

大学生英语活页文选

Business English Readings

经贸英语趣文阅读

(中级)

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前 言

随着中国加入世界贸易组织,社会对经贸专门人才的需求正在发生深刻的变化。培养复合型国际商务人才已经成为高等院校的重要任务之一。经贸界和英语教学界已经形成共识,商务英语是复合型国际商务人才必须具有的知识 and 能力结构的重要组成部分。为了使经贸类专业的大学生能够适应经济全球化的趋势和我国加入世界贸易组织后全方位、多层次、宽领域的对外开放格局,我们编写了《经贸英语趣文阅读》。

本书的第一个特点是文章权威性强。文章大部分选自耳熟能详的经贸类权威刊物,如《财富》、《经济学家》、《商业周刊》、《读者文摘》、《广告时代》、《今日世界》、《每月评论》、《时代周刊》、《福布斯》、《远东经济评论》、《金融战略》等。

本书的第二个特点是材料新。所选文章都是最近发表的。如有关伊拉克战后重建,阻截 SARS 病毒,好莱坞面临盗版困境,手机的信用卡功能,电脑行业巨头戴尔公司进军家用电子产品市场等最新动态。

本书的第三个特点是内容丰富。除了上述最新内容,文章分析探讨的都是一些发达国家和发展中国家共同面临的问题,如广告业五大准则,家庭理财成功范例,独辟蹊径的环境问题解决方法,电子商务网站经营情况,以及最新的管理、营销和个人发展等方面的最新理念。

《经贸英语趣文阅读》主要供高等院校国际经贸类专业一、二年级学生使用。也可供具有相当水平的国际经贸从业人员阅读。本书计划出版三册,分为初级、中级、高级。每册收录文章 30 篇。为了让大学生尽早阅读真实的,而不是专门为课本编写的经贸英语文章,我们没有对文章做任何改写。初级本每篇文章 1000 字左右,中级本每篇文章约 1250 字。有些文章做了删节。对于初、中级读物来说,文章有一定的难度。为了降低难度,英文生词的中文释义在文中加扩号给出。中级和高级本的中文释义将逐渐减少。课文后加了一些注释并配了理解和词汇练习。

本书由上海外语教育出版社立项,编写过程中得到各方面的关心和帮助,商务英语专业研究生薛克清、庞彦杰也参加了本书的编写。对关心和帮助本书编写的同志,在此一并表示衷心感谢。

由于编者水平有限,书中难免有不妥甚至错误之处,我们恳切希望使用本书的教师、学生和其他读者提出宝贵意见。

叶兴国

2004 年 3 月于上海对外贸易学院

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Passage 1

Business English Readings (中级)

Dell Wants Your Home

The No. 1 computer maker is expanding into consumer electronics. Is this the American Sony?

For the past eight months, a team of technicians was holed up(躲藏) in a windowless room at Dell, testing 650 products from nearly 90 manufacturers. Their goal: to ensure that products like Sony monitors and Veo cameras — even printers made by archrival Hewlett-Packard (HP) — worked smoothly with Dell's machines. It didn't take them long to realize that Dell could build some of those products better and sell them more cheaply. So last week founder Michael Dell, 38, put the consumer-electronics industry on notice — including some of the company's own suppliers — that the world's No. 1 computer maker is attacking their territory.

By Christmas, Dell will launch a line of flat-screen TVs, an MP3 player and a downloadable music service, all to be sold exclusively online, as it does with computers.

At the heart of Dell's strategy is a belief that the much hyped(大肆宣传的) digital home is about to become a reality, with the personal computer as the brain running movies, music and photos around the house. "Over the next several

years, you can expect to see much of what was previously considered consumer electronics move into this digital home vision," the CEO told *TIME*. "And Dell will be there."

It's a dramatic change for Dell, long a computer-hardware maker, which earns 80% of its revenue from sales to businesses. At its headquarters in Round Rock, Texas, Dell's generals are getting used to their new role, touting(吹嘘) themselves as the guys who will offer the lowest prices for a whole new line of products. "The battle is not joined yet," says Tim Mattox, one of those generals (otherwise known as marketing VPs), "but you could say we're laying the foundation for trench warfare." Consumers are going to be the winners. Although Dell hasn't revealed pricing on all the products, its entry into home electronics could send price tags of flat-screen TVs into full retreat.

Dell's invasion of the homefront is part of what promises to be a free-for-all in the consumer-electronics markets (which tops \$ 100 billion in the U. S. alone). Computer makers



like Dell are responding to slowing sales by leaping into new arenas, going head to head against consumer giants like Sony. In August, No.2 computer maker HP launched 158 consumer products, most notably digital cameras to work with its market-leading printers. Gateway, which hit the jackpot(获得巨大成功) last year with a \$2,999 plasma(等离子) TV, plans to introduce 50 more consumer products for the holiday season.

Crowning the ultimate winner in the war for home-electronics dollars may depend on which product emerges as the primary device: the computer or the television.^① Sony manned its battle stations last January at the Consumer Electronics Show, with CEO Kunitake Ando proclaiming(声明) that the digital future was “about televisions, not computers.” The Japanese giant, whose TV and computer businesses are losing money, is repositioning(重新配置) its Vaio PC line as part of a wireless home network, with the TV — not the PC — as the command center. “PCs are becoming more complex,” says Sony spokesman Yoshikazhu Ochiai. “Now is the time for TVs to be re-born.” To maintain that dominance, Sony last week revealed it was talking with Samsung, the world’s leading producer of flat-screen monitors, about joining force — a direct attack on Dell, which is the top seller of these monitors. The talks underline(强调) Sony’s efforts to improve its flat-pane TV line, which has lagged behind those of competitors.

In Dell’s vision, the PC will be central to the home network. “The use of the TV as a major Internet device would drive everyone else on the couch nuts(电视迷),” says president and Coo Kevin Rollins. Dell is placing its bet on lighter, thinner PC monitors fitted with TV tuners (or digital chips) to replace the old

cathode-ray(阴极射线) boob tube(电视机). Despite Dell’s challenge to Sony, Ochiai says he welcomes the competition. “It’s great that computer companies are expanding the horizon of consumer electronics,” he says. “They can be a threat but in a good way.”

Maybe Sony has not felt the sting of Dell’s aggressive pricing yet, or it wouldn’t be so polite. Last November, when Dell priced its first consumer product, the Axim X5 handheld, at \$199, it set an industry fond of \$400-to-\$600 tags “on its ear(震惊),” says Silicon Valley tech watcher Rob Enderle. With just one model, Dell is quickly capturing nearly 38% of PC handheld market in the U.S., forcing HP, the worldwide leader, to slash prices.

From handhelds, Dell moved in on HP’s printer business last March, trying to take advantage of the initial disarray(混乱) that followed HP’s merger with Compaq. (HP, which had been visiting Dell’s labs, stopped after that.) “Michael wanted to remove the ability of HP to lob into our business and make all the money on printers,” says Rollins. But he faced doubters in-house who questioned whether customers would buy ink cartridges online. Demand was so great, however, that the company sold twice as many printers as planned in the first six months; it couldn’t keep up with consumer demand, says Mike George, the company’s chief marketing officer.

Even after that, Dell was not planning its all-out move into consumer goods, executives say. But just a few months ago, as they looked closely at competitors’ products, they decided to take the plunge(采取大胆果断措施). While rumors were spreading that Dell was working with Microsoft on new products like smart



phones, it changed its name, dropping the word computer to become just Dell Inc.

Callers to Dell's support lines, meanwhile, were already looking to Dell for help with their consumer electronics. Their big complaint wasn't about hardware anymore but that many new digital gizmos(小发明) did not work with Dell computers. "Consumers feel they haven't been well served by consumer-electronics companies," says George. "These companies always have the next hot thing, which doesn't work with the competitor's next hot thing. So you're always in the wreck-and-rebuild stage."

It was an important lesson, because Dell isn't likely to produce many next hot things. The company, which spends a mere 1.5% of its \$38 billion in revenue on research, isn't concerned with being innovative, says John Hamlin, general manager of Dell's U.S. consumer business. "We're not first," he says. "We just do it better. We're not embarrassed to admit it. We've come out of nowhere to be the No.3 consumer brand in the U.S. in less than five years, while Coca-Cola has been doing it for 100 years." Of course, adds Hamlin:

"We're not in this to be No.3. No.1 is the only target around here."

For now the No.1 in consumer electronics in the U.S. remains Sony, a true innovator. To conquer the consumer market, Dell wants to solve the gadget-compatibility(配件兼容性) issue and speed the transition to the digital home. So Dell recently — and quietly — began offering basic home installation of computer networks for \$119. The Dell.com site, which will be revamped(翻新) on Oct.10, even has a search engine to help homeowners locate providers of broad-brand service, another prerequisite(前提) for the coming digital transformation.

Dell denies that his company, born nearly 20 years ago in his University of Texas dorm room, is truly morphing(变化) into a consumer-electronics company. He just sees a way to make more money. "I wouldn't say we're going to be Sony," he says coyly(腼腆地). "But look at large markets where products cost more than they should, and it's almost a certainty we'll go into them." So get some popcorn, settle into a recliner(躺椅) and stay tuned for more announcements.

1 262 words

(选自 *Time*, by Cathy Booth Thomas, October 6, 2003)

Notes

- ① Crowning the ultimate winner in the war for home-electronics dollars may depend on which product emerges as the primary device; the computer or the television. 译文：谁将成为家用电子产品商战中的最终赢家可能取决于哪一种产品能成为基础设备：是计算机还是电视机。



Exercises

True or False:

1. As the No.1 computer maker, Dell is under the impression that digital home is in sight, with the television as the primary device.
2. According to the article, consumers will profit a lot with Dell's entry into home electronics.
3. It turned out that some people inside Dell were fully justified in casting doubts on its exclusive online transaction.
4. Consumers' big complaint made Dell realize that compatibility instead of innovation should be prioritized.
5. Michael Dell proclaims that "Dell" will become the American Sony in the near future.

Multiple Choices:

1. The manager demands that the hotel be revamped to reach a high standard of hygiene.
A. resumed B. repealed C. renewed D. relinquish
2. The media are to blame for hying up the scandal.
A. understating B. exaggerating C. underrating D. hatching up
3. The Prime Minister proclaimed that he would resign next month.
A. pondered B. denied C. completed D. announced
4. Admittedly, stability and unity are a prerequisite to the modernization of our nation.
A. presupposition B. prerogative C. prescription D. presentiment
5. Undoubtedly, a large scale of downsizing will prove to be a free-for-all in the company.
A. dissolution B. discord C. dissent D. dispute



Passage 2

Business English Readings (中级)

How Do They Make M&M's ?

And Other Brain-twisting Job Interview Questions

You're at a job interview at a high-tech company. The job market's tough, so you've done your homework and can explain why you'd be a perfect fit. Fire away (继续射击), you think — but then the interviewer throws something quite unexpected. "Why are manhole covers(下水道盖) round?" he asks, or "How do they make M&M's?"

Interviewers who pose these puzzle questions say that they help gauge(判断) the intelligence, resourcefulness or outside-the-box thinking(突破性思维方式) needed in today's hypercompetitive world. The popularity of these questions is generally attributed to the Microsoft Corporation. The software giant receives about 12,000 resumes a month, so it has to be selective. According to its web site, "We look for original, creative thinkers and our interview process is designed to find [them]."

Some interviewers say that there are parallels between the reasoning used to solve brainteasers(难题) and the skills needed to solve the real problems of a changing marketplace. This kind of interviewing technique has the further benefit of being egalitarian(平等主

义的). A candidate's response to a puzzle question can challenge an interviewer's first impressions; what matters is the logic, imagination and problem-solving ability the candidate shows in his or her answer, not where he went to school, where he worked, or how he dresses, though those things do, of course, have their place.

How would you fare with one of these brain-tingling(伤脑筋的) questions?

Q: How do they make M&M's?

A: The main issue is how the manufacturer gets a perfectly smooth, layered chocolate shell on a mass-produced food that never knows a human touch until the bag is opened.

Dip the chocolate in a liquid coating that hardens? You venture. But you'd have to put the coating somewhere while the shell hardens. If you did that, you'd expect the M&M's to have a flat bottom. One ingenious (wrong) answer: There's a sheet of boiling chocolate, and they freeze the peanuts and fire them through it so it instantly freezes, and the chocolate is hard by the time it hits the ground.



The actual method used by Mars, Inc. is both clever and simple. The chocolate centres of “milk chocolate” M&M’s are cast in little moulds(模具). The chocolate ellipsoids(椭圆柱体) are put in a big rotating drum, like a cement mixer. While jostling in the drum, they are sprayed with a sugary liquid that hardens into a white sweet shell. Constant movement prevents the sweets from congealing(凝固) into a big lump. The sweets are then squirted with a second colored sugar liquid. This hardens into the coating on top.

An enigma(奥秘) is how the little *m* is printed. This is done by pouring the candies onto a conveyor belt where each fits into one of thousands of M&M’s-shaped depressions(凹陷处). They are then gently imprinted by a bank of rubber dies(橡胶模子) carrying the letter *m* in white edible ink.

A program manager on Microsoft who proposed the question didn’t even know how M&M’s are made — and didn’t have to. The point is to see if the candidate gives a convincing answer and avoids saying something stupid.

Q: Why are manhole covers round rather than square?

A: The answer interviewers consider the best? A square cover could fall into its hole, injuring someone or getting lost underwater. Should you hold a square manhole cover almost vertically and turn it a little, it will easily fall into the hole. In contrast, a circle has the same diameter in all directions. This and the slight recess in the lower part of the cover prevents a circular cover from falling in, no matter how it’s held.

Another answer: One person can roll a circular cover if it needs to be moved a short distance. A square cover would require a trol-

ley or two persons.

And another one? A round cover need not be rotated to fit the hole.

This is probably the most famous of all Microsoft questions — and it may be on its way out due to overexposure(曝光过度).

Q: Mike and Todd have \$ 21 between them. Mike has \$ 20 more than Todd. How much does each have? You can’t use fractions.

A: This is a trick question incorporating(包含) a “challenge.” The basic problem is straightforward. You might be tempted to say Mike has \$ 21 and Todd has \$ 1, but that adds up to \$ 22. If you say that Mike has \$ 20 and Todd \$ 1, Mike would have only \$ 19 more than Todd. So it has to be that Mike has precisely \$ 20.50 and Todd has 50 cents — this is the only answer in which Mike has precisely \$ 20 more than Todd. Fine. But then the interviewer repeats, “You can’t use fractions.”

The interviewer is wrong — or hiding behind the technicality that whole cents aren’t “fractions.” So stand your ground and defend your answer. After all, that’s life in a big organization.

Q: How would you design Bill Gate’s bathroom?

A: Two key points: Bill Gates gets what Bill Gates wants, and you should come up with some ideas he wants but wouldn’t have thought of.

Start by saying that you’d sit down and listen to what he wants his bathroom to be like. You’d get the budget and deadlines, suggest ideas and see what clicks(合适). Then you’d make a plan, get his feedback and revise accordingly. The project would come in on time, within budget. As to the ideas you have, be warned that it’s tough to top reality.



Bill Gate's bathtub has a purported (传说的) feature that lets him fill it to the desired temperature from his car. Since putting computer technology throughout the home is something Microsoft takes seriously, here are some slants (看法) the firm might look for:

- A feature that automatically locks medicine cabinets whenever a child enters the bathroom.
- A hands-free notepad. Everyone gets great ideas in the bathroom, so you need a

voice recognition device that records a message after you say a code phrase like "Memo for Bill." The device e-mails the message to your mailbox; then it's ready for you at work.

Think these modest advantages don't justify replacing low-tech features that never crash, never need a software update, or never fail during power blackouts.^① If this is the case ... are you sure you want to work for Microsoft?

1,347 words

(选自 *Reader's Digest*, by William Poundstone, September, 2003)

Notes

- ① Think these modest advantages don't justify replacing low-tech features that never crash, never need a software update, or never fail during power blackouts. 译文：你要认识到这些普普通通的优点并不能证明取代那些从来不会崩溃，从来不需要软件升级，也从来不会由于停电而不能使用的低端技术的部件是有道理的。



Exercises

True or False:

1. Apart from the candidates' diplomas and working experiences, the interviewers in high-tech companies put more emphasis on how they tackle difficulties.
2. As for the first question "How do they make M&M's?", the author is likely to inform us that Microsoft intends to select those candidates who can offer the most logical and persuasive solution.
3. According to the passage, the interviewers of Microsoft put forward questions that have definite answers they know.
4. It is implied in the passage that anyone who himself lacks the confidence in himself, will fail to adapt himself to big companies like Microsoft.
5. As mentioned in the last example, if the candidate wants to design Bill Gate's bathroom to the satisfaction of the interviewers, he must employ the most advanced technology. Otherwise, he will fail.

Multiple Choices:

1. Since the company is confronted with economic difficulties, it can't afford to update the computer systems.
A. employ B. modernize C. introduce D. ignore
2. Many wonderful suggestions have been incorporated in the firm's brand loyalty scheme.
A. indicated B. indoctrinated C. infiltrated D. included
3. The CEO of Vivendi was astonished to see that the participants came up with many electric solutions during the survival course.
A. practised B. produced C. pondered D. popularized
4. Why the company wants to relocate to Ireland still remains a brainteaser to a majority of staff.
A. an enigma B. a disaster C. a secret D. a burden
5. The purported function of the electric chair is that it can dispel your fatigue.
A. claimed B. attached C. publicized D. advertised



Passage 3

Business English Readings (中级)

How to Mix Pleasure with Business

In lean times, entertaining clients at Ascot (英国爱斯科赛马场) may seem like frittering away hard-earned profits. But a well-selected outing is an effective way to build client relationships. Emma De Vita advises on getting your corporate hospitality right on the day.

It may look like fun, but in reality the fine art of schmoozing(聊天) is a serious business. Especially now the economic slowdown has put value-for-money and business objectives right back at the top of the corporate hospitality agenda.

Companies can no longer afford to be frivolous with their money, throwing away cash on indiscriminate client booze-ups(狂饮作乐的聚会) when budgets are down. Nowadays, an event's success is more likely to be judged by the business returns it delivers, rather than the magnitude of your hangover(宿醉). With less money in the hospitality pot, you need to be more creative with the budget you do have.

But cutting costs shouldn't mean cutting corners(以最经济方式行事). Earlier this year, UBS Warburg took events organizer Sport Mondial to the High Court. The charge? Serving "warm beer and cheap white wine" in a luxury £90,000 box at the 2001 Champions'

League final in Milan. UBS alleges that the event organizer damaged its reputation and "diminished" its ability to win business from clients because of the alleged poor quality of food and service.

It's clear that as bosses scrutinize(细查) any non-essential spending, every penny has to work harder than ever before to create a memorable experience. A lavish day out on the firm is still to be encouraged, but it has to have a real purpose, and it has to deliver.

In fact, many would argue that hospitality becomes even more important during the lean times. Says Neil Cunningham, MD of Match Point, a hospitality agency that has been organizing entertainment packages for companies such as Pricewaterhouse Coopers, Merrill Lynch and Compaq since 1992: "It's true that the market is down and fewer people are invited to events, but companies are making them more effective. They're making sure they retain the 20% of clients who give them 80% of their business."

The Mintel research backs this up, and points to the increasing emphasis on corporate hospitality to build relationships, not just to say thank you or to increase business sales. You could say that the importance of cork-



popping directly correlates to how badly you want to hang on to your clients. Even Gordon Brown wants to keep the champagne flowing. In this year's budget he announced a 100% rise in annual company events and hospitality allowance, effectively doubling spending on each employee from £ 75 to £ 150.

So, armed with this extra cash, how should you go about organizing some serious fun at the company's expense?

Chances are that your hospitality is more likely to be enjoyed and labeled a success if you organize something memorable. Offering any old plonk(劣等廉价葡萄酒) and some microwaved food no longer cuts it (as UBS' lawsuit reminds us). It has to be the right drink, the right food, the right venue(聚会地点) and the right people. Your offer should be so enticing(吸引人的) that guests will wriggle out of(设法逃避) anything to make the date.

But where to go and what to do?

The Mintel statistics show that spectator sports continue to provide the lion's share(最大的一份) of the corporate hospitality market, followed by participatory(参与的) activities and then cultural events.

Match Point's Cunningham says the big attractions remain the key events of the summer season: the Chelsea^① Flower Show, Wimbledon^②, the Henley Royal Regatta(皇家赛舟会), Royal Ascot and football, rugby and cricketing finals. It's their exclusivity that ensures that you ink them rather than pencil them in. No-one wants to miss an opportunity to rub shoulders with(和……接触) the good and the great.

"Henley is unique, it's a totally idyllic(田园诗般的) setting and typical of English garden parties," says Victoria Hicks, hospitality sales manager at Sodexo Prestige, the agency that handles the Royal Regatta's corporate hospitality. She adds that unlike Wimbledon, Hen-

ley appeals to non-fans. At the end of the day, it doesn't matter if you can't distinguish a scull(双桨轻划艇的短桨) from a sweep(大桨), because you're still going to enjoy the riverside, the champagne, the jazz band.

It's important too, that you consider your guest demographic(客人们的性别情况) — Henley appeals to both sexes, Wimbledon is more of a partner event, and horseracing is one for the ladies. It comes as no surprise that football and rugby reel in the men.

William Broom, managing director of hospitality consultancy Londonlaunch.com, says top football matches are hard to resist. "Manchester United are invincible(不可抗拒的) and Chelsea boxes are nearly always sold out." And the completion of the new 90,000 seats, £ 757 million Wembley Stadium in 2006 will stimulate the British appetite for football even more.

What's important, says Match Point's Cunningham, is that people feel privileged to be invited and get excited about going. Researching your guests' interests is critical to making sure the entertainment is a success. With the current trend for running small participatory activities, it's no longer enough to indulge(满足) the chairman's wish for a boozy(酩酊大醉的) day at Gleneagles^③. You must be sure everyone enjoys swinging a club — or at least is willing to tolerate it for the networking and deal-signing opportunities it raises.

Check, too, that what you lay on(提供) allows you to achieve your objectives. Says Cunningham: "Ensure that whatever you organize is conducive to(有益于) spending the time you need with your client. A day sailing on the Solent is very different to watching a rugby game. The excitement levels are different and so is the bonding(人际关系)."

Sponsoring one-off(一次性的) cultural



events or entertaining in artistic surroundings can give your company a rarefied(风格高雅的) edge, while giving you plenty of time in an elegant setting to get new business partners on-side.^④ Says Catherine Vickers, special events manager at Tate: “It looks good for a company to be associated with the arts, especially City(商业区) firms, as they can be seen to be quite dry. Sponsoring an exhibition shows a different side to them. It’s a good way to deliver messages while taking advantage of people’s interests.”

Vickers argues that attendance is virtually guaranteed if you hold a private view(正式展览前的预展) of a new exhibition that’s the talk of the town. She has also found that people don’t have the money to theme(给予特别背景或情调) a venue — using a gallery automatically provides you with a stunning backdrop(背景). Clients will sometimes submit their own art-inspired themes. “I had one request to showcase(突出地

展示) an enormous sandwich inspired by Tracy Emin. We said no to that one,” she admits.

Any final words of advice? “Catering(备办食物) is really important,” says Tate’s Vickers. “It should reflect the style and the theme of the entertainment. Even if your budget is low, listen to your caterers(备办宴会者), stick to quality. People always know if you’re being stingy(吝啬的).”

And Cunningham stresses that you must be clear in your aims. “Make sure your staff are well briefed about your guests and what you hope to gain from the day — that will make it memorable. It’s not necessarily about pouring champagne down their throats.”

Tempting though this may be, reducing your clients to gibbering wrecks in the name of hospitality can lead to embarrassment. Tales of nudity and big money being lost on bad bets are rife(普遍的) within the industry. Just make sure it’s you who has the last laugh.

1 262 words

(选自 *Management Today*, by Emma De Vita, July 2003)

Notes

- ① Chelsea 切尔西,伦敦自治城市,为文艺界人士聚居地。
- ② Wimbledon 温布尔登,英国英格兰东南部城市,位于伦敦附近,是著名的国际网球比赛地。
- ③ Gleneagles 苏格兰东部的谷地,著名的高尔夫球赛场。
- ④ Sponsoring one-off cultural events or entertaining in artistic surroundings can give your company a rarefied edge, while giving you plenty of time in an elegant setting to get new business partners on-side. 译文:赞助一次性的文化活动或在艺术的氛围中款待客户,使你有充分的时间在优雅的环境中结识新的商务伙伴,同时可以赋予你公司高雅的特点。



Exercises

True or False:

1. The citing of the UBS's lawsuit aims at emphasizing on the unforeseen difficulty and potential hazard of organizing entertainment packages.
2. Activities, in the opinion of the author, should be avoided by a company especially when it spares no gains to go through the lean times.
3. Deluxe accommodations, judicious choice of the venue and excellent services and so forth are the indispensable factors to the attainment of successful hospitality.
4. A successful entertainment held by a company requires a better understanding of its guests as well as their interests.
5. The author suggests focusing on what you want from the event, establishing goals and making sure you achieve them.

Multiple Choices:

1. In lean times, entertaining clients at Ascot may seem like frittering away hard-earned profits.
- A. squandering B. earning C. using up D. dispensing with
2. The lavish dinner that chef John Folse prepared for a private party of Procter & Gamble executives tasted rich enough to make a cardiologist apoplectic(气得快中风的).
- A. nutritious B. extravagant C. tasty D. edible
3. Will you indulge my curiosity and tell me how much your brand-new jacket cost?
- A. spoil B. gratify C. humor D. pique
4. Advertisements, rampant in today's world, are designed to entice people, especially women and children, into spending money.
- A. tempt B. beguile C. titillate D. delude
5. These noisy conditions, the fundamental cause for his moving out, are not really conducive to concentrated work.
- A. favorable B. convenient C. influential D. threatening

