

高等学校商务英语系列教材

总主编 杨翠萍



新编商务英语



综合教程

谢丹焰 主编

学生用书

(第

2册)

清华大学出版社 • 北京交通大学出版社

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新编

商务英语综合教程

Business English Integrated Course



学生用书
Student's Book

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内 容 简 介

《新编商务英语综合教程》是“高等学校商务英语系列教材”之一。本书为第2册，共10个单元，每单元由 Reading I、Reading II 和 Extension 三大部分组成，并配有相应的教师用书。

本教程选材新颖，内容丰富，专业面广，实用性强，可供高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及商务英语爱好者学习使用。

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前 言

《新编商务英语综合教程》是针对高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材之一。本教程突破了传统的教材模式，综合考虑了高等院校经贸和商务英语专业学生的特点，以专业英语（ESP）的教学原则为指导，以现代外语教育对教材的意义和功能的更新理念为依托，力求以人为本，以任务为路径，以交际为目的，将商务英语技能的培养和相关学科专业知识的学习科学地结合起来，使学生在学习和掌握商务类专业基础知识的同时，深化英语学习，提高语用能力。

为了适应商务英语教学，紧扣时代脉搏，满足社会需要的发展趋势，本教程的编写人员在听取、汇总来自语言教学专家、商务专业人士和教学一线的广大师生的意见和建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程在编写上主要体现了以下特点。

1. 丰富性。本教程课文精选自世界著名商务英语报刊、杂志、网站及学术刊物，内容涵盖当今国际经济贸易和商务的各个重要领域，如商业文化、企业管理、经济全球化、信息技术、市场竞争、国际营销和国际金融等。选材还充分考虑了文章内容所涉及的区域性，包括世界经济中最具代表性的国家、区域和经济体。另外，选材也特别注重内容的时效性、典型性、专业性和语言质量，以最新、最典型的商务语言传递最新的国际商务信息。

2. 多样性。本教程的编写兼顾了社会需求、专业培养目标、学生的认知程度和语言技能，在口语、阅读、词汇、翻译和写作几个方面均精心设计了形式各异的练习。每单元提供主、副两篇课文，练习包括与课文相关的阅读理解及围绕重点词汇和词组的词汇练习及翻译练习等。结合单元商务主题设计的口语活动包括双人讨论、角色扮演、小组讨论、大组汇报、模拟活动、班级辩论和个案讨论等课堂活动及相应的书面练习。此外，还设计了包括商务词汇、实用阅读、翻译技巧和写作策略几个模块的扩展练习，以便教师根据实际需要，有选择地组织课堂教学。

3. 实用性。本教程的编写注重以点带面，侧重实用。每单元重点讨论、分析一个专题。通过大量来自公共媒体、公共场所、某些企业、公司及因特网的数据、图表和案例等真实的语料，结合商务活动诸多层面中遇到的具体语境，为学生提供真实的语言输入与输出环境，激发其想象力和发散性、创造性思维，真切地掌握英语语言基础知识，同时熟悉商务实践的技能、策略及相关的现实商务活动的真实场景。

4. 实践性。作为特殊用途英语教学用书，本教程尤其突出对学生英语交际能力的培养，强调教学过程中的师生及生生互动，让学生边学边练，学练结合，达到学以致用

教学目的。为了确保实践活动的顺利进行，在各项内容的组织与编写上，始终贯穿以学生为中心，以方法为导向，以任务为驱动，注重过程与经历的指导思想，努力实现帮助学生学会应用语言行事的编写意图。本教程本着理论联系实际的原则，针对各单元涉及的主题内容，结合有关商务活动的特点，设计了多种商务仿真、模拟练习，使学生在掌握语言技能的同时了解当代国际商务的现状，在体验商务中学习语言并提高商务交际的能力。

《新编商务英语综合教程》分两册，每册均配有相应的教师用书。本册为第2册，共10个单元，每单元由三大部分组成：阅读I (Reading I)、阅读II (Reading II) 及扩展练习 (Extension)。每单元围绕一个主题，精心安排了与主题密切相关的课文和练习。

阅读I包括导入活动 (Lead-in) 和课文 (Text)。其中，导入活动是有关单元主题的相关问题，旨在激发学生进一步学习的兴趣和积极性，引导学生进入单元主题，为阅读课文做好心理准备。课文部分包括生词 (New Words)、习语和词组 (Idioms & Expressions)、专有名词 (Proper Nouns)、课文注释 (Notes) 及课文练习 (Exercises)。生词、习语和词组采用中英文释义，便于学生深入理解英语原义并逐步学会英语思维。课文注释主要包括课文中出现的专有名词、专业术语和重要的商务背景知识。课文练习包括阅读理解 (Comprehension)、词汇 (Vocabulary) 和翻译 (Translation) 练习。其中，阅读理解又分为课文内容提问和课文结构分析，在检查学生对课文理解程度的同时，加强其篇章分析、概括、归纳等综合能力。词汇练习针对课文中的重点词汇和词组设计，要求学生反复操练，重点掌握。翻译练习分为单句翻译与段落翻译，注重活学活用，逐步增强学生的翻译技能。

阅读II是对Reading I的补充和强化，包括课文 (Text) 和接续活动 (Follow-up)。其中，课文部分包括生词 (New Words)、习语和词组 (Idioms & Expressions)、专有名词 (Proper Nouns)、课文注释 (Notes) 及课文练习 (Exercises)。课文练习由阅读理解 (Comprehension Checkup)、词汇 (Vocabulary) 和完形填空 (Cloze) 或语篇改错 (Proofreading) 组成。接续活动是在对阅读I和阅读II两篇课文的学习和一系列的 language 操练之后设计的灵活多变的交际任务，以期进一步提高学生运用英语进行商务交际的能力。

扩展练习包括商务词汇 (Business Vocabulary)、实用阅读 (Practical Reading)、翻译技巧 (Translation Skills) 和写作策略 (Writing Strategy) 4个模块。其中，商务词汇的内容紧扣单元商务主题，练习形式丰富多样，旨在帮助学生扩大相关主题的商务词汇和表达语，强化、巩固、活化并扩展所学的知识。实用阅读针对一些商务上的数据、图表、案例、商务文书等应用性较强的资料进行阅读训练，以增强学生的商务阅读能力，更好地适应日后所从事的各种商务实践活动。翻译技巧从词义的选择、引申和褒贬等基本的翻译方法和技巧入手，逐步过渡到国际商务英语所涉及的主要业务领域的翻译问题，帮助学生在翻译实践中理论联系实际，提高商务英语翻译的技能和运用英语处理国际商务业务的综合能力。写作策略涉及现代商务领域进行书面沟通所经常撰写的不同类型的商务应用文的写作，力求使学生熟悉各类商务文本的体例、规范要求和写作技巧，全面提高运用英语书面语言进行有效的商务沟通的能力。

《新编商务英语综合教程》的编写博采众长，力求新颖。本教程宜采用融合中外多种教学法之长处的折中主义教学法。建议每8课时处理一个单元，教师可根据各校具体情况灵活增删。

《新编商务英语综合教程》由复旦大学翟象俊教授和美国专家 Peter Shen 博士共同审阅。本教程由华东师范大学主持编写，联合复旦大学、同济大学、上海大学、上海对外贸易学院及华东理工大学的部分英语教师通力合作编写而成。在编写过程中，国内外外语教学专家的教学理论和方法给予了我们很多的启示，院领导对我们的工作也给予了多方面的支持和关心。清华大学出版社和北京交通大学出版社的领导和编辑在出版过程中仔细编审，精心设计，在此一并致以衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的，但仍可能存在不妥之处和有待进一步完善的地方，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编者
于华东师范大学
2011年1月

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Unit

1

• Advertisement

- Reading I The Money in the Message
- Reading II Advertising on the Web





Reading I

Lead-in

1. What advertising media are commonly used in our daily life?
2. What is your favorite advertising medium? Why?
3. Do you believe youngsters today are easily influenced by advertisements?
4. Do you think advertisements are sometimes deceptive? Could you cite some examples?
5. Could you match each of the following classical advertising slogans with its relevant brand name? And what other advertising slogans do you happen to know?

"Let's make things better."	Sprite
"Share moments. Share life."	Apple
"Start ahead."	De Beers
"Time is what you make of it."	Rejoice
"Communication unlimited."	Nike
"Think different."	Kodak
"I'm lovin' it."	Maxwell House
"Just do it."	Philips
"Poetry in motion, dancing close to me."	Toyota
"A diamond is forever."	Swatch
"Obey your thirst."	Motorola
"Good to the last drop."	McDonald's



Text



The Money in the Message

1 Besides gaining fame as the first Olympians, the ancient Greeks also excelled at commerce and the arts. If you watch the Winter Olympics in Nagano, you will see that same impressive blend of sports, creativity and the profit motive at work. For, while the world's best skiers and skaters

compete heroically for medals, its best-known colas and copiers will compete ferociously for market share.

2 Advertising is a crucial part of that battle. Bosses at Coca-Cola, Kodak and McDonald's — three of the Olympics' biggest sponsors — believe that the huge sums they spend on advertising are an investment in their valuable brands. They are not the only ones, however, who pay close attention to advertising. To economists — the official sponsors of rational decision-making — the motives and methods of advertisers raise doubts about a fundamental claim: that people are good at making decisions for themselves.

3 In the economist's view of the world there is little need for firms to spend so much money cajoling consumers into buying their wares. Of course, people need good information to make good choices, and it is often too costly or time-consuming to collect it themselves. So advertising a product's features, its price, or even its existence can provide genuine value. But many ads seem to convey no such "hard" information. Moreover, most advertising firms place a huge emphasis on creativity and human psychology when designing campaigns.

4 Economists need to explain, therefore, why a rational consumer would be persuaded by an ad which offers nothing but an enticing image or a good laugh. If consumers are rational, they should ignore such obvious gimmicks. If producers are rational, they should not waste money on ads that consumers will ignore. The existence of such advertising thus stands out like a giant billboard, proclaiming to economists that something is amiss.

5 Most economists would reply that advertising is a way to deal with "asymmetric information": the fact that sellers often know more about their product than buyers. Some products are better than others in ways that are hard to detect without buying them. A product's features and ingredients do not really tell you how well it works, or tastes. And although some products' quality can be verified through trial and error, this is not always practical. A bad roll of film can ruin irreplaceable holiday photos; a bad burger can ruin a holiday.

6 Companies such as Kodak and McDonald's are thus willing to spend huge sums convincing people their products are the best around. This explanation was first developed by Phillip Nelson, in a classic paper written in 1947. He argued that a great deal of seemingly wasteful advertising is in fact intended to send a "signal" to consumers — that even though a product's quality is hard to verify in advance, it really is one of the best on the market. From this perspective, it does not matter what an advertisement says — so long as consumers can see the firms spending big sums on advertising. Those clever ads work because consumers understand that they are a sophisticated way for a company to signal: "We believe in our product, or we would not spend so much on advertising."

7 On the whole, economists find Mr. Nelson's account convincing. But they believe that he had only half the story. Companies need pricing as well as advertising to convey quality to consumers. However, they find it hard to agree on exactly what pricing and advertising strategies would most readily accomplish this. They have not even been able to agree how prices and advertising should be related. This state of confusion is astonishing, considering that economists have transformed the study of firms' other pricing decisions almost into an exact science.

8 Part of the problem is that it is extremely difficult to measure the amount firms spend advertising “hard” information about a product’s price, or how it works, as opposed to their spending on “signal” advertising of the touchy-feely sort. Moreover, the theory suggests that some kinds of products — those whose quality can be verified only through experience — should have more “signal” advertising. But what is quality? And can an economist tell how easily it can be verified? That depends on a product’s lifespan, consumers’ tastes, and the ease with which friends and consumer reports can convey what a product or service is really like.

9 In fact, two economists recently conducted a different kind of study which suggests that the “signaling” theory may be wrong. Sridhar Moorthy, of the University of Rochester’s business school, and Scott Hawkins, of the University of Toronto’s, ran an experiment in which people read foreign-language magazines with ads for unfamiliar brands in several product categories: cookware, overcoats, nasal spray and yoghurt. The ads were real, but the magazines were altered to change the frequency with which they appeared.

10 Although they did not understand the ads’ content, the subjects associated a high frequency of advertising with high quality. However, a control group saw each ad only once, with a message attached telling them how often it appeared in other magazines. Even though the control group could remember the frequency of the ads, they did not assume — as their peers had done — that more ads meant higher quality. This suggests that people do indeed associate more ads with higher quality, but not because they have a sophisticated understanding of the signal companies are trying to send. They simply see lots of ads for a product and want to buy it.

11 The distinction is crucial. If seeing is truly believing, then even low-quality firms may be able to create the impression of high quality by advertising, confounding the signal. Or perhaps not. People may behave differently in economists’ experiments from the way they do in the marketplace, when their own money is at stake. For now, let the games continue.



New Words

Olympian /əu'ɒlɪmpɪən/	<i>n.</i>	a contestant in either the ancient or the modern Olympic Games 奥林匹克运动会选手
commerce /'kɒmɜ:s/	<i>n.</i>	the buying and selling of goods, trade (esp. between countries) 商业, 贸易
impressive /ɪm'presɪv/	<i>a.</i>	making a strong or vivid impression; striking or remarkable 印象深刻的
blend /blend/	<i>n.</i>	mixture of different sorts 混合物

skater /'sketə(r)/	<i>n.</i>	one who skates, as on ice 滑冰者
cola /'kəʊlə/	<i>n.</i>	a carbonated soft drink containing an extract of the cola nut and other flavorings 可乐类饮料
copier /'kɒpiə/	<i>n.</i>	an office machine that makes copies of printed or graphic matter 复印机
ferociously /fə'reʊfəsli/	<i>ad.</i>	marked by unrelenting intensity; extremely 十分强烈地, 极度地
sponsor /'spɒnsə/	<i>n.</i>	one that finances a project or an event carried out by another person or group; someone who supports or champions sth. 赞助者, 倡议者
rational /'ræʃənl/	<i>a.</i>	having or exercising the ability to reason 理性的, 明智的
decision-making /dɪ'sɪʒən,meɪkɪŋ/	<i>n.</i>	the process or action of making a decision 决策
ware /weə(r)/	<i>n.</i>	an article for sale 商品, 货物
costly /'kɒstli/	<i>a.</i>	of high price or value; expensive 价格高的, 价值高的, 昂贵的
time-consuming /'taɪmkən,sju:miŋ/	<i>a.</i>	taking up much time 花时间的, 费时的
campaign /kæm'peɪn/	<i>n.</i>	series of planned activities with a particular social, commercial or political aim (社会、政治或商业性的) 活动, 宣传活动
enticing /ɪn'taɪsɪŋ/	<i>a.</i>	attractive; drawing one's attention 诱人的, 有吸引力的
billboard /'bɪlbɔ:d/	<i>n.</i>	a panel for the display of advertisements in public places, such as alongside highways or on the sides of buildings 广告牌
asymmetric /,æsi'metɪk/	<i>a.</i>	having no balance or symmetry 不对称的, 不匀称的
detect /dɪ'tekt/	<i>vt.</i>	to find out; notice or discover 发觉, 察觉
ingredient /ɪn'ɡri:dɪənt/	<i>n.</i>	an element in a mixture or compound; a constituent (混合物的) 组成部分, 成分
verify /'verɪfaɪ/	<i>vt.</i>	to determine or test the truth or accuracy of, as by comparison, investigation, or reference 核实, 确定

irreplaceable /ˌɪrɪˈpleɪsəbl/	<i>a.</i>	impossible to replace 不能替代的
burger /ˈbɜːɡə/	<i>n.</i>	a sandwich consisting of a bun, a cooked beef patty, and often other ingredients such as cheese, onion slices, lettuce, or condiments 汉堡
around /əˈraʊnd/	<i>ad.</i>	in circulation; available 流通, 可得到的
wasteful /ˈweɪstfʊl/	<i>a.</i>	marked by or inclined to waste; extravagant 浪费的
sophisticated /səˈfɪstɪkətɪd/	<i>a.</i>	intellectually appealing 不落俗套的
signal /ˈsɪɡnəl/	<i>n.</i>	sth. intended to warn, command, or give a message, such as a special sound or action 信号, 符号
account /əˈkaʊnt/	<i>vt.</i>	to indicate 表明
readily /ˈredɪli/	<i>n.</i>	description 阐述
astonishing /əsˈtɒnɪʃɪŋ/	<i>ad.</i>	easily, without difficulty 容易地
considering /kənˈsɪdərɪŋ/	<i>a.</i>	surprising 惊异的
touchy-feely /ˌtʌtʃɪˈfiːli/	<i>prep.</i>	in view of; taking into consideration 鉴于, 考虑到
lifespan /ˈlaɪfspæn/	<i>a.</i>	openly or excessively emotional and personal 情感化的, 情绪化的, 感情外露的
cookware /ˈkʊkweə(r)/	<i>n.</i>	the average or maximum length of time an organism, a material, or an object can be expected to survive or last 寿命, 使用期限
nasal /ˈneɪzəl/	<i>a.</i>	cooking instrument or a container 烹饪用具
spray /spreɪ/	<i>a.</i>	of, in, or relating to the nose 鼻的
yoghurt /ˈjɒɡət/	<i>n.</i>	a pressurized container; an atomizer 喷雾器
frequency /ˈfriːkwənsɪ/	<i>n.</i>	slightly sour thick liquid food, consisting of milk fermented by bacteria and often flavored with fruit, etc. 酸乳酪
distinction /dɪsˈtɪŋkʃən/	<i>n.</i>	the number of times a specified phenomenon occurs within a specified interval 频率, 次数
confound /kənˈfaʊnd/	<i>n.</i>	the act of distinguishing; differentiation 区别, 区分
	<i>vt.</i>	to cause to become confused or perplexed 使困惑, 使混乱



Idioms & Expressions

excel at	to be very good at (sth. such as a sport) 突出, 擅长 (运动等)
cajole ... into	to persuade (sb.) often by clever means, away from (doing sth.) 说服, 哄骗 (某人) 做 (某事)
lay/place/put emphasis on	to attach importance to 注重, 强调
in advance	beforehand; ahead in time 预先, 事先
as/so long as	if; on condition that; provided 如果, 只要
on the whole	considering everything 总的来说
agree on/upon	to have the same opinion about sth. 对……取得一致意见
as opposed to	in contrast to 与……对照, 与……对比, 而不是
at stake	at risk; dependent on what happens 利害攸关, 濒于险境
for now	for the present, for the time being 现在, 目前



Proper Nouns

Winter Olympics /'wɪntə əʊ'ɪmpɪks/	冬奥会
Nagano /nə'gɑ:nəʊ/	长野 (日本本州中部城市)
Phillip Nelson /'fɪlɪp 'nelnsn/	菲力普·纳尔逊
Sridhar Moorthy /'sɪdɦɑ: 'muəθɪ/	思瑞德汉·莫尔西
University of Rochester /'ju:nɪ'vɜ:sɪtɪ əv 'rɒtʃestə/	罗切斯特大学 (美国)
Scott Hawkins /skɒt 'hɔ:kɪnz/	斯科特·霍金斯
University of Toronto /'ju:nɪ'vɜ:sɪtɪ əv tə'rɒntəʊ/	多伦多大学 (加拿大)



Notes

1. Winter Olympics: The 1st Winter Olympic Games were held in Chamonix, France, in 1924 and the sport consisted of a men's 18km and 50km race. It was in 1952 that women made their cross-country debut at Games in Oslo.
2. Nagano: a city of central Honshu, Japan, northwest of Tokyo. It is a religious center with diverse industries in a silk-producing region and a population of about 2,200,000.
3. trial and error: the process of making repeated trials or tests, improving the methods used in the light of errors made, until the right result is found. 试错法

4. Phillip Nelson: He is now an emeritus professor in economics at SUNY Binghamton (纽约州立大学宾厄姆顿分校). He is noted for having been the first to observe the distinction between an experience good (经验品) and a search good (搜寻品).
5. University of Rochester: Founded in 1850, it is a private, coeducational institution that ranks among the most highly regarded universities in the United States. A member of the prestigious Association of American Universities, Rochester offers degree programs at the bachelor's, master's, and doctoral levels, as well as in several professional disciplines.
6. University of Toronto: Founded in 1827 by British Royal Charter, it is the largest university in Canada, and one of the largest in North America.
7. control group: In experimentation, group of subjects or conditions that is matched as closely as possible with experimental group, but is not exposed to any experimental treatment or procedures. A control group is used as a standard or yardstick, to detect and measure changes that may occur in the experimental group due to experimental treatment. 对照组



Exercises

Comprehension

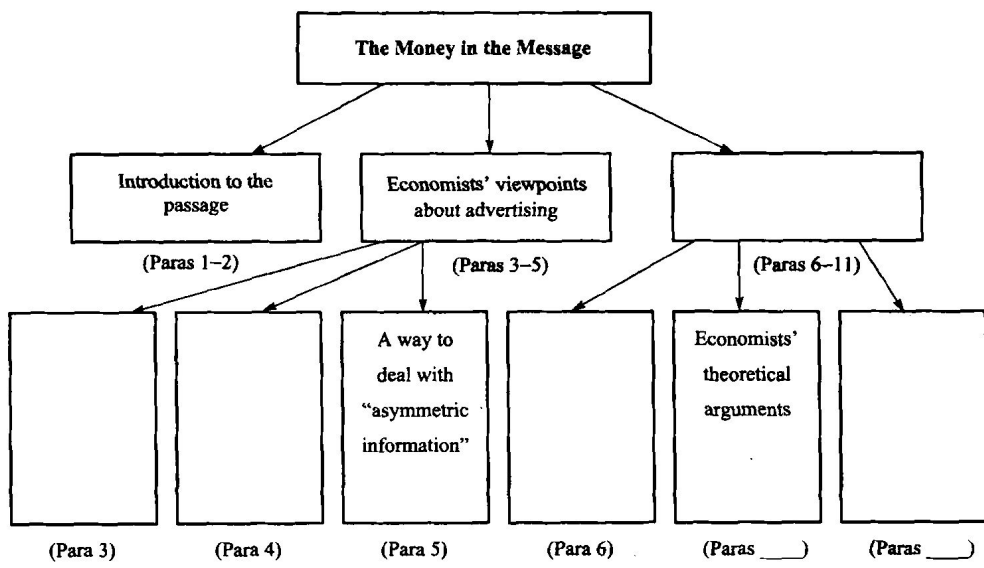
Content questions.

1. In the economist's view, what "hard" information should be conveyed in an ad?
2. What do most advertising firms emphasize while designing their campaigns?
3. According to the text, what does the existence of an ad offering nothing but an enticing image or a good laugh mean to economists? Why?
4. What does "asymmetric information" refer to?
5. According to Phillip Nelson, what is a great deal of seemingly wasteful advertising intended to do?
6. Why do those clever ads which cost a lot of money work?
7. Why do economists think that Phillip Nelson had only half the story?
8. According to the author, what factors influence the quality of a product?
9. What can be concluded from the experiment carried out by Sridhar Moorthy and Scott Hawkins?
10. Why can we say that the result of the experiment is perhaps unfavorable to ad experts?

Text analysis.

The following boxes indicate the outline of the text. Now complete them with the missing

information from the text.



Vocabulary

I Choose a proper word or phrase from the box to replace each of the underlined parts in the following sentences, keeping the original meaning. Change the form of the word or phrase where necessary.

commerce	ingredient	detect	verify	enticing	considering
campaign	confound	lifespan	distinction	excel at	asymmetric

- Financial experts have noticed signs that the US economic situation is beginning to deteriorate.
- The figures announced by the National Statistics Bureau of the country are surprisingly high and they have to be examined and proved correct by an international authoritative organization.
- This kind of automobile is not expensive taking the import tariff into consideration.
- The leader of the trade union said that he would make no difference between forcing workers to work overtime without pay and exploitation.
- The private entrepreneur who knew nothing about economic theories perplexed the economists by becoming the owner of a multi-million dollar business within just five years.
- Since the construction of a harbor improved the transportation system of this coastal town, the trade and industry here have become increasingly prosperous.