

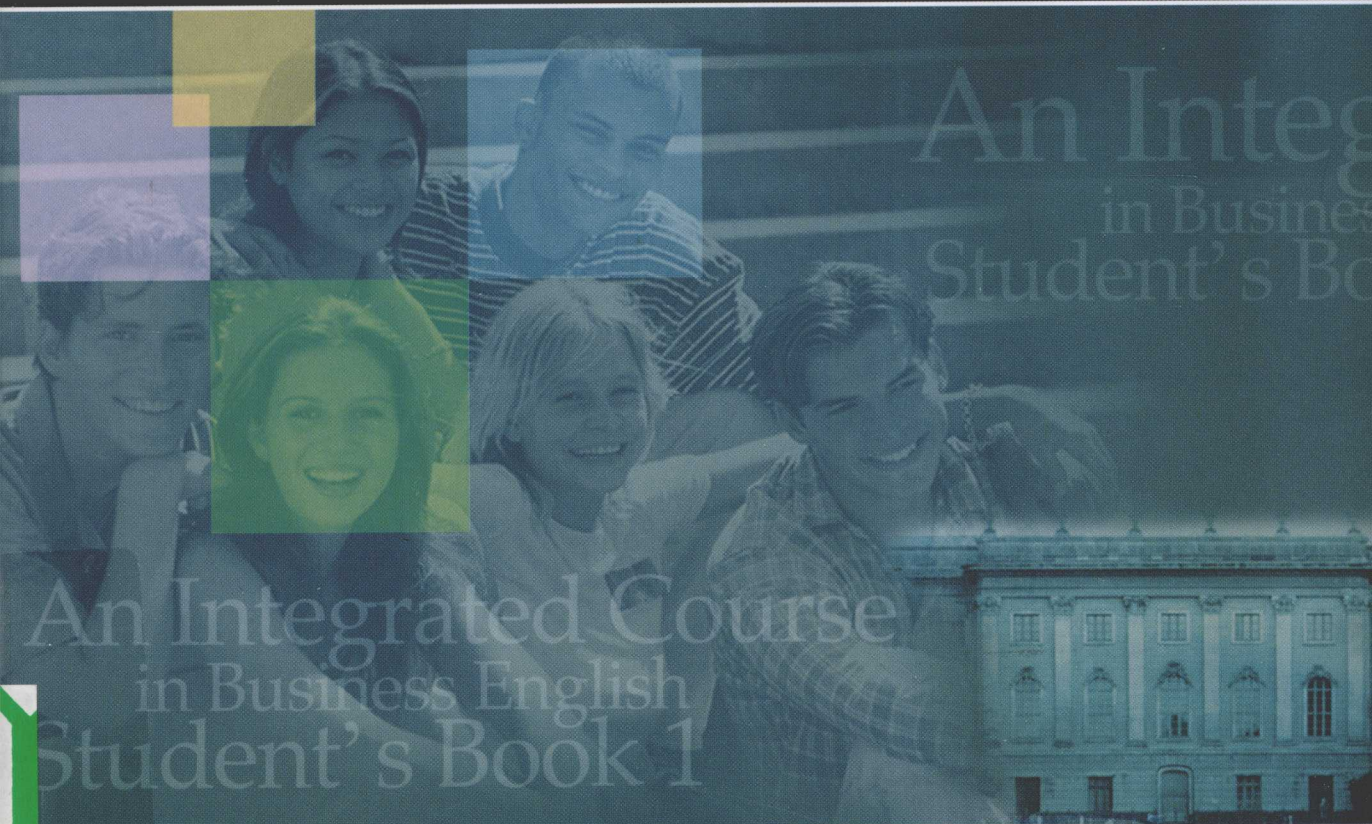


新基点 全国高等院校商务英语专业本科系列规划教材·语言技能子系列

NEW BENCHMARK

商务英语综合教程

学生用书



彭青龙 总主编

龙毛忠 主编

**An Integrated Course in Business English
Student's Book 1**



对外经济贸易大学出版社

University of International Business and Economics Press

新基点全国高等院校商务英语专业本科系列规划教材·语言技能子系列

总主编：彭青龙

商务英语综合教程

学生用书

(第一册)

主 编 龙毛忠
副主编 王 玉
编 者 龙毛忠 王 玉
赵 蕾 董 玮

对外经济贸易大学出版社

图书在版编目 (CIP) 数据

商务英语综合教程学生用书. 第1册/彭青龙主编; 龙毛忠分册主编. —北京: 对外经济贸易大学出版社, 2009
(新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材)

学生用书

ISBN 978-7-81134-508-7

I. 商… II. ①彭…②龙… III. 商务-英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字 (2009) 第 042965 号

© 2009 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

商务英语综合教程学生用书 (第一册)

彭青龙 主编

责任编辑: 章 霞

对外经济贸易大学出版社

北京市朝阳区惠新东街10号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 230mm 12.5 印张 251 千字

2009年8月北京第1版 2009年8月第1次印刷

ISBN 978-7-81134-508-7

印数: 0 001 - 5 000 册 定价: 29.80 元 (含光盘)

新基点 (NEW BENCHMARK)

全国高等院校商务英语专业本科系列规划教材编委会

总顾问

陈准民 (对外经济贸易大学)

编委会主任委员 (按姓氏笔划为序)

王立非 (对外经济贸易大学)

王光林 (上海对外贸易学院)

王 艳 (北京外国语大学)

车丽娟 (东北财经大学)

平 洪 (广东外语外贸大学)

帅建林 (西南财经大学)

吕世生 (南开大学)

许德金 (对外经济贸易大学)

陈 洁 (上海对外贸易学院)

张翠萍 (对外经济贸易大学)

陈振东 (上海财经大学)

林添湖 (厦门大学)

宫桓刚 (东北财经大学)

郭桂杭 (广东外语外贸大学)

彭青龙 (上海对外贸易学院)

潘惠霞 (西安外国语大学)

出版说明

新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、西安外国语大学、东北财经大学、上海财经大学等院校的骨干教师编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设,适应教学改革和创新的需要,对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求,是面向二十一世纪的一套全新的立体化商务英语教材,主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功,掌握国际商务基础理论和知识,具备较高的人文素养,善于跨文化交流与沟通,能适应经济全球化,具备国际竞争力的复合型英语人才。共由语言技能、商务知识、人文素养三个子系列组成。

语言技能子系列包括商务英语综合教程 1-4 册、商务英语听说 1-4 册、商务英语写作 1-4 册、商务英语翻译 1-2 册。

商务知识子系列介绍商务基础理论和商务实践的具体知识,主要包括经济学原理、管理学原理、商法导论、跨文化交际导论、国际贸易实务、营销学等主干教材。

人文素养子系列主要包括语言学导论、英美国家概况、欧洲文化、英美文学选读、英美散文等核心教材。

上述的每套子系列教材都自成体系,合在一起又形成了有机的整体。本套教材不是封闭的,而是随着教学模式、课程设置的和课时的变化,不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源,与时俱进、推陈出新,推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者们不仅具有丰富的语言教学经验,而且获得工商管理、经济学等商科专业的硕士、博士学位,具备商务活动的实践经验。他们集教学经验和专业背景于一身,这正是本套商务英语系列教材编撰质量的有力保证。

对外经济贸易大学出版社
外语图书事业部
2008 年 4 月

前言

进入大众化教育以来，中国高等学校英语专业的培养目标和培养模式日趋多样化。其标志性变化就是传统的英语语言文学专业裂变成商务英语专业和翻译专业，从而形成了英语、商务英语和翻译三足鼎立的局面。虽然国内学者仍就这三个专业的共同性和差异性争论不休，但是教育部批准设立上述专业，既是顺应社会经济发展对各种英语人才需要的体现，也反映出单纯的英语语言文学专业人才的需求在减少。截止目前，已有上海对外贸易学院、对外经贸大学、广东外语外贸大学等7所高校被正式批准招收商务英语专业的学生，众多高校还在积极申请开办这一新专业。此外，据不完全统计，全国有500多所高校开设了商务英语课程。这些事实说明商务英语专业发展趋势良好，前景广阔。

众所周知，不管英语专业如何裂变，必须要让学生打好语言基本功，掌握听说读译的技能，只有这样才能进行语言交际。交际法认为，人们对语言的掌握是在交际过程中“习得”的。语言交际的环境越真实，就越能够掌握有效的交际能力。有鉴于此，学习真实的语言交际材料，尤其是商务语境下的语言材料，就能够缩短课堂教学与实际生活、工作的差距，学以致用，进行有效的商务沟通。基于这种认识，我们试图打破传统教材先学“阳春白雪”的语言，然后再进行商务“嫁接”的模式，而是从一开始就让学生置身于商务语境，学习商务基础理论和知识，直接进行商务实践的训练，从而为将来的职场竞争打好基础。实践证明，直接学习商务英语教材而不是基础英语，也能打好语言的基本功。据调查，许多普通高校英语（商务英语方向）专业的学生直接学习商务英语教材，四八级通过率依然分别保持在98%和85%以上，商务英语专业学生的就业率一直在99%以上，比其他相关专业学生更具竞争力。

当然，此言只是想表明我们所编的教材在指导思想和理念上与传统教材有所区别，但并不是说商务英语专业建设，尤其是教材建设就没有问题。我们提倡的是一种多元化的外语教育，既有重点大学的研究型教育，也有普通高校的实用型教育，还有兼而有之的混合型。不同的培养目标和培养模式需要不同的教材来体现和推广。我们这套教材体

现的培养目标就是为外资、外事等企事业单位培养具有扎实的语言基本功,较强的人文学科底蕴,熟练掌握英语读、写、听、说、译五种技能,通晓国际商务基本知识和实务,具有较强应用能力和较高综合素质的复合型人才,满足现代社会需求。

《商务英语综合教程》共分四册,每册12个单元,内容包括经济、管理、国际法和跨文化四大模块,涉及全球经贸、国际营销、企业管理、金融理财、品牌策略、公共关系、人力资源、危机管理、企业家、房地产、电子商务、企业社会责任、商业道德、跨文化交流、职业选择、领导艺术、商业团队建设、网上购物、客户服务、商业间谍和能源危机等多个方面。每单元均由Text A、Text B、Text C及相关练习组成。Text A侧重商务词汇、语法知识及篇章理解。Text B着力培养学生的商务英语口语和写作能力等交际能力。Text C主要是提高学生的听力技能和人文底蕴。本套教材主要适用于全日制商务英语专业或者英语(商务英语方向)专业的一二年级大学生,也可作为全日制非英语专业学生的选修课教材或行业培训教材。教材分学生用书和教师用书,一般每周4-6课时为宜,教师可根据学生的英语水平和课时安排取舍。

本套教材除了兼具前瞻性、系统性、实用性和趣味性等特点之外,尤其强调以下几个“突破”。

第一、突破语言基本功仅仅是听说读写译技能的传统,强调交际能力优先培养的教学理念。在注重语言“输入”的同时,我们尤其看重学生“说与写”的语言“输出”能力,旨在进一步提高学生在商务环境下的有效交际能力。因此我们设计了大量的说与写的练习和案例分析,满足课堂教学的需要。

第二、突破课堂教学与职场需求相分离的传统,强调学以致用实际运用能力。虽然课堂教学有其局限性,但我们在课文内容的选材、练习的设计都尽力做到与职场的“零”距离接触,使学生能够举一反三,有身临其境之感。学生在课堂上所学的商务知识都是他们将来走向工作岗位时所必须掌握的。

第三、突破以教师为中心的课堂教学传统,强调学生与教师的互动和交流。虽然我们不能忽视教师的作用,但以学生活动为主体是我们编写教材的指导性原则之一。因此我们在每一个单元的导入、讨论、案例分析、写作、角色转换和辩论等部分都有意识地增加了学生的“戏份”,让他们充分展示才华,增强交际的信心。

第四、突破教学手段、方法单一的传统,强调文字、图像、声像统一的立体化教学。单一的教学方法和手段使课堂教学枯燥难耐,因此我们在设计教材时,充分利用网络多媒体技术,给学生展现一个多样化的世界。即使是平面文字,我们也尽量做到图文并茂,激发学生的学习兴趣。

第五、突破学生依靠老师获取知识的单一传统,强调学生自主性学习和创新性学习。传统教材只注重教师传授知识的作用,学生的创新能力未得到有效开发。本套教材

通过配备自主学习的练习、启发性问题、案例分析和相关网站信息，将课堂学习延伸到课外的自主学习中，从而使学生在分析、综合、判断、推理的基础上，独立提出新观点、新见解，提高批判性思维能力。

第六、突破商务性与人文性相对立的传统，强调培养有人文素养的“儒商”。虽然本教材强调实用性较强的商务理论知识和实践能力，但也秉承人文性原则，学生通过人文知识的学习，可以不断提高人文意识，有效地开展跨文化交际活动。教材中 Text C 就是这样设计的。

每当编写教材的时候，我们总是树立一种目标，秉承一种理念，赋予百分百的热忱和努力，希望能够满足百千万读者渴求知识、立志成才的愿望。然而，由于时间仓促，水平有限，书中恐有疏漏之处，但我们同样以百分百的真诚，欢迎专家、学者提出宝贵意见，并努力将错误减少到最低。

本套教材凝聚了整个团队的心血，我们感谢各位同仁的大力支持。同时感谢对外经济贸易大学出版社的鼎力支持。本教材获得上海市第二期本科英语教育高地建设项目资助。同时，也是上海市教委英语特色专业重点教材建设成果。

《商务英语综合教程》编写组

2009年4月于上海

The word "Contents" is written in a large, elegant, serif font. A decorative element, a dashed circle with a solid dot at the bottom, encircles the letter 'C' at the beginning of the word.

Contents

Unit One	Business Leaders	(1)
	Text A Richard Branson — the World’s Greatest Brand Builder	(2)
	Text B Women and Men, Work and Power	(9)
	Text C Oprah Winfrey: The Queen of Talk Shows	(13)
Unit Two	Becoming Persuasive	(17)
	Text A How to Be Persuasive	(18)
	Text B How Persuasive Are You?	(24)
	Text C How can We Put off an Important Conversation at Work?	(28)
Unit Three	Integrity in Business	(32)
	Text A MBA Students Swap Integrity for Plagiarism	(33)
	Text B “Is It Time for Me to Get Out?”	(42)
	Text C Online Courses Outside Business Hours	(46)
Unit Four	Motivating Employees	(49)
	Text A Employee Efficiency and Motivation	(50)
	Text B The Flower Effect	(55)
	Text C Marks & Spencer’s Ways to Motivate Its Staff	(58)
Unit Five	Team Building	(61)
	Text A Top Team Building Strategies: Company Team Building	(62)
	Text B Employee Team Building: Making a Successful Team	(67)
	Text C Characteristics of Good Teams	(71)
Unit Six	The Art of Layoff	(75)
	Text A Tips on How to Fire Employees	(76)

	Text B	Less Painful Ways to Downsize Your Company	(82)
	Text C	Office Life in America	(85)
Unit Seven		Stress Management	(88)
	Text A	Depression & Stress on Job Related Situations	(89)
	Text B	How to Handle a Stress-Related Meltdown and Get Back in the Game	(94)
	Text C	Great Tips for Successful Stress Management	(98)
Unit Eight		Online Shopping	(103)
	Text A	Wealthy Buyers Go Online to Make Big Savings	(104)
	Text B	Marketers Take Advantage of the Information Age	(111)
	Text C	Getting the Most from Online Shopping	(116)
Unit Nine		Building Customer Loyalty	(120)
	Text A	Johnny	(120)
	Text B	Customer Loyalty: 6 Tips to Gain Client Trust and Retain Client Trust	(126)
	Text C	Customer Service	(129)
Unit Ten		Cause Marketing	(133)
	Text A	It Pays Off — If You Do It Right	(134)
	Text B	“Cause Marketing” Tips: Boost Business by Giving Back	(141)
	Text C	Habitat for Humanity	(146)
Unit Eleven		Corporate Espionage	(150)
	Text A	Procter & Gamble vs. Unilever: A Case of Corporate Espionage	(151)
	Text B	Hewlett-Packard Spying Scandal Sheds New Light on US Corporate “Ethics”	(159)
	Text C	Understanding Intellectual Property Rights through Coca Cola	(164)
Unit Twelve		Global Crisis	(169)
	Text A	Rich but Hungry	(171)
	Text B	Gas Crisis Packs Global Punch — and Not Just on Motorists	(179)
	Text C	“Earth Hour” Goes Global	(183)

Unit One

Business Leaders

Text A

Lead-in

1. Survey: Are you a born leader?

Direction: Read the following 10 questions and circle Yes or NO for each question.

1. Y or N: Are you comfortable making decisions and taking action?
2. Y or N: Do you show concern for other people's needs, interests and goals?
3. Y or N: Can you accurately understand the needs and motivations of others?
4. Y or N: Do you have an accurate understanding of your own shortcomings not just your strengths?
5. Y or N: When pursuing a goal, do you maintain a positive attitude despite difficulties?
6. Y or N: Do you listen closely (rather than guess what the other person is going to say before he finishes)?
7. Y or N: Are you comfortable making presentations and speaking in public?
8. Y or N: Do you know how to use humor to relieve tense or uncomfortable situations?
9. Y or N: In difficult situations, are you able to stay calm and sensible?
10. Y or N: Do you watch how others react to better understand your own behavior?

2. Quotation

Direction: To what extent do you agree or disagree to the quotation?

The best leaders are in harmony with their followers.

The next best are those who are respected.

Then it comes to those who are feared.
The worst are those who are despised.
— Lao-tzu, *The Way of Life*

Text A

Richard Branson — the World's Greatest Brand Builder



(http://img.timeinc.net/time/daily/2007/0703/bspacenuz_0305.jpg)

In the modern world of business, Richard Branson is an anomaly. In an era dominated by strategists, he is an opportunist. Through his company the Virgin Group¹, he has created a unique business phenomenon. Never before has a single brand so successful across such a

Notes:

1. Virgin Group Ltd: a conglomeration of separately run companies that each uses the

diverse range of goods and services. Branson is the ultimate brand-builder.

In the film *Four Weddings and a Funeral*, a character jokes that his friend must be the richest man in Britain, but the friend says: Of course not. There's the queen. And that Branson bloke³ is doing terribly well.

Britain's best known entrepreneur, Branson has been doing "terribly well" for more than three decades now. He started his first business at the age of 16, and was a millionaire at 24. Now in his 40s, Branson is a regular entry in Forbes⁴ magazine's list of the richest men in the world.

Today, Branson is the driving force at the centre of a web of somewhere between 150 and 200 companies, employing more than 8000 people in 26 countries. His commercial interests span travel, hotels, consumer goods, computer games, music and airlines. You can even buy a Virgin pension or investment plan.

Yet Branson is more than just a businessman, he is a popular public figure — admired by parents and young people alike. One of a generation of business leaders who grew up in the 1960s, he has been described as a "hippy capitalist⁵". To this, he has added a reputation as an adventurer — setting a new world record for crossing the Atlantic, and almost losing his life trying to travel the globe in a hot air balloon.

Branson claims that Virgin was started from a public phone booth with less capital than most people would happily "blow⁶" on a good night out at a restaurant. Despite his wealth, he remains unrelenting in his commercial ambitions. At times, he seems to launch new ventures on an almost daily basis. "A ruthlessly ambitious workaholic," is how one biographer described him.

Virgin brand 英国维珍集团,由多个使用其品牌的独立运作的公司组成

2. *Four Weddings and a Funeral*: a 1994 British romantic comedy film which features Hugh Grant 电影《四个婚礼和一个葬礼》摄于1994年,是一部由休·格兰特主演的英国浪漫喜剧片。

3. bloke: (slang, chiefly British) a fellow, a man [英俚]小子; 家伙

4. Forbes: an American publishing and media company. Its flagship publication Forbes Magazine is America's oldest business magazine. 美国出版和媒体公司福布斯旗下的旗舰刊物《财富(福布斯)》杂志是美国最早的商业杂志。

5. hippie: a person who challenges and rejects many of the conventional standards and customs of society. With his informal style and non-conformist attitude, Richard Branson has been called a "hippy capitalist." 嬉皮士反抗传统标准和社会习俗。布兰森因其不墨守成规的随意作风被称为“嬉皮资本家”

6. blow: (slang) to spend (money) freely and rashly [俚]乱花(钱); 挥霍

Branson's greatest commercial achievement, to date, is to create what is the world's first universal brand⁷. Other famous names have become synonymous with the product they sell: Hoover vacuum cleaners, Coca-Cola, and Levi Strauss to name just a few. But only Virgin transcends products.

Yet despite its remarkable success, Branson would have us believe that none of it was planned. He gives the impression that the Virgin phenomenon is one of those odd things that happen to people sometimes. Yet, he makes it look and sound so simple.

An outspoken critic of business schools and management theory, Branson likes to portray himself as the ordinary man on the street (despite his comfortable middle class origins). He is the small guy who outsmarts the big guys. His account of how the famous Virgin logo came to be is typical of the way things seem to happen at Virgin.

"When Virgin Records⁸ became successful we followed our instincts...," Branson explains. "In the beginning, the music reflected the 'hippy' era and our logo reflected that too. Then when Punk⁹ came along we felt we needed a new image... Rather than spending a fortune coming up with the new image, I was talking to our graphic designer one day explaining what we wanted and he threw on the floor his doodling — the now famous red-and-white Virgin logo — which I fortunately picked up on the way to the loo¹⁰."

It sounds so casual, but the words mask a remarkable entrepreneurial mind, one that has re-invented business to fit the times he lives in.

(592 words, from *10 Secrets of the World's Greatest Brand Builder*)

7. universal brand: Virgin's 200 companies world-wide are tied together by the values of one universal brand: Virgin. 维珍集团旗下全球 200 家公司具有统一品牌,即“维珍”。

8. Virgin Records: In 1973, Branson entered the recording business and formed record label Virgin Records. 1973 年, 布兰森进军唱片业, 创办维珍唱片公司。

9. Punk: Punk rock 朋克摇滚乐

10. loo: (slang, chiefly British) toilet [英俚] 厕所

Words and Expressions

1. anomaly /ə'noməli/ *n.* one that is peculiar 反常之事物; 异例
2. era /'iərə/ *n.* period in history 纪元; 时代
3. dominate /'dɒmineɪt/ *v.* to enjoy a controlling position 支配; 占优势
4. strategist /'strætɪdʒɪst/ *n.* an expert in strategy 战略家
5. opportunist /'ɒpətʃu:nɪst; (us)-tu:n/ *n.* one who takes every opportunity to gain an advantage 机会主义者
6. diverse /daɪ'veɪs/ *a.* very different from each other 不同的
7. ultimate /'ʌltɪmɪt/ *a.* better or more important than all others 最佳的; 最重要的
8. entrepreneur /,ɒntreɪprə'nɔ: / *n.* person who organizes and manages a commercial undertaking 企业家
9. reputation /,repju(:)'teɪʃən/ *n.* (an) opinion held about someone or something, esp. by people in general 名誉; 名声
10. span /spæn/ *v.* extend across 跨越
11. unrelenting /'ʌnrɪ'lentɪŋ/ *n.* having a lot of determination 不松懈的; 不屈不挠的
12. venture /'ventʃə/ *n.* a course of action, esp. in business, involving some risk in expectation of gain 商业上的投机; 风险项目; 风险投资
13. ruthlessly /'ruθlisli/ *a.* cruelly 无情的
14. workaholic /,wɜ:kə'hɒlɪk/ *n.* someone who spends most of his time working and has little interest in other things 工作狂
15. biographer /baɪ'ɒgrəfə/ *n.* one who writes an account of another person's life 传记作家
16. synonymous /sɪ'nɒnɪməs/ *a.* having the same or a similar meaning 同义的
17. transcend /træns'send/ *v.* to pass beyond the limits of 超越
18. remarkable /rɪ'mɑ:kəbl/ *a.* unusual; extraordinary 非凡的
19. outspoken /aut'spəukən/ *a.* stating one's opinions frankly 坦白的; 直言不讳的
20. critic /'krɪtɪk/ *n.* a person who gives judgments about good and bad qualities of something 评论家; 批评家

21. account /ə'kaunt/ *n.* a narrative or record of events 记述; 报告
22. outsmart /aut'smɑ:t/ *v.* to gain an advantage over someone, esp. by using a clever trick 智胜
23. instinct /'instɪkt/ *n.* a natural ability to know what to do in a particular situation 直觉
24. doodle /'du:dl/ *v.* draw aimlessly esp. when one is bored or thinking about other things 乱涂; 乱画
25. driving force *np.* the power that pushes or urges forward 动力
26. consumer goods *np.* goods, such as food and clothing, that satisfy human wants through their direct consumption or use 消费品
27. pension plan *np.* a system designed to provide people with a pension after they have made regular payments over a long period of time 退休金计划

Exercises

I. Reading Comprehension

1. Determine whether the following statements are true or false. Write a T for true and an F for false.
- _____ 1) Virgin brand has been successful across a wide range of goods and services.
- _____ 2) Branson is one of the best-known entrepreneurs and brand-builders in the world.
- _____ 3) Branson's commercial interests cover a wide range of businesses except finance.
- _____ 4) Branson is admired by young people but is unpopular with their parents.
- _____ 5) Branson was nearly killed when he crossed the Atlantic in a hot air balloon.
- _____ 6) Virgin was started from a small amount of money.
- _____ 7) Virgin, the world's first universal brand, was synonymous with its product.

- _____ 8) Branson likes to portray himself as the ordinary man of middle class origins.
- _____ 9) Branson would like to convince us that none of his successes was planned.
- _____ 10) Branson decided on a Virgin's new logo almost instinctively.

2. Questions for discussion

- 1) What does the writer want to tell us when he refers to the lines of film *Four Weddings and a Funeral*?
- 2) In the modern world of business, why is Richard Branson called an anomaly?
- 3) In what aspects is Virgin different from other famous brands such as Coco-cola, Hoover and Levis Straus?
- 4) What impression does Branson give despite his extraordinary success?
- 5) How did Virgin's new logo come about?

II. Vocabulary

1. Word Derivation

Fill in each of the blanks with the given word in its proper form.

- 1) I rejected his proposal out of an _____ feeling of distrust. (instinct)
- 2) Branson has been admired for his extraordinary _____ mind. (entrepreneur)
- 3) The country has become a tourist attraction for its rich ethnic and cultural _____. (diverse)
- 4) The boss has been very _____ of his employees' conduct when they are at work. (critic)
- 5) She was married to an _____ young lawyer when she was 20. (ambition)
- 6) The _____ victims of the pension fund fraud have no idea how to get their money back. (fortune)
- 7) David Maraniss wrote a famous _____ of Bill Clinton and it is titled "*The First in His Class*" (biographer)
- 8) Do these patented inventions have any _____ value? (commerce)

2. **Blank Filling:** Complete the following sentences with words in the box. Change the form when necessary.