

英语快速阅读

(商务篇)

陈葵阳 吴 勇 杨友朝 阎先宝○主编



English Fast Reading for Business



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前言

《英语快速阅读(商务篇)》内容涉及国贸、金融、货币、证券、保险、营销、管理等方面的知识,所选文章题材丰富,语言规范,难易适中,循序渐进,旨在培养学生快速获取信息的能力,符合培养国际化、复合型和应用型人才目标的要求。所选文章中的商务知识具有相关的理论基础,所涉及的商务内容具有较强的实用功能。

该教材具有以下特点。

创新性 该教材把英语快速阅读技能的训练与商贸知识密切结合,为学生提供内容丰富、难易适中、渗透于社会生活诸多方面的商务贸易知识,将语言技能的训练与相关专业知识有机地结合起来,体现复合型人才的培养目标。该教材以商务知识为内容,培养学生快速获取信息的能力,这在英语快速阅读教材编写领域尚属首次尝试。

复合性 该教材以英语为载体,以商贸知识为内容,使学生既习得英语快速阅读技能,又了解相关的商贸知识,语言知识与商贸知识相互融合,达到英语能力与相关专业知识并举共进,以更好地适应经济社会的发展和未来就业的需要。

实用性 该教材的难易程度循序渐进,内容为商务领域的常识性知识,既有理论理念,又有实际案例,可供财经类大专院校的学生使用,也可供高职高专的学生和从事商务英语学习和工作的读者使用;为了有利于学生自主学习,练习设计注重多样性和综合性,符合大学英语四、六级考试对快速阅读的测试要求。

该教材共 15 个单元,其结构为主题式设计,每单元 1 个主题,6 篇文章,分 A 和 B 两个部分,每部分 3 篇文章,多选自近期的刊物,内容新,观念新,具有时代感。

本书由安徽财经大学外国语学院陈葵阳、吴勇、杨友朝、阎先宝主编。本书在编写过程中参考了大量的文献资料,在此编者向所有的有关作者和著作权人表示衷心的感谢。由于编者水平有限,书中难免有不妥或错漏之处,敬请有关专家和广大读者批评指正。

编者
2013 年 6 月

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Unit 1

Advertising (A)



Section A

Directions: *In this section , you will have about 15 minutes to go over the passage quickly and answer the questions. For questions 1-7 , choose the best answer from the four choices marked A , B , C and D. For questions 8-10 , complete the sentences with the information given in the passage.*

International Advertising

International marketing advertising can be taken to mean the dissemination of commercial messages to the target group globally. It involves the communication of a newly or even an existing product in a particular producing country so that it can reach the potential consumers all over the world. This is because you tend to find that the target audience for a particular product will tend to differ from one country to another. This is because of the many beliefs and attitudes which are possessed by so many people all over the world. It is due to this that international marketing has proved to be quite effective in that it will involve the communication of new produced products to many countries. You also find that the way people perceive or interpret stimuli or even symbols, and the way people tend to respond to emotional or humor appeals plus their many levels of languages and literacy will require international marketing advertising so that the products can reach the potential consumers. There are so many ways by which international marketing advertising can take place that the target audience can be in a position to access these products. Here, I will try to analyze how international advertising takes place with reference to the Tusker Brewing Company in Kenya.

You find that for international marketing to take place, the firms producing these products should be organized in a way which will make this advertising effective. For example , the multinational firms need to centralize their advertising decisions plus budgeting this mode of advertising since it's a bit more expensive when compared to other modes of advertising. They need to have a number of agencies in such countries so that they can advertise their many products. So for the case of the Tusker Brewing Company in Kenya, you



find that they have agencies in other countries like Uganda, Tanzania, Rwanda and Burundi whereby the work of these agencies is to market the Tusker products into these countries. It's through this advertising that most of the potential consumers are in a position to access this beer, hence leading to increased profits in the company. You find that its budgets are usually decentralized and also placed in the hands of its local subsidiaries resulting in the greater use of the local advertising agencies.

Developing an international advertising strategy will prove important since an advertising strategy will develop a regional or even a global advertising campaign. For example, if the advertising is to develop a strong corporate or even a global image, in this case, you will find that a uniform global campaign strategy will be most effective. So with the Tusker Brewing Company, it has developed a global advertising campaign whereby it needs to reach as many customers as possible. So it sends its agencies to different countries whereby campaigns are usually carried advertising the particularly produced beer in the market. This global campaign in this case has several advantages unlike the local campaigns in that when Tusker Brewing Company advertises its new products globally, then it will be in a position to get more customers worldwide who will buy its beer, hence leading to increased profits in the company. So the global campaigns in this case are so much beneficial as far as the Tusker Company is concerned.

* **Advantages**

International marketing advertising has so many advantages as compared to its disadvantages. First you will find that international advertising will mean communicating the products to so many customers, hence meaning that the company will have built a strong coherent global image for its products worldwide. In this case most of the potential consumers from different countries of the world will tend to have access of the newly produced products in the market, hence meaning that the company will eventually have increased profits. This is because it will have accrued so many customers to buy the beer.

You also find that the use of the same image in many countries whereby the new brand of beer is advertised will tend to build a familiarity and also try to generate more synergy across the world market. Here, you will find that the continuous advertising in these countries will make the products to be more familiar to the target audience, hence meaning that the consumers in this case will have known the products for quite enough periods. With the continuous advertising of the products into these countries you will find that the consumers will be familiar with the products, hence leading to huge profits in the company.

* **Disadvantages**

Despite the advantages Tusker Brewing Company has had with the international marketing advertising, it has experienced some disadvantages. One is that international advertising is an expensive mode of advertising since it needs a heavy budget for such



campaigns. When these agencies are employed, these people need to be paid a lot of money since they are trying to market the products on your behalf. So a lot of money is required to pay such agencies who go marketing your products into the many countries they visit. Also, it will involve Internet advertising which is an expensive method to use by the producers of the Tusker Beer. So in this case you will find that since most of the consumers do not have access to the Internet, especially those people at the rural areas, then it will become a bit hard to communicate the products to them. The issue of a language barrier can occur when advertising, hence meaning that if the marketers differ in their languages, it will be difficult for the international marketing to take place.

International advertising can act as an integrating force across the national boundaries whereby the advertising of the new products tend to go beyond the boundaries of the producing countries so that the products can be communicated to the target audience. This is because people tend to differ in the consumption of such products.



Comprehension Questions

- Which of the following does **NOT** belong to the reasons why international marketing advertising can be taken to mean the dissemination of commercial messages to the target group globally?
 - Because it involves the communication of a newly or even an existing product in a particular producing country.
 - Because it involves the communication of a newly or even an existing product in a particular producing country so that it can reach the potential consumers all over the world.
 - Because the target audience for a particular product will tend to differ globally.
 - Because many beliefs/attitudes are possessed by so many people around the world.
- The author's purpose of writing this article is to _____.
 - explain what international advertising is
 - analyze how many kinds international advertising includes
 - analyze how to develop an international advertising strategy
 - try to analyze how international advertising takes place with reference to the Tusker Brewing Company in Kenya
- The case of Tusker Brewing Company in Kenya in Para. 2 shows that _____.
 - the firms producing these products should be organized in a way which will make this advertising effective
 - they need to have a number of agencies in such countries so that they can advertise their many products
 - the multinational firms need to centralize their advertising decisions plus budgeting



this mode of advertising

- D. it's through this advertising that most potential consumers access this beer
4. The Tusker Brewing Company in Kenya might haven't got agencies in _____.
A. Uganda B. China C. Tanzania D. Burundi
5. The reason why developing an international advertising strategy is important is that _____.
A. advertising is to develop a strong corporate or even a global image
B. it reaches as many customers as possible
C. it will develop a regional or even a global advertising campaign
D. a uniform global campaign strategy will be most effective
6. Which of the following does **NOT** belong to the disadvantages Tusker Brewing Company has had with the international marketing advertising?
A. International advertising is an expensive mode of advertising.
B. The use of the same image in many countries.
C. Expensive Internet advertising.
D. Language barrier.
7. Which of the following statements is **TRUE**?
A. Tusker Brewing Company should not develop international advertising.
B. International advertising for Tusker has got both advantages and disadvantages.
C. International advertising does not need a strategy.
D. It does not pay for Tusker to carry out its international advertising.
8. According to the passage, the advantages of the international advertising for the case of Tusker Brewing Company in Kenya obviously _____ its disadvantages.
9. The major advantages of the international advertising for the case of Tusker Brewing Company in Kenya are that _____.
10. International advertising can work as a force of _____ across the national boundaries whereby the advertising of the new products tends to go beyond the boundaries of the producing countries.



Section B

Directions: *In this section, you will have about 10 minutes to go over the following two passages quickly and answer the questions. For questions 1-10, choose the best answer from the four choices marked A, B, C and D.*

General Advertising and Directional Advertising

There are two types of advertising—general advertising and directional advertising. General advertising means telling the public about your products. You do it in the most



appealing way possibly in order to attract potential customers to buy your products.

Directional advertising functions once your general advertising is effective. It simply directs potential customers who are already aware of your products through your general advertising efforts. Your potential customers need to know the name of your company, because sometimes this is not so obvious as you have just advertised your brand but not your company. Then they will need to know where they can buy your product, that is, your address or your branches available. Of course they will need other contact details such as phone numbers, fax, email address, etc.

There are many online advertising directories. Once you have done your general advertising you may select any one of the many directories available. Some offer free listing while most others charge a small fee.

Now that you see the difference between the two types of advertising and the importance of directional advertising, let's go back to examine why you need to advertise. Advertising is one of the oldest forms of public announcement and occupies a vital position in an organization's product mix. According to the American Marketing Association in Chicago, advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.

To advertise means to inform, which can be considered as the flow of information about a product or service from the seller to the buyer. However, advertising does not end with the flow of information alone. It goes further to influence and persuade people to take a desired action, like placing an order to buy a product.

However, simply informing a customer that a brand exists is not enough. Advertising should be targeted towards the prospective audience in such a way that it forms a positive impact on the customer and in the process creates brand recognition. Marketers generally target advertising campaigns at different groups of customers: (1) for First Time Users of a product (customers who don't use a product category at all), the aim is to convince them to try that product; (2) for First Time Users of a brand (consumers who do not use a particular brand but might be using a competitor's brand), the aim is to convince buyers to switch from the competitor's products to theirs; (3) for Regular Users of a brand (buyers who are using a brand already), the aim is to serve as a reminder of the brand benefits and convince them to continue using it. A firm that plans to spend on advertising must make sure that advertising campaign creates a positive impression of the brand in the minds of customers and creates a need in them to try the brand and a commitment to continue using it.

To conclude, make sure your general advertising efforts are well organized before you place your website or listing in any online advertising directories.



★ Comprehension Questions

1. Which of the following concerning general and directional advertising is **TRUE**?
 - A. Directional advertising means telling the public about your products.
 - B. General advertising functions once your directional advertising is effective.
 - C. Directional advertising functions once your general advertising is effective.
 - D. General advertising and directional advertising are contradictory.
2. Directional advertising shall include all the followings **EXCEPT** _____.
 - A. the brand name of your company
 - B. the phone number of your company
 - C. the fax of your company
 - D. the email address of your company
3. According to the passage, advertising is _____.
 - A. playing a less important role in product mix
 - B. informing
 - C. free
 - D. personal
4. Advertising ends with _____.
 - A. the flow of information
 - B. informing
 - C. creation of brand recognition
 - D. the name of company
5. The objective of marketers' advertising campaigns at Regular Users of a brand is to _____.
 - A. convince them to try that product
 - B. convince them to try that brand
 - C. convince buyers to switch from the competitor's products to theirs
 - D. serve as a reminder of the brand benefits and convince them to continue using it

On Guard against Advertising

Advertising can be a service to customers. This is true when advertisements give reliable information about the goods advertised. Such information is needed if a customer wants to make a sensible choice when he buys. It is useful in that it lets him know of the kinds of goods in the shops. Printed advertisements do this job best. Customers can collect them and compare them. They can be taken along to shops and their statements can be checked against the actual goods in the shops. It is much harder to do this with TV or radio advertisements.

Some advertisements are not very useful to us customers. Instead of helping us to satisfy our real needs, they set out to make us want things. They set out to create a need. These advertisements are cleverly done. The people who produce them understand our weaknesses. They set out to make us believe that what they advertise will make us cleverer, prettier,



more handsome, only if we use it. Or they suggest that people who are all these things use their products. The voice on TV says, "Getaway people use XYZ petrol." The screen shows a picture of a petrol pump and a fast expensive car owned by a boy with a pretty girl friend. They drive off to a wonderful country or a lovely beach. Some people may feel that clever, successful people use XYZ petrol. Some might choose that petrol next time they fill up their car.

Beer advertisements often work in the same way. They suggest that "everybody drinks beer", or that it is smart to take your wife or girl friend to a pub. These advertisements are meant to increase the sale of beer. Usually they also try to get people to ask for a certain brand of beer or to go to a pub which sells it. This kind of advertising is very well done on TV or on the cinema screen. Other forms of advertising can also be used in this way. Often the TV advertisement is backed up in newspapers and on boarding. We should be on guard. It's our money they're after.

Some advertisements mislead customers by using part of the truth to suggest something false. The advertisement says, "The makers of *Toovar* washing machine recommend *Jazz* washing powder." So they do. But they recommend six other washing powders as well. The advertisement does not say that *Toovar* recommend only *Jazz*. It is skillfully made to give that idea to the careless readers, listeners or viewers.

At its best, advertising can be useful to us customers. At its worst, it can mislead us. So the only real safeguard for us is our own alertness.

★ Comprehension Questions

6. Advertising can be useful to the customers when _____.
 - A. customers are in a good mood
 - B. customers have to make choice
 - C. the information given in the advertisement is attractive
 - D. the goods customers want to buy are advertised
7. The best form of ads for customers to know of the kinds of goods in the shop is _____.
 - A. TV ads
 - B. radio ads
 - C. printed ads
 - D. cinema screen ads
8. The advantage of using printed advertisements is that _____.
 - A. they are cheaper to obtain
 - B. customers can take them along to shops and compare them with the actual goods
 - C. they are free
 - D. they provide better visual effects
9. What ads are **NOT** very useful to customers?
 - A. Those which make customers want to buy things.
 - B. Those which tell too much truth about the goods.



- C. Those which help customers to satisfy their real needs.
D. Those which give reliable information about the goods.
10. Ads that play on our weaknesses make us _____.
A. buy only those things we need
B. buy up everything
C. desire things we do not need
D. feel weak and uncomfortable

Advertising (B)



Section A

Directions: *In this section, you will have about 15 minutes to go over the passage quickly and answer the questions. For questions 1-7, choose the best answer from the four choices marked A, B, C and D. For questions 8-10, complete the sentences with the information given in the passage.*

Advertising

American businesses spend about 30 billion dollars per year on advertising of all types. This large advertising industry offers a wide variety of jobs for college graduates, including such positions as advertising managers, layout specialists, artists, copywriters, account executives, media directors and sales specialists.

The special challenge that advertising presents can be illustrated by a statement made by the president of a major advertising agency in New York. In concluding a lecture to a large group of business owners, this executive said, "We know that American businesses spent almost 30 billion dollars last year on advertising. We know that half of that amount was wasted. But, unfortunately, we do not know which half."

In designing an advertising program, an individual firm or its hired advertising experts must somehow balance the necessity of advertising against the likelihood that some expenditure will be wasted. Individual advertising expenditure varies from more than \$200,000 for a one-minute nation-wide television commercial to less than \$50 for some sales promotion in a neighborhood. All advertising has the final goal of increasing sales for the businesses, either in the short run or in the long run.

Advertising can be defined as non-personal commercial messages to the public designed to inform both established and potential customers. Advertising is paid for. As such, it differs from other forms of sales promotion.

* Types of advertising

Traditionally, all advertising is classified into direct-action advertising (designed to promote a firm's products or services) and institutional advertising (designed to promote a firm's name). Thus, the statement "Raincoats are on sale today at \$9.95" is an example of



direct-action advertising, and the claim “Our employees subscribe to the United Fund 100 percent” is an example of institutional advertising.

Modern business practices have further divided these two types of advertising into distinct approaches. For instance, primary-demand advertising seeks to increase the total demand for certain products without distinguishing specific brands. Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a kind of natural food. Usually, this type of advertising is sponsored by a particular trade association or marketing cooperative, not by individual retailers or manufacturers.

Another distinct type of advertising is brand advertising, which promotes the use of a particular brand among competing products. This type of advertising is used most often today. In addition, the Federal Trade Commission (FTC) has recently encouraged the use of comparative advertising, which points to the advantages of an advertiser's product over competing products. This type of advertising has become very popular for headache remedies, credit cards and even automobiles. In comparative advertising, competing products are named and shown, rather than using the old idea of comparing unnamed products X and Y.

Institutional advertising can also have a wide variety of forms. For example, when a large corporation sponsors a symphony concert or underwrites a program for educational television, basically it is using institutional advertising. Thus, the “Bell Telephone Hour” companies and many other firms sponsor programs dealing with the arts and other subjects of public interest.

* Advertising media

When planning an advertising program, individual manufacturers, wholesalers or retailers can choose from a large assortment of media. Here is a list of the main advertising media: television, radio, newspapers, magazines, outdoor billboards, specialty advertising, public transportation vehicles, yellow pages of telephone directory, direct mail, Internet, others catalogs, samples, leaflets, and so on.

It is obviously not affordable for a local, one-unit department store to advertise on national television. Likewise, it is usually not practical for a neighborhood variety store to advertise in a large metropolitan newspaper. When choosing which media to use, advertisers must consider such questions as “Does the advertising medium cover the market?” and “What is the cost per reader or listener in the market?”

Advertising firms have been more effective in answering these questions than many business owners have been. For instance, newspapers raise their advertising rates when their circulation increases. It is the same case with television-advertising methods, because they reach so many people.

When considering these basic questions, we can see why Ford, General Motors and



Chrysler can afford the huge costs of national television advertising. We can also see that local department stores cannot benefit proportionately from national television advertising to justify the expense. Even so, the growth of suburban shopping centers and the establishment of branch outlets by department stores and other retailers have brought local television advertising within the range of many smaller retailers. Newspapers, too, have attempted to make advertising more attractive to small firms by offering special full-page advertisements featuring the messages of several different firms.

Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners. Radio advertising often serves local merchants effectively and at costs that more firms can afford. The yellow pages of the telephone directory are another effective way to promote shopping goods and special items or services for which customers prefer to check sources by telephone first. And advertising on public transportation vehicles is also effective when it can be geared to the advertiser's market.

Direct-mail advertising has been so overdone, especially by smaller firms, that its effectiveness has been impaired. Such promotion must be well prepared or it will be tossed into the nearest wastebasket. Still, direct mail offers the advantages of being selective in coverage, relatively inexpensive and more flexible.

★ Comprehension Questions

1. What, according to the passage, is the special challenge of advertising?
 - A. American businesses spend too much per year for advertising of all types.
 - B. Advertising industry offers a wide variety of jobs.
 - C. The necessity of advertising against the likely wasted expenditure.
 - D. What mass media to choose.
2. The final goal of all advertising is to _____.
 - A. increase sales for the businesses in the short run
 - B. increase sales for the businesses in the long run
 - C. increase sales for the businesses
 - D. increase sales for the businesses, either in the short run or in the long run
3. Advertising is different from other forms of sales promotion in that _____.
 - A. advertising is paid for
 - B. other forms of sales promotion is paid for
 - C. other forms of sales promotion is not paid for
 - D. advertising is not paid for
4. Which of the following does **NOT** belong to institutional advertising?
 - A. Just do it!
 - B. All 50% OFF TODAY!