



教育部高职高专规划教材（非英语专业用）

第二版获全国普通高等学校优秀教材一等奖

# Practical English

## Comprehensive Course

### 实用英语 综合教程

# 4

教育部《实用英语》教材编写组 编



高等教育出版社  
Higher Education Press



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## 内容提要

《实用英语》系列教材是一套高职高专层次的公共英语教材,也是教育部规划教材。本套教材 1995 年正式出版发行,1999 年至 2000 年进行了第一次修订。为了更加有利于学生英语应用能力的培养,结合近几年《实用英语》的教学使用反馈,修订组以教育部 2000 年颁发的《高职高专教育英语课程教学基本要求(试行)》(以下简称《基本要求》)为依据,对《实用英语》进行了第二次修订。本次修订将《实用业务英语》纳入到《实用英语》的体系中,变成《实用英语》第四册。

修订后的《实用英语》第四册包括《综合教程》、《综合训练与自测》、《泛读教程》(新编)和《教师参考书》。同样遵循前三册的编排框架,每册 8 个单元。修订的重点是使业务英语的内容更加符合应用型和技能型人才的实际涉外业务交际的需要,更新少数相对陈旧的资料,选取更加贴近实际涉外业务需求的应用文,并适当调整练习编排,使之更加便于教学和生动活泼地自主学习。

本书第二版曾获 2002 年全国普通高等学校优秀教材一等奖。

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**Practical**

**English**

**实用英语**

## 修订说明

《实用英语》系列教材是一套供高职高专英语课程使用的教材。自1995年正式出版发行以来，它所坚持的内容的实用性、教学的针对性和编写教材的科学性受到了使用者的热烈欢迎。广大师生把它看作我国专科层次英语教学自己的教材。与此同时，他们本着爱护和培育这块英语教学园地的精神，希望《实用英语》在发扬其优点的同时，能及时对其存在的不足进行适当的修订，使之更加完善，更加符合当前高职高专层次英语教学的需要。为此，我们根据近年来广大师生提出的改进意见，再次进行了修订工作。

原《实用业务英语》是接续《实用英语》教程的业务英语教程。这次修订我们将《实用业务英语》纳入《实用英语》体系，作为《实用英语》第四册，《实用英语》成为一套既含基础英语又含业务英语的实用英语教程。由于原来的《实用业务英语》及其供学生自主学习使用的《综合训练与自测》分离在《实用英语》教程体系之外，所以不少院校在使用《实用英语》时忽视了《实用业务英语》。这在一定程度上影响了对学生实用业务交际能力的培养。将《实用业务英语》及其《综合训练与自测》收归《实用英语》系列之中，就弥补了这一缺陷，使之更加符合教与学的实际需要。

修订后的《实用英语》第四册包括《综合教程》、《综合训练与自测》、《泛读教程》(新编)和《教师参考书》。同样遵循前三册的编排框架，每册8个单元。修订的重点是使业务英语的内容更加符合应用型和技能型人才的实际涉外业务交际的需要，更新少数相对陈旧的资料，选取更加贴近实际涉外业务需求的应用文，并适当调整练习编排，使之更加便于教学和生动活泼地自主学习。

负责本书修订工作的是长春工程学院安晓灿教授。参加修订工作的有：山东农业大学刘燕教授、山东电力研究院李云副教授和长春工程学院景志华教授。

为了使《实用英语》不断完善，更好地为高职高专英语教学服务，编者希望广大高职高专师生在使用本教程的过程中继续提出宝贵意见。

编 者  
2004年6月

## 原《实用业务英语》（第二版）前言

《实用业务英语》自1997年出版发行以来，由于它的业务内容的针对性，涉外交际的实用性和教材编排的合理性，受到广大师生和其他使用者的欢迎与好评。为了使《实用业务英语》能更紧密地跟上时代发展的步伐，更好地培养学生运用英语进行涉外业务交际能力，我们根据使用者的建议，对《实用业务英语》进行了修订。

《实用业务英语》（第二版）是《实用英语》（第二版）的续篇，是结合学生毕业后从事业务工作的需要而编写的一套教程。本教程包括《实用业务英语》、《实用业务英语教师参考书》和《实用业务英语综合训练与自测》。

从事各类业务的专业人员在涉外经济和技术交流等方面的业务活动虽然涉及众多的领域，但经常相互交叉，彼此渗透，而且所使用的英语也有其共性，故本教程以培养学生掌握各类业务均必需的英语能力为目标。

《实用业务英语》（第二版）着重培养以下三方面的英语能力：

1. “实用阅读” (Practical Reading)：培养学生阅读和翻译与科技、经贸、管理等有关的英语篇章的能力；
2. “应用写作” (Applied Writing)：培养学生阅读、翻译和模拟写作在涉外业务中实际使用的英语资料的能力；
3. “交际会话” (Communicative Speaking)：培养学生就涉外业务进行简单英语会话的能力。

《实用业务英语》（第二版）共10个单元，各单元都包括上述三个方面的内容：

“实用阅读”部分一般有两篇文章（第八单元和第九单元各为一篇长文章），第一篇为重点阅读文章，第二篇为一般阅读文章。每篇文章后面均有一定量的练习，第一篇的练习量一般为第二篇的两倍。练习按“理解”、“用法”、“功能”和“交际”四种类型的顺序编写。

“应用写作”部分按所选应用文的类型编排，每单元内容数量不等；其文体有申请信、个人简历、厂商介绍、产品介绍与广告、使用与维修说明、聘用合同和销售合同以及贸易单证等。本部分练习虽也按“理解”、“用法”、“功能”和“交际”等类型的顺序编排，但以理解与模拟写作有关应用文为主。

“交际会话”部分涉及迎送外商、安排访问日程、厂情介绍及参观厂区、洽谈业务、参观游览、求职面试等方面。每单元有听力练习和四个典型场景会话，并配以相应的口语练习。

本教程选文所涉及的业务内容均为高职高专学生所能理解的。为便于教学，每单元的生词以《实用英语综合教程》（第二版）前三册的词汇为起点。

《实用业务英语》（第二版）构思新颖、实用性强、适用面广，特别突出了涉外业务的需要；选材典型、语言规范、练习实用性和针对性强；教材的编写既符合涉外交际需要，又考虑了教学特点。

《实用业务英语》（第二版）虽然是针对高职高专英语教学需要编写的，但也可供本科学生及从事各行业的广大专业工作者学习业务英语使用。

同第一版相比，本修订版作了如下的改动：

1. 更换了5篇阅读文章 (Unit 4 Passage B, Unit 5 Passage B, Unit 6 Passage A, Unit 10 Passage A, Unit 10 Passage B) ;
2. 更换了4个单元的应用文 (Unit 1, Unit 2, Unit 7, Unit 8) ;
3. 在每单元的交际会话部分中增加了听力练习;
4. 在每单元的“应用写作”后面增加了“电子邮件”这一小栏目, 旨在使学生熟悉这一现代通讯方式, 阅读和拟写电子邮件。

《实用业务英语》第一版主编为大连理工大学孔庆炎教授和上海交通大学刘鸿章教授。山东水利高等专科学校刘燕编写第1至3单元, 长春建筑高等专科学校安晓灿编写第4至6单元, 哈尔滨理工大学张文英编写第7至10单元, 上海交通大学金霞编写全书交际会话部分。本书由上海交通大学吴银庚教授和重庆大学韩其顺教授审阅。

《实用业务英语》第二版主编为大连理工大学孔庆炎教授和上海交通大学刘鸿章教授。山东农业大学刘燕教授和山东电力研究院李云副教授修订编写“实用阅读”部分, 长春工程学院安晓灿教授修订编写“应用写作”和“电子邮件”部分, 上海交通大学金霞副教授修订编写“交际会话”部分。

本教程是一次新的尝试, 如有疏漏之处, 衷心欢迎批评指正。

编 者

2000年5月

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# 1

## UNIT

### Part 1

## Communicative Speaking

### Reception and Farewell

#### Listening In

#### Exercise 1

**Section A:** In this section, there are five conversations. Choose the best answer according to what you hear in each conversation.



1. A. Mr. Jackson. B. Mr. Johnson.  
C. Mr. Stone. D. Mr. Jones.
2. A. It's almost the same as what he saw last time.  
B. It's one of the most developed cities in the world.  
C. It takes on rather a different look now.  
D. It needs speeding up its development.
3. A. It was exciting. B. It was dangerous.  
C. It was terrible. D. It was tiring.
4. A. She is here to say goodbye to the man.  
B. She is going to board a plane.  
C. She is leaving for San Francisco.  
D. She is meeting the man at the airport.

## Unit 1

**Section B:** In this section, you'll hear a dialogue. Answer the following questions according to what you hear in the dialogue.

5. A. Go to the reception party.                      B. Go to the company.  
C. Go to the hotel.                                      D. Collect the luggage.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. Because there is going to be \_\_\_\_\_  
4. It's equipped with \_\_\_\_\_  
5. \_\_\_\_\_ in all.

**Section C:** In this section you'll hear a short passage. Fill in the blanks while you're listening to the passage.

If you are going to (1) \_\_\_\_\_ a visiting businessman from (2) \_\_\_\_\_, the first thing you need to do is to (3) \_\_\_\_\_ a room and a return ticket as soon as you know the (4) \_\_\_\_\_ date of his arrival and his departure. Then on the date of his arrival, you're (5) \_\_\_\_\_ to meet him at the airport, help him fill in the (6) \_\_\_\_\_ forms, go through all the (7) \_\_\_\_\_, and accompany him to the hotel. At the hotel, you also need to help him go through the hotel (8) \_\_\_\_\_ procedure, and after that you may need to discuss with him the (9) \_\_\_\_\_. Usually, on that night, a welcome dinner party will be held in honor of him.

During his stay here, when business talks are over, you may (10) \_\_\_\_\_ a suitable time to accompany him to go sightseeing or go shopping. Finally, on the date of his departure, you are expected to see him off at the airport.

## Speaking Out

**Sample dialogue 1:**  
Meeting Mr. Green at the Airport

A: Excuse me, are you Mr. William Green from New York?

B: Yes, I am.

A: I'm Wang Feng from the Shanghai Silk Import and Export Company. My manager sent me to meet you here. This is my name card.

B: Oh, glad to meet you, Miss Wang. Thank you for meeting me here.

A: It's my pleasure. How was your flight?

B: It's a long but smooth one, and I enjoyed it very much.

A: Is this your first visit to Shanghai?

B: Yes, but it's been long my wish to visit this famous city.

A: I hope you will enjoy your stay here. Now, shall we go and collect your luggage?

B: Yes, let's go.

(Fifteen minutes later)

B: I've gone through all the formalities smoothly.

A: Fine. Now let's go to the hotel. Our car is in the parking lot.

B: Thanks. I do need a good rest to get myself refreshed.

A: Let me help you with your luggage. This way, please.

B: Thank you.

## Unit 1

**Sample dialogue 2:***Checking-in at the Hotel*

- A: May I help you, sir?
- B: Yes, I'd like to check in. My name is William Green. Mr. Wang from Shanghai Silk Import and Export Company has booked a single room for me.
- A: Let me check. Oh, yes, you have a reservation for a single room on the fifth floor.
- B: Does it have a bath?
- A: Yes, certainly.
- B: Is there a telephone in the room?
- A: Yes, all of our rooms have phones.
- B: Then do you provide meals?
- A: Oh, yes, we've a very good restaurant. We serve breakfast from six to nine, lunch from eleven to one, and dinner from five to ten.
- B: OK, I'd like to keep this room for a week.
- A: Would you please fill in this registration card?
- B: Yes.
- A: Here is the key to Room 512. I'll get the porter to take your luggage up.
- B: Thanks a lot.
- A: You're welcome. If there's anything you need, just ring the reception.
- B: OK, thank you.

**Sample dialogue 3:***Booking a Plane Ticket*

- A: Excuse me, I'd like to make a reservation to New York for July 5.
- B: Which flight?
- A: Flight 144.
- B: Let me see whether there're seats available on that flight. ... I'm sorry, we're all booked up for Flight 144.
- A: What a pity! Do you have any other flights to New York for July 5? By the way, I don't want a night flight.
- B: Let me look up the timetable for you.
- A: Thank you.
- B: I can book you on CAAC Flight 401 at 15:50. Is that all right?
- A: It's a direct flight, isn't it?
- B: Yes, it's a non-stop flight.
- A: Good. I want a first class open return, please.
- B: May I have your name, please?
- A: Yes, here is my passport. What's the fare?
- B: \$1250. ... Here's your ticket, sir.
- A: Thank you.
- B: You are welcome.

**Sample dialogue 4:***Seeing Mr. Green off*

- A: Good afternoon, Mr. Green.
- B: Good afternoon, Miss Zhang.

## Unit 1

A: I was told that you are going to leave for London this afternoon. So I am here to see you off at the airport.

B: Thanks a lot. It's very kind of you.

A: My pleasure. When will your flight take off?

B: It leaves at 3:30.

A: We still have 2 hours left. That's enough even if there's a traffic jam.

(At the airport)

A: Mr. Green, did you enjoy your stay here?

B: Yes, I've had a most pleasant time here. Thank you for your warm reception.

A: I'm pleased to hear that. Mr. Green, it's time for you to check in. I'm afraid I have to say good-bye to you now.

B: Good bye, Miss Zhang, and thank you again for all you've done for me.

A: It's very pleasant to cooperate with you. Hope to see you again. Good-bye for now.

## Notes

- |  |               |
|--|---------------|
| 1. Shanghai Silk Import and Export Company       | 上海丝绸进出口公司     |
| 2. go through all the formalities                | 办完全部手续        |
| 3. parking lot /'pɑ:kiŋ 'lɒt/                    | 停车场           |
| 4. check in /tʃek 'in/                           | (在旅馆、机场等)登记   |
| 5. CAAC (Civil Aviation Administration of China) | 中国民航(中国民用航空局) |
| 6. open return                                   | 回程不定期的来回票     |
| 7. traffic jam /'træfik 'dʒæm/                   | 交通阻塞          |

## New Words

refresh /ri'freʃ/ v.

使清新, (使) 恢复精力

registration /,redʒi'streɪʃn/ n.

登记单

fare /feə/ n.

车费, 船费

## Useful Expressions and Patterns

## ◆ Meeting a foreign guest at the airport

1. Excuse me, are you Mr. William Green from New York?
2. I'm Wang Li. I'm here to meet you. Welcome to Wuhan.
3. How was your flight?



## Unit 1

4. Is this your first flight to Shanghai?
5. I hope you will enjoy your stay here.

◆ **Checking in at the hotel**

1. I'm Charles Harper. I have booked a single room for tonight.
2. I'm David Smith. Mr. Wang has reserved a single room for me.
3. I'd like to keep this room for a week.

◆ **Booking an airline ticket**

1. What flights are there to Paris tomorrow?
2. Do you have any other flights to Hongkong on January the 10th?
3. I'd like to make a reservation to New York for the 5th of July.
4. I want a first class, open return, please.

◆ **Seeing somebody off at the airport**

1. I'm here to see you off.
2. I'm afraid I have to say good-bye to you now.
3. Good-bye and may you have an enjoyable trip.
4. Good-bye and thank you for all you've done for me.
5. Good-bye and good journey.

**Exercise 2**  
Substitution drills.

1. Excuse me, are you

Mr. David Jonson from Washington?  
Miss Jane Lee from East Pacific Company?  
Mr. Mike Green from Canada?  
Ms. Diana Schmid from Colombia University?

2. Is this

your first visit  
your first flight  
your first trip  
the first time that you've come

to China?

3. I'm Tom Cooper. I've booked

two single rooms for tonight.  
a double room  
a twin room  
a suite

4. I'd like to make a reservation to

Munich for October 12.  
Wellington for December 25.  
Tokyo this Friday.  
Mexico next Saturday.

## Unit 1

5. I want an economy class ticket.  
two first-class tickets, open return.  
a second-class seat on CAAC Flight 401 to New York.  
three economy class tickets, 7-day return.

6. Good-bye and all the very best.  
I hope everything goes well,  
may you have a pleasant journey.  
see you again next time you're here.

**Exercise 3**

Complete the dialogues.

1. A: Excuse me, are you Mr. Andrew Michael from Britain?  
B: \_\_\_\_\_  
A: I'm Zhang Wei. I'm here to meet you.  
B: \_\_\_\_\_
2. A: What can I do for you, sir?  
B: \_\_\_\_\_  
A: Yes, you've a twin room reserved in our hotel.  
B: \_\_\_\_\_  
A: It's 75 dollars for a night. How long will you be here?  
B: \_\_\_\_\_
3. A: What can I do for you, sir?  
B: \_\_\_\_\_  
A: How are you going to travel: first- or second-class?  
B: \_\_\_\_\_  
A: It's \$1 000.  
B: \_\_\_\_\_
4. A: Mr. Brown, it's time for you to get on the plane.  
B: \_\_\_\_\_  
A: My pleasure. Good-bye and \_\_\_\_\_.

**Exercise 4**

Match the Chinese in the left column with their English equivalents in the right column.

- |            |                         |
|------------|-------------------------|
| A. 1. 盥洗室  | a. check one's luggage  |
| 2. 候车(机)室  | b. check-in formalities |
| 3. 安全门(出口) | c. air terminal         |
| 4. 海关      | d. luggage label        |
| 5. 航空集散站   | e. boarding pass        |
| 6. 售票处     | f. hand baggage         |
| 7. 时间表     | g. lavatory             |
| 8. 登机手续    | h. customs              |
| 9. 登机牌     | i. timetable            |
| 10. 行李标签   | j. emergency exit       |

## Unit 1

- |          |                   |
|----------|-------------------|
| 11. 托运行李 | k. waiting room   |
| 12. 手提行李 | l. booking office |

- |           |                 |
|-----------|-----------------|
| B. 1. 服务台 | a. lobby        |
| 2. 客房服务部  | b. restaurant   |
| 3. 洗衣房    | c. reception    |
| 4. 餐厅     | d. room service |
| 5. 蒸汽浴室   | e. laundry      |
| 6. 门厅     | f. sauna        |

**Exercise 5**

Translate the sentences into English.

1. 请问您是不是澳大利亚来的怀特先生?
2. 我是太平洋贸易公司的唐锋, 我来接您。
3. 欢迎您到中国来, 希望您在中国过得愉快。
4. 怀特先生, 旅途愉快吗? 让我陪您去旅馆休息。
5. 我叫查尔斯·布朗。旅行社为我在你们旅馆预订了一个有两张单人床的房间。
6. 下星期六什么时候有去旧金山的直达航班?
7. 我要一张10月10日去华沙(Warsaw)的5天回程经济舱来回票。
8. 我现在得说再见了。谢谢你们这些天的关照。

**Exercise 6**

Make conversations according to the given situations and play the roles in class.

1. Student A acts the secretary of Shanghai Arts and Crafts Import and Export Corporation and student B a businessman from Australia. A is meeting B at the airport. The conversation should include greetings, asking about flight, thanks for meeting him at the airport.
2. Student A is going to book a second class, 20-day return ticket to London for Nov. 25, and student B acts a clerk working in the airline ticket booking office. The conversation should include such information as which flight A wants, when the plane takes off, how long it takes, whether it is a direct flight and how much the fare is.

## Part 2

# Practical Reading

### Preface to International Marketing

This series of books is aimed at the experienced practitioner and MBA market. There is little need in

this book to construct an elegant academic framework on which to build a superstructure as a more practical framework exists already in the minds of the readers to whom this book and this series as a whole are targeted.

Background detail and explanation are brief so as to concentrate analysis on the main issues at the micro or company level, assessing always the likelihood of change, the implications that change will bring about and how best to respond to change. This is by no means a descriptive book. It does not set out to describe in detail what is here today. Instead, it focuses on the pressures that exist today and that will lead to a new tomorrow for both companies and for consumers such as ourselves.

In outline, the book is simple to follow, based around nine Ps, one chapter being devoted to each but also pointing out the interaction that exists between them. For too long those in marketing education have taught that there are only four Ps (product, place, promotion, price) and that all can be solved with the correct magical formulation by the supplier of these four P variables. This may be true of markets where buyers and sellers are passive, but these do not exist any more, if indeed they ever did. Customers today can no longer be dictated to, because they are more product-knowledgeable than at any time in the past and because they are the focus of ever-increasing competitive actions to win them over. This is equally applicable when we consider entire country markets. All of the easy markets are gone. Instead, we have growth limited to markets such as that of China or the former USSR, now fragmented into the Commonwealth of Independent States (CIS) composed of proudly independent republics. Our trading environment in terms of market structure and buyer knowledge, power and expectations has changed materially and so we need new tools to deal with these new market dynamics. Instead of just developing managers, we need to develop managers to become good competitors. In this light, the four Ps is a useless box of tricks for today's markets. This, then, is not a conventional book, for there are enough of them around already. Instead, it sets out to be a "thinking" book which confronts problems and leads the reader through a series of scenarios and questions so as to challenge managerial thinking. Each chapter concludes with a checklist of what managers need to know, labeled "Be aware".

This book is not constructed with a syllabus in mind but rather a need to formulate managerial attention and focus on the key marketing issues related to international marketing. Managers should find this book to be of practical help and relevance. For those seeking a more detailed general textbook, I have provided for that need in *International Marketing*, now in its second edition with Butterworth-Heinemann, Oxford (1993).

In order to be read by managers, this book has to be concise. To be concise, it must in turn be brief, but to succeed it has to be comprehensive in coverage and adequate in explanation. I hope that I have provided just such a book which falls well within this zone of acceptability as perceived by you, the consumer.



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