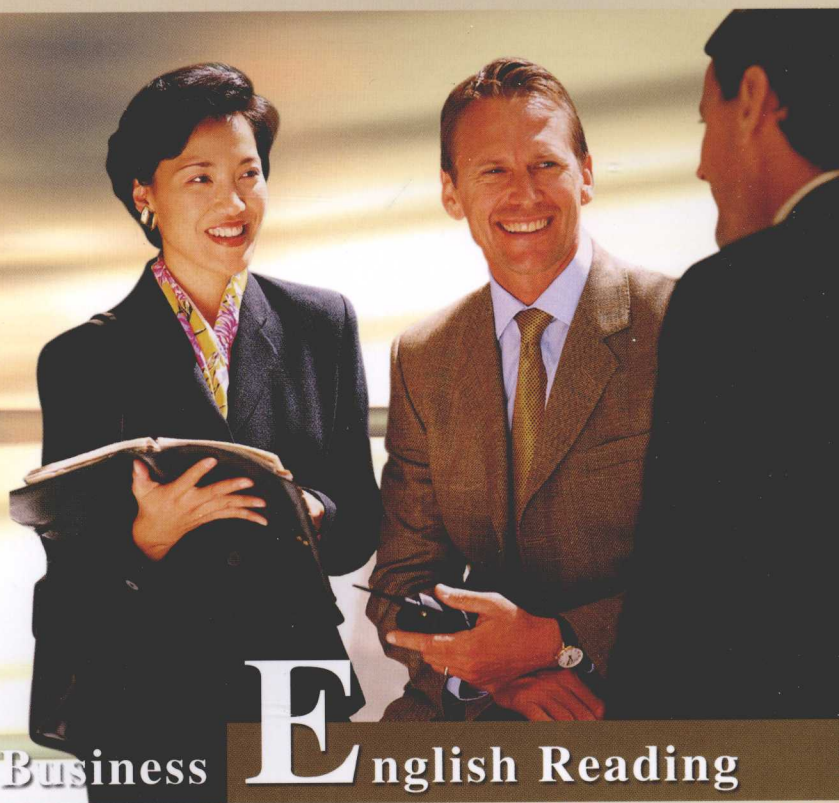


高等学校“十一五”规划教材

新活力商务英语阅读



New Energetic Business

English Reading

总主编 范东生
主 编 安 娜

安徽大学出版社

高等学校“十一五”规划教材

图例目录(CIP) 图例目录(CIP)

新活力商务英语阅读

主 编 安 娜

副主编 龙 梅 王俊凯

编 者 安 娜 孙良诚 龙 梅

王俊凯 宁 蓓

主 编

New Energetic Business

English Reading

定价 29.20 元

ISBN 978-7-81110-293-3

安徽大学出版社

安徽大学出版社

图书在版编目(CIP)数据

新活力商务英语阅读/安娜主编. —合肥:安徽大学出版社,
2009. 8

安徽省高等学校“十一五”省级规划教材

ISBN 978 - 7 - 81110 - 593 - 3

I. 新... II. 安... III. 商务—英语—阅读教学—高等
学校—教材 IV. H319.4

中国版本图书馆 CIP 数据核字(2009)第 092664 号

新活力商务英语阅读

安娜 主编

出版发行	安徽大学出版社 (合肥市肥西路3号 邮编230039)	印刷	合肥现代印务有限公司
联系电话	编辑室 0551 - 5108498 发行部 0551 - 5107716	开本	787 × 1092 1/16
责任编辑	李梅	印张	17
封面设计	孟献辉	字数	390 千
		版次	2009 年 8 月第 1 版
		印次	2009 年 8 月第 1 次印刷

ISBN 978 - 7 - 81110 - 593 - 3

定价 29.50 元

如有影响阅读的印装质量问题,请与出版社发行部联系调换

前言

随着全球经济的发展和市场化运作,社会越来越迫切地需要既有专业知识又能熟练运用英语解决实际工作中问题的综合性人才,因此这就对开设商务英语专业以及国际商务等财经类专业的高职高专院校的英语教学提出了更新、更高的要求。《新活力商务英语阅读》的编写旨在满足高职高专院校商务英语阅读课程的教学需要,有助于高职生拓宽商务领域知识、提高商务英语的阅读理解能力和一般商务英语的应用能力,为毕业后能更好地从事商务类活动打下良好的基础。本教材也可作为广大商务工作者的学习参考书。

在编写过程中,本书注重学生语言能力和商务英语知识学习的有机结合。在培养学生语言应用能力的同时,让学生熟悉和了解相关商务活动,掌握必要的商务专业知识。本教材选材新颖,题材广泛,课文主要选自近年来国内外报刊杂志、著作和英文网站上的商务文章,部分课文略有删改。选材内容涉及商务礼仪、商业道德、公关、网络经济、经济合作、全球经济一体化、物流、市场调研、营销与促销、企业管理、企业家文化、工业产权、金融、证券与投资等商务知识。

本教材所选课文知识性、实用性强;课文后配有较详细的背景知识、专业术语、难句分析等注释;课后练习紧扣教材、形式多样化。阅读理解题、小组讨论题、重点词或短语的灵活运用题、专业术语英译汉题、段落汉译英题等练习形式的设计有助于促进学生对每单元专业知识的掌握和消化。本书还针对教学需要提供了较为详细的练习答案和参考译文。

本书共 15 个单元,每单元有同一题材的 2 篇课文。建议各校在教学过程中可根据课程开设情况全选或部分选用 Text A 或 Text B,其余作为学生课后阅读材料。建议每单元的教学课时为 6~8 学时为宜。

本书由安徽国际商务职业学院安娜担任主编,龙梅、王俊凯担任副主编。参加编写的学校还有:安徽电子信息职业技术学院、亳州师范高等专科学校、安徽财贸职业学院。本书第 1~3 单元由安娜编写;第 4~6 单元由孙良诚编写;第 7~9 单元由龙梅编写;第 10~12 单元由王俊凯编写;第 13~15 单元由宁蓓编写。

本书在编写过程中参考了大量的文献资料,并得到了安徽大学出版社的关心和支持,在此全体编者一并向有关作者、著作权人以及出版社表示衷心的感谢。此外,限于编者水平,本书难免有不妥或错漏之处,敬请有关专家和广大师生批评指正。

编 者

2009 年 4 月

Contents

Unit 1	Business Etiquette	(1)
Text A	Handshakes	(1)
Text B	Table Manners in Anglo-America	(8)
Unit 2	Business and Ethics	(14)
Text A	Business and Your Life	(14)
Text B	Businesses Must Become Ethical Entities	(20)
Unit 3	Public Relations	(27)
Text A	Public Relations	(27)
Text B	Publicity	(34)
Unit 4	Net Economy	(41)
Text A	From 911 to the Red-Envelope	(41)
Text B	Web Forums: Making or Breaking Company Reputations	(47)
Unit 5	Cooperation and Globalization	(56)
Text A	Regional Cooperation Helps to Fortify Asia's Economic Foundations	(56)
Text B	Globalization Was Good Then, Not Now	(65)
Unit 6	Logistics	(74)
Text A	Components of a Logistics System	(74)
Text B	Can We Be Self-sufficient?	(82)
Unit 7	Market Research	(89)
Text A	International Market Research and Selection	(89)
Text B	Entering Foreign Markets	(96)

Unit 8	Marketing	(104)
Text A	Marketing Mix	(104)
Text B	Export Pricing	(111)
Unit 9	Business Law and Promotion	(118)
Text A	Consumer Law	(118)
Text B	Advertising on the Web	(125)
Unit 10	Management	(132)
Text A	Culture and International Business Management	(132)
Text B	The Art of Management—The Eight Rules of Management ...	(139)
Unit 11	Entrepreneur	(146)
Text A	The Job of a Manager	(146)
Text B	Inspiration and Hard Work Made Me an Entrepreneur ...	(152)
Unit 12	Industrial Property	(159)
Text A	Patent and Trademark	(159)
Text B	Known Brands Acquiring Name Recognition	(167)
Unit 13	Finance	(176)
Text A	The Credit Card Economy	(176)
Text B	Why the Credit Squeeze Is a Turning Point for the World ...	(184)
Unit 14	Stock Market	(193)
Text A	How to Pick a Stock?	(193)
Text B	Why Some Chinese Invest in the Stock Market and Others Don't	(200)
Unit 15	Investment	(208)
Text A	Amazon Hopes to Birth Bundle of Joyo	(208)
Text B	Quiznos Serves Up a Turnaround Sandwich	(217)
Keys to Exercises	(225)

Unit 1



Business Etiquette

Text A

Handshakes

In the currency of business encounters, the handshake is the dollar. Traditionally, the handshake has been a sign of trust. In the past, extending your hand in friendship demonstrated that you were unarmed.

The handshake today is an important symbol of respect and in many countries it's the proper business greeting. To be taken seriously, whether you are male or female, you must shake hands appropriately. Like it or not, you are often judged by the quality of your handshake.

When do you need to shake hands?

Knowing when to shake hands is mostly common sense, but "handshake moments" include these customary times: when you are introduced to someone and when you say goodbye; when a client, vendor or any visitor from the outside enters your office; when you run into someone you haven't seen for a long time; when you enter a meeting and are introduced to participants; when a meeting ends, to say goodbye and to help formalize any agreements that have been reached; whenever you feel that it will be appropriate, you will develop a sense for it.

How can you conduct an effective handshake?

Do you know how to shake hands? Yes, of course you do. And yet, some people provide limp handshakes, or squeeze your hand so hard that you want to cry. Many of these people think they have the proper technique and would be surprised by the negative feedback. Does your handshake give you a lightweight appearance or the respect you deserve?

There are three keys to an effective handshake:

1. Say your name and extend your hand. In most situations, the higher-ranking person should extend the hand first. If he or she doesn't, you should.
2. Extend your hand at a slight angle, with your thumb up. Touch thumb joint to thumb joint. Put your thumb down gently once contact has been made, and wrap your fingers around the other person's palm.
3. Provide a firm handshake, but not a bone-breaking one. Two, possible three, pumps are enough. Then drop your hand.

If you extend your hand and there is no response, just put your hand down and carry on. Your behavior is correct. It's the other person's problem, not yours.

If you are wearing gloves, there are two possible ways to react. Some say to take the gloves off first; others say that if you are outside, leave them on. Good manners require that you should be logical; there's no point fiddling with your gloves when it's extremely cold outside!

If you receive a two-handed shake, you shouldn't pile your free hand on top of the other person's. Most people consider this approach too intimate for business. Others call it a power pat. Because it can confuse or intimidate the recipient, you are recommended not to use it.

If something is in your hand—shaking hand, put it down or use your free hand. Make sure that you don't extend your hand when you have sweaty palms. Use a cloth handkerchief or tissue to absorb the sweat before the handshake.

Not any more. It used to be considered polite for a man to wait for the woman to extend her hand. That is no longer the case unless the woman is elderly. But people often do what they were taught, even when those rules no longer apply. For that reason, some men, even those with higher status will wait for the woman to start the process. Some women, though, still hesitate to shake hands with men or with other

women.

Many men think they can hug and kiss women during the greeting. (And while you know that some men can do so, not all men should.) This is another good reason for the woman to say her name and extend her hand first; she is establishing the greeting. This may not eliminate all of the unwanted hugging or kissing, but it should eliminate most of it.

For many reasons, women often hesitate to shake hands with other women. Many women in business today were taught not to shake hands. In social encounters, women remain less likely to use a handshake with other women as part of the greeting. However, in business settings women should work through any initial awkwardness and shake hands with other women both in mixed groups of men and women where a round of introductions is being made and in one-on-one situations with another woman.

New Words and Expressions

currency <i>n.</i>	流通,传播;通货,货币
encounter <i>n.</i>	交往,交际;偶遇,冲突
extend <i>vt.</i>	伸出,伸展
demonstrate <i>vt.</i>	表示,表明
unarmed <i>adj.</i>	未带武器的,手无寸铁的,徒手的
like it or not	不管喜欢不喜欢,不管愿意不愿意
customary <i>adj.</i>	习惯上的,通常的
vendor <i>n.</i>	买主
co-worker <i>n.</i>	同事,合作者
participant <i>n.</i>	参与者
formalize <i>vt.</i>	使正式,使有效
develop a sense for	养成……本能或习惯
limp <i>adj.</i>	软弱无力的
squeeze <i>vt.</i>	捏,挤压
lightweight <i>adj.</i>	无足轻重的,
<i>n.</i>	无影响力的人,性格或智力不够强的人

negative feedback	<i>n.</i>	消极反应,反面的反应
higher-ranking	<i>adj.</i>	职位高的
thumb joint	<i>n.</i>	大拇指关节
gently	<i>adv.</i>	轻轻地,温柔地
palm	<i>n.</i>	手掌
pump	<i>n.</i>	上下摇动
fiddle	<i>vt.</i>	无意识而不停地摆弄;浪费(时间)
pile	<i>vt.</i>	叠放,堆放,堆叠
intimate	<i>adj.</i>	亲密的,密切的
power pat	<i>n.</i>	暗示力量的轻拍或轻握
intimidate	<i>vt.</i>	使胆怯,使害怕;恫吓
recipient	<i>n.</i>	受礼者,接受者
recommend	<i>vt.</i>	劝告;推荐
tissue	<i>n.</i>	手巾纸
status	<i>n.</i>	身份
eliminate	<i>vt.</i>	摆脱,消除,消灭;排除,淘汰
initial awkwardness		最初的尴尬,初始的不安
one-on-one	<i>adj.</i>	一对一的,面对面的

Notes

1. In the currency of business encounters, the handshake is the dollar.

在商务交际圈里,握手是人们常用的礼节和问候方式。

此句引用了暗喻修辞法,借助国际通用货币 dollar 来比喻 handshake 是人们广为使用的礼节。

2. Like it or not, you are often judged by the quality of your handshake.

不管你认可与否,人们通常凭借你握手的力度和礼节判断你的为人。

3. ...whenever you feel that it will be appropriate, you will develop a sense for it.

……以及你觉得合适的任何场合,你都会本能地伸手与对方行握手礼。

此处 it 代表 handshake。

4. Good manners require that you should be logical; there's no point fiddling

with your gloves when it's extremely cold outside!

良好的举止要求你的行为应合乎情理:身在极其寒冷的室外手里不停地摆弄手套简直是毫无意义可言!

There's no point doing sth. 做……毫无意义

5. **Not any more.** (握手礼节)还不止这些。

6. **That is no longer the case unless the woman is elderly.**

如今情形已并非如此,除非对方是一位年长的女士。

7. **... she is establishing the greeting.** ……主动与对方打招呼。

此处 establish 意为“主动开始”,相当于“initiate, begin”。

8. **This may not eliminate all of the unwanted hugging and kissing, but it should eliminate most of it.**

此举虽然不可能免除所有不情愿的拥抱和亲吻,但可以避免大多数情况下的拥抱与亲吻之举。

9. **However, in business settings women should work through any initial awkwardness and shake hands with other women both in mixed groups of men and women where a round of introductions is being made and in one-on-one situations with another woman.**

然而,在商界工作的女士们应该克服最初的局促感,做到既能经介绍后与所有人一一握手,也能在一对一的场合下与女士行握手礼。

Exercises

I. Choose the best answer according to the text.

1. In the past, extending your hand friendly _____.

- A. demonstrated that you were polite
- B. indicated that you were impolite
- C. showed that you were unarmed
- D. told others that you were very friendly

2. The appropriate handshake can indicate that you respect the other person as it is considered as _____.

- A. a good habit
- B. a traditional habit

- C. an important symbol of respect D. a logical habit
3. When you receive a two-handed shake, you are recommended not to pile your free hand on top of the other person's _____.
A. so that you might dissatisfy the other person
B. lest you should puzzle the recipient
C. lest you should frighten the recipient
D. both B and C
4. According to the passage, it is a good manner _____.
A. not to call attention to the other's inappropriate behavior when you shake hands with him
B. to wait for a woman to extend her hand to you if you are a gentleman
C. to extend your hand at a slight angle with your thumb down
D. to wear your gloves and shake hands with others
5. Giving a bone-breaking handshake means _____.
A. squeezing one's hand so hard that one wants to cry
B. putting a piece of bone into one's hand when shaking hands
C. exciting one so greatly that one wants to cry
D. breaking one's hand when shaking hands
6. One of the reasons why women initiate handshaking is that _____.
A. they feel like shaking hands with men
B. they want to avoid unwanted hugging and kissing
C. they want to eliminate unwanted hugging
D. they want to eliminate unwanted kissing

II. Work in small groups and discuss the following topics.

1. Please discuss the sentence "In the currency of business encounters, the handshake is the dollar".
2. Discuss the situations when you need to shake hands, then report in your own words.
3. Some people think that the way of handshaking is used as a reliable means to judge a person. What is your opinion?

4. Have you ever encountered a situation when the other person doesn't want to shake hands with you or when you don't want to extend your hands? Please describe the situation.

III. Choose the right word or phrase to complete each of the following sentences, making some changes if necessary.

intimidate	recommend	vendor	contact	participant
formalize	logical	eliminate	demonstrate	customary

- It is _____ for guests in European countries to give a tip to waiters in restaurants.
- We can _____ him as a good agent here for the sale of your products.
- The bank is _____ its risk and avoiding "taking a position" in foreign exchange.
- He was bargaining with a banana _____ when I saw him in the street.
- The manager told me that the agreement had been signed and would be _____ soon.
- The children were _____ into silence when the murderer rushed in.
- We are pleased to get in _____ with you in the hope of establishing business relations with you.
- Some _____ associated low productivity in agriculture, construction and other services with the presence of trade and investment restrictions.
- It is _____ that those who earn more money should pay higher taxes.
- The salesman is _____ a new-type computer to some customers.

IV. Give the English equivalent for each of the phrases or terms below.

- | | |
|-------------|-------------|
| 1. 使协议生效 | 2. 最初的尴尬或不安 |
| 3. 在一对一的情况下 | 4. 一轮介绍 |
| 5. 在社交圈中 | 6. 常识 |
| 7. 在商务环境中 | 8. 先行问候 |
| 9. 友好地伸出手 | 10. 达成协议 |

Text B**Table Manners in Anglo-America**

“Oh, no! Here I am at an American family’s home at the dinner table. There are all kinds of plates, saucers, cups, and silverware at my place. Which should I use for which food? Should I sit down first or wait for the host to invite me? Should I have brought a gift? Someone please tell me what to do!”

Have you ever been in or had a nightmare about this situation? Don’t worry! This article will help steer you through the rocks and reefs of Anglo-American table manners so that if you are ever abroad in Canada or the United States, or at someone’s home from one of those countries, you will feel right at home.

It is important to distinguish what kind of occasion you will be attending before you plan for a pleasant evening. Most Anglo-Americans enjoy entertaining at home, but they don’t enjoy stuffy, formal dinners. They invite their friends over for a fun evening, not as a test of one’s knowledge of cultural traditions. If, however, you are invited to a formal affair, such as a so-called “sit-down” dinner, you may want to know in advance some basic rules of “black tie” etiquette.

The first thing to remember when attending a dinner at a Western home is that you are the guest and that you are a foreigner. No one will invite you if he does not really want you to enter his “castle”, so you can be sure that you are wanted. Additionally, as you do not come from the same country or culture as your host, he or she or they will surely be aware of this, and will be very forgiving if you unintentionally do or say something that would otherwise offend them. Keeping these two simple tips in mind should greatly ease your concern about being present at a dinner in someone else’s home.

Before arriving at your host’s home, you may want to make sure of three things. First, be a few minutes late, say, about five to ten minutes if possible. Never be early, as the host may not have everything prepared yet. Nor should you be more than 20 minutes late. Your host may begin to worry about whether you are able to attend the dinner or not. Next, as to whether to bring a gift, in most informal gatherings, it is not necessary. If you like, you can bring some fruit or sweets, or, especially if there is a

hostess, some flowers. These are thoughtful and cheerful gifts sure to please. Do not bring alcoholic beverages unless you are sure of your host's or hostess's preferences in drinks. Above all, do not spend a lot of money, and never give money. As we say in English, "it's the thought that counts". Finally, wear comfortable clothing. For a special occasion or religious holiday, such as a retirement party or Christmas, a tie and jacket would be suitable for the gentlemen and a dress or sweater and skirt for the ladies.

For more formal affairs, you will probably be told what to wear, such as "formal dress requested", etc. A tie and jacket or tuxedo for the gentlemen and an evening gown for the ladies would be in order here. If you are unsure what to wear, you can always ask the host. Gifts are seldom appropriate for these affairs, unless for a wedding reception, at which gifts are more customary than cash.

Your host in his home will usually motion you where to sit. At formal gatherings, name cards are sometimes provided, or you will be told where to sit. Do not be alarmed by a great deal of cutlery; simply start from the outside and work your way in. Formal affairs often have several courses of food with the appropriate cutlery for each dish. There is no harm in checking with your neighbor to see what implement he is using. After all, "When in Rome, do as the Romans do". It is customary to ask others to pass dishes to you for self-serving; at a formal dinner party, there is usually catering (service). Again, do not hesitate to ask others for information or advice. They are usually pleased to help you.

The most important piece of advice is this: enjoy yourself. No host enjoys seeing nervous or fearful guests who are struggling to "do the right thing" at his home or expensive formal dinner parties. Watch others or ask for their advice, and join in the conversation and good times as best as you can. If you do, after the first such evening out, you will certainly look forward to the next!

New Words and Expressions

saucer *n.*

茶托, 浅碟

silverware *n.*

[总称] 银餐具, 银器

nightmare <i>n.</i>	噩梦
steer <i>vt.</i>	引导,指导,驾驭
rocks and reefs <i>n.</i>	[喻]禁忌,忌讳;危险的障碍
distinguish <i>vt.</i>	辨别,区别,区分
stuffy <i>adj.</i>	沉闷的,乏味的,闷热的
black tie <i>adj.</i>	(社交场合)要求男士穿宴会小礼服并带黑领结的
<i>n.</i>	带黑领结的宴会小礼服,黑领结
etiquette <i>n.</i>	礼仪
castle <i>n.</i>	住处,城堡,避难所
forgiving <i>adj.</i>	宽大的,仁慈的
unintentionally <i>adv.</i>	非故意地,无心地
otherwise <i>adv.</i>	在其他方面,以不同的方式
tip <i>n.</i>	告诫,提示
ease <i>vt.</i>	减轻,放松,使舒服
say <i>vt.</i>	[用于虚拟句或祈使句中]比如说,比方说
gathering <i>n.</i>	聚会,集会;聚集
alcoholic <i>adj.</i>	(含)酒精的;饮酒过度的;酒精中毒的
beverage <i>n.</i>	饮料(如汽水,茶,酒等)
preference <i>n.</i>	偏爱(物);优先(权);选择(权)
count <i>vi.</i>	有价值,起作用,算得上
tuxedo <i>n.</i>	(男士)夜小礼服,无尾夜礼服
gown <i>n.</i>	(女士)睡衣,长袍,长外衣
motion <i>vt.</i>	向……打手势;向……点头示意
cutlery <i>n.</i>	[总称]西餐的刀叉餐具
implement <i>n.</i>	[复数]器具,工具
catering <i>n. & adj.</i>	提供饮食及服务(的),酒席承办(的)

Notes

1. This article will help steer you through the rocks and reefs of Anglo-American table manners so that if you are ever abroad in Canada or the United States,