

Unit One

Targets

Section A Listening and Speaking

- ◆ Business Reception

Section B Reading

- ◆ Corporate Culture

Section C Business Writing

- ◆ Cover Letter and Résumé

Section A *Listening and Speaking*

Part One **Warming-up Exercises**

I. Remember the words, phrases and sentences related to business reception.

1. greeting 问候;招呼
2. reception 接待
3. receptionist 接待员
4. client 客户
5. extension 电话分机;分机号码
6. fax number 传真号码
7. operator 电话接线员;电梯操作员
8. flight 航程
9. formal 正式的,庄重的
10. casual 漫不经心的;非正式的
11. customary 习惯的,习俗的
12. personal 个人的;私人的
13. advisable 适宜的;明智的
14. business card 名片
15. business attire 商务着装
16. business suit 西装
17. business circles 商界
18. safe topic 安全话题
19. cultural and natural sites 自然文化遗址
20. place of interest 旅游胜地
21. in particular 尤其,特别
22. chairperson (of the board) 董事长
23. president 总裁
24. Chief Executive Officer 首席执行官
25. general manager 总经理
26. deputy general manager 副总经理
27. assistant of general manager 总经理助理

28. sales manager 销售经理
29. sales executive 销售代表
30. business executive 商务代表
31. manager of Purchase and Supply Department(P & S) 采购供应部经理
32. director 主任
33. director of Research and Development Department(R &D) 研发办主任
34. Excuse me. 客套语,常用于打扰别人、要走开、插话等时,而 I'm sorry. 常用于因犯了某种过失而表示歉意时。
Excuse me. Are you Mr White from New York? 请问您是来自纽约的怀特先生吗?
Excuse me. Can you tell me the way to the Friendship Hotel? 请问去友谊宾馆怎么走?
I'm sorry. I have got the wrong person. 对不起,我找错人了。
35. How do you do? /Glad to meet you. 一般用于双方第一次见面做完自我介绍或别人引见后。
回答可以是:
How do you do? /Glad to meet you, too.
若双方已经比较熟悉,则可以说:
How are you? /How are you doing? /Glad to meet you again.
回答可以是:
Fine, thank you, and you? /Everything is all right. /Glad to meet you again, too.
36. meet (somebody) 接(某人);见到(某人)
Thank you for coming to the airport to meet me. 谢谢您到机场来接我。
It's very nice to finally meet you. 很高兴终于和您见面了。
37. manage 设法应付
I can manage it by myself. 我自己能行。
38. Have a good time. 希望您愉快。把客人送到宾馆后,告别时可用它来表示良好的祝愿。还可以说:
Have a good rest. 请好好休息。
Have a good day/weekend. 祝一天/周末愉快。
I hope you will enjoy your stay here. 希望您在这里过得愉快。

II. Imitate and memorize the following dialogues.

1. Ms Li: Excuse me. Are you Mr Smith from Britain?

Mr Smith: Yes. So you are...

Ms Li: I'm Li Min, the sales manager of ABC Company. This is my card.

Mr Smith: How do you do, Ms Li? My card for you. Thanks for coming to meet me

here.

Ms Li: My pleasure. How is your flight?

Mr Smith: Quite pleasant.

2. Miss Zhao: Hello, Mr Vigor! Good to see you again.

Mr Vigor: Me, too.

Miss Zhao: Mr Vigor, do you know our general manager, Mr Lin Wei? Mr Lin, this is Mike Vigor.

Mr Vigor: How do you do? It's very nice to finally meet you.

Mr Lin: Nice to meet you, too.

III. Discuss the following questions with your partner.

1. Do you have any experience of receiving a stranger? Please talk about it.
2. What factors should you take into consideration when meeting a foreign businessman at the airport?

Part Two Dialogues

I. Listen to Dialogue 1-5 and choose the appropriate answer to each of the questions.

1. This conversation is most likely between _____.

A. a driver and a passenger	B. a teacher and a student
C. an operator and a businessman	D. two passers-by
2. What is the sales manager's fax number?

A. 86589366.	B. 86658936.
C. 68658936.	D. 66589366.
3. Which of the following statements is true?

A. Paul hopes to see Susan on Tuesday.
B. Paul will be late for his meeting on Thursday.
C. The meeting is on Tuesday.
D. Paul has to postpone his meeting until Thursday.
4. The plane will arrive at _____.

A. a quarter past eight in the morning
B. a quarter past nine in the morning
C. a quarter to nine in the morning
D. a quarter to nine in the evening
5. Where may this conversation happen?

A. At a company.	B. In the street.
C. At a bus station.	D. At an airport.

II. Listen to Dialogue 6 and choose the appropriate answer to each of the following questions.

1. Where does Mr Smith come from?

A. London.	B. New York.
C. Paris.	D. Britain.
2. What is Ms Wang's position?

A. She is an office director.	B. She is a personnel manager.
C. She is a sales manager.	D. She is a vice manager.
3. Which city does Mr Smith go to?

A. Beijing.	B. Suzhou.
C. Shanghai.	D. Hangzhou.
4. When will they have a meeting?

A. On Saturday.	B. On Sunday.
C. On Monday.	D. On Tuesday.
5. Which of the following statements is not true?
 - A. It is the first time that Ms Wang has met Mr Smith.
 - B. Mr Smith feels a little tired after this trip.
 - C. Mr Smith's flight was delayed for an hour because of the bad weather.
 - D. Mr Smith will have a meeting first, and then have a rest.

III. Listen to Dialogue 7 and fill in the blanks with the exact words you have just heard from the recording.

Miss Dong: Hello, Mike. Good to see you again.

Mike: Me, too.

Miss Dong: Mike, do you know our general manager, Mr Zhao Zhengfang? Mr Zhao, this is Mike Geller.

Mike: How do you do? It's very nice to finally (1) _____ you.

Mr Zhao: Nice to meet you, too. How about your flight?

Mike: Quite pleasant.

Mr Zhao: You will be here for (2) _____ days, right?

Mike: That's right. After that, I'll go to Shanghai.

Mr Zhao: Now, let's go to the hotel. I hope you'll feel (3) _____ after a night of good sleep.

Mike: Very good, thank you.

Miss Dong: May I help you with your (4) _____?

Mike: No, thanks. I think I can (5) _____ it by myself.

Mr Zhao: Is this your first (6) _____ here?

Mike: Yes, but I've (7) _____ a great deal in the east of China.

Miss Dong: Is there any place you'd like to visit in (8) _____?

Mike: I know Xi'an is one of the most famous (9) _____ and (10) _____ sites in China. It will be very kind if you could introduce me some places of (11) _____.

Miss Dong: I'm (12) _____ to do this for you.

IV. Oral practice.

1. Listen to Dialogue 6 again, then work in pairs and make a dialogue about meeting a foreign businessman.

2. Listen to Dialogue 7 again and divide the class into groups of 3 students. Supposing that two of the students meet for the first time, the third student should introduce them to each other.

Part Three Passages

I. Listen to Passage 1 carefully and fill in the blanks with the exact words you have just heard from the recording.

1. It is usually _____ to wear a business _____ when meeting a businessman.
2. _____ accompanied by an introduction and a _____ can create a feeling of immediate friendliness between two strangers.
3. Business _____ are generally expected but not always a _____ in business _____.

II. Listen to Passage 2 carefully and fill in the blanks with the exact words you have just heard from the recording.

When meeting a (1) _____ who is coming for business purpose, the host should stand up and (2) _____ the guest. A warm (3) _____ is (4) _____. And then offer a chair and a cup of tea or coffee, and sit down after the guest (5) _____ a seat. While speaking with the visitor, keep in (6) _____ that listening is as important as talking. It is nothing more (7) _____ than (8) _____ listening or continual phone calls. You should let your assistant hold all calls except (9) _____ until the end of your appointment. Be sure to make use of the "message taking" feature in your phone system. When the (10) _____ leaves, the host should go with him or her as far as the door of the office or the elevator.

III. Oral practice.

1. Listen to Passage 1 again and answer the following questions.
 - (1) What should we wear when meeting a businessman? Why?
 - (2) What is a proper handshake?

(3) What are safe topics in business conversation?

2. Listen to Passage 2 again and talk about what we should and shouldn't do when meeting a client.

Part Four Relax and Enjoy

I. Listen to the following song and fill in the blanks with the exact words you have just heard from the recording.

Scarborough Fair

* Are you going to Scarborough (1) _____ ?

Parsley, sage, rosemary and thyme,

(2) _____ me to one who (3) _____ there,

He once was a (4) _____ love of mine.

Tell him to (5) _____ me a cambric shirt,

Parsley, sage, rosemary and thyme,

(6) _____ no seams nor needle (7) _____,

Then she'll be a true love of mine.

Tell him to (8) _____ me an acre of land,

Parsley, sage, rosemary and thyme,

(9) _____ the salt (10) _____ and the sea strand,

Then he'll be a true love of mine.

Tell him to (11) _____ it with a sickle of leather,

Parsley, sage, rosemary and thyme,

And (12) _____ it all in a bunch of heather,

Then he'll be a true love of mine.

(The last part is the same as the part marked with*)

II. Listen to the song again and sing along.

Section B Reading

Text

Pre-reading Discussion :

1. Have you ever heard of corporate culture before? What's your understanding of it?
2. Do you think that corporate culture is essential to a company? Why or why not?

What is Corporate Culture?

1 Many articles and books about corporate culture have been written in recent years. The term “corporate culture” refers to an organization’s values, beliefs, and behaviors. In general, it is concerned with beliefs and values on the basis of which people **interpret** experiences and behaviors, **individually** and in groups. The company leaders decide the values of their firm which provides patterns for how their **employees** should behave. Firms with strong cultures achieve better results because their employees keep focus both on what to do and how to do.

2 Corporate culture has a major **impact** on the success of a company. In companies with strong cultures, everyone knows and supports the companies’ **objectives**. In those with weak cultures, no clear sense of purpose exists. The importance of corporate culture is growing as a result of several recent developments. Companies are encouraging their employees to be more responsible and to think and act like owners. In **exchange** for more **flexible** work schedules, employees are expected to be always “**on-call**”. Companies are filling employees’ need to belong to a **community**. At the same time, companies are encouraging **teamwork** and the formation of teams.

3 Every company has its own unique culture or value set. Most companies don’t **consciously** try to create a certain culture. The culture of a company is typically created unconsciously, based on the values of the top management or the founders of a company.

4 Hewlett-Packard is a company that has, for a long time, been conscious of its culture (The HP Way) and has worked hard to **maintain** it over the years. Hewlett-Packard’s corporate culture is based on respect for others, a sense of community and plain hard work. It has been developed and maintained through extensive training of its managers and employees. HP’s growth and success over the years has been due in large part to its culture.

5 Nowadays a popular trend is for companies to change their cultures, usually to a team **orientation**. As you can imagine, changing a company's corporate culture can be very difficult. But some managers still try to do that when they feel the current culture is weak, or when the organization's objectives have changed and the old culture no longer fits.

6 The top management of the companies should be **vigilant** about maintaining their cultures. The behavior rules and boundaries should be relatively clear and communicated often. However, most organizations operate with a **diversity** of cultures. This is especially true considering the increasing worldwide **mobility** of people and cultures and values. Therefore, company leaders shouldn't ignore corporate culture. Rather, it should be **addressed** in the company's mission, **vision**, and goal statements, and emphasized in company **sponsored** training and company communication.

(words : 452)

New Words

corporate /'kɔ:pəreɪt/ <i>adj.</i>	社团的,法人的;共同的,全体的
interpret /in'tɜ:pɪt/ <i>vt.</i>	解释,说明
individually /,ɪndɪ'vɪdʒuəli/ <i>adv.</i>	各自地;个别地
employee /ɪm'plɔɪi/ <i>n.</i>	职工,雇员
impact /'ɪmpækt/ <i>n.</i>	影响,效果
objective /əb'dʒektɪv/ <i>n.</i>	目标,目的
<i>adj.</i>	客观的
exchange /ɪks'tʃeɪndʒ/ <i>vt. & n.</i>	交换,调换;交流,交易
flexible /'fleksəbl/ <i>adj.</i>	灵活的,可通融的
on-call <i>adj.</i>	随时待命的,待用的,准备妥当的
community /kə'mju:nəti/ <i>n.</i>	公社,团体,社会
teamwork /'ti:mwɜ:k/ <i>n.</i>	协同工作,配合
consciously /'kɒnfəsli/ <i>adv.</i>	有意识地,自觉地
maintain /meɪn'teɪn/ <i>vt.</i>	维持;主张;为……辩护
orientation /,ɔ:riən'teɪʃn/ <i>n.</i>	方向,方位;定位
vigilant /'vɪdʒɪlənt/ <i>adj.</i>	警惕着的,警醒的
diversity /daɪ'vɜ:səti/ <i>n.</i>	差异,多样性
mobility /məu'biləti/ <i>n.</i>	活动性,灵活性,机动性
address /ə'dres/ <i>n.</i>	地址;致辞,演讲
<i>vt.</i>	针对……而说;从事,忙于
vision /'vɪʒn/ <i>n.</i>	视力;前景,视野
sponsor /'spɒnsə/ <i>vt.</i>	发起,主办;赞助

Phrases and Expressions

be concerned with	牵涉到……,与……有关
as a result of	作为……的结果,由于
fill one's need	满足某人的需要
due to	由于,应归于

Proper Nouns

Hewlett-Packard	惠普公司(美国著名电子工业企业)
-----------------	------------------

Notes

1. In general, it is concerned with beliefs and values on the basis of *which* people interpret experiences and behaviors, individually and in groups.

关系代词 *which* 指代前面的 beliefs and values, on the basis of *which* people interpret experiences and behaviors, individually and in groups 是修饰 beliefs and values 的限制性定语从句。

2. *In exchange for* more flexible work schedules, employees are expected to be always “on-call”.

in exchange for 原意为“交换”,在此处可译作“换取”。例如, I gave him my camera in exchange for his watch. 我用照相机交换他的手表。

此句参考译文: 职员们被要求总是处于随时待命状态,以换取更具弹性的工作制。

Business Background Tips

企业文化

企业文化,或称组织文化(Corporate Culture or Organizational Culture),是由一个组织的价值观、信念、仪式、符号、处事方式等组成的特有的文化形象。企业文化是企业的灵魂,是推动企业发展的不竭动力。它包含着非常丰富的内容,其核心是企业的精神和价值观。除了文章中提到的惠普公司,IBM(International Business Machines Corporation)公司即美国国际商用机器公司自1956年就开始导入CIS(英文Corporate Identity System的缩写,意思是“企业识别系统”)战略,塑造了特色鲜明的蓝色巨人文化,其核心价值观体现在以下六个方面:

- 尊重个人(Respect for the individual)
- 为顾客服务(Service to the customers)
- 追求卓越(Excellence must be a way of life)

- 管理人员须有效领导(Managers must lead effectively)
- 竭力贡献股东(Obligations to the stockholders)
- 做一个优良的公司法人(IBM should be a good corporate citizen)

IBM 公司追求人际之间的平等,强调与人为善、以人为本,力求完美,遵守经商为人的道德准则,坚持卓越一流的精神。IBM 文化还是一种博大精深的包容文化,大气使然,目标高远。正是这种优秀的蓝色文化使 IBM 兴盛百年,这也是 IBM 公司多年来一直取得成功的一个秘诀。

Exercises

I. Answer the following questions according to the text.

1. What does the term “corporate culture” refer to?

2. Why do firms with strong cultures achieve better results?

3. What are the companies encouraging their employees to do?

4. What is Hewlett-Packard’s corporate culture based on?

5. When should a company’s corporate culture be changed?

II. Tell whether the following statements are true (T) or false (F) according to the text.

- () 1. The values of a firm are usually decided by the employees.
- () 2. The employees are encouraged to think and act like the company’s owners.
- () 3. The employees are also encouraged to work individually instead of in teams.
- () 4. The cultures of most companies are consciously created according to the goal of the companies.
- () 5. No one wants to change the corporate culture even if it no longer fits the company’s objectives.

III. Match each word in Column A with the appropriate definition in Column B.

- | A | B |
|--------------|---|
| 1. interpret | a. to adjust and aim at... |
| 2. sponsor | b. to keep in a certain state, position or activity |
| 3. maintain | c. to give extra weight to |
| 4. address | d. to understand, to explain |
| 5. emphasize | e. to support |

IV. Translate the following sentences into Chinese, paying attention to the italicized words or phrases.

1. We shouldn't treat people differently *on the basis of* sex or race.
2. The product quality has been greatly improved to *fill the customers' need*.
3. Our policy must be more *flexible* than before.
4. This task requires the *teamwork* of all members of the company.
5. This broadened my *vision* and knowledge.

V. Translate the following sentences into English, using the given words or phrases.

1. 请你为我解释一下这一句好吗? (interpret)
2. 医生应能随时出诊。(on-call)
3. 食物是维持生命所必需的。(maintain)
4. 该公司将为这场足球赛提供赞助。(sponsor)
5. 你用什么来交换我的录音机呢? (in exchange for)
6. 这是一本关于商务英语的书。(be concerned with)
7. 他因为长时间工作而病倒了。(as a result of)
8. 他的成功是由于勤奋。(due to)

Case Study

Pre-reading Discussion:

1. Search the Internet for the corporate culture of any famous company at home or abroad and try to comment on it.
2. Discuss with your partners about three core values that you think the most important to the success of a company.

Genertec's Core Values

I A company is a business **entity** with an **explicit** objective. Forming as a unified team, its employees in different positions perform their **respective** duties under this set goal. A company not only requires a system that disciplines and **coordinates** the operation and management activities of the employees, but also calls for the employees' **consensus** as regards the business philosophy of the company and their self-motivated actions inspired by that philosophy. The highest-level business concept is to realize, amongst **shareholders**, customers and employees, a **benign** cycle whereby interdependent and mutually **facilitating** factors of the interest of shareholders, the satisfaction of the clients and personal development **opportunities** for the employees are **maximized**. Genertec shall seek for development in the process of constantly appreciating the value of its shareholders, customers and employees.

2 The business philosophy of Genertec is **embodied** in its 6 core values, which constitute the basis of the corporate culture for realizing the development **strategy** of the company.

They are:

- **Solidarity** and **Collaboration**, i.e. forming teamwork spirit in the company.
- Exploration and **Innovation**, i.e. promptly responding to changing environment both internal and external and engaging in management system and mechanism innovation and business innovation.
- **Integrity** and **Trustworthiness**, i.e. **scrupulously** abiding by professional ethics in dealing with customers and business partners.
- Value-adding Service, i.e. regarding **comprehensive** value-adding service to domestic and foreign customers as the basis for the company to survive.
- Human-centeredness, i.e. considering the respect to the value of individual employees and efforts in creating development opportunities for each of them as the foundation for the lasting success of the company.
- Creating Value, i.e. all **initiatives** of the company start from the maximization of shareholders' interests.

(words : 286)

New Words

entity /'entəti/ <i>n.</i>	实体
explicit /ik'splisit/ <i>adj.</i>	外在的, 清楚的
respective /ri'spektiv/ <i>adj.</i>	分别的; 各自的
coordinate /kəu'ɔ:dɪnɪt/ <i>vt.</i>	使同等, 使协调
consensus /kən'sensəs/ <i>n.</i>	一致同意
shareholder /'ʃeəhəuldə/ <i>n.</i>	股东
benign /bi'nain/ <i>adj.</i>	(病)良性的; 仁慈的, 和蔼的
facilitate /fə'siliteit/ <i>vt.</i>	使容易, 使便利; 推动, 促进
opportunity /ɒpə'tju:nəti/ <i>n.</i>	机会, 时机
maximize /'mæksimaɪz/ <i>vt.</i>	取……最大值, 最佳化
embody /im'bɒdi/ <i>vt.</i>	具体表达, 使具体化; 包含, 收录
strategy /'strætədʒi/ <i>n.</i>	策略
solidarity /sɒli'dærəti/ <i>n.</i>	团结
collaboration /kə'læbə'reɪʃn/ <i>n.</i>	协作; 通敌
innovation /ɪnə'veɪʃn/ <i>n.</i>	改革, 创新
integrity /in'tegrəti/ <i>n.</i>	正直, 诚实; 完整, 完全, 完整性
trustworthy /'trʌstwə:ði/ <i>adj.</i>	可信赖的

scrupulous /'skru:pjələs/ *adj.*

小心谨慎的,细心的

comprehensive /kəm'pri:hensiv/ *adj.*

全面的,广泛的

initiative /i'nɪʃətɪv/ *n.*

主动,积极性

Phrases and Expressions

call for

要求,提倡

in the process of

在……过程中

respond to

回答,响应,做出反应

engage in

使从事于,参加

abide by

坚持,遵守

deal with somebody

与……交往(有生意往来)

as the basis/foundation for

作为……的基础

Proper Nouns

Genertec

中国通用技术(集团)控股有
限责任公司

Reading Strategies

How to Deduce the Meaning of Words (I)

在阅读过程中难免会遇到一些生词(new word),如果逐一去查字典,势必会影响阅读速度,并且会打断阅读思路。因此,推断(deduce)生词词义是我们应该掌握的一种最基本的阅读技能。推断生词词义有很多方法,最主要的有两种:一种是借助构词法(word formation)相关知识,另一种是依靠情境线索(contextual clue)。本单元先介绍如何利用构词法知识推断词义。

有很多英语单词都是在某个词上添加词缀(affix)派生而成的,我们把这类词称为派生词(derivative)。英语中的词缀分为前缀(prefix)和后缀(suffix)。前缀主要用来改变词义,后缀主要用来改变词性(part of speech)。如课文中的 maximization, collaboration 和 innovation 分别是在动词 maximize, collaborate 和 innovate 上添加名词性后缀-tion 构成的。如果我们已经掌握了这些动词的含义,就可以很容易地推断出这些名词的词义。又如,如果已经掌握了动词 tolerate (忍受,容忍) 的含义,就不难推测出下面这些词的词义: tolerance (*n.* 忍受,容忍), tolerant (*adj.* 忍受的,容忍的), toleration (*n.* 忍受,容忍), tolerable (*adj.* 可以忍受的,可以容忍的), intolerable (*adj.* 不可忍受的,不可容忍的)。-ance和-tion 都是名词性后缀,-ant 和-able 为形容词性后缀,而 in-是表示否定意义的前缀。

难怪有人曾经把词根(root)、前缀和后缀称为“扩大词汇的三把钥匙”。

由此可见,掌握一些常见词缀的含义对词汇量的扩充和阅读技能的提高都会有很大的帮助。

Exercises

I. Fill in the blanks without referring to the original text, then check your answers against it.

The business philosophy of Genertec is (1) _____ in its 6 core values, which constitute the basis of the corporate culture for realizing the development (2) _____ of the company. They are (3) _____ and collaboration, (4) _____ and innovation, integrity and (5) _____, value-adding (6) _____, human-(7) _____, and creating value.

II. Fill in the blanks with the words given below, changing the form where necessary.

value core embody internal opportunity survive respond professional

1. I asked him to go out for a drink and he _____ me with a nod.
2. To me, he _____ all the best qualities of a teacher.
3. He used to be a _____ football player.
4. This book is of little _____ to you.
5. The man had been seriously ill, but he _____.
6. I have been offered a job. It's a great _____.
7. Could you find out the _____ relations of those affairs?
8. That's the _____ of all the questions.

III. Match the prefix (the italicized part) in each word of Column A with the meaning in Column B.

- | A | B |
|-----------------------------|-------------|
| 1. <i>fore</i> tell | a. across |
| 2. <i>post</i> war | b. between |
| 3. <i>ex</i> clude | c. wrong |
| 4. <i>inter</i> national | d. out |
| 5. <i>un</i> reasonable | e. before |
| 6. <i>trans</i> -Atlantic | f. two |
| 7. <i>bi</i> lingual | g. too much |
| 8. <i>sub</i> way | h. after |
| 9. <i>mis</i> understanding | i. not |

10. *overwork*j. *below*

IV. Write out the word whose meaning is opposite to each word given below by adding an appropriate negative prefix from *in-/ir-/im-/il-*, *non-*, *un-*, *dis-* or *a-*.

Example: smoker–nonsmoker regular–irregular

- | | | |
|-------------------|-----------------|-------------------|
| 1. complete _____ | 2. legal _____ | 3. honest _____ |
| 4. friendly _____ | 5. polite _____ | 6. moral _____ |
| 7. logical _____ | 8. empty _____ | 9. relevant _____ |
| 10. typical _____ | 11. order _____ | 12. balance _____ |

V. Try to figure out each word by adding an appropriate suffix to the italicized word in the definition.

Example: villager—a person who lives in a *village*

- _____—a girl or woman who *acts* a part in a play
- _____—one that participates in a *contest*
- _____—a person who plays a *game* for money
- _____—a person who *employs* others
- _____—a person who is being *interviewed*
- _____—a person who *begs* for living
- _____—a native or an inhabitant of *China*
- _____—a person who plays the *piano*, especially with skill
- _____—a person who *survives* from an accident
- _____—a person who often gets *drunk*

VI. Translate the following sentences into English, using the given words or phrases.

- 这可以作为进一步改进的基础。(as the basis for)
- 他是从事进出口贸易的。(engage in)
- 一些主要转口(re-exported)货物增值率甚至超过100%。(value-adding)
- 科教兴国战略具有重要意义。(strategy)
- 他必须信守合同。(abide by)
- 他经常同海外客户打交道。(deal with)
- 加入世贸组织在给中国带来机遇的同时,也带来了挑战。(opportunity)
- 政府对电子工业发展的规划作了全面的解释。(comprehensive)

Section C Business Writing

Cover Letter and Résumé

You never get a second chance for first impression. Your application letter as well as your résumé helps you to make the “first impression” on your future employers.

Before learning how to write the application letter, it is better for you to know the components of a standard letter.

1. *Parts of a Standard Letter* (标准信函组成部分)

A standard letter consists of seven parts: heading, date, inside address, salutation, body of the letter, complimentary closing and signature.

1. **Heading** (信头)

Heading, which is also called “letterhead”, refers to the addresser’s full address, though it is possible to write the addresser’s address in simplified form for personal letters. In modern society, the heading is often printed to show brief information of an institution or company, including name, address, telephone number, fax number and e-mail address.

Sample 1

Messrs Smith & Sons

106 Princess Street Manchester M1 6JD

Tel: 0161-235-7777

E-mail: Mss01@yahoo.com

2. **Date** (日期)

There are a number of ways to write the date, such as 1 June 2008, 1 Jun. 2008, June 1, 2008 and 01/06/08. However, the British usually write the date in the order day/month/year, in which no comma is used, while Americans write the date in the order month/day/year, often with a comma after the “day”. As a result, 02/07/08 means 2 July 2008 for the British, but February 7, 2008 for Americans. Therefore, it is better to write the date in words instead of simple numbers. Or else, misunderstanding may be caused.

3. **Inside Address** (信内地址)

The inside address is placed on the left corner of the letter one or two lines below the date. It is written in the same way as the address on the envelope, including the addressee’s full address as well as the title line. In the title line, you could write down either the

addressee's name or position, or both if you know them.

Sample 2

Mr John Cowles
Human Resources Manager
Time Warner Cable Company
1024 Main Street
Dallas, Texas 75313
U. S. A

4. Salutation (称谓)

Salutation is the beginning of the content. Different salutations are used according to how well you know the addressee.

- “Dear + Mr/Mrs/Ms/Miss + surname” is used when you know the addressee's name and sex.

- “Dear Sir or Madam” or “Dear Sir/Madam”, when you do not know the name or sex of the addressee.

- “Dear Sir”, when you are writing to a man whose name you do not know.

- “Dear Sirs”, when you are writing to an institution rather than an individual.

In addition, some British prefer to use “Gentlemen” or “Ladies”.

5. Body of the Letter (主体)

This is the most important part of the letter. It may consist of several paragraphs, which generally could be divided into 3 parts: ① opening; ② middle part, in which the main points are stated; ③ brief conclusion.

6. Complimentary Closing (结束敬语)

The complimentary closing is merely a way of ending a letter. The most frequently used complimentary closings are:

- “Yours sincerely”, which is mostly used when you know the addressee's name.

- “Yours faithfully”, which is used when you do not know the addressee's name.

- “Yours truly”, which is mostly used when the salutation is “Gentlemen”, “Ladies” or the like.

7. Signature (签名)

A letter should be signed by hand, because letters without the hand-written signatures are impolite and careless. In formal letters, the hand-written signatures are illegible, so you could print the name below the hand-written name, too.

A signature includes the signer's name. If necessary, the signer may also add the name of the organization that he represents and/or his official title.

Sample 3

TURNER'S TRADING COMPANY

Emily Brown

Managing Director

8. Optional Parts(附加部分)

In addition to the above mentioned parts, there are some other parts that may be found in a letter.

(1) The Reference(函件编号)

Some business letters have reference numbers, such as “Our Ref. ”, “Your Ref. ”, and “Reference No. ”. The reference number is mostly printed below the date.

Sample 4

Ref. No. : TS-0760

(2) The Subject Line(事由)

The subject line is a brief indication of the content of the letter. It is often inserted between the salutation and the body.

To indicate the subject, you could use the words “Subject” or “Re. ”, and you could also underline the subject.

Sample 5

Re. Sales Confirmation

(3) The Carbon Copy Notation(抄送)

When a letter is sent to a third party, it may be indicated by typing “cc”. If there are two or more copy recipients, it is usual to show them in alphabetical order.

Sample 6

cc: BLD Company

Great Clancy Co. ,Ltd

(4) The Enclosure(附件)

There are many ways to indicate that an enclosure is attached with a letter. The most common form to indicate enclosure(s) is to type “Encl. ”, “Enc. ”, “Encls. ” or “Encs. ” at the foot of the letter.

Sample 7

Enc.

Encls. 3

Encl. As Stated

(5) Other Signs or Expressions(其他)

When a letter is signed on behalf of the sender, it is usual to write “for” or “pp. ” in front of the sender’s printed name. Here, “pp. ” is an abbreviation for “per procuration”, which means “on behalf of”.

Sample 8

Steven White

pp. Philip Johnson

Managing Director

When the letter is confidential, it is usual to type “Confidential” or “Private and Confidential” above the inside address.

When you want to add some useful information, you could write P. S. or postscript at the back of the letter.

II. **Cover Letter**(求职信)

The main purpose of a cover letter is to arouse the reader’s interest and to request for an interview.

Though the content of a cover letter depends on the position applied by the applicant, it is often written in the following pattern:

1. **Opening**(开端)

In this part, you could tell the reader:

- What position you are applying for
- Why you are writing this letter
- How you got to know the information

2. **Body**(主体)

Although the résumé contains all the details of one’s experiences, it is better for you, as an applicant, to give a brief introduction to yourself in the cover letter on the following aspects:

- Education
- Work experience
- Special skills
- Achievements
- The reason for applying for this position
- Expected salary, if necessary
- References, if any

3. **Ending**(结语)

To end a cover letter, you may

- Ask for an interview
- Request for prompt reply
- Refer to enclosure(s)
- Offer further contacts

Sample 9

P. O. Box 301
Beijing University
Beijing, 100871
Tel: 010-64320213

25 March 2008

Dear Sir or Madam,

I'm writing to apply for the position of Manager Assistant advertised in *China Daily*.

I am 22 years of age and I am now a senior student in the School of Foreign Languages, Beijing University. I expect to graduate in July with a BA degree in English Language Studies.

My major is English Language and Literature, and my second foreign language is Japanese. You may be interested to know that I am one of the top students in our department. I have passed both TEM-4 and TEM-8 with high marks. Besides, I have also completed such optional courses as Business English, International Trade, and Computer Skills, because I understand that modern society needs English majors with an overall proficiency in other subject areas.

In my extra-time activities, I organized the English Club in my second year in university, which was awarded the Excellent Society by the university in 2007. From last summer, I have worked part-time at EASE Ltd., Beijing Office as a translator. My work is highly appreciated by Mr Smith White, the general manager.

I believe my education and working experience will qualify me for the position that you advertised.

Please find enclosed my résumé for your reference.

Should you entertain my application favorably, I would spare no trouble to acquit myself to your satisfaction. I look forward to meeting you in the interview.

Yours sincerely,

Liu Mei

III. *Résumé* (简历)

A résumé, which is also called curriculum vitae, or C. V., is a short account of the details of an applicant's life and a summary of his qualifications for employment. It is laid in a clear form. The layout of a résumé is quite flexible, but generally, a résumé will include the following information:

1. Personal Data(个人信息)

- Full name
- Phone number
- Address and post code
- E-mail address
- Others:sex, date of birth,place of birth,nationality,height,weight,marital status,etc.

2. Career Objective(求职意向)

Express the specific position you are applying for,or give a brief description of the type of employment that you are seeking for.

The followings are some common titles.

General Manager 总经理	Administrative Assistant 行政助理
Business Controller 业务主任	Business Manager 业务经理
Sales Manager 销售部经理	Sales Assistant 销售助理
Financial Controller 财务主任	Mechanical Engineer 机械工程师
Software Engineer 软件工程师	Electrical Engineer 电气工程师
Chief Accountant 主任会计师	Purchasing Officer 采购员
Marketing Executive/Manager 营销主管/经理	
Manager/Director of Human Resources 人力资源部经理/主任	
Manager/Director of Product Development 产品开发部经理/主任	
Manager/Director of Information System 信息系统管理部经理/主任	

3. Education(教育背景)

- A precise record of schools and colleges attended
- Major and degrees
- Examination qualifications

Mostly,the education experience will be listed in chronological order,namely,start with your most recent position and work backward. For college students,there is no need to list information about secondary school. Besides,don't list all the courses you have attended in the college,but those relevant to the position you are applying for.

4. Work Experience(工作经历)

This is a brief summary of principal employment to date. Like the education experience,the employment relevant to the desired position is listed in chronological order. For college students,who have little work experience,they could list their interests or activities that they have participated in college.

5. Specialization and Achievements(特长及成就)

6. References(推荐人)

It is a tradition for you to list at least two references. Besides,you should list their names,professional titles and detailed addresses.

Sample 10

Résumé

Zhang Hua

Personal Data

Sex: Female

Date of Birth: 21 September 1986

Marital Status: Single

Height: 167 cm

Phone Number: 010-63524987

Current Address: P. O. Box 631, Beijing University, Beijing, 100871

E-mail: zh006@yahoo.com.cn

Career Objective

To obtain a secretarial position, with opportunities for advancement to management position

Education

Sep. 2004 – present: BA in English, School of Foreign Languages, Beijing University

Sep. 2001 – Jul. 2004: Beijing No. 1 Middle School

Work Experience

10 – 15 Nov. 2007: Interpreter, The 8th International Conference on Frontiers of Design and Manufacturing

Jun. – Sep. 2007: Internship at Grammy Company, Beijing

Sep. 2006 – Sep. 2007: Journalist, University Newspaper

Qualifications

BEC Vantage Level, 2006

College Computer Test Band 2, 2006

Test for English Majors Band 4, 2006

Test for English Majors Band 8, 2008

Honors and Achievements

Excellent Student Award, 2007

First Prize in University English Speaking Competition, 2006

First-class Scholarship, 2006

Second-class Scholarship, 2005

References

Mr Li Shumin

Dean of School of Foreign Languages

Room 301, No. 8 Building,

Beijing University

Tel: 010-63520387

Mrs Ge Ruili

Professor, School of Foreign Languages

Room 312, No. 8 Building,

Beijing University

Tel: 010-63520897

求职信及简历写作基本要求:

1. ABC 原则:商务信函写作应时刻谨记三条原则,即 accurate(准确), brief(简洁)和 clear(清晰)。

2. OPC 原则:陈述经历要客观(objective),切忌夸夸其谈;语气要彬彬有礼(polite),但也要坚定自信(confident)。

Exercises**Writing.** (写作)

Read the following advertisement carefully and make sure you understand what is expected from the applicants. Devise your résumé as well as the cover letter to apply for the position.

Shanghai-Executive Secretary**Description:**

Executive Secretary will work with management to ensure the smooth work flow of the company. He/she is expected to maintain schedules (weekly, quarterly, annual) for all projects, keep track of all contracts and out-going correspondence for the Director, ensure proper follow-up by the client servicing team and provide overall assistance in administrative matters. He/she is also expected to assist with scheduling meetings and managing logistics arrangements for the staff.

Requirements:

- (1) strong organizational skills and the ability to multi-task
- (2) ability to handle heavy work load and long hours
- (3) college degree, major in international trade, English or concerning textile
- (4) be proficient in Excel & Powerpoint and other office software
- (5) CET-6 above, TEM-8 is preferred
- (6) 21-26 years old

Unit Two

Targets

Section A Listening and Speaking

- ◆ Making Business Arrangements

Section B Reading

- ◆ Business Management

Section C Business Writing

- ◆ Notice and Itinerary

Section A Listening and Speaking

Part One Warming-up Exercises

I. Remember the words, phrases and sentences related to making business arrangements.

1. book 预订

Could you book me one ticket to Singapore for this Sunday's flight? 你能替我订一张本周日飞往新加坡的机票吗?

The hotel is fully booked. 这家宾馆的房间全预订出去了。

2. recognize 辨认, 认出

3. attend 参加

4. arrange 安排

5. accompany 陪伴; 跟随

6. touch 联系, 接触

get in touch with somebody 与某人联系

7. expect 预计; 期望

8. inform 通知

Have you informed the related departments? 你通知相关部门了吗?

9. agenda 议事单; 议程表

10. schedule *n.* 计划表, 进度表

time schedule 时间表

My schedule is full. 我的时间安排满了。

schedule *vt.* 将某事列入进度表; 为某事安排时间

Would you schedule a meeting for tomorrow? 为明天的会议安排个时间好吗?

11. xerox *n.* 影印, 复印; 影印件, 复印件

xerox *vt.* 影印, 复印

12. terrific 了不起的, 非常好的

13. convenient 方便的; 合适的

14. personal assistant (P. A.) 私人秘书, 私人助理

15. business trip 商务旅行

16. sign signal 标志牌
17. confirm flight 确认航班
18. put something off 推迟;延迟
19. hold up 延误;耽搁;延迟
20. necessary preparation 必要的准备
21. give/make/receive/return/somebody a phone call 给某人打/拨/接/回个电话
22. I'm expecting a call. 我在等一个电话。
23. Thanks for calling. 谢谢你打电话来。
24. Glad to hear from you. 很高兴能听到你的声音。(电话用语)
- 当你接电话时首先要说:
Hello! Mike speaking. /Hello! This is Mike speaking. 你好,我是迈克。
Hello! This is ABC company. 你好,这里是 ABC 公司。
Hello! Can I help you? 你好,有什么需要我帮忙的吗?
对方则会说:
Hello! This is Paul speaking. Can/Could I speak to Mr Wang Yingjie? 你好,我是保罗,请问王英杰先生在吗?
如果对方找的是你,你可以说:
Yes, please. 我就是,请讲。
Hello, this is Wang Yingjie speaking. 你好,我是王英杰。
如果是找别人,你可以说:
Hold on, please. 请等一下。
如果要找的人不在,你则可以说:
I'm sorry, he isn't here right now. Would you like to leave a message? 对不起,他现在不在,你要留话吗?
25. Would you like me to book a room for you in a hotel? 你需要我给你在旅馆订个房间吗?
在安排活动之前要征求客户的意见,可以说:
Would you like to have a meeting on Tuesday morning to discuss the marketing plan? 我们周二上午开会讨论市场开发计划怎么样?
How about having dinner together in the afternoon? 下午一起吃饭如何?
We're arranging you to visit the factory on Wednesday. How do you like it? 我们想安排你周三参观工厂,你觉得怎么样?
回答可以是:
I'd like to. (I'm glad to.)/That's perfect. 我愿意。/太好了。
询问对方对活动安排的想法可以说:
What do you expect on Wednesday? 你周三想做什么?

回答可以是：

It'll be great if you arrange me to visit the factory. 如果你能够安排去参观工厂我将会很高兴。

26. I'm otherwise engaged. /I've already arranged to do something else.
我有别的事。/我已另有安排。

II. Imitate and memorize the following dialogues.

- Mr Walter: Hello, Ms Yang, glad to hear from you.
Ms Yang: Listen, I'm calling to talk about your visit schedule to our factory.
Mr Walter: Great. My flight will arrive in Suzhou on Monday morning, at about nine past ten.
Ms Yang: Ok. I'll meet you at the airport.
Mr Walter: That's very kind of you.
Ms Yang: Would you like me to book a room for you in a hotel?
Mr Walter: Sure. Thank you.
Ms Yang: My pleasure. We're arranging a meeting on Tuesday morning to discuss the marketing plan. How do you like it?
Mr Walter: Great.
Ms Yang: How about having dinner together in the afternoon?
Mr Walter: That's perfect.
Ms Yang: So see you Monday.
Mr Walter: See you then.
- Mr Zhang: Miss Zhou, next week Mr Li will come here from Singapore. Would you please arrange the reception?
Miss Zhou: I'm glad to.
Mr Zhang: He'll arrive here on Monday morning, at about a quarter to ten. Make sure that the sales manager Mr Chen will meet him at the airport. Please book a room in Yanshan Hotel before he comes.
Miss Zhou: Ok. Anything else?
Mr Zhang: We're going to have a meeting on Tuesday. Please make the necessary preparation for it.
Miss Zhou: Ok.
Mr Zhang: Mr Li will leave on Saturday morning. Please book a ticket for him.
Miss Zhou: Ok. I'll do that.

III. Oral practice.

- What's your time schedule for the coming week? Talk about it with your partner.
- Sit back to back in pairs and make a phone call to tell each other your plan for the coming week, supposing that you two are friends in different colleges.

Part Two Dialogues

I. Listen to Dialogue 1-5 and choose the appropriate answer to each of the questions.

- This conversation is most likely between _____.
 A. two passengers
 B. boss and secretary
 C. customer and waitress
 D. two colleagues
- When does the conversation take place?
 A. On July 6.
 B. On July 5.
 C. On July 4.
 D. On July 8.
- Which of the following statements is not true?
 A. This conversation is most likely between two colleagues.
 B. One of the speakers will get to New York on Monday.
 C. He will meet Mr Green on Tuesday afternoon.
 D. He will visit the factory on Wednesday and have a dinner with Mr Yang on Thursday.
- Which city is Della most likely in?
 A. Shanghai.
 B. Beijing.
 C. New York.
 D. Chicago.
- What time is Tom and Kate's former dinner schedule?
 A. Tuesday.
 B. Wednesday morning.
 C. Wednesday afternoon.
 D. Thursday.

II. Listen to Dialogue 6 and fill in the blanks with the exact words you have just heard from the recording.

Secretary: Hello, can I help you?

Mr Dong: This is Dong Guoqiang from ABC company, Shenzhen, China. Could I speak with Ms Green?

Secretary: (1) _____ on a moment.

(a moment later)

Ms Green: Hello, Mr Dong, how are you?

Mr Dong: I'm fine, thank you. Listen, I'm calling to talk to you about your visit (2) _____ to our factory.

Ms Green: Great. My flight will arrive in Shenzhen on Monday morning, at about ten past ten.

Mr Dong: Ok. I'll meet you at the airport. Would you like me to (3) _____ a room for you in a hotel?

Ms Green: Sure. That's very kind of you.

Mr Dong: We're (4) _____ a meeting on Tuesday morning to (5) _____ the marketing plan. How do you like it?

Ms Green: That's perfect.

Mr Dong: How about having dinner together in the afternoon?

Ms Green: I'm glad to.

Mr Dong: What do you (6) _____ on Wednesday?

Ms Green: It'll be great if you arrange me to (7) _____ the factory.

Mr Dong: No problem. Anything else?

Ms Green: I plan to come back on Friday. Could you book a ticket for me?

Mr Dong: Sure.

Ms Green: Thank you very much. See you next Monday.

Mr Dong: My (8) _____. See you then.

III. Listen to Dialogue 7 and answer the following questions.

1. Where does Mr Bill come from?

2. When will Mr Bill arrive?

3. Who will meet Mr Bill at the airport?

4. What's the purpose of their meeting?

5. What's Mr Chen's time schedule for next week?

IV. Oral practice.

1. Listen to Dialogue 6 again and role play the conversation in pairs, supposing that you are the sales manager of a company and your partner is the president of another company.

2. Listen to Dialogue 7 again and work in pairs to talk about the time schedule for the coming week, supposing that one is the secretary and the other is the boss.

Part Three Passages

I. Passage 1 is about Mr Dong's time schedule for next week. Listen to the passage carefully and fill in the blanks with the exact words you have just heard from the recording.

Monday: 8:05 a. m. Hangzhou flight (1) _____ to Singapore

(2) _____ p. m. Arrive in Singapore

Mr Yang meets him at the airport

Stay at Elizabeth Hotel

Tuesday: 9:00 a. m. (3) _____ of AA Textile & Fashion Industry Pte. Ltd, Mr Li

(4) _____ a meeting and discuss the (5) _____ of the (6) _____

6:00 p. m. Have dinner with Mr Li and Mr Yang

Wednesday: 9:30 a. m. (7) _____

Thursday: Attend (8) _____ all day

Friday: Free

Saturday: 3:40 p. m. Singapore flight CA157 to Hangzhou

II. Listen to Passage 2 carefully and answer the following questions.

1. Who is Mr Robert?

2. When was the conference held?

3. Who had dinner with Mr Robert?

4. What did Mr Wang do on Thursday?

III. Oral practice.

1. Listen to Passage 1 again and make a dialogue on Mr Dong's time schedule in pairs, supposing that one is Mr Dong's wife and the other is Mr Dong.

2. Listen to Passage 2 again and make a dialogue in pairs, supposing that one is the secretary of Mr Robert, the other is Mr Wang, and the secretary is calling Mr Wang to talk about Mr Robert's visit schedule.

3. Work in groups and talk about what you did last week.

Part Four Relax and Enjoy

I. Listen to the following song and fill in the blanks with the exact words you have just heard from the recording.

Love Story

Where do I begin to tell the story of how (1) _____ a love can be,

The sweet love story that is older than the (2) _____,

The simple truth about the love she (3) _____ to me?

Where do I (4) _____?

With her first hello, she gave a (5) _____ to this empty world of mine.

There'll never be another love another time.

She came into my life and made the living fine.

She fills my heart, she fills my heart,

With very (6) _____ things, with angel's songs, with (7) _____ imaginings.

She fills my (8) _____ with so much love,

That anywhere I go, I'm never lonely.

With her (9) _____, who could be lonely?

I reach for her hand, it's always there.

* How long does it (10) _____?

Can love be measured by the (11) _____ in a day?

I have no answers now but this much I can (12) _____.

I know I need her till the stars all burn away,

And she will be there.

(The last part is the same as the part marked with*)

II. Listen to the song again and sing along.

Section B Reading

Text

Pre-reading Discussion :

1. Do you think that a company can be trusted simply because its owner has a good personal credit? Try to support your idea.
2. How can we get information about the credit of a company?

How to Improve Your Business Credit

1 Why is business credit so important? It's the main way companies **evaluate** whether they want to do business with you and on what **terms**.

2 It's necessary to separate business and personal credit. **Effectively** managing your personal credit doesn't mean that you will be able to get a loan or other credit for your business. The two types of credit are very different, and your personal credit could suffer if you use it for business purposes. In general, the strategy to build your business credit is much more **straightforward** if you take the following steps in the correct order.

3 First, name your business. As you do this, remember this name must be on your **stationery**, listed in the Yellow Pages, on your web site, on your bank **account**, on trade charge accounts and business credit cards, and on product **packaging** and marketing materials. In addition, it should be easy to remember for anyone who does business with you. Follow the naming process in your state to **reserve** your company's name.

4 Next, you need to **incorporate**. Unless you're **knowledgeable** about the advantages and disadvantages of a corporation versus a limited **liability** company in your state, consult an **accountant** or corporate **attorney** about the best structure for your needs. Most states have made incorporating so simple that you can probably do it yourself, after you decide on which corporate structure to form.

5 Decide where your business will be located. If it's a home-based business, use your home address for all billing. You may prefer to have bills sent to a post office box. If so, be sure all company documents, **checks**, accounts, etc, include both your mailing address and your actual business address.

6 **Apply** for your EIN (Employment **Identification** Number) from the IRS in your

company's name. You can do this online or by phone, fax or mail. The IRS has made the application process easy. Your EIN will be the tax identification number for your business, just as your Social **Security** Number is your personal tax ID.

7 Establish a business phone line with your company's name listed in 411 and with an automatic Yellow Pages listing. In some areas, you can establish a business line (listed with 411) for a **minimum** monthly charge. All calls to your published business line can be **forwarded** to another phone, such as your home phone or cell phone. Again, your billing address for the phone should be the same address as your company's location.

8 Open a business checking account. Often, smaller community banks will be more **accommodating** to small local companies. They may require a lower minimum **balance** and offer more generous **transaction** processing fees than larger banks. It will be worth your time to evaluate a variety of banks before you open a business account and begin to build a long-term relationship with one bank.

9 **Secure** all necessary business licenses and permits required for your type of business in your city and state.

10 As soon as you receive your first company phone bill, take it, along with your business checking account information, to your neighborhood Staples to open an account. Staples has a **reputation** for extending credit to small startups without requiring a personal credit **reference**. This business account will have Net 30 terms. This means it must be paid in 30 days. However, unlike personal credit, your business credit score gets a **boost** when you pay early. Charge some office supplies to your business account right away and pay the bill immediately.

11 To build your business credit, make sure you plan your strategy and follow these steps carefully. Over time you will achieve your goal.

(*words*: 619)

New Words

credit /'kredit/ <i>n.</i>	信任, 信用; [财务] 贷方, 银行存款
evaluate /i'veljueit/ <i>vt.</i>	评价, 估计
term /tə:m/ <i>n.</i>	条款, 条件
effectively /i'fektivli/ <i>adv.</i>	有效地, 有力地
straightforward /streit'fɔ:wəd/ <i>adj.</i>	简单的, 易懂的, 直截了当的
stationery /'steɪjənri/ <i>n.</i>	文具; 信纸
account /ə'kaunt/ <i>n.</i>	账户; 账目; 描述
packaging /'pækɪdʒɪŋ/ <i>n.</i>	包装
reserve /ri'zə:v/ <i>vt.</i>	保存, 保留; 预定, 预约
incorporate /in'kɔ:pəreit/ <i>vi.</i>	合并, 组成公司

knowledgeable /'nɒlɪdʒəbl/ <i>adj.</i>	知识渊博的,有见识的
liability /,laɪə'biləti/ <i>n.</i>	责任,义务;债务,负债
accountant /ə'kaʊntənt/ <i>n.</i>	会计(员),会计师
attorney /ə'tɔ:ni/ <i>n.</i>	<美> 律师,(业务或法律事务上的)代理人
check /tʃek/ <i>n.</i>	支票
apply /ə'plai/ <i>vi.</i>	申请;适用
identification /aɪ,dentifi'keɪʃn/ <i>n.</i>	辨认,鉴定,证明
security /si'kjʊərəti/ <i>n.</i>	安全,保险
minimum /'mɪnɪmə/ <i>adj.</i>	最小的,最低的
forward /'fɔ:wəd/ <i>vt.</i>	转寄,促进,运送
accommodating /ə'kɒmədeɪtɪŋ/ <i>adj.</i>	乐于助人的,随和的,通融的
balance /'bæləns/ <i>n.</i>	收支差额,结余,余额
transaction /træn'zækʃn/ <i>n.</i>	交易,事务
secure /si'kjʊə/ <i>vt.</i>	使安全,保护
reputation /,repju'teɪʃn/ <i>n.</i>	名誉,名声
reference /'refrəns/ <i>n.</i>	证明书(人),介绍信(人)
boost /bu:st/ <i>n.</i>	增加,提高

Phrases and Expressions

in addition	另外,又,加上
decide on	对……做出决定
a variety of	多种的

Proper Nouns

the Yellow Pages	黄页(电话)查号簿(美国按行业、职业分类的部分常用黄色纸)
EIN(Employment Identification Number)	职业身份编号
IRS (Internal Revenue Service)	(美国)国内收入局
Social Security Number	社会保险编号
Staples	斯特普尔斯(美国著名办公用品零售商店)
Net 30 terms	收货后 30 天内付款

Notes

1. It's the main way companies evaluate whether they want to do business with you and *on what terms*.

on what terms 后面省略了 *they want to do business with you*, 和前面的 *whether they want to do business with you* 并列作动词 *evaluate* 的宾语。

2. Establish a business phone line with your company's name listed in 411 and with an automatic *Yellow Pages* listing.

411 是美国大部分地区查号服务台的电话号码。

Yellow Pages 是美国电话簿的后面一部分,通常印在黄色纸张上,列有单位、团体、企事业单位、公司、服务行业等的名单、地址和电话号码,按部门类别分类后再按英文字母排列,部门类别则有索引可查。“黄页部分”用途非常广泛,特别是当你要查找某个专门行业的单位时更是不可缺少。

3. Secure all necessary *business licenses and permits* required for your type of business in your city and state.

business licenses and permits 指各种经商许可证件和证明,其中 *permit* 是名词,意为“许可证”。

Business Background Tips

商务信用

商务信用(*business credit*)是一个企事业单位在经营过程中的诚信和信誉程度的综合性反映。它体现该机构在经营活动中的特征、经营方式、信誉状况、信贷能力和在市場中的公众形象。了解一个企事业单位的商务信用状况有利于决策者在商务活动中做出准确的判断和正确的决定。从更深一层的意义看,它有利于规范企事业单位、工商业主体的市场经济行为,增大经营透明度,从而有效防范经济欺诈和犯罪活动。

国际上对形成商务信用的要素有很多说法,其中以5C要素影响最广。所谓5C,是指影响企业信用状况的五个方面的特性,即品德(*character*)、偿付能力(*capacity*)、资本(*capital*)、抵押(*collateral*)和经济形势(*condition*)。CAMPARI要素法是指对借款人从以下七个方面分析其信用状况,即品德/偿债记录(*character*)、偿债能力/资格(*ability*)、获利能力(*margin*)、借款目的/用途(*purpose*)、贷款金额(*amount*)、偿还方式/偿还能力(*repayment*)、贷款抵押/安全性(*insurance*)。5W要素法重在分析企业五个方面的情况,即 *who*(借款人是谁,具体情况如何),*why*(为什么借款,用途何在),*what*(有何担保,担保品的价值如何),*when*(何时还款),*how*(还款方式)。

由此可见,商务信用管理具有重要意义,它是商务管理的重要组成部分。一个企业实施全面信用管理之后,不仅可以获取经济上的效益,还可以给企业管理带来更多其他方面的效益。

Exercises

I. Fill in the blanks without referring to the original text, then check your answers against it.

To improve your business credit, you should take the following steps one by one: Firstly, name your business and make it easy to (1) _____. Secondly, incorporate and (2) _____ an accountant or attorney when necessary. Thirdly, decide where your business will be (3) _____. Fourthly, apply for your Employment (4) _____ Number from the IRS. Fifthly, (5) _____ a business phone line. Sixthly, open a business (6) _____ account. Seventhly, secure all necessary business (7) _____ and permits. Finally, go to your (8) _____ Staples to open an account.

II. Answer the following questions according to the text.

1. Should personal credit be used for business purposes?

2. Whom should you consult about the best corporate structure to form?

3. By what means can you apply for your EIN from the IRS?

4. Which are more suitable for small local companies, smaller community banks or larger ones?

5. What does it mean by the payment of Net 30 terms?

III. Tell whether the following statements are true (T) or false (F) according to the text.

() 1. The name of your business should be put on everything connected with your company.

() 2. Your Employment Identification Number is both the tax identification number of your business and your personal tax ID.

() 3. All calls to your published business line can be put through to another phone.

() 4. As well as business credit, your personal credit gets a boost when you pay early.

() 5. You can follow the steps suggested by the author in whatever order you like.

IV. Match each word in Column A with the appropriate definition in Column B.

A	B
1. evaluate	a. get or ask advice from
2. reserve	b. increase or raise
3. secure	c. judge the worth of something
4. consult	d. keep safe or defended from danger
5. boost	e. obtain or arrange in advance

V. Translate the following sentences into Chinese, paying attention to the italicized words or phrases.

- This method worked *effectively*.
- When you move house, you'd better ask your former neighbor to *forward* your mail.
- He is *knowledgeable* of business management strategies.
- Actions must be *consistent* with words.
- The bank refused further *credits* to the company.

VI. Translate the following sentences into English, using the given words or phrases.

- 对重要的事不要过于匆忙地做出决定。(decide on)
- 请在此订单之外再报给我们 50 吨。(in addition)
- 他因种种原因没来。(a variety of)
- 现在评价这种新药的效果为时尚早。(evaluate)
- 我们只是为了鼓励将来的交易才给你这个通融的。(accommodating)
- 请出示你的身份证或护照!(identification)
- 这家酒吧有最低消费吗?(minimum)
- 你最好不要申请那个工作。(apply for)

Case Study

Pre-reading Discussion:

- Which brand of cosmetic products impresses you most? And for what reasons?
- How is the term “creativity” defined according to you? What is the role of creativity in business management?

The Dior Diva!

1 She's got time on her mind, and mind on her money! And there's surely nobody better than her to “watch” how Christian Dior thunders across markets!

2 **Séduction, féminité** and creativity. These three words best describe this French

brand, which is all about endless luxe and convoitise (**luxury** and **lust**, if you hit a breaker). **Ergo**, dressed in complete black with a French champagne glass in her hand, how could we miss the latest Dior “Christal” watch shining around her wrist, and of course, her strong French accent. That’s Valerie Lachaux to us, the CEO of Christian Dior watches.

3 As a **perfectionist** by nature, Valerie has always believed in fixing goals and achieving them and that’s what she calls her **mantra** of success too. She has been associated with Christian Dior since the time she started her career. Most of her working time was spent in Asia, throughout which her **contributions** have been **immense**. She is not only credited to have **integrated** the Dior watches brand into the luxury watchmaking industry, but also to have made Dior watches one of the most popular names in the industry today.

4 With the three most talented designers of the world producing masterpieces every season and **commanding** the **destiny** of Dior fashion, Valerie believes that creativity is the root-cause for Dior to stand out amongst the **high-end** brands. Dior has **unquestionably** mastered the art of bringing out creativity in the product and has been communicating it beautifully to the world for a long time now. For Valerie, even a small **make-up** product like a lipstick in a huge **vanity-case** is a luxury item as it leads one towards more luxurious products such as watches, specifically in the case of Christian Dior. According to her, customer **perception** changes constantly and Christian Dior has always been successful in **tapping** this changing perception with ease and creativity. Valerie sounds extremely confident when she talks on both the watch business and changing trends. “When we talk about high-end consumers, since the beginning of this decade, we have seen the **affluent** classes **booming** and global brands selling more jewellery comprising gold and complicated designs, probably because these consumers have more and more money to spend—they really want new **fixtures**, new **specificities** and more jewellery.”

(*words* : 381)

New Words

diva /'di:və/ <i>n.</i>	[意]著名女歌唱家,歌剧女主角
séduction <i>n.</i>	[法]诱惑
féminité <i>n.</i>	[法]女性;女子特性,女子气质
luxury /'lʌkʃəri/ <i>n.</i>	奢侈,华贵
lust /lʌst/ <i>n.</i>	强烈欲望,渴望
ergo /'ə:gəu/ <i>adv.</i>	[拉]所以,因此
perfectionist /pə'fekʃənɪst/ <i>n.</i>	完美主义者
mantra /'mæntɹə/ <i>n.</i>	颂歌,咒语
contribution /,kɒntri'bju:ʃn/ <i>n.</i>	捐献,贡献;投稿
immense /i'mens/ <i>adj.</i>	极广大的,无边的

integrate /'ɪntɪɡreɪt/ <i>vt.</i>	使成整体,使一体化
command /kə'mɑ:nd/ <i>vt.</i>	命令,指挥;支配
destiny /'destəni/ <i>n.</i>	命运,定数
high-end <i>adj.</i>	高端的,有品位的
unquestionably /ʌn'kwɛstʃənəbli/ <i>adv.</i>	无疑地,无可非议地
make-up <i>n.</i>	化妆品,化妆
vanity-case <i>n.</i>	小化妆箱,小手提包
perception /pə'sepʃn/ <i>n.</i>	理解;感知,感觉
tap /tæp/ <i>vt.</i>	轻打,轻敲;开发,利用
affluent /'æfluənt/ <i>adj.</i>	丰富的,富裕的
boom /bu:m/ <i>vi.</i>	发出隆隆声;兴隆
fixture /'fɪkstʃə/ <i>n.</i>	固定装置,设备
specificity /ˌspesi'fɪsəti/ <i>n.</i>	特异性,特征

Phrases and Expressions

by nature	本性,天生
be associated with	与……有联系或关联
be credited to	归功于
stand out	醒目;突出,杰出
bring out	生产,制造
CEO(Chief Executive Officer)	执行总裁

Proper Nouns

Christian Dior	克丽丝汀·迪奥(法国著名化妆品品牌)
Christal	迪奥晶钻腕表系列商标名
Valerie Lachaux	瓦勒丽·拉绍(人名)

Reading Strategies

How to Deduce the Meaning of Words (II)

借助情境线索(contextual clue)来猜测词义,也是一种非常有效的方法。文章作者往往会对文中一些重要的概念或者术语采用定义、复述或者是举例的方式

重新解释,我们可以利用这些通俗易懂的解释所提供的信息来猜测词义。如 This business account will have Net 30 terms. This means it must be paid in 30 days. 借助后面的定义,就可以推断出 Net 30 terms 的意思是“在 30 天内付款”。

此外,可以运用相关语言知识和判断相关信息之间存在的逻辑关系,如通过对比、比较、因果、同义、反义、并列关系等来猜测词义。表示对比关系的词汇和短语通常有 unlike、not、but、however、despite、in spite of、in contrast 等。表示比较关系的词和短语主要有 similarly、like、just as、also、as well as 等。因此,在 Robert loves to talk, and his brothers are similarly loquacious. 这个句子中,通过比较 loquacious 一词与 loves to talk 就能分析出 loquacious 的意思是“多话的,健谈的”。

利用上下文提供的线索,还有助于理解熟词生义。很多词在具体语境中不能按照字面意义去理解,如 And there's surely nobody better than her to “watch” how Christian Dior thunders across markets! 其中动词 thunder 的本义是“打雷”,但在句子中用的是比喻义,实指“如惊雷般席卷市场”。当然,情境线索不一定是在某个句子内部或者相邻句子里,有的时候,可能要在相邻段落里才能找到。

总之,了解一些必要的构词法知识,巧妙利用语境线索,熟练掌握猜测词义的技巧,有利于提高阅读速度,增强阅读理解能力。

Exercises

I. Fill in the blanks with the words given below, changing the form where necessary.

creativity command contribution boom affluent integrate high-end luxury

1. He has the right to _____ this sum of money.
2. He is a lazy person only dreaming of pleasure and _____.
3. Her _____ to the company is recognized by all.
4. Company owners like their employees to have _____.
5. We are living in a(n) _____ society with improved quality of life.
6. The new products are designed for those _____ consumers.
7. The manager is satisfied to see that market sales begin to _____.
8. The students should be taught to _____ theory with practice.

II. Determine the meaning of each underlined word or phrase in the following sentences by making use of contextual clues and then decide on the best choice.

1. Here is the Pines, whose cook has developed a special way of mixing foreign food such as caribou, wild boar and reindeer with surprising sauces.

- A. place in which you can see many mobile homes
- B. mountain where you can get a good view of the valley
- C. town which happens to be near the Banff National Park

- D. restaurant where you can ask for some special kinds of food
2. A child's birthday party doesn't have to be a hassle. It can be a basket of fun.
- A. a party designed by specialists B. a plan requiring careful thought
C. a situation causing difficulty or trouble D. a demand made by guests
3. I feel that since you are my superior, it would be presumptuous of me to tell you what to do.
- A. full of respect B. too confident and rude
C. lacking in experience D. too shy and quiet
4. "The web of our life is of a mingled yarn(纱线), good and ill together," William Shakespeare said.
- A. simple B. mixed
C. sad D. happy
5. In Europe, the object is to make the most of their land, labor being abundant. Here it is to make the most of our labor, land being abundant.
- A. get the best yield from B. raise the price of
C. exaggerate the worth of D. earn a living on
6. America's War of Independence heralded the birth of three modern nations, namely Canada, Australia and the United States.
- A. foretold B. determine
C. underscore D. prescribe
7. Many people think a telephone is essential, but I think it is a pest and a time waster.
- A. harmful thing B. insignificant thing
C. troublesome thing D. trivial thing
8. One-third of the people in the village are children, and only 60 are over the age of 65.
65. Just under half of the married women in the village have access to modern equipments.
- A. use B. buy
C. produce D. try

III. Match each word of Column A with the appropriate metaphorical meaning in Column B.

- | A | B |
|---------|----------------------------|
| 1. ant | a. conceited, overbearing |
| 2. bat | b. cunning |
| 3. bear | c. ill-temper |
| 4. bee | d. deceit, cheat |
| 5. cat | e. blindness |
| 6. cock | f. insignificance |
| 7. dove | g. frugality and provision |

- | | |
|--------------|---------------------------|
| 8. fox | h. hypocrisy |
| 9. crocodile | i. industry, hard-working |
| 10. fly | j. innocence |

IV. Translate the following sentences into Chinese, paying attention to the metaphorical meaning of the italicized parts.

1. Young people should have more respect for *grey hairs*.
2. There is a mixture of the *tiger* and the *ape* in his character.
3. He saw some new *faces* in the company.
4. You are really a lucky *dog*!
5. Their relations with the customers are still in *deep freeze*.

V. Translate the following sentences into English, using the given words or phrases.

1. 他生来就具有经商的才能。(by nature)
2. 企业信用与企业利益密切相关。(be associated with)
3. 新市场的成功开拓要归功于她。(be credited to)
4. 这款腕表因为独特的设计脱颖而出。(stand out)
5. 听说他下个月要出版一本新书。(bring out)
6. 毫无疑问,企业管理策略非常重要。(unquestionably)
7. 具有敏锐的洞察力才能及时抓住机会。(perception)
8. 产品销量受到经济萧条的巨大影响。(immense)

Section C Business Writing

Notice and Itinerary

Notice is one of the most commonly used practical writing. It is used to notify people of important information. Itinerary is a plan of a journey, including the route and the places that will be visited.

1. Notice (通知)

A notice may be used to provide diverse information: meeting, lecture, party, match, and so on. It is aimed to reach audiences of great diversity. Moreover, a notice may be written in many forms, such as written on a blackboard, in the form of a poster, or in the form of a letter. However, the basic information of notice is the same. In addition, most notices also share the same format.

1. Format of a Notice (通知的格式)

Generally speaking, a notice consists of four parts:

- Heading(标题)

Heading helps to draw readers' attention to the information that a notice wants to convey as quickly as possible, so a good heading is concise and reflects the subject of the notice. Besides, it is a tradition to center the heading and capitalize each word in the heading.

- Body(正文)
- Name of the issuer(发文单位)

The issuer may be either an individual or an institution. If it is an individual, it will be better to add the position title of the issuer below.

- Date(发文日期)

It is a tradition to place the date under the name of the issuer, either at the right bottom, or at the left bottom.

2. Content of a Notice(通知的内容)

When writing a notice, you should make sure that the specific information is clearly stated. For most notices, they will include the following information:

- Who is the addressee?
- Who is the issuer of the notice?
- What is the information?
- When will it take place?

- Where will it take place?

In addition to the above mentioned information, a notice may contain information like the background and/or details of the activity, the preparation that the addressee should make, the validity of the notice, etc.

3. Form of a Notice(通知的形式)

The form of a notice is by no means rigid. On the contrary, it is quite flexible. You could write a notice in different forms according to the situation.

(1) Bulletin Notice(布告式通知)

Bulletin notice is mostly posted up on a notice board or bulletin board. It aims to convey the information in a short and simple way.

Sample 1

NOTICE OF MEETING

There will be a meeting at 4:30 p. m. on Friday, 21 March 2008 in Room 418. All the staff members are expected to attend the meeting.

Sales Department
17 March 2008

In bulletin notice, the structure “there will be...at...(time) on...(date) in/at...(place)” is frequently used. Moreover, it is preferred to use the third person as the subject. Sentences with first-person subjects, for example, “we will have a meeting...” should be avoided.

(2) Notice in the Form of Poster(海报式通知)

The information conveyed in poster is similar to that in bulletin notice. But compared with bulletin notice, a notice written in the form of poster should not only convey clearly the information, but also be eye-catching in layout, clear in content and brief in language.

Sample 2

POSTER

Weekend Party—A Gorgeous Performance

Time: 6:00 p. m. -10:30 p. m. ,Friday, 9 May 2008

Place: Wenxin Plaza

Organized by University Students Union

Excellent performance.

Free pizza, popcorn and soft drink.

Hope you enjoy yourselves!

All students are welcome!

Department of Recreation
3 May 2008

(3) Notice in the Form of Letter(信函式通知)

Sometimes, people will choose to write the notice in the form of letter. For example, when you are going to invite a group of people, who live or work in separate cities, to attend an activity, it will be more convenient to inform them by letters or e-mails.

Compared with bulletin notice and poster, information provided by letter notice is much more detailed.

Sample 3

**Notice for the First International Conference
on Risk Analysis and Crisis Response**

9 July 2007

Mr/Ms :

Under the arrangement of the organizer, Risk Analysis Council of China Association for Disaster Prevention, the support of the host, Shanghai Maritime University and your general concern and help, the organizing committee of the First International Conference on Risk Analysis and Crisis Response has finished all the preparative work, and the Conference will be held as scheduled.

Please pay attention to the Conference Notices below :

- ⊙ Date: Sep. 25th-26th, 2007
- ⊙ Venue: China Executive Leadership Academy Pudong (99, Qiancheng Road, Pudong New Area, Shanghai)
- ⊙ Registration: China Executive Leadership Academy Pudong (99, Qiancheng Road, Pudong New Area, Shanghai) or Haiyun Hotel (199, Taolin Road, Pudong New Area, Shanghai)
- ⊙ Registration Time: 13:00-24:00 on Sep. 25th
- ⊙ Conference Fee: Please pay the conference fee as ordered or show the fee receipt when registering
- ⊙ Dinner: The organizing committee will arrange the dinners during the conference

Participants are kindly requested to book their own accommodation from the following list of local hotels:

Rooms	Hotel Tariff(Discounted)	Contact
Small Suite	RMB641/day (including breakfast)	Address: China Executive Leadership Academy Pudong (99, Qiancheng Road, Pudong New Area, Shanghai) Tel: 86-21-28288888 Fax: 86-21-28288200 Website(http): www. celap. org. cn
Double Room	RMB526/day (including breakfast for two people)	
Single Room	RMB431/day (including breakfast)	
Superior Suite	RMB540/day (no breakfast included)	Address: Haiyun Hotel (199, Taolin Road, Pudong New Area, Shanghai) Tel: 86-21-58851986 86-21-58855200-3145 Fax: 86-21-58854563 E-mail: hybg@shmtu. du. cn P. S. : 1. There will be shuttle buses between the hotel and the conference venue. 2. Because of the limited availability of rooms at Haiyun Hotel, we strongly advise that you book as soon as possible.
Small Apartment	RMB300/day (no breakfast included)	
Standard Suite A	RMB200/day (no breakfast included)	
Standard Suite B	RMB220/day (no breakfast included)	
Standard Suite C	RMB200/day (no breakfast included)	
Triple Room	RMB270/day (no breakfast included)	

Air ticket booking service: It will be possible to book air tickets for your return journey at the conference reception desk. (only cash accepted)

1. Contact: Zhang Yan
2. Tel: 86-21-68532306
3. MP: 13600001111, 86-21-29870015

(From July 18th to August 28th please call the mobile phone)

We would like to welcome you to the conference and thank you once again for your concern and support.

Yours sincerely,
Zhang Hua
Coordinator, Organization Committee

(4) Notice in the Form of Leaflet(传单式通知)

A leaflet notice is like an advertisement. It is often used as a way of promotion. Leaflet notices may be printed and handed out to people, or posted up on the website. Like poster notice, leaflet notice, whose form is very flexible, should be clear in information and eye-catching in layout, too.

Sample 4

Beijing Institute of Technology
School of Art & Design
2007 BA
Final Year Project Exhibition
(15-19 May 2007)

-Venue-
Exhibition Hall in the Library

-Guests-
Company delegates or delegations, teachers and students of BIT, who are interested in our works

-Tickets-
To get free tickets, please call us at 010-68921031

-Special Notice-
Please book tickets 5 days in advance

Members of Organization Team
Sun Wei,
E-mail: sunwei07@163.com
Telephone: 13534563214
Mu Xiaofan,
Telephone: 13765893287
E-mail: Muxf321@hotmail.com

Sponsored by: San Michael International Co., Ltd
Muse Studio

II. *Itinerary*(日程安排)

To draw up itineraries for bosses or delegations is important work for secretaries. It reflects not only a secretary's language ability, but also his or her organization and coordination ability.

A good itinerary is **accurate** in information, **concise** in expression and **neat** in layout.

1. Accurate Information (信息准确)

An itinerary includes information about the route to follow, date and time of activities, places to visit, people to meet, etc. That is to say, in writing an itinerary, generally, you should list information as follows:

- Details of each departure and arrival, including exact time, date and places
- Information of meetings, appointments, talks or other events, including the exact time, date, places and/or subject
- Special arrangement, such as places to visit

2. Concise Expression (表达凝练)

In itineraries, full sentences are seldom used to describe activities. Instead, verb phrases and noun phrases are preferred.

Generally, when a person or a delegation is the doer of the action, you could use the **base form** of the verb.

e. g. Leave Beijing for Shanghai by Flight CN 2305

When a person is the receiver of an action, you could use the **past participle form** of the verb.

e. g. Met by the leaders of Henan Province

To describe certain arrangements, appointments or other activities, you could use **nouns**, **noun expressions** or **gerunds**.

e. g. Lunch with Mr Black

3. Neat Layout (格式清楚)

Though the layout of itineraries is flexible, a standard itinerary generally consists of the following parts.

(1) Heading (开头)

The heading of an itinerary may indicate the following information:

- For whom the itinerary is prepared
- The period the trip or activity will last
- The general route of the trip or places to visit

Sample 5

<p>Itinerary for Mr Daniel Robert 5-18 March 2008 New York-Beijing-Shanghai</p>

(2) Body (正文)

As to the layout of body, mostly, it will be divided into 2 columns. The time and date will be listed in the left column, while the corresponding planned activities will be listed in the right column.

(3) Concluding(结尾)

Sometimes, an itinerary will end with an item “prepared by...” or “authorized by...” to indicate the writer of the itinerary. But this part is optional, not necessary.

Sample 6

Itinerary for Mr Phillip Hill

23-25 April 2008

London to Shanghai

Wednesday 23 April

6:00 a. m. Leave London International Airport for Shanghai (Flight UK267)

8:00 p. m. Arrive at Shanghai International Airport

Met by Mr Zhang Ming (manager of Shanghai Branch) and driven to Shanghai Crown Hotel

Thursday 24 April

8:30 a. m. Met by Mr Zhang Ming and driven to the company

9:30 a. m. Staff meeting at Shanghai Branch Office

12:00 a. m. Lunch time

3:00 p. m. Attend the Ribbon-cutting Ceremony

7:30 p. m. Dinner with executives of Shanghai Branch

Friday 25 April

9:00 a. m. Visit the factory in Jiading, accompanied by Mr Zhang Ming

12:00 a. m. Lunch with local government leaders

3:30 a. m. Leave Jiading for Shanghai International Airport

7:30 a. m. Depart for London (Flight CA361)

Prepared by Susan Christian

* Note: The time is local time

The above is an itinerary made for an office leader. It strictly follows the standard pattern. Below is an itinerary made by a travel agency, which is written in both English and Chinese.

Sample 7

2007 Dartmouth College Silk Road Trip

2007 年达慕思大学“丝路”旅游

Aug. 22 Beijing/Urumsqi by Flight CZ6902(1445/1840)	Stay at Xinjiang Grand Hotel
8月22日 北京/乌鲁木齐 CZ6902(1445/1840)	住新疆大酒店
Aug. 23 Urumsqi/Heavenly Lake by bus	
Boat ride on the lake	Stay at Kazakh Yurt
8月23日 乌鲁木齐/天池,游船	住哈萨克毡房
Aug. 24 Heavenly Lake/Urumsqi by bus	
Museum, International Bazaar, Red Hill	Stay at Xinjiang Grand Hotel
8月24日 天池/乌鲁木齐,博物馆,国际大巴扎, 红山公园	住新疆大酒店
Aug. 25 Urumsqi/Turpan, Emin Minaret, Karez Well, Jiaohe, Uyghur Performance	Stay at Oasis Hotel
8月25日 乌鲁木齐/吐鲁番,苏公塔,坎儿井, 交河,维吾尔族歌舞表演	住绿洲宾馆
Aug. 26 Bezeklik Caves, Astana Tombs	
Drive to Hami after lunch at Shanshan	
Visit the Tombs of Hami Kings before dinner	Stay at Hami Hotel
8月26日 千佛洞,古墓,于鄯善午餐后前往哈密, 晚餐前参观回王陵	住哈密宾馆
Aug. 27 The White Rock Pastureland, horseback riding	
Drive to Dunhuang	Stay at International Hotel
8月27日 白石头大草原骑马观光,乘车前往敦煌	住国际大酒店
Aug. 28 Visit Mingsha Hill, Crescent Moon Spring	
Camel-ride to Mogao Grottoes	Stay at International Hotel
8月28日 参观鸣沙山、月牙泉,骑骆驼去莫高窟	住国际大酒店
Aug. 31 Fly to Beijing by HU7881(1810/1945)	
8月31日 飞回北京 HU7881(1810/1945)	

The hotel phones and fax numbers are as follows:

Xinjiang Grand Hotel:	Tel: 0991-2818788	Fax: 0991-2817422
Turpan Oasis Hotel:	0995-8522491	0995-8523348
Hami Hotel:	0902-2233140	0902-2239206
Dunhuang International Hotel:	0937-8828638	0937-8828318

通知及日程安排写作注意事项:

1. 通知种类繁多,形式各异,但都具有很强的针对性。撰写通知时应注意一文一事,不说与通知无关的内容。通知中的时间、地点、对象等基本信息,一定要表述清楚,且不能有所遗漏。此外,通知的时态以将来时为主。

2. 日程安排形式灵活多变。与通知一样,制定日程表也没有通行的规则,但是,日程表在内容上一般包括活动的时间、地点、内容以及相关人员等。在格式编排上,必须清晰、明了,一般以时间为主轴,按时间排列各项工作。撰写日程表不采用大段文字描述,而采用简洁的语言描述。

Exercises**I. Write notices according to the following requirements.** (按照要求撰写通知)

(1) Write a notice in the name of the Sales Department to inform the staff members to attend the meeting at 4:30 p. m. in the conference room.

(2) Your city will host a conference on the Relationship between Environment Protection and Economic Development. As the co-organizer, you are asked to send out the notice in English to scholars and experts abroad. You may appoint the time, date, venue, content of the meeting and other relevant information at your will.

II. Make an itinerary based on the given information. (按照下列信息制作一份日程表)

You are working for a company in New York. Your boss will have a business trip for 5 days. The main purpose for him to go to Shanghai is to meet and have an informal talk with the leaders of ABC Company. He also wants to inspect the branch office of your company in Shanghai. Besides, he wants to take this opportunity to visit some historical places around Shanghai. Please make an itinerary for him.

Unit Three

Targets

Section A Listening and Speaking

- ◆ Introduction to Company and Product

Section B Reading

- ◆ Business Enterprises

Section C Business Writing

- ◆ Business Cards and Instructions

Section A *Listening and Speaking*

Part One **Warming-up Exercises**

I. Remember the words, phrases and sentences related to introduction to company and product.

1. deadline 截止日期
2. shift 轮值的班
3. brand 商标
4. accessory 附件
5. evaluate 评估
6. discount 折扣
7. purchase 购买
8. available 可得到的
9. middleman 经销商
10. manual 手册
11. capital 资本, 资金
12. limited 有限的
13. enterprise 企业
14. preferential 优惠的
15. net profit 纯利润
16. investment 投资
17. guarantee 保证
18. sponsor 赞助商
19. consecutively 连续地
20. innovation 创新
21. launch 使行动; 使开始
22. reliable 可靠的; 可信赖的
23. exquisite 优美的; 制作精良的
24. defect 缺陷
25. deliver 递送, 传送(货物、包裹等)
26. domestic 家庭的; 国内的

27. qualified 合格的
28. board of directors 董事会
29. textile 纺织业
30. regulation 规章,规定
31. headquarters 总部;总公司
32. turnover (一定时期的)营业额;(商品的)货物周转率
33. subsidiary 附属公司;子公司
34. associate 合伙人
35. portable 便携式的;手提式的;轻便的
36. outline 概况;大略;纲要
37. diversify 使不同;使多样化
38. strategy 策略;战略
39. website 网站
40. specialize 专注于(某项目、产品等);以……闻名
41. make-up 化妆品
42. exhibition 展览品;展览
43. quality 质量
44. acceptance 接受
45. catalogue 目录;目录册
46. salesperson 售货员,营业员
47. stock (商店、货栈等的)库存物,存货
48. capacity 生产力;生产能力
49. staff 全体职工;全体雇员
50. update 更新
51. operation 运转;操作;工作
52. mechanization 机械化
53. leading 最重要的;主要的;首位的;前列的
54. rank 属某等级
rank first 排名第一
55. sale 销售
sales 销售额
56. company profile 公司简介
57. group 集团
Haier Group 海尔集团
58. foreign capital enterprise 外资企业
59. joint venture 合资企业
60. *Chinese Business Guide* 《中国商务指南》
61. product line 产品线

62. export market 出口市场
63. one-stop service 一站式服务
64. representative office 办事处
65. limited liability company 有限责任公司
66. technological advance 科技进步
67. assembly line 装配线
68. patented technology certificate 专利技术证书
69. software intellectual property rights 软件知识产权
70. home appliance brand 家电品牌
71. white goods 白色家电(国外把家电分为三类,即白色家电、黑色家电和米色家电。白色家电指可以替代人们进行家务劳动的产品,如洗衣机;黑色家电可以提供娱乐,像彩电、音响等;米色家电指电脑信息产品。一般家电界把传统家电也分为三类,即黑色家电、白色家电和小家电。黑色家电主要包括电视机、录像机、音响、VCD、DVD等,是可以提供娱乐的;白色家电则以空调、电冰箱、洗衣机为主;小家电指的是电磁炉、电热水壶、风扇等家电产品。)
72. head office 总公司
73. branch office 分公司
74. business office 营业部
75. Personnel Department 人事部
76. Human Resources Department 人力资源部
77. General Affairs Department 总务部
78. Finance Department 财务部
79. Sales Department 销售部
80. Sales Promotion Department 促销部
81. International Trade Department 国际贸易部
82. Export Department 出口部
83. Import Department 进口部
84. Public Relations Department 公共关系部
85. Advertising Department 广告部
86. Planning Department 企划部
87. Product Development Department 产品开发部
88. Research and Development Department(R & D) 研发部
89. Secretarial Pool 秘书室
90. Quality Inspection Department 质检部
91. What line of business is the company in? 这家公司从事什么业务?
92. What's your type of enterprise? 你们是什么性质的企业?

II. Imitate and memorize the following dialogues.

1. Woman: Hello, this is Zhejiang Donghua Industry Co., Ltd.
Man: Hello, this is Chinese Business Guide. Could you tell me your website?
Woman: It's www.donghua.com.
Man: Your e-mail?
Woman: web@donghua.com.
Man: Fax number?
Woman: 0086-577-86265777.
Man: What line of business is the company in?
Woman: Leather chemical products.
Man: Ok. Thank you very much for your help.
2. Mr Smith: What's your type of enterprise?
Miss Liu: Limited liability company.
Mr Smith: I see. What do you mainly deal in?
Miss Liu: Tie, scarf, galoshes, boots, casual shoes and so on.
Mr Smith: Do you handle in textiles?
Miss Liu: Yes, we do. We have been in this line since 2000.
Mr Smith: How many employees does the company have?
Miss Liu: About 800.
Mr Smith: How are workers' wages determined?
Miss Liu: By the skill level and the length of employment.
Mr Smith: How about the structure of your company?
Miss Liu: We have Planning Department, Research and Development Department, International Trade Department, Sales Department and Finance Department, etc.
Mr Smith: Could I walk around the factory?
Miss Liu: Ok. I will show you around.

III. Discuss the following questions with your partner.

1. Talk about the companies and their products you're familiar with, for example, why you like them, and which countries they belong to.
2. Which do you think is the most important thing when buying a product, quality, price, service or other things? Why?
3. If you own a boutique, but your clothes do not sell well, what will you do?

Part Two Dialogues

I. Listen to Dialogue 1-4, Statement 5, and choose the appropriate answer to each of the questions.

1. What's the website of Nine Dragons Paper Co., Ltd?

Miss Liu: (2) _____ liability company.

Mr Smith: I see. What do you (3) _____ in?

Miss Liu: Tie, scarf, galoshes, boots, casual shoes and so on.

Mr Smith: Do you handle in textiles?

Miss Liu: Yes, we do. We have been in this (4) _____ since 2000.

Mr Smith: Could I walk around the factory?

Miss Liu: Ok, I will show you around. We have General Affairs Department, (5) _____ Department, (6) _____ Department, (7) _____ Inspection Department, (8) _____ and Development Department, Sales Department and Finance Department. Where shall we start?

Mr Smith: It would take hours if I really look at everything.

Miss Liu: You may be interested in only some of them.

Mr Smith: Ok. I'd like to visit Production Department first, then Quality Department, Design Department, Research and Development Department, and Sales Department.

Miss Liu: Ok. Let's go to Production Department first.

(at Production Department)

Miss Liu: These machines are (9) _____ from America, very efficient. An employee is (10) _____ for five or six machines.

Mr Smith: It's rather sophisticated. I'm sure that the introduction of this kind of technology has greatly updated your factory's operation.

Miss Liu: That's right. Recently we have had many technological advances. (11) _____ lines have been set up and mechanization has been upgraded.

Mr Smith: Besides technology, the (12) _____ is also important.

Miss Liu: Yes. That's why we encourage our workers to undertake self-improvement activities. Our new employees have higher education now.

Mr Smith: How are workers' (13) _____ determined?

Miss Liu: By the (14) _____ level and the (15) _____ of employment.

Mr Smith: That sounds reasonable. Could we go to the Quality Department?

Miss Liu: Sure.

IV. Oral practice.

1. Listen to Dialogue 6 again and answer the question of what topics are mentioned, then work in pairs to make a dialogue about an interview, supposing that you start a company and a reporter is interviewing you.

2. Listen to Dialogue 7 again and make a similar dialogue, supposing that one of the students is the general manager of an American company and the other is the president of a

Chinese company.

3. Work in pairs and ask information about a company and its products in a phone call.

Part Three Passages

I. Listen to Passage 1 carefully and fill in the blanks with the exact words you have just heard from the recording.

1. Haier Group is China's largest home (1) _____ brand and one of the world's (2) _____ white goods home appliances manufacturers.

2. By April 2006, Haier Group has obtained (3) _____ patented technology certificates and (4) _____ software intellectual property rights.

3. Since 2002, Haier has consecutively been ranked (5) _____ in the row of China's most (6) _____ brands for manufacture of 18 products, including refrigerators, air conditioners, washing machines, televisions, water heaters, personal computers, mobile phones and kitchen appliances.

4. Haier Group has long attached significance to (7) _____ in satisfying the demands of worldwide consumers and realizing (8) _____ performance between Haier and the clients.

5. Facing the fierce global market competition, Haier (9) _____ the Global Brand Building (10) _____ and (11) _____ spirit "Create resources, worldwide prestige" and work style "Individual-goal combination, swift action and success" with the aims of gaining global (12) _____ and sustainable development.

II. Listen to Passage 2 carefully and fill in the blanks with the exact words you have just heard from the recording.

At its eight large (1) _____ _____ in China, Haier uses the world's most advanced automatic flexible production lines to ensure the (2) _____ of large quantities of highly reliable air conditioners, which are exquisite in (3) _____ and free of (4) _____ .

Compared with some other air-conditioners, Haier has (5) _____ price, (6) _____ quality and better (7) _____ . It has become a well-known (8) _____ _____ for its excellent product performance, and marketing capability. Haier delivers commercial air conditioners, large multi-system air conditioners and large cold-water air conditioning units in 8 (9) _____ and 260 (10) _____ , featuring an integration of fluorine-cooling, wind-cooling and water-cooling (11) _____ . Haier's variable-frequency, variable capacity multi-system central conditioners, flexible variable-capacity screw compressors, and household variable-frequency central air conditioners lead the industry trend with their energy (12) _____ .

In addition to high quality home appliances, Haier also focuses on offering best-of-breed

service solutions to its customers. Haier's service system (13) _____ throughout the production process from product design, production, (14) _____, to pre-sales, under sales and after sales service. Since 2002, Haier has successfully established a network of over 5,000 (15) _____ professional service suppliers to deliver timely customized service.

III. Oral practice.

1. Listen to Passage 1 again and introduce your future company, supposing that you will start a company after graduation.

2. Listen to Passage 2 again and give a description of your company's products, supposing that you own a company or work in a company.

Part Four Relax and Enjoy

I. Listen to the following song and fill in the blanks with the exact words you have just heard from the recording.

Speak Softly Love

Speak softly love, and (1) _____ me warm against your (2) _____,

I feel your (3) _____, the tender trembling moments (4) _____,

We're in a (5) _____, our very (6) _____,

(7) _____ a love that only few have ever known,

Wine colored days, warmed by the sun,

Deep velvet nights, when we are one.

* Speak softly love, so no one hears us but the (8) _____.

The (9) _____ of love we make will live until we die.

My (10) _____ is yours, and all because you came into my world with love, so softly love!

Wine colored days, warmed by the sun,

Deep velvet nights, when we are one.

(The last part is the same as the part marked with*)

II. Listen to the song again and sing along.

Section B Reading

Text

Pre-reading Discussion :

1. Do you think that the small to medium-sized enterprises are less important than the large ones? Why or why not?
2. Supposing that you are the owner of a small business enterprise, what kind of difficulties do you think you are most likely to encounter when competing with others for survival? Share your ideas with your partner.

SMEs and Know-how

1 Small to medium-sized **enterprises** (SMEs) are a vital part of any national economy. According to Organization for Economic Cooperation and Development, SMEs **comprise** about 95 percent of enterprises in a nation, and are responsible for employing 60 to 70 percent of the **workforce**.

2 In Asia-Pacific Economic Cooperation (APEC) member economies, SMEs make up 90 percent of enterprises and employ 32 to 84 percent of the workforce of individual APEC economies. In the UK, more than 95 percent of all businesses are SMEs. They employ nearly 65 percent of the workforce, and account for 25 percent of the **Gross Domestic Products**. **Statistics** on the **prominence** of SMEs are equally impressive in other countries. For instance, in Australia, SMEs provide 96 percent of all employment, and in New Zealand, SMEs produce 35 percent of the national economic output. With these **enticing** statistics, management scholars cannot ignore SMEs as a **viable** and interesting research space.

3 All SMEs start out with the S, small, and then through **tireless** efforts, struggles, and victories, they get to M, medium. If their success continues, SMEs will become larger, expand in scope and reach, and become **dominant** players in their industries. The success of a small business or an SME can be linked to how well they manage their knowledge. Knowledge management has been shown to be a powerful **ingredient** in the success of organizations. Organizations who are successful in **leveraging** knowledge, normally **witness** increased efficiencies in operations, higher rates of successful innovations, increased levels of customer service, and an ability to have **foresight** on trends and patterns emerging in the

marketplace. Besides the traditional reasons for managing knowledge, SMEs, in particular, must pay close attention to knowledge management for several **salient** reasons.

4 SMEs compete on their know-how and **hence** have to use knowledge to their advantage, even more so than traditional resources. SMEs normally do not have deep pockets to spend on resources such as land, labor, and capital. Knowledge housed in the SME, must be leveraged so that goals can be achieved in an effective and efficient manner. While an SME might be **constrained** by not enough capital or labor, their knowledge is **bountiful** and, in many cases, an unlimited resource. The only way an SME can limit this resource is by not using it effectively. Individuals who open up SMEs do so because they have knowledge in key areas of competencies and think they can compete using such knowledge. Therefore it is important that they remain successful in leveraging knowledge. Having knowledge is one thing, and using it effectively towards organizational **ends** is quite another.

5 Besides using the knowledge directly, the owner of SMEs must also **transfer** knowledge to his/her employees. Seldom do SMEs have the **capabilities** to **recruit** the best minds in the business, hence they must settle for less qualified but motivated individuals. These individuals must be trained and taught how to be successful employees. Training calls for transferring knowledge to the new hires, a function of knowledge management. Moreover, in cases where the SME has plans of expansions, they must be able to **duplicate** knowledge and apply knowledge across geographic locations. In one restaurant, the owner spent three years training his employees about the ins and outs of managing a restaurant before he decided to open a new location.

6 SMEs are also judged by the external world, such as lending institutions, investors, suppliers, and customers, on their knowledge and knowledge-exploitation capabilities. The external world puts a burden on the SME to show the depth of their **expertise**, and their capabilities in leveraging this know-how. Many large companies who have thoughts of buying out smaller enterprises do so because of their know-how.

(*words: 620*)

New Words

know-how <i>n.</i>	专门知识, 技术诀窍
enterprise /'entəpraiz/ <i>n.</i>	企业, 事业
comprise /kəm'praiz/ <i>vt.</i>	包含, 由……组成
workforce /'wɜ:kfɔ:s/ <i>n.</i>	劳动力工人总数, 职工总数
gross /grəʊs/ <i>adj.</i>	总的, 毛重的
statistics /stə'tistiks/ <i>n.</i>	统计, 统计数字; 统计表
prominence /'prɒmɪnəns/ <i>n.</i>	突出, 显著
enticing /in'taɪsɪŋ/ <i>adj.</i>	引诱的, 迷人的

viable /'vaɪəbl/ <i>adj.</i>	可行的
tireless /'taɪələs/ <i>adj.</i>	不疲劳的
dominant /'dɒmɪnənt/ <i>adj.</i>	有统治权的; 占优势的, 支配的
ingredient /ɪn'grɪ:diənt/ <i>n.</i>	配料; 成分, 因素
leverage /'li:vərɪdʒ/ <i>vt.</i>	利用, 起杠杆作用
witness /'wɪtnɪs/ <i>vt.</i>	目击; 为……作证, 证明
foresight /'fɔ:sait/ <i>n.</i>	远见, 深谋远虑
marketplace /'mɑ:kɪtpleɪs/ <i>n.</i>	集市; 市场
salient /'seɪliənt/ <i>adj.</i>	易见的; 显著的, 突出的
hence /hens/ <i>adv.</i>	因此, 从此
constrain /kən'streɪn/ <i>vt.</i>	强制, 强迫; 约束, 束缚
bountiful /'baʊntɪfl/ <i>adj.</i>	慷慨的, 宽大的; 丰富的, 充足的
end /end/ <i>n.</i>	目的; 目标
transfer /træns'fɜ:/ <i>vt.</i>	转移, 传递; 转让; 改变
capability /,keɪpə'bɪləti/ <i>n.</i>	能力, 性能; 容量
recruit /rɪ'kru:t/ <i>vt.</i>	使恢复; 补充; 征募
duplicate /'dju:plikeɪt/ <i>vt.</i>	复写, 复制; 使加倍
expertise /,ekspə'ti:z/ <i>n.</i>	专家的意见; 专门技术

Phrases and Expressions

be responsible for	为……负责, 是形成……的原因
account for	说明; 占
to somebody's advantage	对……有利
open up	打开; 开发, 开始
settle for	满足于
ins and outs	细节
buy out	买下所有权, 收购

Proper Nouns

SME	中小型企业
Organization for Economic Cooperation and Development	经济合作与发展组织
Asia-Pacific Economic Cooperation	亚太经济合作组织
Gross Domestic Products (GDP)	国内生产总值

Notes

1. SMEs normally do not have *deep pockets* to spend on resources such as *land, labor, and capital*.

deep pockets 是“财富,资产”,land, labor, capital 分别指土地、劳动力和资本。

此句可翻译为:通常中小型企业都没有充裕的资金用于土地、劳动力和资本等资源上。

2. Having knowledge *is one thing*, and using it effectively towards organizational ends *is quite another*.

...is one thing, and...is quite another 的意思是“……是一回事,……完全是另一回事”。

例如, To know is one thing, and to teach is quite another. 知道是一回事,教又是另一回事。

3. Seldom do SMEs have the capabilities to recruit the best minds in the business, hence they must settle for less qualified but motivated individuals.

倒装(inversion)是英语中常见的一种语法手段。倒装的原因,一是语法结构的需要,一是为了强调。英语最基本的结构是主谓结构,倒装就是颠倒这种较固定的语序。此句因为强调的需要,将表示否定意义的状语 seldom 置于句首,将助动词 do 移至主语 SMEs 之前,谓语动词 have 仍在主语后,属于部分倒装(partial inversion)。完全倒装(complete inversion)则是将句子的主语和谓语完全颠倒过来,例如, Here comes the bus! 公共汽车来了!

Business Background Tips

品牌意识与企业发展

品牌是指企业及其所提供的产品或服务的综合标识,蕴涵企业及其产品或服务的特性、品质、声誉等。一种品牌应具备以下基本特征:一是极高的知名度;二是崇高的声誉;三是市场领先;四是持续利润增长。

品牌的战略性召唤企业的品牌意识。品牌意识就是指一个企业对品牌和品牌建设的基本理念。它是一个企业的品牌价值观、品牌资源观、品牌权益观、品牌竞争观、品牌发展观、品牌战略观和品牌建设观的综合反映。在现代经济中,品牌是一种战略性资产以及核心竞争力的重要源泉。对任何企业来说,树立品牌意识,打造强势品牌,是保持战略领先性的关键。

跨国企业的品牌意识体现了企业文化。跨国企业以稳定的质量和服务体系赢得市场,市场的保持和拓展依赖于其品牌管理和运作,这是一个经过严格设计的系统工程。但是品牌文化要由产品质量作保证,质量是跨国公司生存的基础。跨国公司对产品的质量有严格的规定,既要符合其国内标准,又要符合相关国际标准。

在世界经济一体化的过程中,中国企业低成本和低价格的优势不复存在,中国企业已经开始参与国际竞争。同时,由于商品的丰富和多元化,消费者综合素质的提高,

消费者行为理性色彩的增强,品牌成为消费者与产品产生联系的纽带,成为他们判断产品优劣的价值标准。因此,如果要成为一个成功的跨国企业,必须具备独特的品牌意识。

企业要经营好自己的品牌,首先要有过硬的质量,质量是品牌的生命。其次要有完善的服务,好的品牌需要好的服务。完善的服务不仅要求企业提供切合顾客潜在心理期望的服务,而且还要能谋求服务创新,推出有特色的服务,超越消费者的一般心理预期。此外,还要有科技与人才的投入。在科学技术日新月异的今天,品牌的科技含量对品牌的竞争力起着越来越重要的作用。此外,高明的营销手段也是一个重要的策略。在市场竞争白热化的今天,高明的营销活动是品牌通向消费者的桥梁。

Exercises

I. Fill in the blanks without referring to the original text, then check your answers against it.

Small to medium-sized (1) _____ (SMEs) are a vital part of any national economy. The success of a small business or an SME can be (2) _____ to how well they manage their knowledge. SMEs compete on their (3) _____ and hence have to use knowledge to their (4) _____. Besides using the knowledge directly, the owner of SMEs must also (5) _____ knowledge to his/her employees. SMEs are also judged by the (6) _____ world, which puts a burden on the SME to show the depth of their (7) _____, and their capabilities in (8) _____ this know-how.

II. Tell whether the following statements are true (T) or false (F) according to the text.

- () 1. SMEs are not important at all in national economy because they account for less than half of the workforce.
- () 2. Management scholars find SMEs an interesting area for research.
- () 3. Knowledge management plays an important role in the success of organizations.
- () 4. No matter how bountiful it is, the knowledge is always a limited resource.
- () 5. It's unnecessary for the employees of SMEs to have the knowledge.

III. Match each word in Column A with the appropriate definition in Column B.

- | A | B |
|--------------|--|
| 1. tireless | a. outstanding, striking |
| 2. enticing | b. more powerful or noticeable than other things |
| 3. dominant | c. abundant, plentiful |
| 4. salient | d. unwearying, energetic |
| 5. bountiful | e. highly attractive |