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Business English Reader
商务英语选读

马 丽 编

内 容 简 介

本书根据文章的知识内容分成四部分——礼仪、商务交流、经济与商业、因特网与电子商务。全书共二十个单元,每个单元有三篇文章,都围绕一个特定的主题,第一篇课文为主课文,其余两篇为副课文。每个主课文配有阅读理解练习和词汇练习,副课文配有阅读理解练习。每个单元还设有配合该单元主题的学生活动。为了便于使用此书,书后配有参考译文和部分练习答案。

前 言

随着经济全球化的发展,国际间的商务交流日益频繁,从事商务活动的能力,即商务交际技巧和语言交际能力就显得十分重要。同时,由于网络经济发展迅速,掌握电子商务知识已经成为商务工作者的必备条件。《商务英语选读》为那些想要了解国际商务交流与商务常识和电子商务的学习者填补了这方面学习材料的空白。

《商务英语选读》是一本商务英语阅读教材,适用于各类专业的大学生和从事商务活动的商务英语学习者。本书共有四个部分:一、礼仪;二、商务交流;三、经济与商业;四、因特网与电子商务。本书主要取材于最新出版的英文书籍、国内外著名的英文报刊杂志以及互联网,精选了六十篇题材各异、风格不同的文章。

本书的特点是:题材广泛,涉及商务工作、商务生活、商务交际和电子商务等各个领域;内容新颖,富有时代感,多数文章以轻松活泼的风格为主,反映商务领域的新知识和热门话题;语言地道,原汁原味。编者的目的是力求使本书具有时效性、知识性和趣味性,使读者既提高语言能力,又学到商务知识和了解全球经济领域发展的新动态。

本书在编写的过程中,英文部分得到了加拿大 Kwentland 大学副校长 David Ross 教授的帮助,有关部分的中文译文,雷德威和赵伟华教授都给予了作者许多中肯的建议和帮助,在此,作者对他们对本书编写所做的贡献,表示衷心的感谢。

编者

于 2001 年 12 月 28 日

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Part I Etiquette

礼 仪

Unit 1

Text A Etiquette and Protocol in Business

In an era of globalization, understanding the basics of etiquette and protocol — that is, the type of behaviour that others expect of you in both informal and formal settings — is an important skill. It can instill an individual with confidence to handle almost any situation in any culture and allow a businessperson to concentrate on the deal at hand rather than worrying about such peripheral distractions as which fork to use or which hand to use for passing food. Without an understanding of the basics of etiquette and protocol, you risk coming off as a boorish Neanderthal. You may even put your company's image at risk or risk potential failure in the formation of key business relationships that are vital to global success. Finally, a well-honed sense and appreciation of local customs, etiquette and protocol can make you stand out as a world-savvy individual in a competitive global market.

Proper etiquette in today's business world goes well beyond basic table manners (they are, after all, a given in most cultures) and common courtesies (allowing an esteemed colleague or superior to precede you through a doorway, for example). Think of all the elements that go into making a first impression. The list is lengthy. There is your manner of dress, your professional appearance, the color of your dress or tie, your body language, handshake, posture, amount of eye contact on introduction, where you put your hands, how you accept a business card and how you present yours as well as the actual content of the card — and you haven't even sat down to begin talks.

Many experienced international business travelers will advise you that “when in Rome do as the Romans do”. While this may work if you are trying to figure out which fork to use or whether to bow or shake hands, it is, in most cases, far easier said than done. And besides, except in superficial areas, doing what the Romans do may be against your ethics, morals, company policy or home government laws.

Regardless of the culture, proper etiquette means maintaining your own values while respecting those of others. It does not mean slavishly following the rituals and practices of others to please your host. If you make an effort at the language, at understanding the basics of common courtesy, and avoid any flagrantly offensive or obnoxious acts, don't be overly concerned about the subtleties — at least the first time around. To be honest, not that much is really expected of the first time visitor to another culture, though a deeper understanding will be expected each time you visit. The value in understanding etiquette and protocol is in the confidence it gives you and the

impression it makes on colleagues.

based on *International Business Culture* by Charles Mitchell

Words & Expressions

- boorish /'bʊəriʃ/ *adj.* 乡土气的,粗野的
- colleague /'kɒli:g/ *n.* 同事
- confidence /'kɒnfɪdəns/ *n.* 信心
- courtesy /'kɜ:tɪsɪ/ *n.* 礼貌
- distraction /dɪ'strækʃən/ *n.* 分心,分心的事
- element /'elɪmənt/ *n.* 要素,成分
- esteem /'i:sti:m/ *vt.* 尊重,尊敬
- ethics /'eθɪks/ *n.* 道德规范
- etiquette /'etɪket/ *n.* 礼仪,礼节
- flagrantly /'flægrəntli/ *adv.* 极恶地
- globalization /gləʊbəlaɪ'zeɪʃ(ə)n/ *n.* 全球化
- handle /'hændl/ *vt.* 处理,操作
- image /'ɪmɪdʒ/ *n.* 肖像,形象
- instill /ɪn'stɪl/ *vt.* 慢慢地灌输
- lengthy /'leŋθɪ/ *adj.* (演说、文章等)过长的
- Neanderthal /ni'ændə'tæl/ *n.* 穴居人
- obnoxious /əb'nɒkʃəs/ *adj.* 不愉快的,讨厌的
- offensive /ə'fensɪv/ *adj.* 讨厌的,无理的
- overly /'əʊvəli/ *adv.* 过度地,极度地
- peripheral /pə'rɪfərəl/ *adj.* 外围的
- posture /'pɒstʃə/ *n.* 姿势,体态
- potential /pə'tenʃəl/ *adj.* 潜在的
- precede /pri'si:d/ *v.* 在……之前
- present /prɪ'zent/ *vt.* 呈现,示以
- professional /prə'feʃənəl/ *adj.* 职业的,专业的
- protocol /'prəʊtəkɒl/ *n.* 礼仪
- ritual /'rɪtʃʊəl/ *n.* (宗教)仪式,礼节
- savvy /'sævi/ *n.* 理解,悟性
- setting /'setɪŋ/ *n.* 环境,场景
- slavishly /'sleɪvɪʃli/ *adv.* 奴隶般地,盲从地
- subtlety /'sʌtlɪti/ *n.* 微妙,精明
- superficial /sju:pə'fɪʃəl/ *adj.* 表面的,肤浅的
- superior /sju:'piəriə/ *adj.* 较高的,上好的
- well-honed *adj.* 敏锐的
- vital /'vaɪtl/ *adj.* 重大的,至关重要的

at hand 在手边,在附近
come off 成功,实现
concentrate on 集中,全神贯注于
figure out 断定,领会到
go well beyond 远远超出,远远越出
regardless of 不管,不顾
stand out 突出

Exercise I Reading Comprehension

A. True or False?

1. Without an understanding of the basics of etiquette and protocol, you are not allowed to do business internationally as you damage your company's image. ()
2. If you worry about your table manners with foreign colleagues during a meal, you may make them feel nervous. ()
3. In most situations, if you do not know the local customs, just act "when in Rome do as the Romans do". ()
4. Nowadays understanding the basics of etiquette and protocol will be very helpful to global success. ()
5. Studying a foreign language will help you a lot if you want to maintain your behaviour in another culture. ()
6. If you understand the basics of etiquette and protocol, you may do business favourably. ()
7. If you understand the subtleties of another culture, you may feel confused about how to deal with your foreign friends. ()
8. If you want to learn another culture, you just go to that country and stay there for a year or two. ()

B. Answer the following questions:

1. What is an important skill according to the author? Have you equipped yourself with such skill?
2. What can you benefit from the important skill?
3. Why does the author use the word "risk" twice in paragraph one?
4. Please make a list of proper etiquette in today's business world.
5. How does a businessman do "when in Rome do as the Romans do"?
6. Try to explain "proper etiquette means maintaining your own value while respecting those of others".

Exercise II Vocabulary Practice

A. Match the following words from the passage with the definitions and synonyms on

the right .

- | | |
|----------------|---|
| 1. offensive | a . necessary or characteristic feature |
| 2. obnoxious | b . business agreement |
| 3. moral | c . standards of behaviour |
| 4. superficial | d . understanding |
| 5. savvy | e . nasty ;very disagreeable |
| 6. esteem | f . disagreeable |
| 7. lengthy | g . to introduce gradually |
| 8. instill | h . very long |
| 9. deal | i . not thorough or profound |
| 10. element | j . to respect greatly |

B. From the words listed below, select a word to fit each space with proper form in the sentences . Use each word only once .

eye contact regardless of image courtesy setting present pre-
cede superior subtlety distraction

1. Today, it is more necessity than a _____ to have your card translated into the local language of the country you are visiting.
2. Naming systems differ greatly and even within cultures there are _____ that make guessing at a person's proper name and title a minefield(危险区).
3. _____ the country you are in, it is essential to accept any invitation to meet outside of business hours.
4. Depend on your telephone manners, it can be used to build your _____ and a potential personal relationship or it can get things off to a poor start.
5. Eye contact is considered a statement of equality and is too personal a gesture to use with strangers in a social _____.
6. Direct _____ is taken as a sign of honesty and sincerity(真诚).
7. In most Asian cultures, _____ a card with two hands conveys(表达) respect and appreciation of the importance of the ritual.
8. Choose one place for your study area. It may be a desk or a chair at home or in the school library, but it should be comfortable, and it should not have _____.
9. The singer who is _____ the pop group in the programme is very good.
10. Just because they have more money than I do, they think they are so _____.

Text B Meeting and Greeting

Introduction

In Britain we introduce :

- men to women ;
- younger people to old people.

Sometimes there might be exceptions to these basic customs. For example, it is sometimes difficult if the woman clearly very young and the man is elderly and very senior in his work and achievements. If a distinguished male poet has just given a lecture then we might introduce a young woman to him, rather than the other way round.

You will find that many people in Britain now introduce people by their first names or the first and surname together. Sometimes, on formal occasions we introduce people by their titles, Mr, Miss, etc. Customs change and all you can do is to listen and look and see what the people around you are doing. Here is an example :

John Race : Mr Hawkins. May I introduce Miss Williams to you ?

(They shake hands.)

Mr Hawkins : How do you do ? I am very pleased to meet you.

Miss Williams : Hello. I'm so glad to meet you. I love your poetry.

John Race : Miss Williams, I'd like to introduce Brian Parker to you.

Miss Williams : Hello, nice to meet you.

Brian Parker : Hello.

John Race : Mr Hawkins, I believe you know Mr Parker, don't you ?

Mr Hawkins : Yes, of course. Hi, Brian. How are things ?

Introducing Yourself

If you are at the party you can go up to another person and introduce yourself. “Hello, my name is Andrew Vincent. Are you a friend of ... ?” You don't have to wait to be introduced. And, by the way, at parties we assume that everyone will talk to a lot of people. It is quite normal for someone to have a short conversation with you and then go on to talk to other people ! Don't think they dislike you or that they are impolite ! It is the custom at many parties in Britain, particularly where people are standing up rather than sitting down.

based on *How to Communicate Successfully* by Andrew Wright

Words & Expressions

assume / ə'sju:m / *vt.* 假定, 设想

distinguished / 'distɪŋɡwɪʃt / *adj.* 卓著的

exception / ɪk'sepʃ(ə)n / *n.* 除外, 例外

normal / 'nɔ:məl / *adj.* 正常的, 正规的

occasion / ə'keɪʒ(ə)n / *n.* 场合

poet / 'pəʊt / *n.* 诗人

senior / 'sɪ:nɪə / *adj.* 年长的, 高级的, 有资历的

title / 'taɪtl / *n.* 头衔, 名称

Proper Names

Andrew Vincent /'ændru: 'vɪnsənt/ 安德鲁·温斯特

Brian Parker /'braɪən 'pɑ:kə/ 布赖恩·帕克

Hawkins /'hɔ:kɪnz/ 霍金斯(姓氏)

John Race /dʒɒn reɪs/ 约翰·雷斯

Williams /'wɪljəmz/ 威廉姆斯(姓氏)

Exercise I Reading Comprehension

Answer the following questions:

1. Do you know how to make introduction in English ?
2. What are basic customs according to the author ?
3. How do people introduce by name in English ?
4. If you go to a party, how do you introduce yourself ?

Text C Handshake

Outside of Asia, the handshake is most common and most meaningful physical contact you will have with a business colleague. Of course, not everyone shakes hands alike and not all variations are deliberate. Still, analyzing a colleague's handshake after the fact may provide some clues into his or her character and intentions. This is, by nature, a rather inexact science. Some handshake basics :

A handshake in which an individual grips firmly but not too firmly, pumps your hand once or twice and looks you straight in the eye can signify an individual who is confident, sees you as an equal and intends an honest, up-front negotiation or discussion. If a person continues to hold onto your hand for longer than expected, he or she may be attempting to show sincerity.

If while shaking your hand an individual tries to guide you into a room or towards a seat, it may indicate that that individual likes to be in control and insists on having his or her way. It can signal difficult talks if things do not go their way. In many Asian nations, however, such an action should be seen as a sign of respect and friendship, not a power play.

If someone grips your hand then twists his hand so it is on the top, the signal is that of a competitive person who is saying that, although you may be starting out as equals, he or she will win in the end.

Most people have been the victim of a handshake where an individual attempts to crush your hand in a vice-like grip. This is an indication of a person who is competitive and plans to win at all costs and associates physical strength with acuity. Their bark (or in this case, their handshake) is often much worse than their bite.

When offered by a Westerner, the limp handshake that resembles grabbing hold of a dead fish usually indicates someone with low energy and a lack of enthusiasm and confidence. In Asia such a handshake is common and is an indicator of equality, not deference. Some Southeast Asian societies will actually use their other hand to support their handshaking wrist. This is a sign of respect not weakness.

based on *International Business Culture* by Charles Mitchell

Words & Expressions

- acuity /ə'kju:ti/ *n.* 敏锐,锐利
associate /ə'səʊʃieɪt/ *vt.* 使发生联系
bark /bɑ:k/ *vi.* 吠声
bite /baɪt/ *v.* 咬
clue /klu:/ *n.* 线索
deference /'defərəns/ *n.* 顺从,尊重
deliberate /dɪ'lɪb(ə)rət/ *adj.* 故意的,深思熟虑的
equal /'i:kwəl/ *n.* 相等的事物,对手
grab /græb/ *v.* 抓住
grip /grɪp/ *vt.* 紧握
handshake /'hændʃeɪk/ *v.* 握手
indicate /'ɪndɪkeɪt/ *vt.* 指出,象征
inexact /ɪnɪg'zækt/ *adj.* 不精确的
intention /ɪn'tenʃ(ə)n/ *n.* 意图,目的
limp /lɪmp/ *adj.* 软弱的,无力的
meaningful /'mi:nɪŋfʊl/ *adj.* 富有意义的
negotiation /ˌnɪgəʊ'ʃeɪʃ(ə)n/ *n.* 商议,谈判
physical /'fɪzɪk(ə)l/ *adj.* 身体的
pump /pʌmp/ *vt.* 挥动
resemble /rɪ'zembl/ *vt.* 类似
signal /'sɪgnəl/ *vt.* 发信号
signify /'sɪgnɪfaɪ/ *vt.* 表示,意味
sincerity /sɪn'serɪti/ *n.* 诚挚,真诚
vice-like *adj.* 老虎钳子般的
victim /'vɪktɪm/ *n.* 受害人,牺牲品
wrist /rɪst/ *n.* 手腕

at all costs 不惜任何代价,无论如何

by nature 本质上

go one's (own) way 我行我素,一意孤行

have one's (own) way 随心所欲,为所欲为

Exercise I Reading Comprehension

Answer the following questions:

1. Have you ever taken notice of variations about handshake ?
2. What kind of handshake may show a person who is confident according to the author ? Do you agree with the author ?
3. When someone likes to dominate the situation , what is his handshake like ?
4. When a competitive person wants to win , what is his handshake like ?
5. Can you explain when most people become the victim of a handshake ?
6. What do you think of limp handshake ?

Exercise II Student's Activity

Role Play: Exchange Business Cards

Background : In business through business card you will make one of your first impressions on a foreign colleague. The exchange of business cards is a meaningful ritual rather than a casual informality.

Directions : Find a partner to do an oral practice. Show your classmates how both of you greet and exchange business cards. You may refer to the following scenes :

1. Show the etiquette of exchanging business cards in Western culture.
2. Show the etiquette of exchanging business cards in East Asia.

Unit 2

Text A Gift Giving

Gifts should never replace the basics of good business practices and etiquette. They are a supplement to, not a substitute for, a sound business proposition. Of course, a gift should never take on the appearance of a bribe, even in countries where such practices are commonplace. A gift is just that — a freely given token that shows appreciation or respect. A bribe — well, that is part of the mandatory cost of doing business in some places in the world.

Some basic questions to consider if planning to give gifts internationally :

Who are the appropriate people that should receive gifts? Is there someone you must give a gift to?

What is an appropriate gift and what might be considered culturally insensitive?

When should you give the gift? At the first meeting? At the conclusion of a contract?

And finally, how should you present the gift?

International gift giving can become a cultural minefield. The taboos vary from culture to culture. To give the proper gift one must understand the culture of the receiver.

Giving the appropriate gift in a timely fashion not only cements personal relationships in some cultures but it can truly enhance a company or personal image. The right gift conveys respect to the individual and by the same token can convey a company and personal image of global sophistication, even power. In relationship-driven cultures, the gift reflects the company's image and intentions and gives a potential partner insight into how both you and your company think and are likely to act in the future. Still the main purpose of any gift should be to please and honor the recipient. If you keep that in mind, you will never produce a gift that can be inappropriate or, worse, insulting.

One basic rule of thumb in international gift giving : ideally, any gift you present should be manufactured in your home country. Take special care to make sure that gift is not manufactured in a country or region that may cause insult to the recipient (for example : it would be insulting to give Saudi Arabian colleague a gift manufactured in Israel).

Another point that should be remembered : Gifts with company logos should be used as small tokens only, not as a major sign of appreciation. Even when logos are

used they should only be placed on gifts of the highest quality and the best taste. Remember, even the smallest gift reflects your company's image and personality. Keep the logo small so that it doesn't look as though the gift is nothing more than a company advertisement.

based on *International Business Culture* by Charles Mitchell

Words & Expressions

appropriate /ə'prəʊpriət/ *adj.* 适当的
bribe /braɪb/ *n. & vt.* 贿赂
cement /sɪ'ment/ *vt.* 接合, 巩固
commonplace /'kɒmənpleɪs/ *n.* 普通的
convey /kən'veɪ/ *vt.* 传达, 表达
enhance /ɪn'hɑ:ns/ *vt.* 提高, 增强
ideally /aɪ'diəli/ *adv.* 理想地
insensitive /ɪn'sensɪtɪv/ *adj.* 无感觉的, 感觉迟钝的
insight /'ɪnsaɪt/ *n.* 洞察, 理解
insult /ɪn'sʌlt/ *n. & vt.* 侮辱, 凌辱
logo /'ləʊgəʊ/ *n.* 标识语, 标识图案
mandatory /'mændətəri/ *adj.* 强制的, 命令的
manufacture /ˌmænjʊfæktʃə/ *vt.* 制造, 加工
minefield /'maɪnfɪld/ *n.* 布雷区; 充满隐伏危险的事
proposition /prəpə'zɪʃ(ə)n/ *n.* 主张, 建议
recipient /rɪ'sɪpiənt/ *n.* 接受者
reflect /rɪ'flekt/ *vt.* 反映, 表现
Saudi Arabian /ˌsaudi ə'reɪbiən/ *adj.* 沙特阿拉伯的
sophistication /sə'fɪstɪ'keɪʃ(ə)n/ *n.* 混合
substitute /'sʌbstɪtju:t/ *n.* 替代品, 代替者
supplement /'sʌplɪmənt/ *n.* 补充
taste /teɪst/ *n.* 鉴赏力, 欣赏力
timely /'taɪmli/ *adj.* 及时的, 适时的
token /'təʊkən/ *n.* 记号, 表示

keep in mind 记住
make sure 确定, 确信
rule of thumb 经验法
take on 呈现

Exercise I Reading Comprehension

A. True or False?