

新时代大学商务英语系列教材
New Century College Business English

总主编：王正元

商务英语视听说教程 2

主 编：张东辉

主审：陈 峰

副主编：韩红军 戴正莉

多媒体光盘制作：姜 炼



BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社
China Machine Press

随书附赠
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序

PREFACE

伴随经济全球化和我国经济国际化的进程，国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增，这也促进了我国高等教育商务英语专业的快速发展。目前，全国有 700 多所高等院校开设了外贸英语、商务英语等课程，工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程，部分院校甚至设立了商务英语专业。近几年来，全国性的商务英语教学、学术研讨会频频召开。我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设，各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材，以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语，国外大学多将其归为 ESP (English for Special Purposes)。目前，我们国内这样系统的专业教材并不很多。王正元教授领衔总主编、由全国 20 所大学 40 余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程，编著者基于“商务知识 + 英语能力 = 核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格，给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来，商务英语是我们这个时代经济发展催生的新事物，它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才，英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高，以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健
2008 年 10 月

前 言

FOREWORD

1. 本套教材编写的指导思想及目标

为了编写这套教材，我们反复学习了教育部高等学校英语教学大纲，访问了毕业生用人单位，举行了英语毕业生座谈会，广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出：“我们也应当清醒地面对这样一个现实，即我国每年仅需要少量外语与文学，外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作，而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才，培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求，也是新时代的要求。”我们将这一精神作为我们这套教材编写的指导思想，并努力使这套教材达到这样的目标：

- 1) 教材内容要有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材要有利于培养学生的英语思维力、创新力、语用能力。
- 4) 运用任务型的教学方法，为学生自己学习提供平台。

2. 本套教材编写的理念

努力使这套教材满足三个要求：全球化经济发展对人才规格的要求；学生就业求职的要求；商务英语专业学科建设的要求，突出“商务知识 + 英语能力 = 核心竞争力”的编写理念：

- 学习反映全新商务知识的英文语篇，掌握现代商务理念。
- 模拟走进商务语境，拓展国际商务视野。
- 结合案例商情，训练英语交际能力。
- 运用视、听、说先进教学手段，给学生带去体验学习英语的快乐。

3. 本套教材的特点

这套教材不同于以文学、文化为内容，以传授知识为主要目的的教材，而是以培养商务英语交际能力为目标的教材，教材编写突出以下特点：

- 1) 商务知识的实用性。本套教材内容包括了商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。
- 2) 语言学习的认知性。本套教材各课的 Reading 部分，根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示，以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了这样一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、八级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、坚持以市场需求为导向、以培养创造力为宗旨、重视英语专业四、八级考试规格。

4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

年 级	一年级		二年级		三年级		四年级	
	上	下	上	下	上	下	上	下
学 期								
读写教程	1	2	3	4	5	6	7	8
视听说	1	2	3	4				
商务口译							√	√
商务写作					√	√		

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学张东辉老师、燕山大学姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经贸大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

总主编 王正元
2008 年 5 月

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Unit 1



New Shopping Styles

Teacher's Tips

- ▶ **Aims:** Learn something about the new shopping styles
 - Understand the new technologies used and to be used in shops
 - Grasp opportunities brought to the business by the new shopping styles
- ▶ **Tasks:** Master the skill of catching figures appropriately from utterance
 - Finish the exercises with the information you have heard
 - Make conversations according to the given situations

Part I Pre-listening and Speaking Tasks

Make a discussion about your ways of spending holidays.

Find out the problems the youngsters have brought to the shopping industry by surging into shopping malls during holidays.

Get to know what the curfews shopping centers have imposed to cope with the problem.

Teacher's Tips

Task 1 Warm-up



Share experiences with your partners about how you normally spend holidays. Tick out the activities that you have done from the following alternatives, and then make a discussion on them.

- | | |
|---|--|
| <input type="checkbox"/> going camping | <input type="checkbox"/> staying at home |
| <input type="checkbox"/> surfing the Internet | <input type="checkbox"/> going traveling |
| <input type="checkbox"/> doing part-time jobs | <input type="checkbox"/> going shopping |
| <input type="checkbox"/> visiting friends and relatives | <input type="checkbox"/> watching movies |
| <input type="checkbox"/> doing sports | <input type="checkbox"/> taking some classes |

Task 2 Shopping Habits



Word Tips

- congregate 聚合, 集合
 disruptive 破坏性的, 制造混乱的
 profanity 不敬, 亵渎
 shoplifting 扒窃商店中货物
 curfew 宵禁, 晚钟
 unchaperoned 无年长妇女陪伴的
 objectionable 应反对的, 要不得的

1 Watch the video, and then choose the best answers to the following questions.

1. Like many US shopping malls, suburban Detroit's Fairlane Shopping Center attracts _____ during the summer months.
- | | |
|-------------------------------|---------------------------------|
| A. large crowds of old people | B. large crowds of young people |
| C. large crowds of female | D. large crowds of male |

2. The influx of youthful shoppers results in _____ for certain items, but some retailers say the throngs of teens can be disruptive.
A. higher costs B. higher prices C. higher profits D. higher sales
3. Retailers complained there have been problems with _____.
A. shoplifting and security B. shopping and security
C. shoplifting and space D. shopping and space
4. At Michigan's Fairlane, the number of seniors strolling through the mall has _____ since a curfew went into effect.
A. tripled B. trouble C. doubled D. unchanged
5. There remains one group that finds the curfews objectionable, that is, _____.
A. the teenagers B. the retailers C. the parents D. the shopkeepers

2 Watch the video again, and then fill in the blanks with the figures given in the following box.

15	20	50	70	80
100	300	2,000	2,500	3,000

1. Kids unattended may spend \$ _____ or \$ _____ in shopping malls.
2. Kids with parents may spend \$ _____ or \$ _____ in shopping malls.
3. There are more than _____ shopping malls with curfew.
4. There are numbers from _____ to _____ youngsters in Detroit's Fairlane shopping centers in summer months.

Part II In-listening and Speaking Tasks

Watch the videos about the new shopping styles in America.

Grasp the new technologies used by supermarkets to attract customers, such as "Shopping Buddy", "Veggie Vision" and "Pay by Touch".

Teacher's Tips

Task 1

Shopping Buddy



Word Tips

- toddler 蹒跚学步的小孩
- aisle 过道, 走廊
- tablet (计算机的) 输入板
- deli = delicatessen 熟食店
- debit (银行) 把……记入借方
- biometric 生物测定学的
- transmitter 传输器



1 Watch the video, and then choose the best answers to the following questions.

- According to the video, clever marketers are now starting with their _____.
A. youngest customers B. oldest customers C. male customers D. female customers
- What is "Shopping Buddy"?
A. A friend accompanied with you when shopping.
B. A computerized tablet.
C. A guide who can help you when shopping.
D. A paper tablet.
- "Veggie Vision" can _____ for you.
A. identify various fruits
B. identify various vegetables
C. automatically price
D. all of the above
- Which of the following does NOT belong to the high-tech toys for grownups at present?
A. Shopping Buddy. B. TV Karts. C. Pay by Touch. D. Veggie Vision.
- Some European stores are testing _____ on their goods.
A. tiny radio transmitters
B. commercials
C. wire devices
D. tiny TV transmitters

2 Watch the video again, and then fill in the blanks with the information you have heard. Write no more than three words in each blank.

- In Public Supermarkets, moms can _____ while their kids ride along watching their favorite _____.
- If the _____ is not enough to hold a child's attention, parents can drop them off at a _____ like this Wegman's in Virginia.
- The shopping buddy has two primary benefits to shoppers. The one is saving money, _____. The other thing it saves is _____.
- With high-tech toys, consumers can _____ their grocery list and the device will let them know if the items are _____.
- Through the "Pay by Touch" technology, consumers only need to sign up by providing a _____ and a _____.

Task 2

New Ways of Making Payment



Word Tips

- groceries 食品, 杂货
affiliate 附属机构
hassle 混乱, 麻烦
verify 核查, 证实
embark 从事
overweigh 胜过

1 Watch the video, and then choose the best answers to the following questions.

- In which city can people use only finger imaging technology to pay for their everyday produce?
A. Chicago. B. Seattle. C. New York. D. Philadelphia.
- Finger imaging technology belongs to _____.
A. biology B. biometrics C. geometrics D. biolytic
- The technology has been introduced as a safety measure *except* _____.
A. in airport B. at home
C. in business security systems D. in prison
- Depending on the security system, people can use _____ as a personal security code.
A. their fingers B. their eyes
C. their fingers or their eyes D. none of the above
- Thriftway's system uses just _____ of a person's fingerprint to verify the customer's identity.
A. 1/3 B. 1/2 C. 2/3 D. 3/4

2 Watch the video again, and then identify people's different opinions on the fingerprint technology. Write only one word in each blank.

Opinions	against	1. In Seattle, we're _____ to new technical things. 2. It could lead to _____ _____ down the line. 3. I think we're embarking on some pretty _____ _____ _____.
	for	4. _____ outweighs any Orwellian theories. 5. If I don't have to carry my _____ _____ and all my bank cards, that would be sounding pretty good. 6. I have been _____ before, so it doesn't matter.

Task 3 Let's Talk

Work in pairs, and then discuss the following questions.

- When you go shopping, do you usually hand over cash, check, debit card or credit card? And why do you choose this mode? Do you think it is convenient?
- Have you ever heard of the "Pay by Touch" mentioned in the video? Do you want to try it if there is an opportunity? Why or Why not?
- Someday you may not even need the fingerprint to do the purchasing. Then what do you think you need? Try to describe the future shopping you can imagine.

Part III Post-listening and Speaking Tasks

Watch the video about the bar code and its application in supermarkets. Be familiar with the innovational use of product bar code in business.

Teacher's Tips

Task 1

Bar Code



Word Tips

cashier	出纳员
spearmint	绿薄荷
milestone	里程碑
symbology	符号体系
eclipse	超越, 凌驾于……之上
immortalize	永存不朽

1 Watch the video, and then choose the best answers to the following questions.

- U. P. C. is a unique combination of _____ that can identify virtually anything from a bar of soap to medical prescriptions.
 - black and red lines
 - black and white lines
 - red and white lines
 - blue and white lines
- U. P. C. refers to _____ in the video.
 - Usual Product Code
 - Usual Price Code
 - Universal Product Code
 - Universal Price Code
- GS1 is _____ that administers U. P. C. standards.
 - an organization
 - a supermarket
 - a company
 - a university
- Bar code technology was first developed by the _____.
 - US supermarket industry
 - US grocery industry
 - UN grocery industry
 - UN supermarket industry
- From the video, we can infer that the future use of bar codes will be _____.
 - wider
 - narrower
 - pessimistic
 - the same

2 Watch the video again, and then tick out the fields of Bar Code application which have been mentioned in it.

- | | |
|--|---|
| <input type="checkbox"/> health industry | <input type="checkbox"/> books sold in bookstores |
| <input type="checkbox"/> floral arrangements | <input type="checkbox"/> cosmetics for ladies |
| <input type="checkbox"/> home hardware | <input type="checkbox"/> household furniture |
| <input type="checkbox"/> price check | <input type="checkbox"/> inventory control |
| <input type="checkbox"/> commercial advertisements | <input type="checkbox"/> film tickets |

- 3 Watch the video a third time, and then fill in the blanks with the figures given in the following box.

10 billion	30	1970	59	13
1 trillion	2003	150	2002	1 million

1. Bar codes turned _____ this week.
2. Bar codes are scanned _____ times a day.
3. Bar code technology was developed in the early _____ s.
4. Bar codes are now used in more than _____ countries.
5. Bar code system consists of _____ bars.
6. Bar code system saved consumers more than _____ dollars.
7. The Electronic Product Code was developed in year _____.

Task 2

Let's Talk

Make a conversation with your partner based on the following situation:

In Carrefour Supermarket, manager Mark is training the new employees. Now he is answering the questions raised by Mary, who just graduated from the university and enrolled, about the origin and the development of Bar Code. Mark also mentions some advantages and disadvantages of using Bar Code in response to others' queries.

Part IV Additional Tasks

Watch the video about the growth of online shopping.

Learn the advantages of the new shopping style and its bright future.

Teacher's Tips

Task 1

Online Purchases



Word Tips

hold out 拒不合作者
 e-commerce 电子商务
 equivalent 相等的
 logistical 物流的, 后勤的
 exponentially 成倍地
 run-up 预备期, 预热



1 Watch the video, and then choose the best answers to the following questions.

- How many people are interviewed in this video?
A. 3. B. 4. C. 5. D. 6.
- Why will the first interviewee want a lot of shopping online?
A. Because she doesn't like to go out for shopping.
B. Because she is very busy.
C. Because she is a net worm.
D. Because she is away from home.
- How many online shoppers are there in the UK?
A. 25 million. B. 25 billion. C. 9 million. D. 9 billion.
- American retail and European online retail are about equivalent by _____.
A. value B. growth C. number D. quantity
- It can be inferred that the "Green Party" members in the video may concern much about _____.
A. green color B. online shopping
C. shopping D. environment

2 Watch the video again, and then decide whether the following statements are true or false.

Write "T" for "True" and "F" for "False".

- _____ 1. Armchair shopping in front of a computer is for everyone.
- _____ 2. The country's leading e-commerce group says the UK's 25 billion online shoppers are breaking new records.
- _____ 3. Roper says the US accounts for about a third of all online purchases in Europe.
- _____ 4. The rapid growth presents a bit of logistical problem for the state run postal service.
- _____ 5. Jenny Jones, a Green Party member of the London Assembly, says online shopping does not have its advantages.

Task 2 Let's Talk

Work in pairs and discuss the following questions, and then share your answers with the whole class.

- Say something about the shops, stores and supermarkets in your city.
- What stuff do you usually shop for?
- Which supermarket do you want to go? Make a comparison among different supermarkets such as Carrefour, Wal-Mart and Hymall, and then make your decision.
- Which feature of the goods do you prefer? Price or Quality?
- Do you like online shopping or in-store shopping? Give your reasons.

Unit 2



Mobile Phone

Teacher's Tips

- ▶ **Aims:** Get to know the latest development of mobile phone industry
Understand the importance of pricing strategy in the management of business
Learn the strategies of coping with internal problems and external challenges
- ▶ **Tasks:** Comprehend the information in the video materials
Finish the exercises with the information you have heard
Try to create the situational conversation according to what you have learned

Part I Pre-listening and Speaking Tasks

*Look at some mobile phone logos to see how much do you know about them.
Watch the video about iPhone, the new model introduced by Apple.
Learn about the strong market demand brought by a new product.*

Teacher's Tips

Task 1 Warm-up

Look at the following mobile phone logos. Are you familiar with them? Which countries are they from? Which brand do you prefer and Why? Share your opinions with your partners.