



21世纪 大学实用行业英语

21st Century Practical College English for Specific Purposes

综合教程

Students' Book

主 编 姜荷梅 叶利华

副主编 杨苗捷





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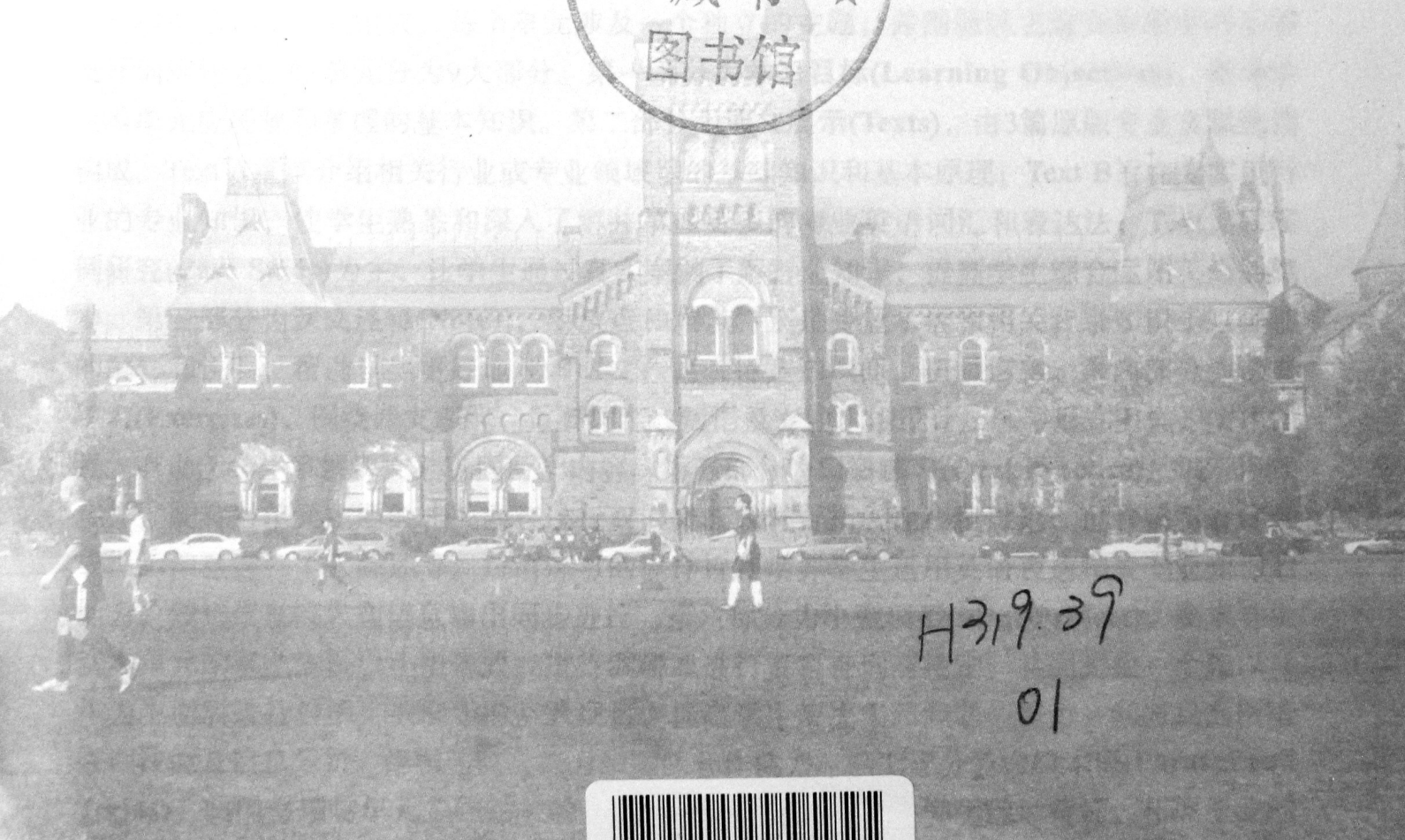
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前言

随着世界经济全球化、一体化的深入发展,知识面窄、学科单一、英语应用能力弱的毕业生已不能满足对外商务合作及经济快速发展的要求。能用英语进行有效的交际,对于个人事业的拓展起着越来越重要的作用,特别是学生在进入职业市场之前的英语技能和相关专业知识的对于其将来的事业发展有着举足轻重的作用。社会需要复合型人才,即希望毕业生既懂英语又有扎实的专业基础知识,但还具备一定的其他专业知识,如经贸知识、管理知识、法律知识等。然而,根据一线教师反映,大多数非英语专业的学生除本专业英语课程以外,很少有机会可修读其他专业英语课程。许多在校大学生及英语教师非常渴望有一本融多种专业基础知识于一册的英语教材。此外,根据行业人才市场的反馈信息,许多大学毕业生对于如何在工作中使用本行业地道的英语存在一定的困难。因此,编者依据《大学英语课程教学要求》对大学英语应用提高阶段在专业英语方面的教学要求,以学生储备的知识越丰富、越实用就越受用人单位欢迎为原则,以打通基础、拓宽知识面、强化英语应用为原则,编写了《21世纪大学实用行业英语综合教程》。

本书由14个单元组成,每个单元涉及一个独立的主题,并围绕该主题安排教学内容和设计训练任务。每单元分为9大部分。第一部分为学习目标(Learning Objectives),指导学生本单元应理解和掌握的基本知识。第二部分为课文展示(Texts),由3篇原版专业文献选读构成。Text A重点介绍相关行业或专业领域里的基础知识和基本原理;Text B旨在充实该行业的专业知识,使学生熟悉和深入了解并掌握更多的专业英语词汇和表达法;Text C以案例研究(Case Study)为主,让学生通过真实案例了解行业知识,提高学生综合运用英语的能力。第三部分为课文注释(Notes),对重点和难点特别是专业术语和相关背景知识予以详细的解释和说明,帮助学生更好地理解课文,同时拓宽知识面,积累信息。第四部分为课文练习(Exercises),围绕课文理解、重要词汇、短语及专业术语设计。练习形式多样,实用性强,有助于学生掌握课文并巩固所学内容。第五部分为口语练习(Oral Practice),训练形式多样,既有对单元主题的相关内容进行双人交流或进行拓展性小组讨论,也有就图表信息或提示信息进行个人陈述等。口语练习的设计旨在培养学生运用英语表达相关专业知识的能力,做到信息输入和信息输出同步进行。第六部分为小型项目(Mini-Project),要求学生就本单元的某个方面以小组形式或进行调研或进行资料查询与搜索,共同完成一个先以写作为主而后进行口语汇报展示的实践项目,提高学生解决实际问题的能力,同时提高网络查询技能及信息分析、组织与整合能力和团队合作能力。第七部分为词组术语(Phrases and Terms),归纳整理与单元主题相关的表达方式和专业术语,供学生课后背诵,拓展专业词



汇, 提高阅读与专业相关的英文资料的能力。第八部分为**网络查询(Surfing the Internet)**, 提供相关网站供学生课后进一步扩大与单元主题有关的知识。第九部分为**视频短片(Video Clip)**, 提供与单元主题相关的短小精悍的视频, 为学生提供鲜活生动的信息输入和多角度的思维启发。

本书的特点是: 1) **行业涉及面广**。课文涉及当今热门行业的主要专业, 如市场营销、连锁经营、国际贸易、物流、电子商务、广告、财会、酒店与旅游业、信息技术、法律等, 以及与各行业相关的人力资源、公共关系、企业文化等。2) **专业与语言相结合**。本书在选材时注重语言难度和专业知识点面相结合, 既使文章能包含专业中的基础知识点, 且具有高度的概括性和浓缩性, 又能体现英语教学的规律; 既能提高学生英语学习的兴趣, 又能提高其专业英语的阅读能力和综合运用英语的表达能力。3) **选材新颖贴近时代**。比如IT应用、电子商务、酒店与旅游业等单元的课文反映了行业的最新发展成果与趋势, 能促进学生对未来所从事行业的发展和前沿信息的了解, 对学生职业兴趣引导也有一定的帮助。4) **语言地道规范**。所有文章选材于国外英文图书、期刊、学术论文和网站等, 以保证语言的原汁原味。5) **生词查找方便**。在课文的右侧提供生词的解释, 方便学生阅读, 避免前后翻页之不便。6) **促进互动合作学习**。Mini-Project是一种从课内到课外的学习延伸和学习方式的拓展, 任务的完成在于课外充分准备及小组成员的配合。学生在搜集信息和与他人合作的过程中, 不仅能扩充自己的知识面, 也能培养合作意识, 提高合作能力。7) **适合多种学习者群体**。本书可以作为高等院校培养学生以英语为媒介、了解相关专业基础知识的阅读课或选修课的教材, 即可以用作拓展类英语课程, 特别是ESP课程的教材。同时, 本书也适用于具有一定英语水平的社会人员及对相关领域感兴趣的从业人员。本书既可用于课堂教学, 也可用于自学。

本书配有教学参考书, 内容涵盖课文翻译、练习答案、与主题相关的背景知识、视频短片的文字材料和教学用PPT课件。由于本教材涉及不同行业领域的内容, 语言难度不存在由浅入深, 使用者可对单元顺序作调整或取舍。

我们真诚希望本书既能满足高等院校拓宽各个专业的学生就业领域的需要, 又能满足大学英语教学向应用性和实用性方向发展的需要。同时, 我们也希望能为广大英语教师拓展专业发展之路及为学生提供拓展行业知识提供帮助, 对培养复合型人才尽绵薄之力。

参加本书编写的有上海商学院、上海财经大学和上海市商委教育培训中心等长期从事英语教学及相关专业英语教学的资深教师。

由于编者水平有限, 不足之处在所难免, 欢迎使用本书的读者和同仁不吝批评指正。

编者

2012年12月

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Unit 1

Marketing 市场营销

* Learning Objectives

1. To understand basic concepts of marketing.
2. To understand the SWOT analysis of a marketing strategy.
3. To apply SWOT analysis into business work.

Text A

Marketing Basics

Think of marketing as an exchange. Think of marketers as people who help to manage exchanges. People have been exchanging goods for goods, or goods for services, or services for services since time began.

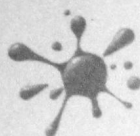
2 Marketing probably started with one *cave man* finding he had too much meat, but no fresh vegetables. So he made a deal with a man who had vegetables, but no meat. A simple exchange. So much meat for so many vegetables. Both cave men were happy. Both had exchanged something they valued for something of equal value. In time, groups of people came together into villages. Then the exchanges became more involved. One man would *fix* a roof in return for chickens and eggs. He would then exchange some of the eggs for bread at the baker's. Another may have sharpened all the knives in a home in exchange for having his garden dug. Both exchanged services rather than goods.

3 Simple exchanges soon became impossible. The *barter* system means that too many actual goods have to be moved about. So people

cave man (史前石器时代的)穴居野人

fix v. 修理

barter n. 物物交换



cash *n.* 现金

marketplace *n.* 市场

underlie *v.* 位于...之下

deprivation *n.* 剥夺, 丧失

makeup *n.* 组成

Big Mac 大麦克, 巨无霸
(麦当劳的一种汉堡)

go to great lengths 竭尽全力

fulfil *v.* 完成, 实现

intangible *a.* 无形的; 不可触摸的

myopia *n.* 近视

switch to 转向

disparage *v.* 贬低; 轻视

building block 积木; 基础部分

invented money. Before money, a person's wage could be paid in either chickens or pigs but he or she could not get change. After money was invented, all goods or services could be sold for *cash*, and the cash was used to buy what was needed. We still use money today. We use money to help us buy and sell quickly and easily.

Understanding the Marketing and Customer Needs

4 Five core customer and *marketplace* concepts are critical: (1) needs, wants, and demands; (2) marketing offers products, services, and experiences; (3) value and satisfaction; (4) exchanges and relationships; and (5) markets.

Customer needs, wants, and demands

5 The most basic concept *underlying* marketing is that of human needs. Human needs are states of felt *deprivation*. They include physical, social, and individuals needs. These needs were not created by marketers; they are a basic part of the human *makeup*.

6 Wants are the form human needs take as they are shaped by culture and individual personality. A person needs food but wants a *Big Mac*.

7 When backed by buying power, wants become demands.

8 The best marketing companies *go to great lengths* to learn and understand their customers' needs, wants, and demands.

Market offerings — products, services, and experiences

9 Needs and wants are *fulfilled* through market offerings — some combination of products, services, information, or experiences offered to a market to satisfy a need or want.

10 Market offerings include products and services — activities or benefits offered for sale that are essentially *intangible* and do not result in the ownership of anything.

11 ²Marketing *myopia* occurs when a company becomes so taken with their own products that they lose sight of underlying customer needs.

Customer value and satisfaction

12 Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers *switch to* competitors and *disparage* the product to others. Customer value and customer satisfaction are key *building blocks* for developing and managing customer relationships.

Exchanges and relationships

13 Exchange is the act of obtaining a desired object from someone by offering something in return. Marketing consists of actions taken to build and maintain desirable exchange relationships with ³*target audiences*.

target audience 目标受众

Markets

14 A market is the set of actual and *potential buyers* of a product. Marketing means managing markets to bring about profitable customer relationships.

potential buyer 潜在顾客

What Is ⁴Marketing Mix?

15 The combination of the four controllable *variables* — product, price, place, and promotion (the four Ps) that *comprise* a company's marketing program is termed the marketing mix. The four Ps, or four elements of the marketing mix are explained as follows:

variable *n.* 变量

comprise *v.* 由...组成

16 Product — planning and developing the right goods and /or services to be marketed, changing the existing products, adding the new ones, selecting the right *assortment*, package and brand.

assortment *n.* 分类

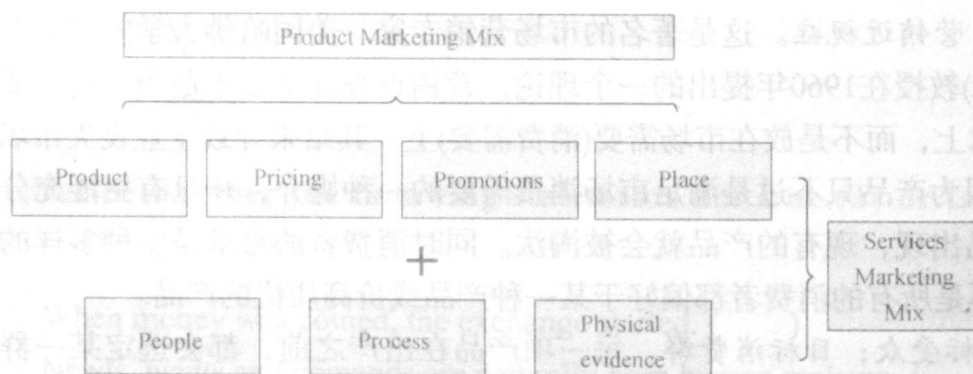
17 ⁵Price — setting the right price for firm's products or services after estimating the customers' reaction to price changing, making a decision about discount rates and *allowances* offered to different buyers.

allowance *n.* 津贴, 补贴

middleman *n.* 中间商

18 Place — choosing the right *middlemen* after comparing a variety of ⁶*channel members*, selecting the channel patterns.

channel member 渠道商



19 Promotion — informing and persuading the market regarding new or old products, putting advertisement, *enhancing* personal selling and ⁷sales promotion.

enhance *v.* 提高, 增强

20 The concept of 4Ps has been long used for the product industry while the 7Ps has emerged as a successful *proposition* for the services industry. The added 3Ps are as follows:

proposition *n.* 主张; 建议



reputation *n.* 名声, 名誉

be involved with 有密切关系的

physical (evidence) 实质的(证明)

brochure *n.* 宣传册

pamphlet *n.* 小册子

21 **People** — People refer to the customers, employees, management and everybody else involved in it. It is essential for everyone to realize that the *reputation* of the brand that you *are involved with* is in the people's hands.

22 **Process** — It refers to the methods and process of providing a service and is hence essential to have a thorough knowledge on whether the services are helpful to the customers, if they are provided in time, if the customers are informed in hand about the services and many such things.

23 **Physical (evidence)** — It refers to the experience of using a product or service. When a service goes out to the customer, it is essential that you help him see what he is buying or not. For example, *brochures*, *pamphlets* etc. serve this purpose. (860 words)

Adapted from:

<http://marketingmenu.blogspot.com/2010/06/marketing-definition.html>

<http://michaelcloke.com/creating-and-capturing-customer-value>

Notes

- marketer:** 营销人员。与seller, vendor 是近义词, 但是 marketer 源于 marketing, 指促进商品销售的人。
- marketing myopia:** 营销近视症。这是著名的市场营销专家、美国哈佛大学管理学院李维特(Theodore Levitt)教授在1960年提出的一个理论。营销近视症就是不适当地把主要精力放在产品上或技术上, 而不是放在市场需要(消费需求)上, 其结果导致企业丧失市场, 失去竞争力。这是因为产品只不过是满足市场消费需要的一种媒介, 一旦有更能充分满足消费需求的新产品出现, 现有的产品就会被淘汰。同时消费者的需求是多种多样的, 且不断在变化, 并不是所有的消费者都偏好于某一种产品或价高质优的产品。
- target audience:** 目标受众; 目标消费群。每一项产品在出产之前, 都会选定某一群人作为主要的消费对象, 这群人就被称为该产品的“目标受众”。
- marketing mix:** 市场营销组合。是指企业针对目标市场的需要, 综合考虑环境、能力、竞争状况, 对自己可控制的各种营销因素(产品、价格、渠道、促销等)进行优化组合和综合运用, 使之协调配合, 扬长避短, 发挥优势, 以取得更好的经济效益和社会效益。1960年, 麦卡锡(E. J. McCarthy)在《基础营销》一书中提出了著名的4P组合。之后很多学者在此基础上提出新的市场营销组合。如科特勒提出6p, 它是在原4P的基础上再加上政治(Politics)和公共关系(Public Relations)。随后, 科特勒又进一步把6P发展为10P。他把已有的6P称为战术性营销组合, 新提出4P: 研究(Probing)、划分

(Partitioning) [即细分(Segmentation)]、优先(Prioritizing) [即目标选定(Targeting)]、定位(Positioning), 称为战略营销。1981年, 布姆斯(Booms)和比特纳(Bitner)建议在传统市场营销理论4P理论的基础上增加3个服务性的“P”, 即: 人(People)、过程(Process)和有形实据(Physical Evidence)。

5. **Price — setting the right price for firm's products or services after estimating the customers' reaction to price changing, making a decision about discount rates and allowances offered to different buyers.** 价格——评估顾客对于价格变动的反应后, 给公司的产品或服务制定合适的价格, 决定给不同买家的折扣和补贴。
6. **channel:** (销售)渠道。这里是指产品由生产者向消费者转移过程中, 由一系列机构所组成的途径和通道网络, 即所经过的路线、方式和环节。
7. **sales promotion:** 促销活动。企业在某一段时期内采用特殊的手段, 对消费者和中间商实行强烈刺激, 以促进企业销售迅速增长的非常规、非经常性使用的促销行为。
8. **Process — It refers to the methods and process of providing a service and is hence essential to have a thorough knowledge on whether the services are helpful to the customers, if they are provided in time, if the customers are informed in hand about the services and many such things.** 过程——这是指提供服务的方法和过程, 因此, 必须清楚了解所提供的服务是否能给予客户帮助, 服务是否能提供及时, 服务信息是否已经传达到顾客手中, 以及诸如此类的事情。
9. **Physical (evidence) — It refers to the experience of using a product or service. When a service goes out to the customer, it is essential that you help him see what he is buying or not. For example, brochures, pamphlets etc. serve this purpose.** 有形实据——它是指使用某产品或服务的体验。为顾客提供服务时, 必须让顾客清楚感知所购买的服务或者没有购买的服务是什么。例如: 通过产品目录、宣传册。

Exercises

I Decide whether the following statements are true (T) or false (F) according to the information in the passage.

1. When money was coined, the exchange started. ()
2. Needs, wants and demands are naturally born human makeup. ()
3. Marketing myopia is the opposite of far-sightedness, which put the customer needs into consideration. ()
4. The 7 elements of the marketing mix have been long used for the product industry. ()
5. The marketers use brochures to convey product experience. ()
6. Promotion is done only by middlemen. ()
7. In the 7Ps, people refer to everyone involved in marketing. ()
8. Brochures help the customers to see the product or service that they have purchased. ()



II Match the English business terms with its Chinese equivalents.

marketing myopia	物物交换
marketing mix	渠道商
barter	市场短视症
channel member	市场营销组合
need	需要
demand	欲望
want	需求

III Translate the following paragraph into Chinese.

Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers switch to competitors and disparage the product to others. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships.

Text B

'SWOT Analysis — the First Step of Success in Marketing

output *n.* 产量, 输出

analytical *a.* 分析的

internal factor 内部因素

external factor 外部因素

capture *v.* 捕获

aspect *n.* 方面

The ²marketing plan is one of the most important *outputs* of the marketing process. It relies very heavily on an analysis of the industry, the business and the product situation. The SWOT analysis is an *analytical* tool which is used in market planning. The analysis of the strengths and weaknesses focuses on *internal factors* which can allow the organization to determine what it does well and what it needs to improve. Opportunities and threats are *external factors*.

2 **Strengths** *capture* the positive *aspects* internal to your business that add value or offer you a competitive advantage. This is an opportunity to remind yourself of the value existing within your business. Identifying your strengths will help you decide on which areas you can rely. You are likely to see better returns for your effort in these areas.

3 A SWOT strength could be:

- Your specialist marketing *expertise*;
- A new, *innovative* product or service;
- Location of your business;
- Quality processes and procedures;
- Any other aspect of your business that adds value to your product

or service.

4 **Weaknesses** refer to any limitation that a company might face in ³marketing strategy development or *implementation*. Weaknesses should also be examined from the customers' *perspective* since the customers often identify weaknesses not readily *identifiable* to the organization. Your weakness will tell you which areas need special attention — thus turning them into strengths. Alternatively, you might decide that these are areas which you should avoid.

5 A SWOT weakness could be:

- Lack of marketing expertise;
- *Undifferentiated* products or services (i.e. in relation to your competitors);
- Location of your business;
- Poor quality goods or services;
- Damaged reputation.

6 **Opportunities** refer to favorable conditions in the environment that could produce rewards for a company if acted upon properly. Opportunities are areas which the business needs to attack: they offer *earning potential*. You will need a strategy that allows you to make the most of the opportunity which exists.

7 A SWOT opportunity could be:

- A developing market such as the Internet;
- ⁴*Mergers*, joint ventures or strategic *alliances*;
- Moving into new ⁵market *segments* that offer improved profits;
- A new international market;
- A market *vacated* by an ineffective competitor.

8 **Threats** are external factors beyond your control that could place your marketing strategy, or the business itself, at risk. Identifying threats allows you to take actions if they should occur, before they can affect your business negatively. These challenges are unfavorable economic trends that could lead to reduced *revenues* or profits. Competition, whether existing or potential, is always a threat. Your

expertise n. 专门技术

innovative a. 革新的, 新颖的

implementation n. 执行

perspective n. 观点; 视角

identifiable a. 可以确认的

undifferentiated a. 未分化的; 无差别的

earning potential 盈利潜力

merger n. 兼并

alliance n. 结盟

segment n. 部分; 细分

vacate v. 腾出, 让出

revenue n. 收入, 收益; 产值