

21 世纪高职高专规划教材 · 商务英语系列

商务英语泛读

第 1 册

Extensive Reading for Business English

Book One

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· 北京 ·

内 容 简 介

本书作为高等院校商务英语专业的专业英语教材, 内容包括商务营销、商务谈判策略、商务贸易、国际支付、仲裁、贸易方式、跨国经营、电子商务、国际贸易、贸易组织、实务知识和基本理论。书中配有注释和练习, 侧重培养学生阅读英文经贸报刊、短文的能力, 力求扩大学生有关商务英语的词汇量和知识, 提高学生的综合阅读水平。

本教材也可供从事经贸工作的人员、英语自学者使用。

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出版说明

高职高专教育是我国高等教育的重要组成部分，它的根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的高等技术应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基本知识和职业技能，因而与其对应的教材也必须有自己的体系和特色。

为了适应我国高职高专教育发展及其对教学改革和教材建设的需要，在教育部的指导下，我们在全国范围内组织并成立了“21世纪高职高专教育教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员单位皆为教学改革成效较大、办学特色鲜明、办学实力强的高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“21世纪高职高专规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师或生产第一线的专家。“教材编审委员会”组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

目前，“教材研究与编审委员会”计划用2~3年的时间出版各类高职高专教材200种，范围覆盖计算机应用、电子电气、财会与管理、商务英语等专业的主要课程。此次规划教材全部按教育部制定的“高职高专教育基础课程教学基本要求”编写，其中部分教材是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》的研究成果。此次规划教材按照突出应用性、实践性和针对性的原则编写并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；适应“实践的要求和岗位的需要”，不依照“学科”体系，即贴近岗位，淡化学科；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必要、够用为度；尽量体现新知识、新技术、新工艺、新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们希望全国从事高职高专教育的院校能够积极加入到“教材研究与编审委员会”中来，推荐“教材编审委员会”成员和有特色的、有创新的教材。同时，希望将教学实践中的意见与建议，及时反馈给我们，以便对已出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有规划教材由全国重点大学出版社——清华大学出版社与北京交通大学出版社联合出版。适合于各类高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院使用。

21世纪高职高专教育教材研究与编审委员会
2005年8月



前言

本书为高职高专商务英语专业的泛读教程，供已具有一定英语知识的学生使用。本册共15个单元，每个单元有3篇与商贸相关的文章。

本书所有文章均选自英美原文，但略有删改。本书在选材上力求内容新颖，题材广泛，体裁多样，知识性与趣味性并重，并适当控制难度，以便学生能够顺利阅读，达到泛读的目的。

本书内容包括商务英语概论、商务谈判策略、商务贸易、国际支付、国际仲裁、国际贸易方式、跨国经营、电子商务、贸易组织等方面的基础理论和实务知识。本书配有注释与练习，注重学生阅读经贸报刊、时文的能力。

考虑到学生学习和教师教学的方便，本书在编写过程中采取了以下措施。

1. 每篇阅读文章前设有“Warm-up Questions”，旨在启发学生边阅读边思考。而且，让学生带着这些问题去读课文，不仅可以引起学生的阅读兴趣，还可以提高学生分析问题和解决问题的能力。

2. 每篇阅读文章后面设有“Useful Words and Phrases”，以便帮助学生理解课文。

3. 每篇阅读文章给出了文章的字数与所需的阅读时间，以便学生在阅读过程中掌握阅读的速度。本书根据难易程度给定不同的阅读时间，从表面上看，时间的变化不明显，但实际上随着课文难度的增加时间却在尽量减少。因此，若能按照要求去阅读文章，那么实际的阅读能力就会不断地提高。

4. 每篇文章最后配有与阅读文章相关的练习，供学生检验阅读效果。练习包括正误判断、多项选择、翻译等形式，其目的是为了配合阅读，逐渐培养学生在具有一定语言功底的基础上，提高专业知识的阅读能力和通过阅读解决问题的能力。

泛读，顾名思义就是学生独立地广泛阅读，要注重一个“泛”字，所以要更好地在“泛”字上下功夫。本书旨在为学生提供较全面系统的与商务英语有关的阅读材料，使他们有机会通过较大量的阅读实践逐步掌握所学专业的阅读技巧，全面提高阅读能力。

本书在编写过程中参考了大量的文献资料，在此编者向有关作者和著作权人表示衷心的感谢。此外，限于编者水平，本书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
2005年8月



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Unit One



Text A



Warm-up Questions



1. What is your dream in the future?
2. What does “ life blood ” mean in this passage?

This Generation Means Business

Number of words: 462 words

Suggested reading time: 4.5 minutes

Gregory Lampson couldn't believe it. His 21-year-old son Joe, six months from graduation, had just announced that he was dropping out of Stanford University to launch his own software company. “ Can't you wait a few months? ” his father pleaded.

“ No, ” Joe said quietly. “ In software being first is everything. ”

The younger Lampson knew that software companies were already helping big business save millions by streamlining some office work, such as shipping and receiving. Yet buying and selling —the lifeblood of business — was still being done by instinct. For instance, the average hospital could choose among many bandage vendors. But there was no easy way to calculate which vendor offered the best price while meeting all the customer's needs. Lampson was sure that he and his four partners could develop a computer program that would solve this problem.

In spite of Lampson's confidence, no one would finance his start-up company, called Trilogy Development Group. Banks told him to get lost. Venture capitalists explained that new enterprises needed experienced managers and technicians; Joe Lampson had neither.

So he turned to the great investment bank of his generation: plastic. Lampson used 35 credit cards to finance the business and living expenses for him and his partners. Two years later he was



half a million dollars in debt.

Meanwhile he persuaded engineers at Hewlett-Packard — who had tried to develop a similar program — to test the Trilogy software. To Hewlett-Packard's surprise, it worked. The company offered Trilogy \$3 million for the right to use the program. Since then, orders from other Fortune 500 companies have flooded in.

Today the Trilogy Development Group, based in Austin, Texas, has close to 400 employees. The company's 1996 revenues have been estimated at more than \$120 million.

Lampson, who just celebrated his 29th birthday, is one of a huge number of under-35 entrepreneurs. According to a study, nearly ten percent of Americans between the ages of 25 and 34 are actively involved in trying to start their own businesses — at least three times the rate of any other age group.

Why the increased interest in entrepreneurship?

According to a survey, twice as many young people would rather own their own businesses than be top executives in large companies, and five times as many would rather own their own businesses than hold important positions in politics or government. When they were children, they taught themselves how to program computers and navigate the Internet. Today's young adults "had to grow up fast," says a researcher. "They were like explorers hacking their way through a jungle — they had to be prepared to handle anything. A decade later it turns out that these survival traits are excellent skills for entrepreneurs."



Useful Words and Phrases



streamline 使简化, 使成流线型

instinct 直觉; 本能, 本性

bandage 绷带

vendor 卖主, 小贩

calculate 计算

trilogy 三部曲

delivery 递送, 交付

enterprise 企业

investment 投资, 投资额

persuade 劝说, 说服

revenue 收入 (尤指国家税收); 财源

navigate 驾驶, 航海



explorer 探险者

hack 对付, 处理

entrepreneur 企业家, 承包者

drop out 中途退学; 掉落

meet one's need 满足.....的需要

in debt 负债, 欠债

turn to sb. /sth. 向.....寻求帮助

to one's surprise 令.....吃惊的是

be involved in 使卷入, 使陷入

would rather ... than ... 宁愿.....也不.....



Exercises



I. Choose the best answer to each of the following.

1. Why did Joe drop out of his university?

- A. Because he had no interest in study.
- B. Because he was poor in many subjects.
- C. Because he wanted to establish his own company.
- D. Because he had no money.

2. Why couldn't he wait a few months?

- A. Because he had nothing to do.
- B. Because he thought that being first was extremely important in software.
- C. Because there were no software companies at that time.
- D. Because he found many customers waiting for him.

3. What difficulties did he meet after he started his company?

- A. He could not find a proper name for his company.
- B. No one was willing to lend him any money.
- C. He had neither experienced managers nor skillful technicians.
- D. Both B and C.

4. Which of the following sentences is true?

- A. Lampson was very successful in the first two years.
- B. Lampson spent almost a million dollars to develop a program.
- C. The Trilogy software was tested by 500 companies.
- D. The Trilogy software brought the company millions of dollars.



II. Fill in the following table with the information from the text.

Time	Financial Situation	Employees
At the time he launched his company	\$0	
Two years later		
After he sold his program		
In 1996		

Text B



Warm-up Questions



1. What does “ IT ” stand for?
2. Do you think the US still plays the leading role in the future of the Information Revolution? Why?

America's Vision for a Digital Future

Number of words: 487 words

Suggested reading time: 4.5 minutes

Federal research on information technology is seriously inadequate, according to a group of experts set up to advise the US President. They urge the government to increase spending on IT research by \$1.4 billion a year with the focus on long-term, high-risk projects.

The country that gave the world Windows and the Internet is in danger of losing its lead in information technology, while the importance of IT to the US economy has risen sharply over the past decade — fully a third of its economic growth since 1992 has been in this area — federal funding for IT research has remained flat or declined in real terms. Those programmes that are being funded tend to be directed to short-term objectives, reflecting priorities within industry itself. As a result, few companies are now supporting the kind of long-term research on which US leadership has been founded.

Such concerns are hardly confined to the US — many a report has bewailed short-termism in Europe too — but the President's Information Technology Advisory Committee has come up with some bold suggestions for change.

Visionary and High-risk Research

Their core proposal is for a strategic initiative in IT research which would, over a five-year



period, see federal support increase by \$1.37 billion a year. Emphasis would be on “visionary and high-risk” projects that industry is unwilling to support by itself. “The goal should be to recapture in the universities and research labs much of the excitement that existed at top-rated departments in the past.” says the panel. They recommend four areas for development.

First, there is an urgent need to learn how to build large software systems. Because demand far outstrips supply, the US depends on software which is often fragile, unreliable, hard to use and difficult to test and maintain. Software research should be “one of the Nation’s highest R&D priorities”.

Second, the Internet is growing at a pace far beyond the expectation of its designers and the strains are beginning to show. The government should promote research on the design and operation of large information networks. A national digital library is one of the proposals.

Expeditions Into the 21st Century

Third, there is a need for bigger, faster computers whose design will require new techniques that cannot be achieved by scaling up current technology.

Finally, the US needs to deal with a host of socio-economic issues arising from the information revolution, centring on IT literacy, education and universal access.

The report goes on to recommend various management structures for the initiative, including “Expeditions into the 21st Century” to explore technologies that would otherwise be beyond reach for many years. “To keep its competitive edge the United States must rededicate itself to cutting edge high-tech research and development,” the report concludes, “or risk being overcome by nations with a clearer plan and a stronger view of the future.”

➡ Useful Words and Phrases



inadequate 不够的, 不适当的

decade 十年

decline 下降, 倾斜

priority 优先考虑的事

confine 限制

bewail 哀叹, 悲悼

visionary 幻想的, 想像的

strategic 战略性的

recapture 回忆



fragile 易断的, 易损坏的

maintain 保持, 保养, 维修

digital 数字的

expedition 远征; 探险队

initiative 主动行为; 进取心

rededicate 再一次把时间、力量等用在……; 献身

scale up 扩大

a host of 一大群, 许多

beyond reach 无法实现

cutting edge 前沿, 前卫



Exercises



I. Choose the best answer to each of the following.

1. Which of the following statements about information technology is NOT true?
 - A. Information technology is becoming more and more important to the US economy.
 - B. The spending on IT research has been increasing in recent years.
 - C. Most IT programmes being funded are now short-term projects.
 - D. About a third of America's economic growth has been in IT.
2. The committee proposed that federal support in research _____.
 - A. increase by \$1.37 billion a year
 - B. remain flat
 - C. decline
 - D. increase by 14 billion a year
3. According to the proposal, the emphasis in IT research would be on _____.
 - A. short-term projects
 - B. long-term research that most companies are willing to support
 - C. low-risk, long-term projects
 - D. visionary and high-risk projects
4. The need to build large software systems is urgent because _____.
 - A. the supply is greater than the demand
 - B. the current development in software is not satisfactory
 - C. the US depends a lot on software
 - D. both B and C



5. According to the passage, which of the following statements is NOT true?
- A. The Internet is growing at an unexpected pace.
 - B. A national laboratory is needed.
 - C. To design bigger, faster computers requires new techniques.
 - D. Socio-economic problems will appear from the information revolution.

II. Decide whether the following statements are true or false. Write T for true and F for false in the brackets.

- 1. The experts urge the government to decrease the spending on IT research. ()
- 2. The US is losing its place as the No. 1 in IT research and development. ()
- 3. In the past ten years, federal funding for IT research has actually remained flat or declined. ()
- 4. The core of the proposal is for a strategic initiative in IT research, which would be over six years. ()
- 5. The goal of proposal should be to recapture in the universities and research labs much of the excitement that existed at top-rated departments. ()

Text C



Warm-up Questions



1. What are the main products of Nokia Corporation?
2. Where is Nokia Corporation?
3. Do you know something about the acquisitions carried out by Nokia in order to expand its competences in emerging business areas?

Company Description: Nokia Corporation

Number of words: 396 words

Suggested reading time: 4 minutes

Nokia Corporation is the world's largest mobile phone manufacturer, based on unit sales, and a leading supplier of mobile, fixed and Internet Protocol (IP) networks and related services as well as multimedia terminals. In 1999, net sales totaled EUR19.8 billion (\$19.9 billion) . In 1999 Nokia's operating groups consisted of Nokia Networks, Nokia Mobile Phones and other operations. Since 1998, sales of Nokia Networks and Nokia Mobile Phones have increased by 29% and 63% , respectively. In 1999, Nokia supplied its products in over 130 countries.

To expand its competencies in emerging business areas, Nokia carried out several acquisitions in 1999. A number of partnerships with ICPs, ISPs and IT companies were also formed to facilitate the developments of the market for access to the Internet through mobile phones.

Nokia Networks

Nokia Networks is a leading supplier of cellular networks as well as mobile internet and broadband solutions designed to meet the needs of operator customers and Internet Service Providers (ISPs). In addition, Nokia Networks also provides service creation, network management, systems integration and customer service. In October 1999, Nokia Telecommunications changed its