



大学 **核心** 商务英语系列教材

College Core

Business English

Reading and Writing 2

大学核心商务英语 读写教程2

总主编 王正元

主 编 李世琴 左静霞



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大学核心商务英语读写教程 2

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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. **编写依据：**近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. **编写理念：**我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. **教材构成：**本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. **教材内容：**读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting along with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

这套《大学核心商务英语》系列教材具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元

2010年10月

Brief Contents

Unit One	The World Market	1
Unit Two	Being an Agent	31
Unit Three	Franchises and Chain Stores	59
Unit Four	Brand and Promotion	87
Unit Five	Smart Pricing	115
Unit Six	Their Business Ways	143
Unit Seven	Customer Service	169
Unit Eight	Electronic Commerce	199
Unit Nine	Payment and Shipping	227
Unit Ten	Claims and Arbitration	253



Unit One

The World Market

OBJECTIVES

In this unit you will learn:

- business vocabulary — world market
- business language — talking about strategies to world market
- business focus — world market questions
- business writing — company profiles and minutes
- simulation — business activity (visiting a company)



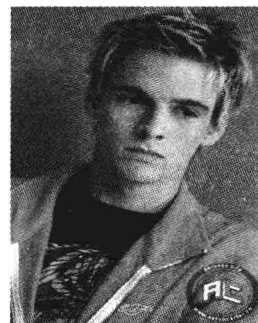
The World Market

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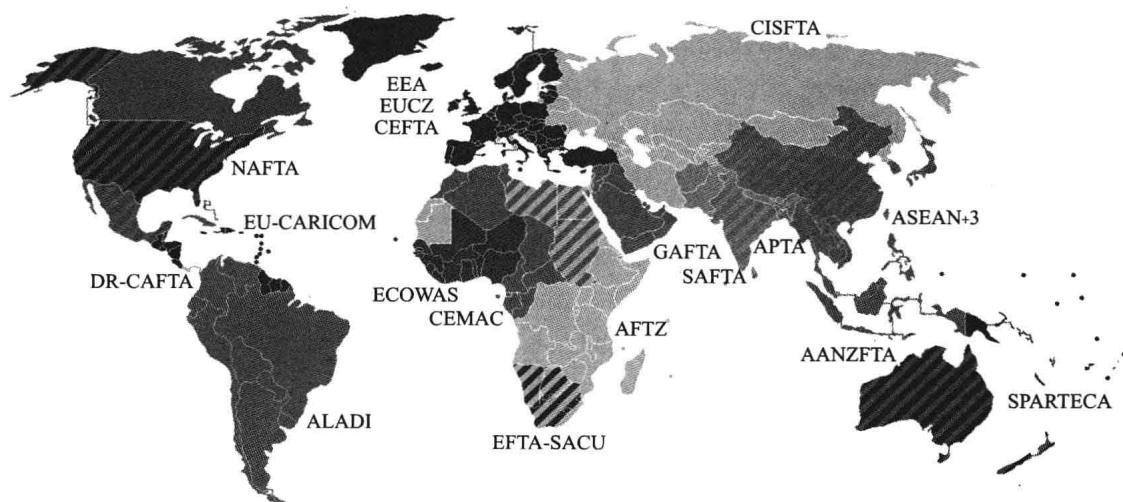
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Lead-in Activities to Text A

Joseph Brown, a recent graduate, has just started his business. As he is fresh from college, he has a lot to learn. His major is international trading. So first he has to decide on searching the world market.



1. Look at the following picture and try to find out suitable markets for Joseph. You can discuss with your partner why you think it good for him to do business there.



2. If you were a good friend of Joseph, what would you advise him to do in the world market? The following is some advice of doing business in the world market. Please discuss them with your partner.

- 1) Being familiar with the market you are going to do business in

- 2) Understanding the political and economic situation there
- 3) Understanding the cultures and customs there
- 4) Reckoning the purchasing power
- 5) Product quality assurance
- 6) Management of marketing channels

Text A

The Biggest Roadblock to Upping Exports

By John Tozzi

David Old is counting on foreign sales to go from \$1.25 million in **revenue** this year to \$20 million in three years. Other business owners might **sour** on exporting after what happened to David Old. His company, a 15-employee wood flooring producer in Las Vegas, N.M., had completed a \$130,000 order for a new theater floor for a customer in Seoul, South Korea, in 2008. The buyer paid a **deposit** up front, passed a credit check, and made the first two payments on time. His company, Old Wood LLC, represents both the **challenges** and the **potential** that exporting presents small businesses. President Barack Obama set a goal to double American exports in the next five years in his National Export Initiative **launched** Mar. 11. For that to happen, he's pushing for more companies like Old's to expand into new markets abroad.

Federal "Hand-Holding"

Skeptics argue that federal efforts will have little effect because exports depend on foreign growth and the value of the dollar. But others say many small businesses that succeed in the U.S. just need some education and **assistance** to start selling abroad. "There are **like-minded** customers out there for almost any product **category**," says Tomas Hult, director of the International Business Center at Michigan State University. "If there's some hand-holding in that **initial** part of the process, we're going to see some results."

The biggest hurdle stopping most companies from doing business abroad is fear, says Fred Hochberg, chairman of the Export-Import Bank, a government **agency** that helps U.S. companies finance international trade through **loan guarantees**, credit insurance, and other support. "If you're a small business in New York and you're selling to Chicago, you know what the laws are, you know where the banks are, you know if you don't get paid you can sue," he says. "When you're selling overseas, those things aren't as clear."

Hochberg says Ex-Im is focusing on a handful of countries that are developing

quickly, growing in **infrastructure**, and where the bank can help finance purchases: Mexico, Colombia, Brazil, Nigeria, South Africa, Turkey, India, Vietnam, and Indonesia. The SBA also offers export loan assistance and technical support at export assistance centers.

Foundation for Success

A **prerequisite** for selling abroad is success at home. Laurel Delaney, a Chicago-based **consultant** to small businesses seeking to export, says the typical company ready to expand overseas has \$1 million to \$15 million in revenue, a track record of growth, and the staff to handle new business abroad. Online marketing and e-commerce have also enabled more small businesses to expand global Shipwire, a Palo Alto (Calif.)-based company that provides outsourced **warehousing** and shipping for online merchants, opened warehouses in Canada in 2007 and in the United Kingdom in 2008, in addition to three warehouses in the U.S.

Shipments to non-U.S. addresses have gone from close to zero in 2007 to 20% of Shipwire's business in 2009, says CEO Damon Schechter. "The merchants are pulling us to where we should be," he says.

Still, David Old's story shows why many small businesses are wary of selling abroad. Old had an insurance policy that guaranteed payment as long as he shipped in the period covered by his customer's letter of credit. During the financial crisis, however, as the value of the Korean won **plummeted** against the dollar, his buyer asked him to hold off on sending the last part of the order until the exchange rate recovered. Old says he trusted the buyer because he had made the earlier payments. By the time he shipped, the letter of credit had **expired**, along with his credit insurance. "I don't think the guy was a crook. I think the global economic **collapse** probably **bankrupted** him," Old says.

That experience isn't stopping him from looking abroad for new sales. He has prospects right now in Israel and Pakistan, and he's learning to speak Urdu. Old wants to grow his **woodblock** flooring business **exponentially** in the years ahead, and nearly all of that growth he sees coming from abroad. "The ability to access international markets via a simple thing called a **container** is huge," he says.

(585 words)

Vocabulary

revenue /'revənju:/

n. earning or income 收入, 收益

sour /'sauə/

v. make someone feel gloomy or depressed (使某人) 阴郁

deposit /di'pɒzɪt/

n. caution money 保证金, 订金

challenge /'tʃælɪndʒ/	<i>n.</i>	contest or test 挑战, 考验
potential /pə'tenʃəl/	<i>n.</i>	latent capacity or possibility 潜力, 可能性
launch /lɔ:ntʃ/	<i>v.</i>	propel with force 发动, 启动
assistance /ə'sistəns/	<i>n.</i>	aid or support to 帮助, 援助
like-minded /'laɪk'maɪndɪd/	<i>adj.</i>	of the same intention or purpose 具有相似意图或目的的
category /'kætɪgəri/	<i>n.</i>	a collection of things sharing a common attribute 种类, 类别
initial /i'niʃəl/	<i>adj.</i>	occurring at the beginning 最初的, 开头的
agency /'eidʒənsi/	<i>n.</i>	the state of serving as an official and authorized delegate or agent 代理行, 经销处
loan /ləʊn/	<i>v.</i>	lend money to or provide money for 贷款, 借出
guarantee /,gærən'ti:/	<i>n.</i>	assurance or security 担保, 抵押品
infrastructure /'ɪnfə,striktʃə/	<i>n.</i>	the basic structure or features of a system or organization 基础设施
prerequisite /'pri:'rekwɪzɪt/	<i>n.</i>	something that is required in advance 前提, 先决条件
consultant /kən'sʌltənt/	<i>n.</i>	an expert who gives advice 顾问
warehouse /'wɛəhaʊs/	<i>n.</i>	a storehouse for goods and merchandise 仓库, 货栈
plummet /'plʌmɪt/	<i>v.</i>	drop sharply 骤然跌落, 垂直下跌
expire /ɪk'spaɪə/	<i>v.</i>	lose validity 失效, 到期, 终止
collapse /kə'læps/	<i>n.</i>	break down, literally or metaphorically 倒塌, 崩溃
bankrupt /'bæŋkrʌpt/	<i>v.</i>	reduce to bankruptcy 使破产, 倒闭
woodblock /'wʊdblɒk/	<i>n.</i>	wooden board 木板
exponentially /,ekspə'nenʃəli/	<i>adv.</i>	in an exponential manner 以指数方式
container /kən'teɪnə/	<i>n.</i>	any object that can be used to hold things (especially a large metal boxlike object of standardized dimensions that can be loaded from one form of transport to another) 集装箱, 货柜

Phrases and Expressions

count on	指望, 盼望
up front	预先付款
set a goal	制定目标
track record	业绩记录
hold off	拖延, 被拖延

Proper Names

Las Vegas

拉斯韦加斯（内华达州东南部城市，以其夜总会和赌场著称。）

Seoul

首尔（韩国首都）

President Barack Obama

美国总统布莱克·奥巴马

Tomas Hult

托马斯·赫尔特

Michigan State University

密歇根州立大学

Fred Hochberg

弗雷德·霍奇贝尔

SBA

(abbr.) Small Business Administration 小型企业管理局

Laurel Delaney

劳雷尔·德莱尼

Palo Alto

帕罗奥图（市），美国加利福尼亚州

Damon Schechter

戴蒙·谢克特

Urdu

乌尔都语

Notes

1. **The National Export Initiative (NEI)** shall be an administration initiative to improve conditions that directly affect the private sector's ability to export. The NEI will help meet the American Administration's goal of doubling exports over the next 5 years by working to remove trade barriers abroad, by helping firms — especially small businesses — overcome the hurdles to entering new export markets, by assisting with financing, and in general by pursuing a Government-wide approach to export advocacy abroad, among other steps.

2. **Export-Import Bank:** The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets.

Ex-Im Bank enables U.S. companies — large and small — to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy.

Ex-Im Bank does not compete with private sector lenders but provides export financing products that fill gaps in trade financing. They assume credit and country risks that the private sector is unable or unwilling to accept. They also help to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters.

Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing). No transaction is

too large or too small. On average, 85% of our transactions directly benefit U.S. small businesses.

With more than 70 years of experience, Ex-Im Bank has supported more than \$400 billion of U.S. exports, primarily to developing markets worldwide.

3. **Shipwire**, LLC offers outsourced warehousing and shipping services for online retailers and small business clients in the United States, Canada, and Europe. It provides on-demand e-commerce order fulfillment services for businesses. The company's shipping solution also integrates and adds order fulfillment and shipping for online shopping carts and inventory management systems. In addition, it offers storing goods services, including warehouse network and inbound shipping; shipping goods services, such as pick and pack, and lick and stick shipping labels to pre-sealed boxes; selling services, such as sale of individual items, online carts, custom integration tools, and phone orders.

Comprehension Exercises

A. Content Awareness

Read the text again and decide whether the following statements are true (T) or false (F) or not given (NG). Write the correct letter in the boxes.

- 1) Other business owners might feel depressed on exporting after what happened to David Old. ☐
- 2) President Barack Obama set a goal to treble American exports in the next five years in his National Export Initiative launched Mar.11. ☐
- 3) According to skeptics federal efforts will have nothing to do with exports because they depend on foreign growth and the value of the dollar. ☐
- 4) If the government has taken some measures in that initial part of the process, we're going to see some results. ☐
- 5) According to Fred Hochberg the biggest block stopping most companies from doing business abroad is fear. ☐
- 6) Ex-Im is concentrating on a handful of countries that are developing quickly, growing in education, and where the bank can help finance purchases, says Hochberg. ☐
- 7) Old thought the buyer was a crook for he didn't pay the last part of the order. ☐
- 8) Old had bad experience in doing business abroad, so he dare not look abroad for new sales. ☐

B. Speaking

Suppose you are a general manager of a clothing company and a client is visiting your company. Please make a conversation between you and your client to introduce your company to him. Try to use the following patterns.

general manager	client
Welcome to...	Thank you. I'd glad to...
Our company was founded in...	Your company looks...
Roughly about...	How many workers do you have?
It's a ...	Do you have a big staff of designers?
There are about...	No wonder your products can have a large market both at home and abroad.
Yes, these designers work out new technology and design new models and...	How many workshops do you have?
There are 5 and I'll take you to them afterwards.	Thank you.

C. Vocabulary and Grammar

1. Choose the words from the list below and fill in the blanks of the following sentences.

Change the form if necessary.

count	deposit	potentially	launch	collapse
guarantee	consult	plummet	expire	bankrupt

- When does your trade agreement with Japan _____?
- He _____ a small amount of money toward the purchase of the car.
- This new invention has an enormous sales _____.
- The U.S dollars at the stock market _____ since the world economic recession.
- Our Chinese _____ the Shenzhou VI Spaceship.
- He is engaged as a _____ on law affairs to this business.
- Can you give me your _____ that the goods will be delivered before Friday? If not, what guarantee can you offer?
- I'm _____ on you to persuade her to deal with our company.
- The Asian Financial Crisis almost _____ the small business.
- The bridge _____ under the weight of the train.

2. Find out the error in each of the following sentences and try to correct it.

- It is necessary for a company to know the exchange rate whatever it is engaged in international trade. _____
- "Dumping" refers to selling abroad at low prices huge quantities of goods when are not

wanted in the home market. _____

- 3) A business man had better learn some languages and may be necessary so as to do international trade. _____
- 4) Is this the reason why more cars will be sold in France if they are made with right-hand drive? _____
- 5) You can not buy traveler's checks as long as you have a bank account. _____

3. Fill in the blanks with prepositions or adverbs to complete the following sentences.

- 1) The buyer has to pay a deposit _____ front when he wants to make a big deal.
- 2) Why might the other business owners sour _____ exporting after what happened to David Old?
- 3) Why do more companies like Old's like to expand _____ new markets abroad?
- 4) His letter of credit had expired, along _____ his credit insurance.
- 5) You can not count _____ your little son for he is very selfish.

4. Make the right choice and learn about the differences between "expend" and "expand".

- 1) Don't _____ (expend/expand) all your spare time on computer games.
- 2) The ranks of the teachers are constantly _____ (expending/expanding)
- 3) This little man wants to _____ (expend/expand) his business.
- 4) The petals of many flowers _____ (expend/expand) in the sunshine.
- 5) The enemy had _____ (expended/expanded) all their ammunition.

5. Cloze

If you aren't selling abroad, it's time. We don't have to tell you that the U.S. economy is struggling. Your suppliers may be 1) their prices, and your business 2) may be worried 3) their own sales. But just because demand may be 4) at home doesn't mean you won't get a rousing welcome 5). "We are still viewed by the rest of the world as the highest-quality producer, and now our stuff seems to be 6) because of the falling dollar," says Larry Harding, president of High Street Partners, a Boston firm that helps international companies manage their finance and accounting. Says Harding: "Most U.S. 7) should be getting one-third to one-half of their 8) outside of U.S. borders."

Thankfully, selling abroad has never been easier. Technological advances get much of the credit. Many international markets are throwing open their doors. Trade agreements such as CAFTA—the Central American version of NAFTA, passed in 2005—have lowered tariffs and removed other obstacles. And countries once 9) only as places to outsource, such as China and India, are now hungry 10) imported goods.

- | | | | |
|-------------------|---------------|-----------------|----------------|
| 1) A. raising | B. rising | C. risen | D. raised |
| 2) A. companies | B. customers | C. managers | D. staff |
| 3) A. for | B. over | C. about | D. against |
| 4) A. decreasing | B. increasing | C. overwhelming | D. shrinking |
| 5) A. outside | B. inside | C. abroad | D. at home |
| 6) A. on scale | B. on sale | C. on duty | D. on occasion |
| 7) A. companies | B. states | C. places | D. cities |
| 8) A. investments | B. cost | C. revenues | D. sales |
| 9) A. took | B. regarded | C. spent | D. paid |
| 10) A. to | B. of | C. from | D. for |

6. Translate the following sentences into English.

- 1) 你不能永远依赖你的父母。(depend on)
- 2) 我们先付给你一半的钱。(up front)
- 3) 此药对病人立刻产生了效果。(have an effect on)
- 4) 美元兑换人民币暴跌。(plummet against)
- 5) 无论你做什么, 预先做好准备非常重要。(provide...for)

D. Writing

Writing Tips

A company profile, sometimes called company overview/company description, is a written form to introduce its basic information and improve its popularity so as to attract more customers to cooperate with, expand its business opportunity and increase its development. Here are some tips when writing a company profile.

What You Include in a Company Profile

General Overview

Include company property (state-owned, private or joint venture), business scope/line, position in a specific business area, founding time/history, headquarters. What content you will write depends on the specific circumstances of the company.

Review Company History

Such a situation involves a long history and good fame and is necessary to introduce the developing processes, particularly merger of two companies.

Current Situation

It is the most important part of a company profile. It contains products and services, operating management and creating employment, such as: types of products and services, operating strategies, product tasks, staff cases, stockholders/partners/suppliers/clients/corporate culture. You should give prominence to the advantage of its competition.