

Collins

English for Business

柯林斯商务英语

READING | 阅读 (中文注释版)

Anna Osborn



商务印书馆

图书在版编目 (CIP) 数据

柯林斯商务英语:阅读 (中文注释版) / (英) 奥斯本 (Osborn, A.) 著. —北京: 商务印书馆, 2014

(柯林斯商务英语)

ISBN 978-7-100-10346-6

I. ①柯… II. ①奥… III. ①商务 - 英语 - 阅读教学
IV. ①H319.4

中国版本图书馆 CIP 数据核字 (2013) 第 242786 号

版权所有 未经出版人事先书面许可, 对本出版物的任何部分不得以任何方式或途径复制或传播, 包括但不限于复印、录制、录音, 或通过任何数据库、信息或可检索的系统

本授权中文简体字注释版由哈珀·柯林斯出版公司和商务印书馆合作出版 此版本经授权仅限在中华人民共和国境内 (不包括香港特别行政区、澳门特别行政区和台湾地区) 销售

所有权利保留

未经许可, 不得以任何方式使用。

柯林斯商务英语: 阅读 (中文注释版)

〔英〕安娜·奥斯本 著

商务印书馆出版

(北京王府井大街 36 号 邮政编码 100710)

商务印书馆发行

山东临沂新华印刷物流集团

有限责任公司印刷

ISBN 978-7-100-10346-6

2014 年 1 月第 1 版

开本 787 × 1092 1/16

2014 年 1 月第 1 次印刷

印张 8.25

定价: 35.00 元

Anna Osborn

Collins English for Business: Reading

ISBN 978-0-00-746943-7

© HarperCollins Publishers 2012

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission in writing of the Publisher. This book is sold subject to the conditions that it shall not, by way of trade or otherwise, be lent, re-sold, hired out or otherwise circulated without the Publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

© in the Chinese material The Commercial Press (2013).

Published by arrangement with HarperCollins Publishers Limited.

中文简体字注释版由哈珀·柯林斯出版公司授权出版

About the author

Following a degree in Modern Languages at the University of Oxford, **Anna Osborn** worked in publishing as a Managing Editor during the 1990s. She retrained to become an English language teacher in 2000 and has since worked across Europe teaching students of all levels and ages. In addition, she has written a wide variety of English language learning materials including business and general study books, online self-study courses, and classroom workshops. Her most recent books are *English for Business: Speaking* (Collins, 2011) and *English for Life: Reading* (Collins, 2012).

ACKNOWLEDGEMENTS

The publisher and author wish to thank the following rights holders for the use of copyright material:

Page 61

The rich get rich, the poor get poorer? That could kill capitalism
by David Robertson

The Times / NI Syndication (28.01.2012)

Page 69

How to live like the idle rich by Mark Atherton

The Times / NI Syndication (28.01.2012)

Pages 72–73

U.S. stocks drop as Greece struggles for accord by Kate Gibson

Reprinted with permission of MarketWatch, Copyright © 2012
Dow Jones & Company, Inc. All rights Reserved Worldwide
(6.02.2012)

Page 77

*Heritage, Culture and What the Japanese Can Teach Us About
Business Longevity* (extract) by Danny Brown (11.01.2012)

<http://dannybrown.me/2012/01/11/japanese-business-success/>

Page 81

The Leadership Engine by Noel M. Tichy

Copyright © 1997 by Noel M. Tichy. Reprinted by permission of
HarperCollins Publishers

If any copyright holders have been omitted, please contact the
publishers who will make the necessary arrangements at the first
opportunity.

Contents

目 录

Introduction	2
导 言	
Section 1 – Emails	
电子邮件	
Unit 1 Managing your inbox	4
管理收件箱	
Unit 2 Dealing with group emails	8
处理群发邮件	
Unit 3 Dealing with long emails	12
处理长邮件	
Section 2 – Doing business	
商务活动	
Unit 4 Understanding organizations	16
理解组织	
Unit 5 Managing schedules and budgets	20
管理进度与预算	
Unit 6 Reading agendas and minutes	24
阅读议程与记录	
Unit 7 Reading CVs and covering letters	28
阅读简历与求职信	
Unit 8 Studying job descriptions	32
学习职位描述	
Unit 9 Analysing business reports	36
分析商业报告	
Unit 10 Reviewing annual reports	40
审读年度报告	
Section 3 – Marketing and advertising	
市场营销和广告	
Unit 11 Browsing advertisements	44
浏览广告	
Unit 12 Product and service brochures	48
产品和服务手册	

Unit 13	Exploring company websites 开发公司网站	52
Unit 14	Social media 社交媒体	56
Section 4 – Business media and books 商业媒体和书籍		
Unit 15	Reading the news 阅读新闻	60
Unit 16	Business media websites 商业媒体网站	64
Unit 17	Analysing the money or personal finance section 分析（媒体的）货币或个人理财版	68
Unit 18	Watching the markets 观察市场	72
Unit 19	Reading business blogs 阅读商业博客	76
Unit 20	Reading business books 阅读商业书籍	80
Answer key 答案		84
Extended learning through COBUILD 通过 COBUILD 扩展阅读		101
How should I read? Choosing a reading approach 我该阅读什么？选择一种阅读方法		121
Improving your reading speed 提高你的阅读速度		123

柯林斯商务英语

阅 读

(中文注释版)

〔英〕安娜·奥斯本 著

商务印书馆

2013年·北京

Introduction

导 言

《柯林斯商务英语：阅读》有助于提高你阅读各类商业文本的能力。你可以将此书作为：

- 一套自学课程；
- 一套商务沟通或商务英语课程的补充读物。

本书涵盖了广泛的文本类型，包括商业报告、进度与预算、社交媒体以及商业媒体。上述大量阅读文本都是真实的或者基于真实来源。

《柯林斯商务英语：阅读》共 4 个 Section，20 个单元：

- Section 1 电子邮件
- Section 2 商务活动
- Section 3 市场营销和广告
- Section 4 商业媒体和书籍

单元结构

为了便于使用，我们对每一个单元都采用了类似的结构。我们建议你在学习每个单元时按照顺序进行练习。

如何阅读——对于每种文本类型给出了相应的最好的阅读方法。

开始——给出了首要的阅读活动，以便在你开始详细阅读之前先熟悉一下文本内容。

理解——有助于你检查自己对文本的理解程度。

发展阅读技巧——练习一种或更多种与该单元文本类型最相关的阅读技巧。

语言焦点——强调并练习文本中最有用的语言。

复习——总结该单元的主题。

其他特征

在本书后面你可以找到以下四个有用的部分：

- 1 答案
- 2 通过 COBUILD 扩展阅读

为了帮助你在学习本书过程中扩充词汇量，我们从《柯林斯 COBUILD 语料库》中引用了一些关键词汇的更多用法和例句。翻到本书第 101 页，你会发现每个单元中关键词汇的更多意义、用法和搭配。

3 我该阅读什么？选择一种阅读方法

4 提高你的阅读速度

我们建议你在使用本课程之前先阅读一下“我该阅读什么？选择一种阅读方法”和“提高你的阅读速度”这两个部分。这两个部分包涵大量有用的小提示。

《柯林斯商务英语：阅读》的使用

你可以按照顺序从单元 1 学习到单元 20，也可以挑选对你而言最有用的单元进行学习。例如，也许你想重点学习“商务活动”这个单元，而在“商业媒体和书籍”这个单元少花点时间。本书目录将有助于你进行选择并制定自己的学习计划。

准备一本词汇笔记，在学完每个单元后将遇到的新单词记到本子上。

语言水平

《柯林斯商务英语：阅读》是为 B2 或以上水平（中高级到高级）的商务学习者而写的。

本系列其他书籍

“柯林斯商务英语”系列还有《口语》《听力》和《写作》。

1

Managing your inbox

管理收件箱

How to read your inbox and short emails

Email is the most common form of business communication. When you get an email:

- Scan over the subject lines of the emails in your inbox and focus on any topics that you know need your immediate attention.
- Pay particular attention to any emails marked as 'urgent'.
- Skim through emails that are not urgent and come back to them when you have more time.

Getting started

1 Scan over the new emails in Alex's inbox below and answer these questions.

1 Whose email should he read first and why?







.....

2 Whose email has an attachment and what is it?

.....

3 Whose email refers to plans for a future event and what is it?

.....

From	Subject	Date received			
 Li Sung	Programme for conference	6 March 09.52	!!		
 Nora Stephens	Approval needed urgently	6 March 09.27			
 Ella Wood	James project update	6 March 09.23			
 Pierre Valois	Sales reports attached	6 March 09.15			
 Rose Mills	Interview confirmation	6 March 09.13			

2 Skim over the three emails opposite in just one minute. Which of the three emails might Alex leave until later to read in detail? Why?

.....

immediate 迅速的 urgent 紧急的 confirmation 确认

1 Dear all,

Please find below details for the company conference to be held on 23 April.

Conference venue: The Great Hall, Grants Hotel, London, W6 4AJ

Attendees: All senior management

Timetable for the day:

09.30	Welcome breakfast
10.00	Address from CEO
10.30	Annual financial results and budget for next year
11.30	Sales and Marketing annual review
12.30	HR presentation
13.30	Lunch
14.30	Strategic plan for next year: 'Greater and better'
16.30	Address from Managing Director
17.00	End

A detailed breakdown of all the day's presentations will be sent out in due course.

I apologize for the delay in circulating these details and if any changes are made, I'll be sure to keep you all in the loop.

Best wishes,

[.....]

Events Organizer

2 Hi Alex,

Sorry for not getting back to you sooner with the information that you need for the conference – the sales reports that you asked for are attached.

Could you possibly take a look at January's figures because there are some loose ends that we need to tie up.

Look forward to hearing from you.

Thanks,

[.....]

Sales and Marketing Account Manager

3 Dear Alex,

Please note that the deadline for budget approval was close of play yesterday.

I would appreciate it if you could give me the green light as soon as possible because I need to submit them to the board today.

Should you need any further information, please do not hesitate to contact me – I'm on extension 231.

I look forward to your reply.

Thank you in advance,

[.....]

Finance Manager

in the loop 知情的。loose 松散的，模糊的。extension 电话分机。

Understanding

- 1

Insert the senders' names in the spaces in the three emails on the previous page.
- 2

Are the following statements True or False? Correct any that are false.

1

All employees are expected to attend the conference.

.....

2

There may be further changes to the plans for the conference.

.....

3

Pierre sent the sales reports to Alex as soon as he was asked.

.....

4

There are some unresolved issues regarding July's figures.

.....

5

Alex must approve the sales reports by 2 p.m. today.

.....

6

Nora Stephens is planning to submit the budgets to the board by the end of today.

.....

Developing your reading skills

- 1

What is the purpose of each of the emails? Tick the box(es) as appropriate.

	Email 1	Email 2	Email 3
To send Alex information about something	✓	✓	
To ask Alex to do something			
To apologize about a delay in something			
To invite a response from Alex regarding something			

- 2

After reading his emails, Alex marks each with a note to prioritize his tasks. Match the comments to the emails that they refer to.

1

Email 1

A

Approve budgets right away.

2

Email 2

B

Not urgent, look at when time allows.

3

Email 3

C

Look at first thing tomorrow to sort out unresolved issue.

Language focus

- 1

Fill the blanks in the sentences with one of the words or phrases from the box.

attachment bcc cc recipient reply reply all sender subject

- 1

The is the person who writes and sends an email and the is the person who receives it.
- 2

The field or box is where you write a brief summary of the email contents.
- 3

An is a file that is sent along with an email.

previous 前面的 unresolved 没有解决的 budget 预算

- 4 is used in an email to indicate that a copy is being sent to another person, while is a way of sending an email to a number of recipients without revealing their email addresses to each other.
- 5 If you want to send an email back just to the sender, then you press, but if you want to send an email back to the sender and also to each person who received the original email, you press

2 Insert the expressions from the emails into the correct section of the box.

Should you need any further information, please do not hesitate to contact me.	Look forward to hearing from you.
Hi Alex,	Please find below ...
Could you possibly ...?	Thanks,
Dear Alex,	Sorry for ...
I apologize for ...	Thank you in advance,
I would appreciate it if you could ...	The sales reports are attached.
	I look forward to your reply.

Purpose	More formal expression	Less formal expression
To start an email	Dear Alex,	
To advise about information sent with an email		
To ask somebody to do something		
To apologize about something		
To invite a response from the recipient		
To end an email/express gratitude		

3 Look at the idioms from the emails and write them with the correct definitions.

close of play give somebody the green light on something in due course in the loop some loose ends to tie up

- end of the working day:
close of play
- fully informed about something:
.....
- some problems that still need to be solved:
.....
- when the time is right:
.....
- give permission for somebody to do something:
.....

Review

How many emails do you receive each day? How do you manage your inbox? Remember to deal with the ones that are marked urgent and skim through emails that are not urgent, and come back to them when you have more time.

2

Dealing with group emails

处理群发邮件

How to read group emails

Group emails are ones that are sent to more than one person at the same time – much like a discussion that you might have with your colleagues in a meeting, only by email.

- Skim through long group emails to get the gist of the discussion.
- Scan over them to look for any specific areas that you may need to respond to, to make sure that you are happy with decisions that are being made by your colleagues, or to take note of any tasks that are allocated to you along the way. Read these sections intensively for detail.
- With a long series of emails with the same subject line in your inbox, start with the most recent email. Remember that you will have to read backwards up the chain of emails to understand the points of reference that people make.

Getting started

Skim through the series of five emails, which are presented with the most recent one first, in just 60 seconds and choose the best summary of the situation.

- 1 There has been a problem with the Traverse software, which manages the company's travel arrangements, that is resolved.
- 2 There is a problem with the Traverse software, which manages the company's travel arrangements, that is unresolved although they know how to solve the problem.
- 3 There is a problem with the Traverse software, which manages the company's travel arrangements, that is unresolved.

1	Re: Meeting invitation Sent: 4 April 11.36 To: Tom Becaveric; Xavier Justino; Jacky Miller; Ben Wade Location: Meeting room 5 Date: 5 April Time: 9.30 a.m. To discuss: Double payment of commission to six external travel agencies Please RSVP. Regards, Dina PA to Finance Director Blomfield Wright Travel Associates
2	From: Tom Becarevic Re: Overpayment of commission Sent: 4 April 11.12

gist 要点, 主旨 allocate 分配 intensively 加强地, 精细地 commission 佣金, 手续费

To: Ben Wade; Jacky Miller
Cc: Xavier Justino; Dina Finn

This is a serious issue.

Ben – please email the agencies immediately to inform them of the technical error. We'll advise about how we will resolve the matter in due course.

Xavier – we've had these problems with Traverse in the past. I thought they'd all been resolved by your team in IT. Please advise ASAP.

Dina – please arrange a meeting first thing tomorrow with Xavier, Jacky, and Ben so that we can get to the bottom of how this happened, figure out how to resolve it, and ensure it never happens again.

BW,
Tom
Finance Director
Blomfield Wright Travel Associates

3 From: Ben Wade
Re: Overpayment of commission
Sent: 4 April 10.59
To: Jacky Miller; Tom Becaveric

Dear Both,
FYI, it looks like we've paid six agencies double their usual rate of commission this month, which equates to an overpayment of \$150,000.

Best regards,
Ben
Sales team manager
Blomfield Wright Travel Associates

4 From: Jacky Miller
Re: Overpayment of commission
Sent: 4 April 10.47
To: Ben Wade
Cc: Tom Becaveric

Dear Ben,
We need to get an idea of the scale of the problem as soon as possible. Please could you investigate exactly how much we're talking about here.
Tom – we had similar problems last year, which were supposed to have been resolved with the Traverse systems upgrade. Any thoughts?

Best,
Jacky
Sales Director
Blomfield Wright Travel Associates

5 From: Ben Wade
Re: Overpayment of commission
Sent: 4 April 10.36
To: Jacky Miller

Dear Jacky,
It has come to my attention that we have paid double commission to some of our external travel agencies this month. This appears to have been caused by a glitch in the Traverse computer system. What are your thoughts on this?

Regards,
Ben
Sales team manager
Blomfield Wright Travel Associates

equate 相当于, 等同。 upgrade 升级 a glitch 小过失, 差错。

Understanding

Look again at the emails and answer these questions.

- 1 Why does Ben email Jacky in email 5?
.....
- 2 Has this problem occurred before?
.....
- 3 Who does Jacky bring into discussions and why?
.....
- 4 How much money is involved?
.....
- 5 Which two people does Tom bring into discussions and why?
.....
- 6 What is happening tomorrow in an effort to resolve the issue?
.....

Developing your reading skills

- 1 Imagine that you are the Xavier, the IT Manager and you come to the group email late. Choose the best response.
 - 1 I'm afraid that this is the first I've heard about this problem, but I'll get my team onto it straight away and update you at the meeting tomorrow.
 - 2 I'm afraid that this is the first I've heard about this problem, but I don't really want to get involved.
 - 3 I'm afraid that this is the first I've heard about this problem, but I'll email the external travel agencies to find out what went wrong.
- 2 When you are copied into a long group email, you often need to scan through to find the exact details about a task that has been allocated to you. Match the person with the action point or action points.

1 Xavier	B	4 Jacky
2 Ben /	5 Xavier, Tom, Ben, and Jacky
3 Dina		

 - A Set up a meeting for tomorrow morning and send out an email to invite the attendees.
 - B Find out exactly what went wrong with the Traverse system in time for tomorrow's meeting so that I can explain it to my colleagues.
 - C Prepare for and attend the meeting tomorrow at 9.30 a.m.
 - D Get Ben to find out exactly how much money we have overpaid.
 - E Find out how many agencies we've overpaid and let everybody concerned know the exact cost.
 - F Email the affected travel agencies to inform them of the technical error.

external 外面的, 外部的 attendee 出席者 overpay 多付给(某人)钱

- 3 Sometimes you need to be able to 'read between the lines' to understand what people really feel and think about a difficult situation, that is to interpret what they really mean. Identify the speakers below by reading between the lines of their emails above.

Tom Becaveric Xavier Justino Jacky Miller Ben Wade

- 1 I'm annoyed. I'm the one who's going to have to explain a \$150,000 hole in this month's takings. How was this allowed to happen? I need some answers.
Tom Becaveric.....
- 2 I'm worried. It sounds as though this was due to problems with the Traverse system, which I or my team should have spotted and resolved before it went live.
.....
- 3 I'm frustrated. My team and I have had these problems with Traverse before and they should have been sorted out before any more mistakes were made.
.....
- 4 I've discovered a problem and think I need to bring it to the attention of my superiors so that I don't get blamed for it.
.....

Language focus

- 1 Group the phrases under the correct heading in the box.

Any thoughts?

I'll get back to you as soon as I can.

Please advise ASAP.

Ben will circulate exact figures shortly.

We will keep you updated.

What are your thoughts on this?

Phrases requesting further information	Phrases promising further information
<i>Any thoughts?</i>	

- 2 Complete the sentences with these words.

attention bottom get present glitch

- 1 She understands how urgent the situation is, so she's going to her team onto it right away.
- 2 It's not working – there must be a in the system.
- 3 Let's try to get to the of this issue, so that we can understand why it happened.
- 4 It has come to my that employees are using the Internet for non-work purposes.
- 5 I'm afraid I don't have all the information in front of me, so I can't comment at

Review

A colleague stops you in the corridor and says 'I hear the Traverse system is causing problems. Do you know what is happening?' Briefly explain the situation to your colleague from your reading of the emails.

spot 发现 blamed 责备的, 责怪的 comment 评论, 发表意见