

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 3

主 编：张东辉

主 审：董洪学

副主编：韩红军 任秀杰

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



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多媒体光盘

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编著：张东辉 韩红军 任秀杰 陈晓芳 冯辉 李鹰 赵丽

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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

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、六级考试的关系; 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、六级考试规格。

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



Career Competition

Teacher's Tips

- ▶ Aims: Get students familiar with the competitive world
Learn some business strategies
Grasp the useful expressions about analyzing your competitors
- ▶ Tasks: Understand the information of the listening materials
Finish the exercises with the information you have heard
Imitate the speeches and try to make ones of your own

Part I Pre-listening and Speaking Tasks

To survive the competition, knowing your competitors well is very important. In this part, you will watch a video and learn what aspects of competitors you should know in order to win in the fierce competitive world. Try to understand the conversation and sort out some useful expressions which can be used in your daily conversations. Try to practice them.

Teacher's Tips



1 Analyze Your Competitors



Word Tips

concept 观念, 概念
component 成分
power source 能量源
drive 驱动
unreliable 不可靠的
at the point of 正当

- 1 Watch the video, and then summarize what aspects of their competitor are analyzed in the video.

- 2 Watch the video again, and then discuss with your partners how to analyze your competitors, referring to the useful expressions in the box if necessary.

Useful Expressions

customer analysis 顾客分析	business strategy 经营战略
competitive strength 竞争优势/能力	dependability 可靠性
feature 特征	functional performance 功能性能
ingredient 成分	innovation 创新
packaging 包装	pricing 定价
product availability 产品的可获得性	product category 产品类别
product design 产品设计	product development 产品开发
product positioning 产品定位	product quality 产品质量
product scope 产品范围	promptness 及时性
zero defect 零缺陷	
mature stage of product life cycle 产品生命周期的成熟阶段	



Let's Talk

Imitate the conversation, and then try to make the roles. Write down some useful expressions.

Part II In-listening and Speaking Tasks

To win the competition, even the once successful companies have to adopt some new strategies to keep their position in the market. In the following videos, we will learn some examples of survival of the fittest. Try to understand the conversation and sort out some useful expressions. Finish the following exercises.

Teacher's Tips



Task 1 Starbucks in Breakfast War



Word Tips

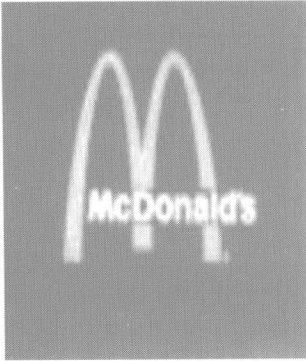
brouhaha 吵闹, 骚动
 clamor for 要求
 lucrative 有利的
 launch 发动, 发起
 deterrent 威慑力量
 croissant 新月形面包
 crumble 粉碎, 崩溃

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

- Which of the following statements is NOT true about Starbucks?
 - A coffee giant.
 - Longtime fast food giant.
 - It's launching five new morning sandwiches in Chicago.
 - It's competing with McDonald's for the lucrative breakfast market.
- How does the Starbucks think of its higher prices of new breakfast sandwiches?
 - It means fewer consumers.
 - Higher price will surely lead to higher profits.
 - It will become lower in the future.
 - It will not affect its popularity among consumers.
- Starbucks' new breakfast sandwiches are already available in the following cities **except** for _____.
 - Washington D. C.
 - San Francisco
 - Portland
 - Seattle
- What does the phrase "heavy users" mean in the passage?
 - Fat users.
 - Potential users.
 - Large number of users.
 - Frequent visitors.

5. What is the expert's attitude toward this Starbucks' new breakfast strategy?
 A. Pessimistic. B. Optimistic. C. Uncertain. D. Indifferent.

2 Watch the video again, and then fill in the blanks with the information you have heard.



The differences between Starbucks and McDonald's mentioned in the video:

- Starbucks is a 1) _____ giant while McDonald's is a 2) _____ giant.
- Starbucks' hometown is 1) _____ while McDonald's hometown is 2) _____.
- Each of Starbucks' new warm breakfast sandwiches costs 1) _____ which is 2) _____ more than the Egg McMuffin at McDonald's.
- Starbucks is offering their breakfast 1) _____ while McDonald's breakfast ends at 2) _____.

3 Work in small groups, and then list the advantages and disadvantages for Starbucks in the war with McDonald's.

Advantages:

Disadvantages:

Task 2 Japan Beer Industry Means Beans



Word Tips

- brewer 啤酒制造者
- profit rate 获利率
- pilsener 比尔森啤酒, 高级啤酒
- brew 酿造
- low-malt 低麦
- ingredient 成分

1 Watch the video, and then answer the following questions.

1. What is the characteristic of the new genre of Japan beer?

2. According to new president Kazuyasu Kato, what contribution did the new beer make to the company's overall sales?

3. Why can the new beer be sold at lower prices than the traditional one?

4. What does "Nodogoshi" mean?

5. Which country will be the perfect future market for the Japanese new beer?

2 Watch the video again, and then mark the following sentences with T (true) or F (false).

- () 1. The sales of traditional beer in Kirin this year are surpassed by the new beer which is made mostly from beans.
- () 2. Traditional beer's sales, together with the new-genre beers' sales, have increased sharply, according to Kirin's president.
- () 3. Traditional barley beer sells at a higher price than the so-called third beers.
- () 4. The new genre of beers is popular among all the consumers.
- () 5. There will be a smaller drinking population in Japan in the future.

Part III Post-listening and Speaking Tasks

In this part, we will know that extending the potential markets is also an effective measure to win in the competition. Try to understand the conversation and finish the following exercises.

Teacher's Tips

Task 1

Chinese Carmaker Pushes into Europe



Word Tips

dealer 经销商
 Benelux 比利时、荷兰、卢森堡三国经济联盟
 limousine 豪华轿车
 spearhead 充当先锋

Watch the video, and then answer the following questions.

1. What does Brilliance plan to do when it first presents its cars in Germany?

2. Why did Brilliance choose Germany as the first place in Europe to display its cars?

3. How many cars does Brilliance hope to sell in Europe within five years?

4. Why is it somewhat ambitious for Brilliance to sell over 100,000 vehicles in Europe within five years?

5. Where does Brilliance plan to extend its sales by the end of 2008?

Task 2

Flat-Screen Price War Heats Up



Word Tips

tumble 下跌
 LCD 液晶显示屏
 plasma 等离子
 forecast 预测
 massive production 大规模生产
 dictate 命令, 规定

Watch the video, and then mark the following sentences with T (true) or F (false).

- () 1. The price war between LCD and plasma TV makers is good news for consumers.
- () 2. Massive production ramp-ups make it possible for LCD makers to lower their cost.
- () 3. Analysts predict that LG Electronics and Samsung SDI will soon lose their best position to capture future demand.
- () 4. Sony has controlled 20 percent of European market this year.
- () 5. Consumers can do nothing but wait for the result of the price war.

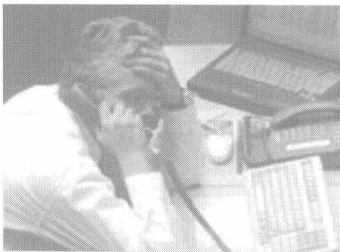
Part IV Additional Tasks

Competition will surely bring great pressure to individuals, which will cause a lot of problems such as heart attacks and stroke. In this part, we will learn how the pressure affects people's health. With such knowledge in mind, in our future work, we should try to avoid the negative effects of pressure. Master the main points in the statement and finish the exercises.

Teacher's Tips

Task 1

Is Your Job Killing You?



Word Tips

- pressure cooker 压力锅
- systolic 心脏收缩的
- elevation 提高, 上升
- optimal 最佳的, 最理想的
- consistently 一贯地, 一向地

1 Watch the video, and then answer the following questions.

1. According to the medical survey of 8,000 white-collar workers, who are more likely to have higher blood pressure?

2. Who are more affected by the pressure from work, men or women?

3. When the systolic pressure is consistently over 130, what will your doctor do?

4. What will high blood pressure cause?

5. According to the researchers, what will be an effective way to reduce high blood pressure?

2 *Retell the story, including all the relevant information mentioned in the video.*



Let's Talk

Work in small groups, and then discuss how to release the pressure from work, for example:

1. to have a sleep
 2. to talk with your friends
 3. to take some medicine
 4. to have physical exercise
 5. to make a plan beforehand
- ...

Unit 2



Environmental Revolution

Teacher's Tips

- ▶ Aims: Guide students' concern to the environmental pollution
Encourage students to figure out solutions
Grasp the useful expressions about environmental revolution
- ▶ Tasks: Recognize the severe environmental pollution throughout the world
Improve environmental awareness
Learn about clean and renewable natural resources

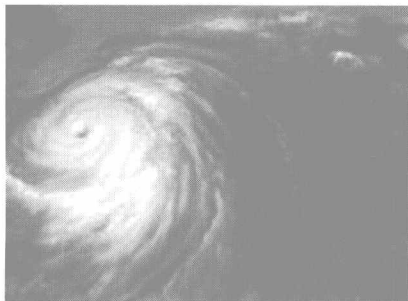
Part I Pre-listening and Speaking Tasks

You will listen to the news that mainly talks about the global climate change. Try to understand and sort out some useful expressions that can be used in your daily conversations. Try to practice them.

Teacher's Tips

Task 1

Climate Change



Word Tips

symbolic 符号的, 象征的
release 发布 (新闻)
convince 说服
dominate 主宰, 掌控
commit 承诺
unequivocal 含义清楚明确的
shield 阻挡