

新时代大学商务英语系列教材

New Century College Business English

总主编：王正元

商务英语读写教程³

主 编：王晓宜 颜晓川

副主编：姚 进

英文审校：（美）Ariel M. Lee, Tracy Guo



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



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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 余所大学 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

· V ·

前言

PREFACE

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	
学 期	上	下	上	下	上	下	上	下
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



Introduction to Marketing

Objectives

- | | |
|-----------------------------|---|
| ▶ Listening | To learn the definition of marketing |
| ▶ Reading | To understand the general concept of marketing by the case study of Nike's marketing skills |
| ▶ Vocabulary Drills | To get familiar with business terms on marketing |
| ▶ Grammar Focus | To practice " <i>adj. + p. p.</i> " as a new modifier, gerund as the subject and the object, and the usage of "no matter" |
| ▶ Speaking Skills | To list marketing skills |
| ▶ Translation Drills | To practice gerund as the subject |
| ▶ Writing Drills | To design and explain the symbolization of a logo |

Listening

Text A

on page

280

A Warm up with the words and phrases before listening to the recording.

marketing /'mɑ:kɪtɪŋ/ *n.* the activity of presenting, advertising and selling a company's products in the best possible way 营销

advertising /'ædvətaɪzɪŋ/ *n.* the activity of presenting things to people on television, in newspapers, etc. 广告活动, 广告业, 做广告

bombard /bɒm'baɪd/ *v.* (fig 比喻) to attack somebody with persistent questions, abuse, etc. 攻击某人; 连珠炮似的质问

commercial /kə'mə:ʃəl/ *n.* an advertisement on TV or radio (电视或电台的)
商业广告

superior /sju:'piəriə(r)/ *adj.* better than average 优于一般水平的; 更好;
更强

distribute /di'stribju:t/ *v.* to separate something into parts and give a share to
each person or thing 分发、分配某事物

promote /prə'məut/ *v.* to publicize (something) in order to sell it 宣传 (某物)
以促进销售

Nintendo /nin'tendəu/ 任天堂, 日本电子游戏机商标名及生产商

console /'kɒnsəul/ *n.* a panel for the controls of electronic or mechanical equipment
电子游戏机控制台

manufacturer /ˌmænju'fæktʃərə/ *n.* a person or a firm that manufactures large
quantities of goods 制造商; 制造厂

swamp /swɒmp/ *v.* to suddenly give someone a lot of work, problems etc. 使陷
入 (大量工作), 使面临 (大量问题等)

superfluous /sju:'pɜ:fluəs/ *adj.* more than is needed or wanted 过多的, 多余
的; 不必要的

marketing mix a combination of marketing tools that are used to satisfy customers
and company objectives 营销组合

managerial /ˌmæni'dʒiəriəl/ *adj.* relating to the job of a manager 管理的; 经
营的

• Answer keys
on page 280

**B Listen to the recording, then fill in the blanks with the missing words you
hear.**

Everyone knows something about “hot” products. When Sony (1)
its first Walkman cassette and disc players, and when Nintendo first offered its
improved video game console, these (2) were swamped with orders.
They had designed the “right” products, not “me-too” products, but ones
offering new (3). Peter Drucker, a leading management thinker, has
put it this way, “The (4) of marketing is to make selling (5).
The aim is to know and understand the (6) so well that the product or
service fits... and sells itself.”

This does not mean that selling and (7) are unimportant. Rather,
it means that they are part of a larger marketing (8) — a set of
marketing tools that work together to affect the marketplace. We define
marketing as a social and (9) process by which individuals and groups
obtain what they need and want through creating and (10) products
and value with others.

C Answer the following questions after listening to the recording.

- In what sense should marketing be understood according to the speaker?
A) Selling products. B) Advertising.
C) Satisfying the customer needs. D) Managing.
- When the speaker says “selling and advertising are only the tip of the marketing iceberg”, he means _____.
A) selling and advertising are the complicated part of marketing
B) selling and advertising are only a small part of marketing mix
C) selling and advertising should be done on the tip of the iceberg
D) selling and advertising are not as easy as we expected
- Which company designed the first Walkman cassette and disc players?
A) Sony. B) Nintendo. C) IBM. D) Microsoft.
- What does Nintendo produce?
A) Disc players. B) Walkman cassettes.
C) Videos. D) Video game consoles.

D Communication Task.

Try to answer the following questions.

- What are the most important functions of marketing?
- Why does the speaker give the examples of Sony and Nintendo?
- What is the aim of the marketing procedure according to Peter Drucker?
- What is marketing according to the passage?

Reading**► Marketing Skill****Structure**

Nike's brand and logo are good illustrations of its superb marketing skills, which make Nike's marketing structure much simplified for readers to understand.

Teacher's Tips

Text B**Nike's Superb Marketing Skills****Reading Notes**

By Philip Kotler

[1] The “SWOOSH” — It's everywhere! Just for fun, try counting the swooshes^① whenever you pick up the sports pages, watch a tennis match or

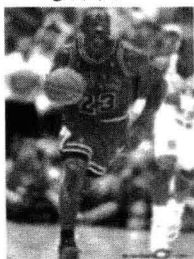


① swoosh

② 请给出 superb 的同义词。

③ innovation
/ˌɪnəʊ'veɪʃən/
n. 改革, 创新

④ apparel
/ə'pæərəl/ n. 衣服, 装饰
这一段的写作技巧:
Listing 列举。



Michael Jordan



Tiger Woods

basketball game, or tune into a televised golf match. Nike has built the ubiquitous swoosh (which represents the wing of Nike, the Greek goddess of victory) into one of the best-known brand symbols on the planet. In fact, you may be surprised to find that your latest pair of Nike shoes, or your Nike hat or T-shirt, carries no brand identification at all other than the swoosh.

[2] The power of its brand and logo speaks loudly to Nike's **superb** marketing skills. The company's now-proven strategy of building superior products around popular athletes has changed the face of sports marketing forever. Nike spends hundreds of millions of dollars each year on big-name endorsements, splashy promotional events and lots of attention-getting ads. Over the years, Nike has associated itself with some of the biggest names in sports. No matter what you sport, the chances are good that one of your favorite athletes wears the Nike swoosh.

[3] Nike knows, however, that good marketing means much deeper than promotional hype and promises. Good marketing means consistently delivering real value to customers. Nike's initial success resulted from the technical superiority of its running and basketball shoes, pitched to serious athletes who were frustrated by the lack of innovation in athletic equipment. To this day, Nike leads the industry in product development and **innovation**.

[4] But Nike gives its customers more than just good athletic gear. As the company notes on its Web page (www.nike.com): "Nike has always known the truth — it's not so much the shoes but where they take you". Beyond shoes, **apparel** and equipment, Nike markets a way of life, a sports culture, a "Just do it!" attitude. When you lace up your Nikes, you link yourself, in at least some small way, with all that Nike and its athletes have come to represent — a genuine passion for sports, a maverick disregard for convention, hard work and serious sports performance. Through Nike, you share a little of Michael Jordan's intense competitiveness, Tiger Woods' cool confidence, Jackie Joyner-Kersey's gritty endurance, Ken Griffey Jr's selfless consistency or Michael Johnson's blurring speed. Nike is athletes, athletes are sports, *Nike is sports*.

[5] Nike's marketers build relationships — between Nike, its athletes and customers. For example, a recent ad in a tennis magazine shows only a Nike tennis shoe with the red swoosh and a free-phone number. Readers who call the number hear tennis favorite Jim Courier talking drums with his favorite drummer, Randy. Dial the number in a similar basketball ad and you'll overhear a humorous phone conversation in which Father Guido Sarducci tries to get Michael Jordan to invest in his newest invention, edible bicycles.



J. Joyner-Kersee

⑤ 写作技巧: exemplification 举例子。

Notice the figures given here. We can tell the business situation of Nike from them.

⑥ 用 slap 作谓语, 生动! 好像能够听到这个动作的声音。



⑦ World Cup 2002

⑧ 其他同类词组
make one's way,
fight one's way,
go out of one's way

[6] Nike seems to care as much about its customers' lives as their bodies. It doesn't just promote sales, it promotes *sports* for the benefit of all. **For example**⑤, its "If you let me play" campaign lends strong support to women's sports and the many benefits of sports participation for girls and young women. Nike also invests in a wide range of lesser-known sports, even though they provide less lucrative marketing opportunities. Such actions establish Nike not just as a producer of good athletic gear, but as a good and caring company.

[7] Taking care of customers has paid off handsomely for Nike. Over the past decade, Nike's revenues have grown at an incredible annual rate of 21 percent; annual return to investors has averaged 47 percent. Over 1996 alone, total revenues increased by 36 percent. Nike, with 27 percent share, twice that of nearest competitor Reebok, flat-out dominates the world's athletic footwear market.

[8] Nike founder and chief executive Phil Knight has brashly predicted that Nike will double its sales within the next five years. To meet this ambitious goal in the face of a maturing US footwear market, Nike is moving aggressively into new product categories, sports and regions of the world. In only a few years, Nike's sports apparel business has grown explosively, now accounting for nearly a quarter of Nike's 88 billion in yearly sales. And Nike is **slapping**⑥ its familiar swoosh logo on everything from sunglasses and footballs to batting gloves and hockey sticks. Nike has recently invaded a dozen new sports, including baseball, golf, ice and street hockey, inline skating, wall climbing, and hiking and other outdoor endeavors.

[9] Still, to meet its goals, much of Nike's growth will have to come from overseas. And to dominate globally, Nike must dominate in football, the world's most popular sport. Nike has previously all but ignored the multibillion dollar world football market, which currently accounts for only 3 per cent of its sales. Now, soccer is Nike's top priority. In typical fashion, Nike has set **World Cup 2002**⑦ as its deadline for becoming the world's No. 1 supplier of football boots, clothing and equipment.

[10] **Elbowing its way**⑧ to the top by 2002 won't be easy. World football has long been dominated by Adidas, which claims an 80 percent global market share in football gear. Nike will have to build in just a few years what Adidas has built over the past fifty. Employing classic in-your-face marketing tactics, Nike is spending hundreds of millions of dollars in an all-out assault on competitors. Its open-wallet spending has dazzled the football world and its vast resources are rapidly changing the economics of the game. For example, it