brim** /brɪm/ *vi.* If someone or something is brimming with a particular quality, they are full of that quality. 充满

The team is brimming with confidence after two straight wins in the tournament.

27. **swirl** /swɜ:l/ *v.* If you swirl something liquid or flowing, or if it swirls, it moves around and around quickly. 使 (液态、流动的物质) 快速旋流; (液态、流动的物质) 快速旋流

The black water swirled around his legs, reaching almost to his knees.

28. **coalesce** /ˌkəʊə'les/ *vi.* If two or more things coalesce, they come together and form a larger group or system. 合并 [正式]

His sporting and political interests coalesced admirably in his writing about climbing.

29. **assess** /ə'ses/ *vt.* When you assess a person, thing, or situation, you consider them in order to make a judgment about them. 评估

It would be a matter of assessing whether she was well enough to travel.

30. **entrepreneurial** /ˌɒnrəprə'nɜ:riəl/ *adj.* having the qualities that are needed to succeed as an entrepreneur 具有创业素质的 [商业]

It took a generous helping of entrepreneurial confidence to persevere during this incident.



Notes

1. **Mark Zuckerberg**: an American computer programmer and Internet entrepreneur. He is the co-founder of Facebook, and currently operates as its chairman and chief executive officer. His net worth is estimated to be US\$63.3 billion as of May 2017, and he is ranked by *Forbes* as the fifth richest person in the world. 马克·扎克伯格
2. **Facebook**: an American for-profit corporation and an online social media and social networking service based in Menlo Park, California. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. 脸书 (公司)