



全国高等院校基于工作过程的校企合作系列教材

# 致用商务英语阅读（上） 辅导用书

**Applied Business English Reading (I)**

**Reference Book**

主 编 赵秀丽 张 丹  
副主编 陈 芳 董晓慧  
编 者 李政杰 史 赫 姚建华  
主 审 赵康英  
企业顾问 于 欣

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**Applied Business English Reading ( I )**  
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赵秀丽 张 丹 主编  
责任编辑: 戴 菲 朱笑妍

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# 出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理 etc 专业的学生。

本系列教材主要呈现以下特点：

## 1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

## 2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

### 语言技能类

商务英语听说  
实用商务英语口语教程  
国际商务英语口语实训  
致用商务英语阅读（上册）  
致用商务英语阅读（下册）  
外贸函电与单证实训教程

商务英语函电  
旅游英语写作实训教程  
商务翻译实务  
商务英语口译  
英语语法实训教程

### 专业英语类

外贸交际英语  
会展实务英语  
酒店实务英语  
商务礼仪实务英语  
外事接待实务英语

中英文酒店服务实训教程  
旅游英语口语  
旅游实务英语  
中英文导游实训教程

### 专业知识类

外贸跟单实务  
进出口报关实务  
报检实务  
国际市场营销实务  
涉外企业管理实务  
生产物流运作实务

集装箱运输实务  
国际贸易实务（双语版）  
国际货运代理实务  
国际商务单证实务  
跨文化交际技巧——如何与西方人交往  
商务谈判实务（英文版）

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材均配有辅导用书（练习册）或 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

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# 前 言

《致用商务英语阅读辅导用书》是全国高等院校基于工作过程的校企合作系列教材之一，是为适应新时代培养复合型商务人才而编写的商务英语阅读方面的辅导用书。

本书体例新颖，内容翔实，选材典型，讲评精辟。从商务工作的实际要求出发，融课堂商务英语教学和商务实际业务为一体，融语言文化知识与实际商务项目为一体，构建了基于工作过程的行动导向内容体系，实现了教、学、做一体化。

全书以实际的商务项目为主线，以学生为教学中心，依据商务项目实际需求开发学习情境，以典型工作环节或场景设计教学内容，本套书分为上、下册，每册 10 个教学项目 (programme)。每个教学项目的最前面提供了对应阅读书中的第一篇阅读文章的参考译文，方便学习者学习和借鉴。接着每个项目均精选了两篇与项目主题密切相关的商务文章 (Passage 1 和 Passage 2)，内容新颖，表达地道，主题突出，适合研读，后面就文章中的重点单词和表达法进行了标注 (Words & Expressions) 和解释 (Notes)，便于学生理解和应用。实训练习部分 (Selected Exercises) 分为内容提问、判断正误、选词填空、翻译短语、翻译句子、匹配题等形式，题型多样，内容丰富，具有很强的针对性和趣味性。然后，又提供了两篇商务文章 (More Readings) 和美文欣赏 (A Good Essay to Read)，以此来扩大学生的专业视野和眼界，了解更多的商务文化，有助于提高学生的商务阅读能力。最后，提供了实训部分的答案和相应阅读教材的答案。这种安排能够使学生置身于商务语境中，带着任务去学习与项目相关的常用表达法，不断提高他们的分析理解、判断推理能力，掌握商务英语的基本表达技巧，从而提高商务交际能力。本教材层次分明，逻辑清晰，体例新颖，突出实用性。

本书的编者都是从事高等院校英语教学工作的优秀教师，有着较为丰富的商务知识和商务实践，主编是赵秀丽和张丹，副主编是陈芳和董晓慧。全书共分为 10 个教学项目 (programme)：Programme 2, Programme 3 和 Programme 9 由辽宁商贸职业学院的赵秀丽老师撰写；Programme 1, Programme 4 和 Programme 5 由沈阳药科大学的张丹老师撰写；Programme 6 和 Programme 10 由沈阳药科大学的陈芳老师撰写；Programme 7 和 Programme 8 由沈阳药科大学的董晓慧老师撰写，沈阳大学的李政杰老师、辽宁商贸职业学院的史赫老师和沈阳药科大学的姚建华老师负责资料收集和整理，于欣担任企业顾问，沈阳大学的赵康英老师负责主审工作。感谢所有编者的辛勤劳动，同时，在编撰本书过程中还得到了对外经济贸易大学出版社的编辑和国际友人的大力支持和帮助，我们在此表示衷心的感谢。最后，编者还对所参考的书籍、期刊和网络相关内容的作者表示真诚的谢意。

本书的使用对象是高等院校商务英语专业、国际商务专业、报关专业的学生以及相

关专业的学生，本书还适合应用英语从事涉外商务活动的商务工作者、相关专业的从业人员以及广大英语爱好者的培训教材、阅读参考书或者自学教材。由于时间仓促和水平有限，书中错误和疏漏之处在所难免，恳请广大专家和读者批评指正。

编者  
2014年1月

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# Programme 1

## Business Reception

### 商务接待

#### 译文

#### 接待员的良好素质

接待员是客户在访问公司或者给公司打电话时第一个见到或者听到的人，他们能够给客户留下良好的第一印象，这将能够给公司带来业务并且维持着这种业务。接待员一定要能够机智地谈及公司及其所代理的业务，他们必须表现出对公司的忠诚，能够同时处理多项任务，掌握多种电脑技术。接待员还要是出色的交流者，因为公司的健康发展有赖于他们。

#### 交流技能

接待员必须是优秀的交流者，因为他们要在电话里讲话，并且整天无数次地与人见面，所以他们必须能够理解其谈话的内容并使人明白他们的要点，他们还必须高效地把信息传达给公司的其他人。开朗的性格能够给接待员加分，对人脸和人名的良好记忆也是必需的。接待员应该能够培养与客户的融洽关系，并且记住客户告诉他们的任何个人信息。

#### 多任务处理

接待处可能会相当繁忙，好的接待员必须能够一次来处理多项事情。电话响起的同时客户可能就在接待台等候，邮递员可能同时带包裹进来，高效的接待员能够应对这一切事情而不使任何人感到被怠慢。他们即使在有压力的情况下也必须彬彬有礼，能够应对各种性格类型的人。他们的接待台应该井井有条，以使办公前台高效地运转。

#### 成熟老练

接待员会听到同事和公司客户的个人和私密信息，他们必须尊重接到的所有信息，无论是一份邮件，一位来访者，还是一个电话，他们必须谨慎而机智。面对私密或令人震惊的消息时，他们要做到不露声色。在接待员身上，忠诚是最重要的品质，接待员无论如何都不应将其私下知情的个人信息告诉给其他任何人。

#### 电脑和办公设备方面知识

掌握电脑技术是接待员工作的一个重要方面，因为他们要负责处理信件、备忘录，还可

能记账，所以精通文字处理软件和电子表格程序是必要的。接待员还会忙于收发邮件，在互联网上搜索信息。他们也必须会用传真机或电脑传真文件，会用邮递机和复印机。因为电话系统可能包括几条不同的电话线，所以接待员需要对接听和转接电话充满自信。

### 做所有需要做的工作

接待员不能对偶尔做些不在他们具体工作范围内的工作提出反对，他们不应感到这些任务比他们的职位低级，或者如果被要求完成这些任务而感到降低身份。这些工作可能包括为开会的客户接咖啡或订午餐，甚至可能是取回老板干洗的衣服，或者带人去机场。这类工作有时对于办公室工作的顺利进行来说是必不可少的。



## Study Readings

### Passage 1: Business Reception Etiquette 商务接待礼仪

Business receptions are often less structured than more formal business events such as banquets or presentations. It's expected that you'll circulate around the room, introducing yourself to people you don't know and making small talk. Even if you don't know the other guests, you can make a good impression by following basic etiquette and keeping in mind that while you can be more relaxed than you would be at the office, you still need to project a professional image.

#### Mingling

At a business reception, it's common practice to "work the room," networking with as many people as you can by striking up conversations, chatting briefly and then moving on. No one will think you're rude if you make small talk with several people rather than taking the time for a lengthy conversation with one or two. When you mingle, be respectful of the other person's time and space. If you see two people engaged in an intense conversation, move on to someone standing alone or to a group of people who seem open to newcomers. Or, search for groups where you know at least one person.

#### Conversation

When you're talking to people you don't know well, which is often the case at a business reception, avoid sensitive or controversial topics like religion or politics. Save shop talk or confidential work-related information for the office, but feel free to discuss trends or current events in your industry if the other person is in the same profession as you. Also avoid any subject you're especially passionate about, because if the other person vehemently disagrees with you, you may be setting yourself up for a heated debate instead of a lively conversation. The purpose of small talk, especially with someone you've just met, is to keep it simple until you find common ground. In the *Entrepreneur* article "A Small Talk Survival Guide for the



Schmooze-Averse,” Daniel Menaker, author of the book *A Good Talk*, says the goal of small talk is to “make yourself conversationally available” to the other person. Even a simple “Hi, my name is...” can be a welcome way to start a conversation.

### Food and Beverage

Unlike a formal sit-down dinner, business receptions usually have some combination of appetizers, buffet tables and passed trays. Handling hors d’oeuvres and beverages while also trying to move through the room and make conversation can be a complicated juggling act, so the website *Etiquette Scholar* recommends standing next to a table while you snack so you’ll have a place to put your plate if you want to shake hands. You can also eat before the event and skip the appetizers, and if all else fails, the *Etiquette Scholar* adds, you may have to substitute a nod and a smile for a handshake.

### Special Considerations for Alcoholic Beverages

Many business receptions offer light alcoholic beverages, and if you decide to drink, consider ahead of time how much you can consume without it affecting your behavior and then stick to a one-drink rule, for example. If the drinks are circulated through the room by waiters, wait for one to pass by instead of seeking one out. If there’s a bar or drinks table, make sure it’s your turn to order by asking others if they were already waiting. Don’t tip the bartender unless it’s a cash bar, which *Etiquette Scholar* says is rare at business receptions.

## I. Words & Expressions

1. etiquette *n.* 礼仪, 礼节 social etiquette 社交礼节
2. structured *adj.* 高度组织化的 a structured environment 井井有条的环境
3. banquet *n.* 宴会, 款待 a wedding banquet 婚宴  
a state banquet in honour of the visiting President 为来访总统举办的国宴
4. circulate *n.* 循环, 流通; 传递, 传阅 circulation *n.* 循环, 流通; 传递, 传阅  
the circulation of air 空气流动 the principle of free circulation of goods 商品自由流通的原则
5. make a good impression 留下好印象 leave a deep impression on /upon 给……留下印象  
be impressed by /with 对……留下深刻印象 impress on 给……以深刻印象
6. keep in mind 牢记, 铭记于心 make up one’s mind 下定决心, 拿定主意
7. project *v.* 投射, 表达 project a professional image 表现出职业形象
8. mingle *v.* 交往, 往来 mingle with sb. 与某人交往或联系
9. network *v.* 沟通, 互助 *n.* 网; 网络; 网状物 network with 与……沟通
10. strike up 发动或开始 strike up a conversation 开始谈话
11. small talk 闲谈 make small talk with 与……闲谈
12. lengthy *adj.* 冗长乏味的, 持续很久的 a lengthy explanation 冗长乏味的讲解
13. intense *adj.* 激烈的, 热烈的 an intense conversation 热切的交谈
14. shop talk 行话

15. vehemently *adv.* 激烈地, 强烈地    vehement *adj.* 感情强烈的, 热烈的; 激烈的  
a vehement desire 强烈的愿望
16. entrepreneur *n.* 企业家    enterprise *n.* 企业; 事业
17. buffet *n.* 自助餐    a buffet lunch 自助午餐
18. hors d'oeuvre *n.* 开胃小菜
19. juggle *v.* 玩杂耍, 变戏法    a juggling act 变戏法似的把戏, 同时做几件事又难以做好的局面
20. snack *v.* 吃快餐, 吃零食    snack *n.* 快餐, 点心    a mobile snack bar 流动小吃店  
snack-bar 小吃部, 小吃店
21. appetizer *n.* 开胃食品, 开胃菜    appetite *n.* 胃口, 食欲; 欲望    lose one's appetite  
食欲不振
22. alcoholic beverage 酒精饮料
23. stick to 坚持
24. tip *v.* 给小费    *n.* 小费; 顶端; 小建议    tip a waiter 给服务生小费
25. bartender *n.* 酒保
26. cash bar 现卖饮料柜

## II. Notes

1. When you mingle, be respectful of the other person's time and space.  
当你试图和别人搭话时, 一定要尊重他的时间和空间。  
其中, be respectful of 的意思是“尊重, 尊重”, 例如, 短语 be respectful of others 的意思是“尊重他人”。
2. Also avoid any subject you're especially passionate about, because if the other person vehemently disagrees with you, you may be setting yourself up for a heated debate instead of a lively conversation.  
同样还要避免谈及你特别热衷的话题, 因为一旦有人与你的观点截然相反, 你很可能使自己陷入与别人激烈争论的境地, 而无法进行生动有趣的谈话。  
其中, 短语 set sb. up 的意思是“使某人陷入某种境地”, 短语 instead of 的意思是“代替, 而不是”。
3. In the *Entrepreneur* article “A Small Talk Survival Guide for the Schmooze-Averse,” Daniel Menaker, author of the book *A Good Talk*, says the goal of small talk is to “make yourself conversationally available” to the other person.  
在《企业家》杂志中, 《相谈甚欢》一书的作者 Daniel Menaker 在一篇名为《厌恶闲聊者闲谈生存指南》的文章中指出, 闲聊的目的是表明自己能够与对方交谈。  
其中, “Entrepreneur” 是一个名为《企业家》的杂志, 主要报道关于企业主义、小型企业管理和商业机遇新闻; 由美国企业家传媒公司发行和出版, 总部位于美国加利福尼亚州尔湾市。短语 the Schmooze-Averse 的意思是“厌恶闲聊的人”。
4. You can also eat before the event and skip the appetizers, and if all else fails, the



Etiquette Scholar adds, you may have to substitute a nod and a smile for a handshake.

你可以在招待会之前先吃些东西，或干脆不吃这些开胃菜，Etiquette Scholar 网站补充说，如果这些都行不通，你可能就需要用点头和微笑来代替握手了。

其中，skip 的意思是“跳过，省略”，例如，短语 skip breakfast 的意思是“不吃早餐”，Etiquette Scholar 是一家著名的社交礼仪网站，短语 substitute for 的意思是“用……代替”。

## **Passage 2: Chen Chaoren's Brief on the 107th Session of China Import and Export Fair (excerpts) 陈朝仁在第 107 届广交会新闻发布会上的讲话（节选）**

Friends from the Press, ladies and gentlemen,

Good morning! Welcome to the Press Conference for the Opening of the 107th session of China Import and Export Fair.

After almost half a year of intense preparation, all preparatory work has been completed. The Fair will curtain up tomorrow. On March 19th and 25th, we held networking events with the Press in Beijing and Guangzhou respectively, informing the main state and local media of the progress of the Canton Fair preparations. Now there have been clear signs of world economic recovery, increasing confidence of exhibitors and active participation of buyers. These affirm our optimistic perspective of this session of the Canton Fair. In accordance with the principle of “Consolidating, Perfecting and Enhancing the Canton Fair”, we will live up to expectations of all parties, carry forward the Fair’s fine tradition of “benefiting friends from all over the world” and make contributions to keeping the momentum of the steady recovery of the Chinese economy and achieving the goal of “expanding the market, adjusting the structure and promoting the balance” of this year’s foreign trade.

Now, please allow me to introduce the main preparation for the 107th session of the China Import and Export Fair.

Firstly, while the overall pattern of the exhibition keeps stable, the scale hits a historical high.

The 107th session of the Canton Fair will be held in 3 phase as usual. There will be 56,915 stands, nearly 1,000 more than last session. The total exhibition area will reach 1.13 million square meters. Compared to the last session, the number of exhibitors from home and abroad totals 23,359, increasing by 1,039. Both of the exhibition scale and the number of exhibitors hit a historical high.

Exhibits of the National Pavilion will be classified into 15 categories and shown into 50 specialized exhibition sections. There are 56,302 stands with a total exhibition area of 1.115 million square meters. 22,960 Chinese exhibitors will participate in the Fair, increased by 1,026 than the last session. Among them, 8,241 exhibitors will engage in Phase 1, 6,884 in Phase 2, 7,835 in Phase 3.

The exhibitors will be classified by their business type. There are 11,936 manufacturers, 8,578 foreign trade enterprises, 2,238 industry and trade companies and 195 other companies, accounting for 52%, 37%, 10% and 1% respectively. There are also 13 research institutes.

By the nature of business, there are 14,150 private companies, 4,415 foreign-funded enterprises, 2,208 state-owned enterprises, 351 collective enterprises and 1,836 other enterprises, accounting for 62%, 19%, 10%, 2%, and 8% respectively.

Brand Gallery of the Canton Fair serves as an important platform to encourage and lead the enterprises to change the mode of foreign trade development. To further optimize the structure of export products and promote the transformation of foreign trade enterprises, we will re-launch the assessment of exhibitors and the arrangement of the Brand Gallery at this session. We make moderate expansion of the Brand Gallery. It accommodates 10,447 stands totally, taking up 18.6% of the total stands. There are 1,442 enterprises in the Gallery, 77 more than that of the last session.

In this session, the Canton Fair will continue to hold a series of Symposiums on “Canton Fair-A Way to Chinese and Overseas Markets”. “Trade and Investment in Singapore” and “Quality Products + Intellectual Property = Success in Australia” will be held respectively on April 17th.

Having been nurtured for two sessions, the Enterprise and Brand Show has initially gained favorable results. The Canton Fair will continue to hold the Enterprise and Brand Show at this session, which will be located in the central platform of the complex.

Welcome to cover the Canton fair.

Thank you!

## I. Words & Expressions

1. Press Conference 记者招待会；新闻发布会
2. session *n.* 开会，会议；开庭；一段时间
3. intense *adj.* 热情的，强烈的，紧张的；热烈的
4. preparation *n.* 准备，预备；准备工作  
preparatory *adj.* 预备的，准备的，筹备的；初步的 *adv.* 在先前，作为准备  
*n.* (美) 大学预科；(英) 私立预科学校
5. curtain up 启幕
6. networking *n.* 网络化；网络系统；人际网 network *n.* 网；网络；网状物  
*v.* 将……连接成网络；建立工作关系；使联播
7. inform *v.* 通知；告发；使活跃，使充满
8. recovery *n.* 恢复，复原；重获；痊愈  
recover *v.* 恢复；重新获得；找回；恢复健康 *n.* 恢复开始时姿势
9. participation *n.* 参加，参与；分享  
participate *v.* 参加某事；分享某事
10. affirm *v.* 断言，肯定；证实，确实



11. optimistic *adj.* 乐观的, 乐观主义的  
optimize *v.* 使最优化, 使尽可能有效
12. perspective *n.* 透镜, 望远镜; 观点, 看法; 远景, 景色; 洞察力 *adj.* 透视画法的; 透视的
13. in accordance with 与……一致, 依照; 秉承; 因
14. live up to 达到; 不辜负; 实行; 履行
15. carry forward 发扬; 发扬光大; 恢宏; 继承
16. make contributions to 捐赠给……; 贡献给……; 对……作出贡献
17. momentum *n.* 动量; 势头; 动力; 要素
18. be classified into 分类为……; 归类  
classify *v.* 分类, 归类; 把……列为密件
19. account for 说明; 导致, 引起; 占
20. Brand Gallery 品牌回廊; 品牌历史; 品牌宣言
21. serve as 充当, 担任; 为
22. transformation *n.* 变化; 转换; 转换; 变换  
transform *v.* 改变; 改观; 变换 *n.* 变换式
23. re-launch *v.* 重新发动, 重新发射; 重新开办; 重新推出; 重新实施 *n.* 再下水, 再发射; 重整旗鼓, 重新开业; 重新投放市场
24. assessment *n.* 评估; 评价; 估定; 估价  
assess *v.* 评定; 估价; 对……进行估价
25. moderate *adj.* 有节制的; 稳健的, 温和的; 适度的, 中等的 *v.* 使缓和; 节制; 主持; 作主持人
26. expansion *n.* 扩大; 扩张; 扩张物; 膨胀物  
expand *v.* 使……变大; 扩展; 扩张; 详述
27. accommodate *v.* 容纳; 使适应; 向……提供住处; 调解, 调停  
accommodation *n.* 住处; 适应; 便利; 和解
28. symposium *n.* 专题讨论会, 座谈会, 学术报告会; 专题论文集
29. nurture *v.* 养育; 培育; 滋养; 培植 *n.* 教养, 培育; 营养物, 食物  
nurturing *n.* 养育; 培育; 滋长; 培植
30. platform *n.* 台; 站台; 平台

## II. Notes

1. Chen Chaoren 陈朝仁, 广交会新闻发言人、外贸中心副主任。
2. China Import and Export Fair 中国进出口商品交易会, 即广交会
3. In accordance with principle of “Consolidating, Perfecting and Enhancing the Canton Fair”, we will live up to expectations of all parties, carry forward the Fair’s fine tradition of “benefiting friends from all over the world” and make contributions to keeping the momentum of the steady recovery of the Chinese economy and achieving the goal of

“expanding the market, adjusting the structure and promoting the balance” of this year’s foreign trade.

我们将按照“巩固、完善、提高”的工作思路, 不负各方重望, 积极发挥广交会“广交互利通天下”的优良传统, 为巩固中国经济企稳回升势头, 完成今年外贸“拓市场, 调结构、促平衡”的目标做出应有的贡献。

4. Firstly, while the overall pattern of the exhibition keeps stable, the scale hits a historical high. 一、总体展览格局保持稳定, 展览规模创历史新高。

其中, 单词 overall 的意思是“全部的, 全体的; 综合的”, 例如, 短语 the person with overall responsibility for the project 的意思是“全面负责本项目的人”, 再如, The overall mood of the meeting was downbeat. (整个会场的气氛是沉闷的。)

5. By the nature of business, there are 14,150 private companies, 4,415 foreign-funded enterprises, 2,208 state-owned enterprises, 351 collective enterprises and 1,836 other enterprises, accounting for 62%, 19%, 10%, 2%, and 8% respectively.

按企业属性分类, 私营企业 14 150 家, 占 62%; 三资企业 4 415 家, 占 19%; 国有企业 2 208 家, 占 10%; 集体企业 351 家, 占 2%; 其他企业 1 836 家, 占 8%。

6. Brand Gallery of the Canton Fair serves as an important platform to encourage and lead the enterprises to change the mode of foreign trade development.

广交会品牌展区是鼓励和引导企业转变外贸发展方式的重要示范平台。

其中, 短语 serves as 的意思是“充当, 担任; 为”, 例如, Such stories serve as a spur to children’s imagination. (这类故事能激发儿童的想像力。) 再如, He volunteered to serve as the manager of our department store. (他自荐当我们商场的经理。) 单词 platform 的意思是“台; 站台; 平台; 把……放在台上; 为……设平台”, 例如, What platform does it go from? (火车从哪个站台发车?) 再如, I must put my thoughts together before I go on the platform.

(在走上讲台讲演之前, 我要把我的思绪整理一下。)



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- At business receptions, you can be \_\_\_\_\_.
  - totally relaxed
  - without any restraint
  - not relaxed at all
  - more relaxed than at office, but can still pay attention to leave a professional image
- Which behavior is NOT acceptable in business receptions?
  - Networking with many people, chatting briefly and then moving on



- B. Making small talk with several people, instead of talking with someone for a long time
  - C. Interrupting two people engaged in an intense conversation
  - D. Finding someone who stands alone to talk to
3. Among the following topics, which is more preferable during a business reception?
- A. Shop talk
  - B. Trends or current events in your industry
  - C. Subject you're passionate about
  - D. Confidential work-related information
4. What kind of food is usually provided in business receptions?
- A. Hors d'oeuvre    B. Buffet    C. Appetizers    D. All the above
5. Which of the following is acceptable drinking etiquette at a business reception?
- A. Drink as much as one can.    B. Jump queues to order drinks
  - C. Tip the bartender if it is a cash bar.    D. Don't wait the drinks to circulate around.

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to passage 2.**

- ( ) 1. On March 19th and 26th, we held networking events with the Press in Beijing and Guangzhou respectively.
- ( ) 2. The 107th session of the Canton Fair will be held in 3 phase as usual.
- ( ) 3. Exhibits of the National Pavilion will be classified into 16 categories and shown into 50 specialized exhibition sections.
- ( ) 4. There are 11,936 manufacturers, 8,578 foreign trade enterprises, 2,238 industry and trade companies and 197 other companies.
- ( ) 5. Brand Gallery of the Canton Fair serves as an important platform to encourage and lead the enterprises to change the mode of foreign trade development.

**Task 3: Fill in the blanks with the words and expressions given in the box. Change the form if necessary.**

assessment	moderate	perspective	etiquette
preparatory	symposium	momentum	affirm
transform	networking	platform	expansion
nurture	intense	serve as	session
classify	in accordance with	re-launch	accommodate
carry forward	serve as	overall	intense
preparation	inform	participation	optimistic
circulate	keep in mind		

1. This matter will go over until the next \_\_\_\_\_.
2. All the \_\_\_\_\_ work has been completed.
3. The style prevails and picks up \_\_\_\_\_.
4. Sales have not \_\_\_\_\_ expectations this year.
5. We can not \_\_\_\_\_ that what should be done the next step.
6. You can get a \_\_\_\_\_ of the whole city from here.
7. Such stories \_\_\_\_\_ a spur to children's imagination.
8. We should make decisions \_\_\_\_\_ specific conditions.
9. We must \_\_\_\_\_ our achievements and correct our mistakes.
10. He volunteered to \_\_\_\_\_ the manager of our department store.
11. The \_\_\_\_\_ mood of the meeting was downbeat.
12. The President is under \_\_\_\_\_ pressure to resign.
13. Plans for selling the new product are now in \_\_\_\_\_.
14. Please \_\_\_\_\_ us of your decision and we will act accordingly.
15. Their \_\_\_\_\_ is subject to a number of important provisos.
16. However, it also represents a variation on the social \_\_\_\_\_ craze.
17. It was my job to \_\_\_\_\_ through the room and to refill coffee and juice.
18. The pain was so \_\_\_\_\_ that I couldn't sleep.
19. According to \_\_\_\_\_, you should stand up to meet a guest.
20. \_\_\_\_\_ that you have to be home by 11 o'clock.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |          |            |
|----------|------------|
| 1. 充当，担任 | 2. 达到；实行   |
| 3. 留下好印象 | 4. 说明；占    |
| 5. 不负所望  | 6. 开始谈话    |
| 7. 与……闲谈 | 8. 对……作出贡献 |
| 9. 分类为…… | 10. 自助午餐   |
- 
11. The sofa can transform for use as a bed.
  12. These products, in total, account for about 70% of all our sales.
  13. Property may be classified into real property and personal property.
  14. You should soon accommodate yourself to the new circumstance.
  15. If you stick to the truth, you have nothing to fear.
  16. This matter will go over until the next session.
  17. She stressed the importance of careful preparation.
  18. As in Chinese etiquette, the hostess tries to keep eating as long as the slowest guest.
  19. We should make decisions in accordance with specific conditions.
  20. The scheme aims to encourage increased participation in sporting activities.



**Task 5: Match the expressions with their Chinese equivalents on the right.**

**Column A**

1. moderate exercise
2. carry forward the enterprise
3. live up to the high standard
4. importance of careful preparation
5. act in accordance with one's belief
6. testing and assessment in education
7. a period of rapid economic expansion
8. bring about a dramatic transformation
9. inform us of any changes of address
10. make contributions to one's motherland

**Column B**

- A. 认真准备的重要性
- B. 经济迅猛发展期
- C. 发生巨大变化
- D. 对祖国做贡献
- E. 通知我们地址有变动
- F. 适度的锻炼
- G. 达到高标准要求
- H. 按照自己的信念行事
- I. 把事业进行下去
- J. 教育测试与评估



**More Readings**

**A Tiny Chinese Company Stirs NASDAQ**

A tiny Chinese financial company is causing a stir among some US investors. China Commercial Credit, whose subsidiary underwrites microloans to small companies in China's Jiangsu province, emerged from its first week of trading on the Nasdaq, up 40 percent to around nine dollars per share. Is this a sign of renewed interest in Chinese stocks in the US? And what does it mean for China's shadow banking system?

For China Commercial Credit, this was a volatile first week that ended on a high note.

Its US reception when it launched August 14th was lukewarm-with the IPO raising only \$8.9 million dollars.

It listed at \$6.50 per share, but stocks fell two percent on Day One, then spiked and slipped before closing the week nearly 60 percent up, as the top performing stock.

The positive reception has surprised a few market watchers partly because China Commercial Credit, which lends to small companies and farmers in China's Jiangsu province, is part of the country's so-called "shadow banking" system, in which lenders operate without regulatory oversight.

China Commercial Credit is only the second Chinese stock to list in the US so far this year, after accusations of improper accounting by some Chinese companies last year provoked many US investors to pull out of Chinese stocks, and likewise spurred many Chinese firms to pull out of the US stock market.

But China Commercial Credit may be a stock to watch-thanks to company Chairman Qin Huichun.

Listing on Nasdaq enables him to raise capital to underwrite more loans to small and medium-sized businesses in China where demand for credit is soaring. His bank is the first Chinese lender to raise money in a foreign market, and he also reportedly harbors designs on one day acquiring a US bank.

If China Commercial Credit manages to sustain US investor interest, Qin may well defy the odds, and get his way.

### **Go-between Helped to Cement Key Tire Deal (excerpts)**

Chinese purchase of British firm built on respect and mutual trust, says UK MD.

When Shandong Yongtai Chemical Group bought the British firm Covpress Ltd. last month it marked one of China's biggest investments in Britain. It was helped from a British partner that Yongtai has worked with for 10 years that cemented the deal.

The partner is TIA Treadsetters Ltd., a firm that first started buying tires from Yongtai in 2003 to supply its European customers.

Time and mutual respect strengthened trust between the two partners, so when TIA Treadsetters heard that strategic investors in the automotive supplier Covpress wanted to sell the company, it notified Yongtai.

"It was clear that Yongtai wanted to make an investment in the UK's car industry and, because of our longstanding relationship, there were discussions between us and Yongtai as to what that may be," says Trefor Jones, the managing director of TIA.

The deal, sealed late last month, was valued at \$45.3 million, with Yongtai taking a 70 percent stake and TIA the rest.

It was one of the biggest investments by Chinese companies in the automotive industry in Britain since Nanjing Automobile (Group) Corp. rescued MG Rover Group in a \$53 million takeover eight years ago.

The difference in the latest case is that Covpress is a successful company with a long and distinguished history despite several changes of ownership.

This eastward shift in automotive manufacturing is spearheaded by companies such as JLR and General Motors Co., both of which are now building factories in China to supply the local market.

This process is like "getting the foot in the door" in Britain and on the continent first, he says. Although ownership of Covpress will not guarantee Yongtai the opportunity to supply tires for Covpress' current customers, he says, it does increase Yongtai's chances.

Jones says the combination of Yongtai's financial strength and TIA's expertise in the tire industry will present a persuasive case for automotive companies in Europe, in knowing that there is continuity of supply.

The purchase delighted Covpress' previous management. The Coventry Telegraph quoted Mike Gillett, the managing director, describing the deal as "a huge leap forward" for the



business.

“This Chinese investment is great news for Covpress, its employees, customers and suppliers and also for Coventry and the West Midlands. The deal will enable the firm to meet its ambition of being a leading global supplier in partnership with its ambitious new owners,” he says.

The deal also won support from the local community. In July the Lord Mayor of Coventry gave a civic reception to welcome Yongtai and other parties in the deal, which is a rare occasion reserved only for special guests.

“The welcome Mr You and our chairman received was splendid,” Jones says. “If (the Coventry community) felt any distrust about the ambition of Yongtai or TIA, there would not have been a civic reception.”

Yongtai’s strategy of gaining sales channels through Covpress is logical because Covpress has a sales team that has established a long working relationship with the procurement team of British and European carmakers, Dawes says.



## A Good Essay to Read 美文欣赏

### The Way to Lift up Your Mood

Everyone has periods in their lives when everything seems very hard, when there’s nobody to talk to and the mood is just getting worse and worse. But why sit and think how pathetic you are? There are some things that may help you lift up your mood. If it fails you, at least while doing these things you won’t have time to think of your problems. You win anyway!

The first thing you should try is socializing and thinking positively. It’s very hard, because usually when we feel depressed we lock ourselves at home and try to think about all the bad character issues we have. But if you’ll try to force yourself and call a friend for a cup of coffee, the chances for changing your mood into better are very good. Just try to avoid bad thoughts. Instead, try to think only about the bright side of your life. Don’t forget: We are what we think we are.

You should also try doing something only for yourself, something totally selfish. This could be something you wanted for a long time: maybe a short trip, a coat, a ring or anything that could lift up your mood. This doesn’t have to be extravagant nor costly. The point of all this is being good to yourself.

Not only giving presents to yourself can lift up your mood. Buying things to others may be a perfect way to feel happy. Think of your friends, family, relatives or even local charities, choose one person and give him a gift. It doesn’t have to be something expensive nor big. It may be just a little toy to your poor neighbor’s child. Making another person feel happy will

make you feel good in your heart and mind.

Renting a good or happy film is always a good idea. Laughter is a very good panacea for all kinds of illness!

Meeting a positive person should be very useful. Just try to keep your problems off the conversation. The idea here is to get out of your shell and have some interaction. Get involved with someone else and your mind will take a turn as well.

Most bad moods and mental attitudes are the result of something that had happened to us in the past. It is vital to your mind, soul, body and your life on the whole that you stay in the present with all your thoughts and feelings.

Try to concentrate on the present and future to make your life better in every possible way.

Taking a walk in a crowded place is also one of the ways out. Seeing other people, understanding that each of them also has days like this should force you to do something that would change the situation.

If you have too much time—volunteer it. We usually think that the problems we have are huge, although if you'll try to go to hospital, you'll see that there are a lot of people who have more severe problems. Moreover, you'll see that people are still working, smiling, and laughing. This kind of work will definitely help you understand that your problems are very small and maybe even funny.

Try to meditate while listening to relaxation music. It helps to concentrate your mind and relax your body.

Don't forget to be creative! Because creating things alters our mood. Creating doesn't include only painting or playing an instrument, it also includes cooking, sewing, writing, photographing and many other activities. While concentrating on creating you will forget how you have been feeling.

All you have to do is to take control of your emotions and make them positive in spite of letting them control you. Making yourself feel better isn't that hard, it's hard only to start doing something that would lift up your mood.

# Programme 2

## Business Travel

### 商务旅行

#### 译 文

#### 商务旅行

商务旅行是人们为了工作目的而进行的旅行活动。随着国外商务市场的开辟，商务旅行呈上升趋势。美国居民 2009 年完成了四亿三千二百万次商务旅行，对经济贡献达到了二千一百五十亿美元。

在过去的十五年中，随着更加复杂的商务旅行需求的发展，许多航空公司开始专注于为长途飞行提供优质服务，特别是针对头等舱和商务舱的商务旅客。

美国航空公司是第一家为客户提供常旅客计划的航空公司。美国航空公司的常旅客计划始于 1981 年 5 月，包括赫兹汽车租赁公司和凯悦酒店。第一家开始独立酒店计划的是假日酒店，始于 1983 年 1 月。全国汽车租赁公司是第一家引进计划的汽车租赁公司，始于 1987 年 3 月。航空公司也在研究使商务旅行者受益的方法，例如，改良后的有竞争力的里程计划、快速办理登机手续和网上办理登机手续、候机厅的宽带连接等。酒店方面相差不多。他们也通过提供灵活的积分计划、房间的宽带连接和快捷的入住和结账手续等服务来竞相争取商务旅客。

虽然互联网预订引擎已经成为大约 60% 休闲旅游者的首选目标，但是商务旅行者，特别是旅行路线需要不只一个目的地的商务旅行者，仍然认为见多识广的旅行代理可能是提供优惠票价、减少麻烦和更好地安排空中和陆地旅行计划的最佳选择。

最新的市场趋势已经发展到了采用自动预订手段，允许在公司政策范围内自动预订旅行，增加在预订和监督过程中的关注责任以及更多的考虑环境对商务旅行的影响。

商务旅行中排名在先的三类花费：

航空公司费用；

酒店费用；

饮食费用。



## Study Readings

### Passage 1: Why Frequent Business Travelers Are Fatter and Less Healthy

#### 为何经常进行商务旅行的人士更易发胖，不太健康

Like a lot of reporters, I spare a fair amount of a time on the road, maybe eight to ten days a month on average. I like traveling—I wouldn't have gotten into this line of work if I didn't—and as TIME's environment reporter, I've gotten to visit places I especially like: Madagascar, Siberia, Hokkaido, Ecuador, India and, um, Alberta. I've racked up serious frequent flyer miles, stamps in my passport—and maybe some damage to my health.

As any frequent business traveler knows, there's a dark side to spending all that time in the air and in the car. It's tough to eat healthily on the road, where fast-food restaurants and airport outlets seem to conspire to make you fat. Many hotels lack gyms, and the frazzled schedule of a road trip rarely leaves time for exercise anyway. I often return home to New York City exhausted, feeling like I have French fry grease running through my veins.

As it turns out, there's medical evidence for the (crappy) way I feel. A new study in the *Journal of Occupational and Environmental Medicine* by Andrew Rundle and Catherine Richards of Columbia University's Mailman School of Public Health has found that business travelers who spend the most time on the road tend to have higher rates of obesity and poorer self-rated health than those who travel less frequently.

The two researchers used data from medical records of more than 13,000 employees in a corporate wellness program provided by EHE International, which enabled them to link up travel time with health. "As travel goes up, how you feel about your own health goes down," says Rundle, an epidemiologist who focuses on physical activity. "The people who travel the most—and those who don't travel at all—tend to have the worst health."

The latter part might seem counterintuitive, but Rundle explains that workers who never travel likely have pre-existing medical conditions that keep them at home, which means they're obviously not healthy. But compare those on the road two or more weeks a month, with those who travel only one to six days a month, and the differences become obvious.

So what makes business travel so hazardous to your health? For one thing, 81% of trips are done in automobiles, which involve long periods of sitting—not good for you—and encounter with high-calorie, high-fat foods in roadside service areas. The road itself, in America at least, is an "obesogenic environment," meaning it promotes bad eating and inactivity in part by making it hard to make healthy choices.

But companies could take a role in fixing that environment, perhaps by putting employees in hotels that offer all-night gyms, or offering bonus reimbursement for employees who seek out healthy food on the road—although, granted, that is a little Big Brotherish.

On the whole, road warriors are on their own. Personally, I try to make a habit of bringing running shoes and hitting the pavement outside my hotel—you don't need a gym for that. (That can be a bit tricky, though—especially, if, for instance, you're on a boat.) Otherwise, I try to lay off the McDonald's, despite my love of a good Sausage Egg McMuffin on those early morning drives, and occasionally even buy the overpriced, plastic-covered pieces of fruit available in airport food courts.

In the end, though, as long as America remains a fast-food nation, there's not much a business traveler can do about it. Travel is broadening your mind—and your waistline.

## I. Words & Expressions

1. line of work 行业
2. rack *n.* 装货物的架子 *v.* 使痛苦 rack up 积累; 累计 rack one's brain 绞尽脑汁
3. stamp *n.* 印章; 邮票 *v.* 盖章于……, 贴邮票于……
4. tough *adj.* 艰苦的; 强硬的 a tough game 艰苦的比赛 a tough problem 难题
5. outlet *n.* 经销店, 营业网点 a fast food outlet 快餐店
6. conspire *v.* 共谋; 协力 conspirer *n.* 策划阴谋者 conspire against sb. / sth. (指事情) 似乎同时发生对某人/某事物不利
7. frazzled *adj.* 疲惫的; 磨损的 frazzle *v.* 使筋疲力尽; 磨损; 疲惫 *n.* 筋疲力尽的状态 be burnt to a frazzle 被烧成灰烬
8. French fry 炸薯条
9. grease *n.* 油脂; 润滑油 *v.* 涂油脂于; 用油脂润滑
10. medical *n.* 医学的, 医疗的 medical skill 医疗技术
11. journal *n.* 期刊, 杂志 a medical journal 医疗期刊
12. occupational *a.* 职业的 an occupational hazard 职业风险
13. tend *v.* 所向, 趋向 tend to do 倾向, 易于
14. obesity *n.* 肥胖
15. link up with 将……联系/接起来
16. epidemiologist *n.* 流行病学家 epidemical *adj.* 传染病的, 流行的
17. focus on 关注, 专注于 concentrate on 专心于, 把思想集中于
18. counterintuitive *adj.* 违反直觉的 intuitive *adj.* 直觉的; 直观的
19. hazardous *adj.* 危险的 be hazardous to health 危害健康
20. encounter *v.* 遭遇; 遇见 *n.* 相遇, 碰见 encounter with 突然或意外的相遇
21. obesogenic *a.* 肥胖基因的
22. in part 部分地; 在某种程度上 partly *adj.* 在一定程度上; 部分地; 不完全地
23. reimbursement *n.* 退还, 偿还; 补偿, 赔偿 imbursement *n.* 贮存; 偿还 reimburse *v.* 偿还, 补偿

24. seek out 努力寻找；竭力找出 seek for 寻求，寻找 seek truth from facts 实事求是
25. pavement *n.* 路面；人行道 skid on the icy pavement 在结冰的路面上打滑
26. tricky *adj.* 棘手的；巧妙的；狡猾的 a tricky problem 棘手的问题
27. lay off 解雇 laid-off workers 下岗职工 lay down 把……放下；规定，制定；贮藏 lay out 安排，布置；展览；设计，规划 lay over 逗留，停留；推迟，将……延期
28. waistline *n.* 腰围

## II. Notes

1. I like traveling—I wouldn't have gotten into this line of work if I didn't—and as TIME's environment reporter, I've gotten to visit places I especially like: Madagascar, Siberia, Hokkaido, Ecuador, India and, um, Alberta.  
 我喜欢旅行——如果不喜欢当初我就不会从事这个行业——身为《时代周刊》的一名环境记者，我已经去过一些特别喜欢的地方：马达加斯加、西伯利亚、北海道、厄瓜多尔、印度，嗯，还有阿尔伯塔。  
 其中，line of work 的意思是“行业”，例如，短语 change to another line of work 的意思是“换个行业”，又如，What line of work are you in?（你是干哪一行的？）
2. Many hotels lack gyms, and the frazzled schedule of a road trip rarely leaves time for exercise anyway.  
 许多宾馆中没有健身房，而且旅行旅途中令人疲惫的时间安排很少让人们有时间去锻炼。  
 其中，形容词 frazzled 的意思是“疲惫的，磨损的”，例如，短语 frazzled commuters 的意思是“精疲力竭的通勤人员”，短语 frazzled cuffs 的意思是“磨损的袖口”。
3. The latter part might seem counterintuitive, but Rundle explains that workers who never travel likely have pre-existing medical conditions that keep them at home, which means they're obviously not healthy.  
 后者听起来似乎有悖常理，但鲁德解释说那些从来不旅行的员工可能之前就有病情缠身令他们无法出门，因此很显然，他们并不健康。  
 其中，形容词 counterintuitive 的意思是“违反直觉的，有悖常理的”，例如，短语 a counterintuitive theory 的意思是“一个违反常理的理论”，“counter-”是表示“反、逆”的前缀，如单词 counterclockwise（逆时针）、counterculture（反主流文化）。

## Passage 2: APEC Business Travel Card 亚太经合组织商务旅行卡

The APEC Business Travel Card is a travel document issued to business travelers who are citizens of APEC participating economies. Valid for three years, the card eliminates the need for its holder to possess a visa when visiting other APEC participating economies as long as pre-clearance has been obtained during the application process.

### **Participating APEC economies and application process**

Most APEC economies are full participating economies in the APEC Business Travel Card: Australia, Brunei Darussalam, Chile, China, China's Hong Kong, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, the Philippines, Singapore, China's Taiwan, Thailand and Vietnam.

Citizens of these economies can apply for a card at their national government, upon which moment their names are circulated amongst the other participating economies which give entry pre-clearance when all conditions are met. After this moment, the card can be used for visa-free entry.

Three economies are transitional members: Russia, United States and Canada. Citizens/Nationals resident in these economies cannot apply for an APEC card, and the appropriate visa still have to be obtained in advance. Expedited border crossing and visa-application however is possible.

#### **Physical Appearance**

The card is issued in credit card form, is machine-readable and has the following fields:

- Name
- Sex
- Economy (name of the member economy)
- Date of Birth
- Expiry Date
- Signature
- Passport number

Apart from the name of the member economy, no national signs are present on the card. On the back of the card, the member economies for which clearance has been approved are shown. The Machine-readable strip starts with "CP", followed by the abbreviation of the issuing economy. The abbreviations are in conformation with the 3-letter ISO 3166-1 alpha-3 country codes. Even although Taiwan is a member economy under the name Chinese Taipei, the abbreviation TWN is used here.

#### **Use**

The card should in general be used in connection with a passport and has the following advantages:

- no need to apply for a visa or entry permit, as the card is treated as such
  - multiple short term entry for a minimum stay of 59 days (and can be up to 60—90 days)
  - Expedited border crossing in member economies, and the Russia, U.S. and Canada
  - Expedited scheduling of visa interview (U.S.)
  - card is valid for three years
- Country specific information

**Australia**

As a full participating member of the scheme, Australian citizens who are frequent bona fide business travelers can apply for a card through the Department of Immigration and Citizenship by post for AUS200. Foreign holders of the card can visit Australia visa-free for 90 days, and special fast-track lanes are available for them at Adelaide, Brisbane, Cairns, Darwin, Melbourne, Perth and Sydney airports.

**Canada**

Although not a full participant of the scheme, card holders are able to use special service lanes at major international airports upon arrival in Canada, but are still subject to the regular entry/visa requirements.

**I. Words & Expressions**

1. issue *v.* 发出, 颁布 *n.* 问题; 争端, 冲突 at issue 有争议, 不一致 in issue 在争执中, 在争论中 issue orders 发布命令 duck an issue 回避问题 issue an order 发出命令 make an issue of sth. 对……有争议
2. apply for 申请; 请求, 要求…… application *n.* 申请, 申请书; 应用, 用途 applicant *n.* 申请者, 申请人 application form 申请表 file an application for 申请…… submit an application for 提出……申请 apply for visa 申请签证
3. eliminate *v.* 排除, 消除; 淘汰; 除掉 eliminate poverty 消除贫困
4. possess *v.* 拥有; 持有; 掌握; 具备, 具有 possess wealth 拥有财富 possess the qualities of sense 具备理性 possess miraculous power 具有神奇的力量
5. participate *v.* 参加, 参与 participate in 参加
6. circulate *v.* 流传, 传播 circulate a letter 传阅信件
7. clearance *n.* 许可; 放行证; 清除, 清理 security clearance 安全许可
8. valid *adj.* 有效的; 正当的 valid excuse 正当理由 validity *n.* 有效, 合法性; 效力 invalid *adj.* 无效的; 不能成立的 invalidity *n.* 无效力
9. transitional *adj.* 过渡的 transitional stage 过渡阶段
10. appropriate *adj.* 适当的; 恰当的; 合适的 appropriate measures 适当的措施
11. in advance 预先; 提前 in advance of 在……之前, 先于…… make advances 取得进展, 取得进步
12. expedite *v.* 加速, 加快 expedite the repairs 加速修理
13. permanent *adj.* 永久的, 持久的 permanent residency 永久居住 permanent address 固定居所
14. resident *n.* 居民 a permanent resident 永久居民 residence *n.* 居住, 居留期间
15. expiry *n.* 满期; 逾期 expire *v.* 期满; 失效 the expiry date 到期
16. apart from 除……以外 tell apart 区分, 分清, 区别
17. abbreviation *n.* 缩写 abbreviate *v.* 使简短; 缩减; 使用缩写词



18. in conformation with 与……相一致
19. in connection with 与……相关, 连同
20. multiple *adj.* 多个的; 多样的; 许多的 multiple personality 多重性格  
multiple copies of documents 各种文件的大量的副本
21. specific *adj.* 明确的, 具体的; 特殊的 *n.* 特效药; 特性  
specific instructions 明确的指示
22. bona fide *adj.* 真诚的; 名副其实的
23. scheme *n.* 计划; 方案; 体系 *v.* 策划, 图谋; 设计, 计划 a pension scheme 养老金方案
24. Department of Immigration and Citizenship 澳大利亚移民与国籍部
25. subject to 易受……影响; 受……管制

## II. Notes

1. Valid for three years, the card eliminates the need for its holder to possess a visa when visiting other APEC participating economies as long as pre-clearance has been obtained during the application process.  
该旅行卡有效期为三年, 只要在申请程序中预先获得许可, 持卡者无须签证, 即可参观其他亚太经合组织的成员。  
其中, 动词 *eliminate* 的意思是“消除, 淘汰”, 例如, 短语 *eliminate sex barriers* 的意思是“消除性别障碍”, 短语 *eliminate other competitors in a contest* 的意思是“淘汰比赛中的其他选手”。
2. Apart from the name of the member economy, no national signs are present on the card.  
除了成员经济体的名称以外, 卡片上没有国家的标志。  
其中, 词组 *apart from* 的意思是“除了……以外”, 例如, 短语 *apart from direct cost* 的意思是“除直接成本以外”, 短语 *apart from bonus* 的意思是“除奖金以外”。
3. Although not a full participant of the scheme, card holders are able to use special service lanes at major international airports upon arrival in Canada, but are still subject to the regular entry/visa requirement.  
尽管加拿大不是该计划的全面参与国, 持卡者到达加拿大后可在主要国际机场使用特殊服务通道, 但仍需受一定的入境/签证要求制约。  
其中, 短语 *be subject to* 的意思是“受……管制, 易受……影响”, 例如, *be subject to international sanctions* 的意思是“受制于国际制裁”, 短语 *subject to change* 的意思是“容易发生变化”。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

1. The author has accumulated \_\_\_\_\_ over the past years of travelling.  
A. many stamps in the passport                      B. frequent flyer miles  
C. damage to the health                                D. all of the above
2. According to the study, which of the following group tend to have the best health status?  
A. Those who never travel  
B. Those who travel three weeks a month  
C. Those who travel one to six days a month  
D. Those who travel for the whole month
3. According to the passage, the reason why people who don't travel at all tend to have the worst health is that \_\_\_\_\_.  
A. they have pre-existing health problems  
B. they never go to the gym  
C. they have no chance to relax themselves during travelling  
D. they are addicted to computer and lack exercise
4. Choose the synonym of the word "hazardous" of "So what makes business travel so hazardous to your health".  
A. beneficial    B. harmful  
C. helpful    D. rewarding
5. The author did the following steps to keep fit during travelling except \_\_\_\_\_.  
A. going to the gym in the hotel every day  
B. bringing running shoes  
C. stopping eating McDonald's  
D. buying expensive fruit in airport

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. The APEC Business Travel Card is a travel document issued to business travelers in any country.
- ( ) 2. Expedited border crossing and visa-application is possible for citizens in Russia.
- ( ) 3. The abbreviation for China's Taiwan on the business travel card is Chinese Taipei.
- ( ) 4. There is no limit to the term of validity of the APEC business travel card.
- ( ) 5. APEC business travel card holders in Canada don't need to follow the regular entry/visa requirements.



**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

tend to	hazardous	encounter	tricky	tough
focus on	in part	medical	rack up	occupational
specific	acknowledge	issue	vague	abbreviation
permanent	efficient	thereafter	possess	antonym
generate	in advance	scheme	once in a while	valid
disapproved	initial	transitional	parallels	eliminate

- I'm so tired I can't \_\_\_\_\_ anything today.
- We all know that cigarette smoking is \_\_\_\_\_ to health-and that alcohol abuse can kill.
- One rainy night the policeman had a chance \_\_\_\_\_ with a gang of smugglers.
- Skin disorders are common \_\_\_\_\_ diseases among factory workers.
- Landing in bad weather is a \_\_\_\_\_ task for any pilot, even the smallest error can lead to disaster.
- The company faces \_\_\_\_\_ competition.
- Her success was \_\_\_\_\_ due to luck.
- The home team \_\_\_\_\_ fifty points in the football game.
- We \_\_\_\_\_ make mistakes when we do things in a hurry.
- All the workers here enjoy free \_\_\_\_\_ care.
- Stamps are \_\_\_\_\_ by the government.
- This report offered the most \_\_\_\_\_ and accurate description of the problems.
- The \_\_\_\_\_ seems on the surface to be quite practical.
- I'm not a \_\_\_\_\_ employee; I'm working here on a fixed-term contract.
- This new process has \_\_\_\_\_ the need for checking the products by hand.
- He is said to \_\_\_\_\_ a fortune of more than two-and-a-half-thousand million dollars.
- To make sure that he was at home, I called him up \_\_\_\_\_.
- The check is not \_\_\_\_\_ if it were not signed by the finance director.
- "Mr." is the \_\_\_\_\_ of "Mister".
- We are still in the \_\_\_\_\_ stage between the old and new methods.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |           |             |
|-----------|-------------|
| 1. 积累; 累计 | 2. 危害健康     |
| 3. 行业     | 4. 下岗职工     |
| 5. 棘手的问题  | 6. 容易失败     |
| 7. 部分地    | 8. 强硬的态度    |
| 9. 炸薯条    | 10. 邂逅一个老朋友 |

11. A salesman's job is to seek out customers.
12. This can account in part for his personality.
13. Maybe she'll consider changing to another line of work.
14. His encounter with the guard dog had completely unnerved him.
15. He has decided to lay off smoking.
16. Apart from the bonus, he also received a 50 per cent increase in pay.
17. We will expedite shipment as much as possible.
18. Plain clothes are appropriate for school wear.
19. What is the expiry date of your library book?
20. One person may play multiple roles in society.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. subject to regulations
2. for a specific purpose
3. possess a great fortune
4. apply for a post
5. issue a warning
6. in advance
7. eliminate racial discrimination
8. on appropriate occasion
9. circulate a letter
10. valid term

**Column B**

- A. 有效期
- B. 拥有巨额财富
- C. 受规则制约
- D. 发布警告
- E. 为特定目的
- F. 根除种族歧视
- G. 在适当的场合
- H. 申请职位
- I. 提前
- J. 传阅信件



**More Readings**

**IVS Should Be Enhanced, Not Scrapped**

Last week Guangdong and Hong Kong officials met in Hong Kong to attend the 16th Hong Kong—Guangdong Cooperation Joint Conference. After the conference, Chief Executive Leung Chunying suggested that Hong Kong should study ways to increase its capability to entertain more mainland tourists through the Individual Visit Scheme. This suggestion was criticized by many, who said Hong Kong was already too crowded for the addition of more mainland tourists to be feasible. But critics focused too much on the increase in tourists, without acknowledging Leung's other suggestion—increasing Hong Kong's tourism capacity. In doing so, their conclusions were biased.

The Individual Visit Scheme was launched in 2003 after the SARS epidemic. At that time,



Hong Kong's economy was in such a parlous state that the scheme was a godsend. Not only did it jump-start the economy, but also helped solve many employment issues. Tourism is one of the traditional pillars of the city's economy and employs many people. More than 200,000 jobs are created as a result of the industry. And the retail sector benefits, too. Tourism-generated retail sales account for 3 percent of Hong Kong's total GDP. Food and beverage consumed by visitors account for another 2.3 percent of GDP. Currently, mainland tourists comprise the majority of Hong Kong's inbound tourists. Their contribution to the economy is essential.

Nevertheless, the increase in mainland tourists also brings some problems. Critics say mainland tourists have driven up rental charges for shops. So-called "conflicts" between the mainland and Hong Kong occur, and many commentaries attribute this to the increase in tourists from the scheme. But the observation that we are having problems with the Individual Travel Scheme reflects the fact Hong Kong does not have enough capacity to handle the increase in tourists. In this sense, it is logical to study whether or not the city should explore the possibility of increasing its tourism capacity.

Critics see one side of the argument: increased capacity means more tourists and more tourists mean more problems. They ignore that fact that one major problem with Hong Kong's tourism capacity lies in the over-concentration of tourists in favorite travel spots. If all tourists go to a limited number of touristic attractions, problems will occur.

My view is that we should increase capacity in tourism, and simultaneously, explore new tourist attractions. In that way, we can relieve the pressure put on traditional travel spots and then enjoy the benefits an increase in tourists brings.

Nevertheless, the idea of increasing Hong Kong's capacity to handle more tourists should be done with good planning. Those who want to ban the Individual Visit Scheme, though groundless, reflect some of the extreme critics and the undesirable effects of the scheme. The capacity to handle tourism concerns hardware and software, as well as improving the Individual Visit Scheme so that Hong Kong's tourism can benefit and develop.

### **Chinese Visitors to London Double in 3 Years**

LONDON—London's tourism industry is increasingly adapting to the growing number of Chinese visitors to the Britain's capital which have doubled in the past three years, a survey results published on Friday revealed.

London & Partners, the official promotional organisation for London, questioned 70 of the top restaurants, hotels, shops and tourist attractions for the survey, which revealed that more than a third of businesses now employ Mandarin speakers amongst their staff to cater for the growth in Chinese customers.

London has communities from 33 nations with 300 languages spoken—Cantonese and Mandarin are among the most common. In 2012, London welcomed 104,000 Chinese visitors, up more than a third from the previous year and double the number since 2009.

Businesses are also providing an increasing amount of information in Mandarin for Chinese tourists—in particular brochures, menus or other literature.

Improved travel links, with four Chinese cities now flying to London, have contributed to the increase in visitors in the last 12 months. Businesses in London believe that Chinese customers will be important to the growth of their enterprises over the next five years.

Feedback from the survey also showed that there is also a significant willingness across the board to continue to adapt products or services to suit the requirements of Chinese customers.

“This is great news for London and its Chinese visitors. London is a welcoming city and an accessible destination for mandarin speakers. We already know that more languages are spoken here than in any other capital city in the world but it is good to hear that so many businesses are investing in Mandarin language services. We want to make sure that all overseas visitors have a very positive and enjoyable experience during their time in London,” said Julie Chappell, Director of Consumer Marketing and Digital Channels at London & Partners.

Attracted by big brand names in London’s Luxury Quarter, Chinese visitors spent an average of 1300 pounds (\$2,080) each in London last year which is more than any other nationality. In total, Chinese visitors to the capital spent 140 million pound in 2012—an increase of 150 percent on the 2009 spend figure.



## A Good Essay to Read 美文欣赏

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### Life Comes in a Package

Life comes in a package. This package includes happiness and sorrow, failure and success, hope and despair. Life is a learning process. Experiences in life teach us new lessons and make us a better person. With each passing day we learn to handle various situations.

#### Love

Love plays a pivotal role on our life. Love makes you feel wanted. Without love a person could go hayward and also become cruel and ferocious. In the early stage of our life, our parents are the ones who shower us with unconditional love and care, they teach us about what is right and wrong, good and bad. But we always tend to take this for granted. It is only after marriage and having kids that a person understands and becomes sensitive to others feelings. Kids make a person responsible and mature and help us to understand life better.

#### Happiness and Sorrow

Materialistic happiness is short-lived, but happiness achieved by bringing a smile on others face gives a certain level of fulfillment. Peace of mind is the main link to happiness. No mind is happy without peace. We realize the true worth of happiness when we are in sorrow.

Sorrow is basically due to death of a loved one, failure and despair. But these things are temporary and pass away.

### **Failure and Success**

Failure is the path to success. It helps us to touch the sky, teaches us to survive and shows us a specific way. Success brings in money, fame, pride and self-respect. Here it becomes very important to keep our head on our shoulder. The only way to show our gratitude to God for bestowing success on us is by being humble, modest, courteous and respectful to the less fortunate ones.

### **Hope and Despair**

Hope is what keeps life going. Parents always hope their children will do well. Hope makes us dream. Hope builds in patience. Life teaches us not to despair even in the darkest hour, because after every night there is a day. Nothing remains the same we have only one choice keep moving on in life and be hopeful.

Life teaches us not to regret over yesterday, for it has passed and is beyond our control. Tomorrow is unknown, for it could either be bright or dull. So the only alternative is work hard today, so that we will enjoy a better tomorrow.



# Programme 3

## Visiting Trade Fair

### 参观展会

#### 译文

#### 商品交易会

商品交易会（商品展览会、贸易博览会或博览会）是有组织的展览，为使特定行业内的公司能够展出并且展示他们的最新产品、服务、研究对手的活动以及最近的市场趋势和机会。与消费者展览会形成鲜明对比，只有一些商品交易会对公众开放，其他的只有公司代表（行业内成员，如专业人士）和媒体参加，因此，商品展览会分为“面向公众”和“只限业内人士”两类。有一些展览会二者兼有。法兰克福书展就是一个例子，该展览前三天仅对行业内开放，最后两天对大众开放。这些展览会几乎在所有的市场行业连续举行，通常吸引全球各地的公司。例如，在美国，目前每年举行一万多次商品交易会，网上建有一些指南来帮助组织者、参加者和营销商识别适合的展览会。

现代商品交易会遵循着中世纪末的欧洲在商业资本主义时代所建立的展览会传统。在该时代，农产品和手工艺品生产者向商品交易会造访城镇，以出卖和展示其产品。自从十八世纪末以来，欧洲和北美的工业展览会更加常见，这反映了工业革命的技术活力。

商品交易会通常包括参与公司的一大笔营销投入，具体费用包含租用场地、商品展览会陈列的设计和建设、电讯和网络、交通、住宿、促销资料和发给参会者的东西，除此之外，展览会上产生的费用还有诸如用电、清洁展位、互联网服务以及运输费。

参加展会的参展商需要使用参展商手册或网上参展商手册预订所需的服务并完成必要的文字手续，例如，健康和安全的申报。越来越多的商品展览会在网络上举行，这些展览会被称作虚拟展览，它们越来越受欢迎，因为费用相对较低，而且你无论是参观或者是参展都无需外出旅行。



## Study Readings

### Passage 1: Message from Secretary General of China Import and Export Fair 中国进出口商品交易会秘书长的报告

China Import and Export Fair (also called the Canton Fair) was inaugurated in spring 1957. It is co-hosted biannually by the Ministry of Commerce of PRC and the People's Government of Guangdong Province in Guangzhou, every spring and autumn. The Canton Fair, with a successful operation of 111 sessions in the past 55 years, has recorded the development of China's foreign trade and witnessed friendly political, economic and cultural exchanges between China and the outside world.

For over half a century, support and trust from loyal overseas buyers and excellent Chinese exhibitors are our precious treasure and lifeline. To better serve China's foreign trade is our motive which develops the Canton Fair constantly. Up to the 111th session, the accumulated export volume has amounted to about USD 963.1 billion and the total number of overseas buyers has reached 6.14 million. The exhibition space of one session reaches 1.16 million square meters and the number of exhibitors increases to more than 24,000. The Fair ranks the top in the world in terms of the scale for a single exhibition, and it is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the broadest distribution of buyers' origin and the greatest business turnover in China.

The 110th session of the Canton Fair held in autumn of 2011 was a landmark. General Secretary Hu Jintao wrote a congratulation letter to the Fair and Premier Wen Jiabao attended the opening ceremony and gave a keynote speech. The letter and the speech were far-sighted, highly recognized the contribution of the Fair and pointed out the direction of its next reform and development. The Canton Fair will resolutely implement the instructions of General Secretary Hu Jintao and Premier Wen Jiabao to innovate operation concept and make the Fair a more distinctive, influential and efficient one.

To strike a balance between import and export of China, the Canton Fair, from its 101st Session, inaugurated International Pavilion, the exhibition space of which has now amounted to 20,000 square meters. The Fair endeavors to increase customer satisfaction degree and builds the "One-Stop" service platform. It set up Customer Call Centre in the 108th Session and initiated Canton Fair Product Design and Trade Promotion Centre (PDC) in the 109th Session. The PDC was enlarged and held in three phases in the 110th Session with more professional forums and business matching-making activities. Meanwhile, the Canton Fair provides tailored value-added service to buyers and exhibitors, and improves e-commerce and information technology. With the goal of building a service brand and an integrated and efficient complex



operation system, the Fair keeps improving the quality of on-site service.

China's foreign trade encounters opportunities and challenges under the complicated and volatile international situations. The Canton Fair will persist in reform and innovation, constantly upgrade exhibition quality, and promote the world trade growth and economic and social development through improving service quality.

Endowed with a glorious history, the Canton Fair will persist in innovation and exploration. Together with business communities from home and abroad, the Canton Fair will create a even better future.

## I. Words & Expressions

1. inaugurate *v.* 开始; 开幕 inauguration *n.* 就职典礼 inauguration speech 就职演说
2. co-host *v.* 共同主办, 协办
3. biannually *adv.* 每半年地 biannual *adj.* 一年两次的 make a biannual report 作半年度报告
4. Ministry of Commerce of PRC 中华人民共和国商务部
5. session *n.* (会议) 届; 开会, 会议; 开庭; 一段时间 the plenary session of the conference 大会的全体会议
6. witness *v.* 见证; 目击 witness an accident 目击一场事故
7. lifeline *n.* 救生索, 生命线 throw me a lifeline 抛给我一条救命索
8. motive *n.* 动机 *adj.* 动机的; 运动的 *v.* 促使 have an ulterior motive 有不可告人的动机 question someone's motives 质疑某人的动机
9. constantly *adv.* 不断地 constant *adj.* 不断的, 持续的; 永恒的 *n.* 常数, 常量; 永恒值
10. accumulate *v.* 积累, 聚集; 逐渐增加 accumulate wealth 积累财富 accumulation *n.* 积累, 累积 accumulation of experience 经验的积累
11. amount to 共计; 发展成; 达到 amount to anything 一事无成 amount to five thousand US dollars 共达五千美元
12. in terms of 根据; 用……话; 就……而言 measure in terms of money 用金钱衡量
13. comprehensive *adj.* 全面的, 广泛的, 综合的 a comprehensive description 全面的描述
14. attendance *n.* 出席, 参加; 出席率, 出席者, 出席人数 attendant *n.* 服务人员, 侍者; 随从 *adj.* 伴随的, 随之而产生的; 出席的 attendance at Professor Smith's lecture 去听史密斯教授讲演的人
15. distribution *n.* 分配, 分部; 财产分配 the unfair distribution of wealth 财富分配不公 the distribution of schools in this area 本地区学校的分布 distribute *v.* 分配, 分发
16. turnover *n.* 成交量, 营业额 annual turnover 年度营业额
17. landmark *n.* 陆标, 界标; 里程碑, 转折点 a landmark in literary criticism 文学

批评方面划时代的事件

18. keynote *n.* 主旨, 基调 keynote speech 主旨发言
19. implement *v.* 实施; 执行; 使生效, 实现; 落实 *n.* 工具, 器械; 手段; 履行
20. innovate *v.* 改革, 革新, 引入新事物 innovation *n.* 改革, 革新, 创新
21. strike a balance 寻求平衡
22. endeavor *v.* 尝试, 试图; 尽力, 竭力 *n.* 努力, 尽力 endeavor to make our customers satisfied 力图使顾客满意
23. initiate *v.* 开始; 创始; 开辟 initiate legal proceedings against sb. 对某人提起诉讼 initiate social reforms 开始实施社会改革 initiate sb. into sth. 介绍或接纳某人加入某团体
24. tailored *adj.* 定制的, 量体裁衣的 tailor *n.* 裁缝, 服装店 *v.* 裁制, 使合适
25. integrated *adj.* 整合的, 综合的
26. volatile *adj.* 反复无常的 a highly volatile personality 反复无常的个性
27. persist in 坚持
28. endow with 被赋予; 具有

## II. Notes

1. The Canton Fair, with a successful operation of 111 sessions in the past 55 years, has recorded the development of China's foreign trade and witnessed friendly political, economic and cultural exchanges between China and the outside world.  
过去 55 年间, 广交会已经成功举办 111 届, 它记录了中国对外贸易的发展, 见证了中国与世界在政治、经济和文化上的友好交流。  
其中, 动词 witness 的意思是“见证; 目击”, 例如, 短语 witness a murder 的意思是“目击一场谋杀案”, 短语 witness the changes of time 的意思是“见证时代变迁”。
2. The Canton Fair will resolutely implement the instructions of General Secretary Hu Jintao and Premier Wen Jiabao to innovate operation concept and make the Fair a more distinctive, influential and efficient one.  
广交会将坚决贯彻落实胡锦涛总书记和温家宝总理的指示, 革新经营理念, 使广交会特色更加鲜明, 更加高效, 影响力更广。  
其中, 动词 implement 的意思是“贯彻, 实施”, 例如, 短语 implement a policy 的意思是“执行一项政策”, 短语 implement nine-year compulsory education 的意思是“实施九年制义务教育”。
3. Endowed with a glorious history, the Canton Fair will persist in innovation and exploration.  
广交会有辉煌的历史, 它将坚持不断创新与探索。  
其中, 固定搭配 endow with 的意思是“被赋予, 具有”, 例如, 短语 be endowed with many talents 的意思是“多才多艺”, 短语 be endowed with magical power 的意思是“具有魔力”。



## Passage 2: China World Fruit & Vegetable Trade Fair 2012

### 2012 中国国际果蔬交易会

Sponsored by China Entry & Exit Inspection, and Quarantine Association (CIQA), China Fruit Marketing Association and China Cash Forest Association, supported uniquely by AQSIQ, China World Fruit & Vegetable Trade Fair (China FVF) is China's most authoritative as well as Asia's leading trade exhibition of its industry.

Asia, now the world's most vibrant region of fresh fruits and vegetables, is not only the origin but also the largest consuming market of the fruits and vegetables.

Especially, China is growing rapidly in recent years. China's annual sales of fresh fruits and vegetables to the international markets have reached over 500 million US dollars, and its export of apples, grapes and oranges is also growing rapidly. As the world's big consumer and producer of fruits and vegetables, China needs to introduce other countries' advanced technologies and equipments on a large scale to strengthen itself in terms of species of fruits and vegetables, growing technologies, deep processing, storage, management, etc. Meanwhile, China's fruits and vegetables have a great potential in terms of domestic market demand and international competitiveness, and China FVF will therefore play a more and more important role for promoting domestic circulation, international trade, continuous upgrading of the industry, etc. Thanks to the promising prospects of market expansion and development in Asia, and the appropriate and clear focus of China FVF on Asia's fresh fruit and vegetable industry, the Fair has become the unparalleled option for any person planning to promote his fruits and vegetables in Asia; which means it is a great cherishable trade opportunity, so our friends, don't ever miss such a great event!

China FVF 2009 has won wide recognition of fruit and vegetable industry of China and other countries. 142 renowned enterprises engaging in fruit and vegetable production, processing and logistics from over a dozen countries and regions, such as Thailand, the US, Australia, Holland and China (including Hong Kong and Taiwan), have participated in this fair, and their exhibition area is as big as 7,000 square meters. The Fair has accepted over 2,000 professionals from over 30 countries and regions to visit, consult and negotiate.

China FVF'10 has also witnessed the top 105 exhibitors from France, Spain, Italy, New Zealand, Belgium, Australia, the Netherland, Thailand, USA, China (including Hong Kong and Taiwan) and visitors from 13 countries with exhibiting space more than 70,000 sqm. All these facts show that China FVF is not only a window for domestic and foreign purchasers and supplier to know Chinese commodities and Chinese market, but also a bridge to help China's fruit and vegetable industry contact the international market.

China FVF'11 got fresh professionals' attention with 189 exhibitors from 12 countries and areas as well as visitors from 20 countries and areas, which proved its role as the leading gathering for the fresh produce professionals in China. The participants and attendees are from

Australia, Bangladesh, Canada, Cambodia, Chile, China (including China's Hong Kong and China's Taiwan), Ecuador, German, India, Indonesia, Italy, Malaysia, New Zealand, Oman, Pakistan, Philippines, South Africa, Thailand, USA and Vietnam.

### I. Words & Expressions

1. sponsor *v.* 赞助 *n.* 发起者, 主办者; 倡议者, 提案人 sponsorship *n.* 赞助; 发起; 倡议 sponsored television 商业电视 sponsor nation 发起国
2. authoritative *adj.* 权威的; 当局的; 命令式的
3. vibrant *adj.* 充满活力的; 精力充沛的; 振动的 a vibrant atmosphere 活跃的氛围
4. annual *adj.* 每年一度的 annual income 年收入
5. export *v.* 出口; 输出; 传播 *n.* 输出, 出口; 输出物, 出口物
6. advanced *adj.* 先进的; 高级的 advanced technology 先进技术
7. on a large scale 大规模地
8. strengthen *v.* 增强, 加强; 巩固 strengthen our unity 加强团结
9. species *n.* 物种; 种类; 类型 the evolution of the human species 人类的进化
10. process *v.* 加工, 处理 deep processing 深加工
11. domestic *adj.* 国内的; 家庭的 domestic market 国内市场
12. competitiveness *n.* 竞争性 competitive *adj.* 竞争的, 比赛的 compete *v.* 竞赛; 竞争 competition *n.* 竞争; 比赛 competitor *n.* 竞争者, 对手
13. prospect *n.* 前景 promising prospects 广阔的发展前景
14. unparalleled *adj.* 无匹的, 无双的, 无敌的 unparalleled achievement 无双的伟业
15. option *n.* 选择, 抉择 have little option 没有多少选择的余地
16. cherishable *adj.* 值得珍惜的
17. recognition *n.* 认可; 赏识; 识别 win wide recognition of 赢得……的广泛认可
18. renowned *adj.* 有名的; 闻名的 the world's renowned writers 世界上知名的作家
19. enterprise *n.* 企业; 事业 small-to-medium-sized enterprises 中小企业
20. engage in 从事 engage in the debate 参加辩论 engage in conversation 与人交谈
21. participate in 参与; 参加 participate in the discussion 参加讨论
22. consult *v.* 咨询; 请教 consultant *n.* 顾问; 会诊医生; 咨询者 consultancy *n.* 顾问工作, 顾问职位; 咨询公司 consultancy expert 咨询专家
23. purchaser *n.* 买方; 购买者 purchase *v.* 购买; 置得 *n.* 购买; 购买的物品
24. commodity *n.* 商品; 日用品 trade in commodity futures 做期货生意
25. contact *v.* 接触; 联系 have contact with 与……有接触, 与……有联系 lose contact with 与……失去联系 keep contact with 与……保持联系
26. professional *n.* 专业人士 *adj.* 职业的, 专业的 professional education 职业教育 profession *n.* 职业; 专业 professor *n.* 教授



## II. Notes

1. Asia, now the world's most vibrant region of fresh fruits and vegetables, is not only the origin but also the largest consuming market of the fruits and vegetables.

亚洲如今是世界上新鲜果蔬行业最具活力的地区，不仅是果蔬的原产地，同时拥有世界最大的果蔬消费市场。

其中，形容词 vibrant 的意思是“充满活力的；精力充沛的”，例如，短语 a city vibrant with life 的意思是“生机勃勃的城市”，短语 a vibrant capital market 的意思是“活跃的资本市场”。

2. As the world's big consumer and producer of fruits and vegetables, China needs to introduce other countries' advanced technologies and equipments on a large scale to strengthen itself in terms of species of fruits and vegetables, growing technologies, deep processing, storage, management, etc.

作为世界最大的果蔬消费国和生产国，中国需要大规模引进其他国家的先进技术和设备，在果蔬种类、种植技术、深加工、储存、管理等方面提高自己的实力。

其中，形容词 advanced 的意思是“先进的；高级的”，例如，短语 advanced civilization 的意思是“高等文明”，短语 advanced mathematics 的意思是“高等数学”。

3. China FVF 2009 has won wide recognition of fruit and vegetable industry of China and other countries.

2009年中国国际果蔬交易会赢得了中国和世界其他国家新鲜果蔬行业的广泛认可。

其中，单词 recognition 的意思是“赏识，认可”，例如，短语 win wide recognition of 的意思是“赢得……的广泛认可”，短语 diplomatic recognition 的意思是“外交认可”。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- China Import and Export Fair is hosted \_\_\_\_\_.  
A. every year  
B. every two years  
C. every three years  
D. twice every year
- The Canton Fair ranks the top in the world in terms of \_\_\_\_\_.  
A. the exhibit variety  
B. the business turnover  
C. the scale for a single exhibition  
D. the buyer attendance
- The Fair endeavors to increase customer satisfaction degree and builds the “One-Stop” service platform. What does the word “endeavor” mean in the sentence?  
A. effort  
B. try hard  
C. expect  
D. fail
- The exhibition space of International Pavilion has now reached \_\_\_\_\_ square meters.

- A. 40,000                      B. 30,000                      C. 20,000                      D. 10,000
5. Choose the synonym of the word “volatile” of “China’s foreign trade encounters opportunities and challenges under the complicated and volatile international situations.”
- A. changeable                  B. constant                      C. stable                          D. evil

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. China FVF is China’s most authoritative trade exhibition of fresh fruits and vegetables industry.
- ( ) 2. Europe is now the largest consuming market of the fruits and vegetables in the world.
- ( ) 3. China’s fruits and vegetables have a great potential in domestic market, but the international competitiveness is weak.
- ( ) 4. China FVF serves as a bridge to help China’s fruit and vegetable industry keep in touch with the international market.
- ( ) 5. 142 countries and regions have participated in China FVF fair in 2009.

**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

implement	home and abroad	strike a balance	landmark
constantly	accumulate	in terms of	turnover
initiate	endeavor	species	sponsor
amateur	vibrant	advanced	export
domestic	recognition	prospect	complicated
enterprise	consult	authoritative	professional
contact	purchaser	backward	cultivate
engage in	renowned		

- The company has always been flexible \_\_\_\_\_ the working hours of staff.
- The firm has an annual \_\_\_\_\_ of 75 million. .
- It is not the proper way to \_\_\_\_\_ a policy by force.
- It is wise for university students to \_\_\_\_\_ between study and social practice.
- The trip was \_\_\_\_\_ by the manager of the community centre.
- Our product is popular both at \_\_\_\_\_.
- Dust and dirt soon \_\_\_\_\_ if a house is not cleaned regularly.
- This census brings a \_\_\_\_\_ change in the history of that country.
- The state affairs are \_\_\_\_\_ on the Prime Minister’s mind.
- He promised that he would \_\_\_\_\_ to change his behavior.



11. The football game was \_\_\_\_\_ by Coca Cola Company.
12. Hong Kong is a \_\_\_\_\_, fascinating city.
13. The ancient Egyptians had \_\_\_\_\_ civilization.
14. China has a vast \_\_\_\_\_ market.
15. The \_\_\_\_\_ for peace in the country after the war is becoming brighter.
16. He got a job in the state-owned \_\_\_\_\_.
17. I have no time to \_\_\_\_\_ gossip.
18. He's \_\_\_\_\_ as a brilliant speaker.
19. If symptoms persist, \_\_\_\_\_ a doctor without delay.
20. We need a \_\_\_\_\_ to make a scientific plan.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |               |            |
|---------------|------------|
| 1. 国内外        | 2. 寻求平衡    |
| 3. 一个里程碑意义的事件 | 4. 积累财富    |
| 5. 天生丽质       | 6. 坚持      |
| 7. 就质量而言      | 8. 达到      |
| 9. 见证时代变迁     | 10. 实施一项政策 |

11. We will work hard to constantly improve the quality of our product.
12. It is a small country both in terms of size and population.
13. He persisted in carrying on his work in spite of great fatigue.
14. The product sells well both at home and abroad.
15. Endowed with a glorious history, the company will create a better future.
16. We need to introduce some advanced technologies into our company.
17. His works have won international recognition.
18. The jazz festival is held annually in July.
19. Bob would not participate in the other children's games.
20. The vendor should sign a contract with the purchaser.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

- | Column A                      | Column B   |
|-------------------------------|------------|
| 1. diplomatic recognition     | A. 世界知名大学  |
| 2. a vibrant city             | B. 外交认可    |
| 3. advanced mathematics       | C. 充满活力的城市 |
| 4. engage in business affairs | D. 国内市场    |
| 5. on a large scale           | E. 家居用品    |
| 6. domestic market            | F. 从事商务    |
| 7. annual income              | G. 高等数学    |

- 8. an authoritative report
- 9. household commodities
- 10. a world-renowned university

- H. 年收入
- I. 权威报告
- J. 大规模地



## More Readings

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### New Markets Buy Big at Trade Fair (excerpts)

Buyers from emerging markets are stepping forward to pick up the slack as orders from developed nations slow.

At the just-ended Canton Fair, a biannual event seen as a barometer of China's foreign trade, orders from BRICS members India, Brazil, Russia and South Africa increased 5.2 percent year-on-year, while those from Middle Eastern countries rose 3.8 percent.

"The number of buyers from emerging markets, especially from Africa, and Australia, also increased a lot, sending a signal that demand for Chinese products in these regions is increasing," Liu Jianjun, spokesman of the Canton Fair and deputy director of the China Foreign Trade Center, said at Sunday's briefing.

"Chinese exporters should attach more importance to diversifying sales in emerging markets as there is still weak demand from traditional buyers, especially those from Europe," he said.

Officially called the China Import and Export Fair, the Canton Fair concluded on Sunday in Guangzhou. It attracted 202,000 overseas merchants, up 7 percent from the fall session.

Transactions reached \$35.54 billion, up 8.8 percent from the last session, but still down 1.4 percent from the spring session last year, organizers reported on Sunday. Transactions were down 4.9 percent with Europe, 0.5 percent with the United States and 12.6 percent with Japan year-on-year, as the number of visitors from these areas decreased, the official said.

Transactions with ASEAN members also suffered a decline, down 6.5 percent year-on-year.

The outlook for Chinese exports is still uncertain, the official said, as exporters face problems ranging from higher costs, a rising yuan, tight credit and sluggish demand from traditional markets.

Emerging markets account for 20 percent of China's overall trade while the share of developed markets—the US, EU and Japan—shrank 2.1 percentage points in 2012 from a year earlier, the spokesman said. Under the global economic downturn, foreign buyers took a "very cautious approach" when dealing with Chinese exporters, he admitted.

Li Jie, manager of the marketing department at the International Business Division of Kongka Group, said prospects for exports this year are still challenging owing to buyers'



declining willingness to place orders, rising costs at home and currency appreciation.

Liu Juan, general manager of the export department of Guangdong Winto Ceramics, said that buyers from emerging economies have much stronger purchasing power than those from the EU, and the company will target Southeast Asia and the Middle East.

Andrei Alcea, general manager of Plasme Termice, a Romanian company in household items, said that some China-made electronic heaters are similar to EU ones, in addition to having a lower price.

Mechanical and electrical products accounted for 50.7 percent of China's total trade in 2012, according to the Ministry of Commerce.

### **Trade Fair Promises Good Year for Exports**

The value of deals signed at China's flagship trade fair may be on par with the previous session, which suggests improving sentiment about the world's biggest exporter, officials said.

"Last year was the most difficult year for Chinese exporters," Liu Jianjun, spokesman for the Canton Fair and deputy director of the China Foreign Trade Center, told a news briefing on Sunday.

"As China's economy picks up, exporters commonly agree that the situation will be better in 2013 in view of the improvement in overseas orders," Liu said.

The 113th Canton Fair, officially the China Import and Export Fair, China's largest biannual trade fair and a barometer of its exports, will be held in Guangzhou, Guangdong province, from Monday to May 5.

"The number of overseas buyers at this session, according to our monitoring, is expected to edge up, and the value of export deals will be equal to that of the last session," Liu said.

But he said uncertainties such as the H7N9 bird flu may take a toll on exports.

The last session of the Canton Fair, held in November, saw overseas buyers decrease by 10.3 percent to 188,000, while the value of export deals declined by 9.3 percent to \$32.68 billion.

"The world economy is reversing the downturn and stabilizing," Liu said.

Outbound shipments from the world's biggest exporter gained 10 percent year-on-year in March. China's foreign trade rose 13.4 percent year-on-year in the first quarter of 2013 with exports increasing 18.4 percent.

Chen Hufei, a researcher at Bank of Communications, said that China's double-digit export growth in March was due to the improvement of global demand and the US economic recovery.

"China's exports in April are likely to maintain double-digit growth and maintain a strong momentum the rest of this year," he added.

While European buyers at the Canton Fair will decline this year, US buyers will stabilize amid the country's economic recovery, and more buyers will come from emerging countries,

especially South America and Africa, as well as Russia, whose accession to the World Trade Organization improves its trade environment, Liu said.

But challenges—such as rising costs, a labor shortage, renminbi appreciation, increasing trade protectionism, the re-industrialization in developed economies and strengthening competition in labor-intensive industries from neighboring countries—will continue to hit Chinese exporters, Liu said.

Lin Wei, general manager of Big Tree Toys, said the company's exports dropped almost 20 percent in the first quarter from a year ago.

“Demand in the US and Europe is recovering slowly. But we are yet to see a rebound in exports in such major markets,” Lin said.

The Shantou-based toy maker regularly attends the Canton Fair.

“We are looking for more clients from emerging markets such as the Middle East and South America during the fair, to diversify our sales channels,” he said.

However, Zheng Yi, general manager of Guangzhou Chaofan Leather, said the company's sales in overseas markets increased more than 20 percent year-on-year in the first quarter due to years of efforts in developing high-end products that are tailored for European and US markets.

“We are now busy making products for overseas orders from the last session of the Canton Fair. The reason for the sustainable growth is that we have put a lot of attention into self-developed brands, which closely meet the demand in the overseas market,” Zheng said.

Along with stable business growth in the overseas market, the leather company is also eyeing the domestic market by developing new brands, according to Zheng.

With an exhibition area of 1.16 million square meters, the 113th Canton Fair has 59,531 exhibition stands, 22 more than the last session.



## A Good Essay to Read 美文欣赏

### The Importance of Being Silly

We all, at one time or another, have pretended to be a rock star, singing and dancing along to our favorite song. Most of us have done this in the privacy of our own room when we were kids and as adults, in the privacy of our homes. Me? I love to do that when I drive! I turn on the radio, find a song that I can sing along too and pretty soon my arms are in the air and I am moving along to the rhythm. Most of the time, I do this on my way to work.

Yes, that is true. I will be in my nice work clothes, jamming while driving or stopped at a traffic light. I get weird looks from some people and others laugh. Personally, I love to get lost in the rhythm of a song which leads me to share with you the importance of being silly!



The definition for the word silly, according to the dictionary is: stupid, foolish and nonsensical. I know many people do not want to look foolish. So they walk around all serious, which in all honesty, is foolish!

No one is perfect, I repeat: no one is perfect. I don't care how educated, how thin, how beautiful, how simple, how frugal, how rich, and so on... No one is perfect! So why pretend to be something you are not?

Life is so short... You never know when this beautiful journey will be over, so why waste a single second on being so full of rigidity? Here is a quote by Souza, that I think says it all and is a great recipe for life:

“Dance as though no one is watching you, Love as though you have never been hurt before, Sing as though no one can hear you, Live as though heaven is on earth.”

When we were kids, we had no idea of what limitations were and we had no care in the world so we could do things without worrying about how we appeared to others. However, as we grew up, we lost that childlike innocence.

So don't lose the child that still lives within you. The next time you feel down, go turn on your favorite song, and sing and dance along like there is no tomorrow. Or watch something that makes you laugh. Laughter is the best medicine to whatever ails you and nothing is better than laughing so hard that your tummy hurts. Trust me, you will feel a whole lot better, and who doesn't want to feel good?



# Programme 4

## Company Profile

### 公司简介

译文

#### 公司简介

制作一份好的公司简介的主要目的是要利用公司在产能、质量、财政杠杆和经验方面的优势来接近你的潜在客户，并用一种可信赖的方式来展示你公司开始业务和拓展业务的能力。其隐藏的目的是要客户在评估你方报价的阶段，通过给客户相关信息来说服你的潜在客户信赖你。在这之前客户只是见过你，看过你的资料手册或者找到你的地址。现在他看到你方报价，可能头脑中还有疑虑。公司简介通过积极影响你的潜在客户做出开始与你方做生意的决定，与你的竞争对手相比，提升你的价值。你实现潜在客户期望的方式深深地影响着他对你方机构的印象，没有实现的期望会带来失望，然而实现的期望也是不够的，只有超出他的期望，你方才能获胜。

公司简介的内容应当包括介绍、公司数据、结构和基础设施。最重要的是你需要清楚并专业地介绍你方的产品、生产能力、设备、质量方针、经验、财政决算、长短期计划和好的参考材料。运用使命宣言来介绍你方公司也是专业的。

因为公司简介代表着整个公司，所以从专业角度进行准备是绝对必要的，这包括良好的设计、无打字的错误、在优质纸张上的激光打印、恰当的色彩和布局。当然，增删章节或者主题，呈现出它最终的形式和观点完全取决于你的想象力和创造力。然而至关重要的是要包含以上所提到的所有内容。

考虑到你潜在客户阅读公司简介愿意花费的时间，你的公司简介篇幅应该从 12 页到最多 15 页。设身处地为你的潜在客户着想一下，所以简介只需包含你认为是他知道的信息，这些信息要有助于促使他与你做生意的。要一步步遵循 AIDA 结构，首先吸引注意，然后激发兴趣，创造欲望，促使他采取行动。信息要灵通，生意要规范。

时间很重要。不要见第一眼就把简介和资料手册一起送出。做一个最终的版本来等候，直到你已经见过一些欧洲客户并知道他们的喜好。

确保发送公司简介是你接近策略中不可缺少的一部分，并且要检验它的实效性。不要忘记你还要做很多努力来创造第一次现实的订货机会。拥有公司简介，你就有了再次接近客户的途径，但要以一种积极促进的方式。



## Study Readings

### Passage 1: The Philips Story 飞利浦的故事

The foundations of the world's biggest electronics company were laid in 1891 when Gerard Philips established a company in Eindhoven, the Netherlands, to manufacture light bulbs and other electrical products. In the beginning, it concentrated on making carbon-filament lamps and by the turn of the century was one of the largest producers in Europe. Developments in new lighting technologies fuelled a steady program of expansion and, in 1914, it established a research laboratory to stimulate product innovation.

In the 1920s, Philips decided to protect its innovations in X-ray radiation and radio reception with patents. This marked the beginning of the diversification of its product range. Since then, Philips has continued to develop new and exciting product ideas like the compact disc, which it launched in 1983. Other interesting landmarks include the production of Philip's 100-millionth TV set in 1984 and 250-millionth Philips eclectic shaver in 1989.

#### The Philips Company

Philip's headquarters is still in Eindhoven. It employs 256,400 people all over the world, and has sales and service outlets in 150 countries and regions. Research laboratories are located in six countries, staffed by some 3,000 scientists. It also has an impressive global network of some 400 designers spread over twenty-five locations. Its shares are listed in nine countries and it is active in about 100 businesses, including lighting, monitors, shavers, and color picture tubes, each day its factories turn out a total of 50 million integrated circuits.

#### The Philips People

Royal Philips Electronics is managed by the Board of Management, which looks after the general direction and long-term strategy of the Philips group as a whole. The Supervisory Board monitors the general course of business of the Philips group as well as advising the Boards of Management and supervising its policies. These policies are implemented by the Group Management Committee, which consists of the members of the Board of Management, chairmen of most of the product divisions and some other key offices. The Group Management Committee also serves to ensure that business issues and practices are shared across the various activities in the group.

The company creed is "Let's make things better". It is committed to making better products and systems and contributing to improving the quality of people's work and life. One

recent example of this is its “Genie” mobile phone. To dial a number you just have to say it aloud. Its web TV Internet terminal brings the excitement of cyberspace into the living room. And on travels around the world, whether passing the Eiffel Tower in Paris, walking across London Tower Bridge, or witnessing the beauty of the ancient pyramids of Giza, you don't have to wonder who lit these world famous landmarks, it was Philip.

## I. Words & Expressions

1. foundation *n.* 基础, 地基 lay foundation 打下基础
2. electronics *n.* 电子设备; 电子学; 电子工业 electronic *adj.* 电子的, 电子工程的
3. manufacture *v.* 生产, 制造; 加工; 虚构 *n.* 制造; 产品; 制成品; 工厂
4. concentrate on 全神贯注, 专心致志 (于做某事)
5. Eindhoven *n.* 艾恩德霍文 (荷兰城市)
6. filament *n.* 灯丝, 细丝 carbon-filament lamp 碳丝灯
7. fuel *v.* 加燃料, 刺激; 给……加油 *n.* 燃料; 刺激物
8. stimulate *v.* 刺激; 激励 stimulation *n.* 激励; 刺激 stimulating *adj.* 刺激的
9. innovation *n.* 创新, 革新; 新发明 innovate *v.* 改革, 革新
10. radiation *n.* 辐射, 放射 X-ray radiation X 射线辐射
11. patent *n.* 专利; 专利权; 专利证 *adj.* 专利的 *v.* 获得……专利; 给予……专利权
12. diversification *adj.* 多样化, 多元化; 变化
13. compact *adj.* 压缩在一起的 compact disc 激光唱片; 压缩磁盘
14. landmark *n.* 地标, 里程碑 a landmark decision 具有划时代意义的决策
15. shaver *n.* 剃须刀
16. headquarter *n.* 总部; *v.* 设总部; 将……的总部设在
17. outlet *n.* 出口; 经销店; 批发商店 retail outlets 零售网点
18. staff *v.* 配备员工; 雇用 *n.* 全体职员; 参谋 *adj.* 职员的; 参谋的
19. turn out 生产; 制造出; 结果是 turn down 调低; 拒绝 turn in 交出 turn into 变成, 转变为 turn off 关上 turn on 打开 turn over 翻过来; 移交 turn to 变得, 转向; 求助于 turn up 出现, 到场
20. Board of Management 理事会 Supervisory Board 监事会 Group Management Committee 集团管理委员会
21. implement *v.* 执行, 实施 *n.* 工具, 器械; 手段 implementation *n.* 履行, 实施
22. ensure *v.* 确保, 保证 ensure success in a growing market 确保在不断扩大的市场中取得成功
23. creed *n.* 信念, 信条 people of all colors and creeds 各种肤色和各种宗教信仰的人
24. commit *v.* 干, 做 be committed to 致力于; 保证
25. terminal *n.* 终端机, 终点; 航空站 *adj.* 末期的; 晚期的; 定期的; 末端的

26. cyberspace *n.* 网络空间  
 27. pyramid *n.* 金字塔 pyramids of Giza 吉萨（埃及城市）大金字塔

## II. Notes

- Developments in new lighting technologies fuelled a steady program of expansion and, in 1914, it established a research laboratory to stimulate product innovation.  
 新照明技术的发展推动了公司稳步扩张，1914年，公司还成立了研发实验室，以促进产品创新。  
 其中，动词 fuel 的意思是“加燃料”，引申意思为“刺激，推动”，例如，短语 inflation fuelled by big increase in wages 的意思是“受大幅度工资增长刺激而加剧的通货膨胀”。
- Research laboratories are located in six countries, staffed by some 3,000 scientists.  
 公司在6个国家设立了研发实验室，并配备了3 000多名科学家。  
 其中，动词 staff 的意思是“配备员工”，例如，短语 a well-staffed hotel 的意思是“工作人员齐全的宾馆”，相关单词有 overstaffed (人浮于事)，understaffed (人员不足)。
- Its shares are listed in nine countries and it is active in about 100 businesses, including lighting, monitors, shavers, and color picture tubes, each day its factories turn out a total of 50 million integrated circuits.  
 公司股份已经在9个国家上市，公司业务涵盖了大约100个行业，其中包括照明、显示器、剃须刀、彩色显像管等。每天，其所属工厂都能生产出大约5 000万个集成电路。  
 其中，名词 share 的意思是“股份、股票”，相关词语有 shareholder (股东)，share index (股票指数)等，动词 list 的意思是“上市”。
- The company creed is “Let’s make things better”. It is committed to making better products and systems and contributing to improving the quality of people’s work and life.  
 公司的信条是“让我们做得更好”，公司一直致力于制作更好的产品和系统，努力为人民工作和生活质量的提高做出贡献。  
 其中，名词 creed 的意思是“信念、信条”，例如，短语 political creed 的意思是“政治信仰”，短语 be committed to 的意思是“致力于、献身于”。

## Passage 2: The Shell Company 壳牌公司

We are best known to the public for our service stations and for exploring and producing oil and gas on land and at sea; but we deliver a much wider range of energy solutions and petrochemicals to customers.

These include transporting and trading oil and gas, marketing natural gas, producing and selling fuel for ships and planes, generating electricity and providing energy efficiency advice. We also produce and sell petrochemical building blocks to industrial customers globally and we are investing in making renewable and lower-carbon energy sources competitive for



large-scale use.

We operate in over 140 countries and territories and employ approximately 109,000 people. Around the globe, Shell companies work in partnership with industry, government and society to deliver what is expected of us—economically, socially and environmentally. We invest and collaborate in the development of new technologies that will keep improving our performance. We try to ensure that our employees continuously acquire new skills and capabilities, through training and experience in their own countries and on secondments and assignments abroad. And we constantly check how well we're doing, with internal and independent audits of every aspect of our business.

### **The Shell Story**

In 1833 Marcus Samuel opened a small shop in London, selling seashells to Victorian natural history enthusiasts. It soon became a thriving import-export business. Throughout the early twentieth century, the Group expanded with acquisitions in Europe, Africa and the Americas. The two world wars years saw many of Shell's operations closed down or confiscated; but others were added or expanded, particularly in North America. Throughout the 1950s and 1960s, Shell's oil output and sales increased dramatically, to the point where Shell supplied almost one-seventh of the world's oil products. In the 1970s, Shell made major oil & gas discoveries in the North Sea, just off the coast of Scotland. In the 1980s, Shell companies installed advanced technology, launched new products and services, and explored solutions to environmental concerns. Shell began to sell unleaded petrol, and subsequently gained a worldwide leadership position. With the 1990s came lower oil prices, and a concentration on Shell's core business—mainly oil, gas and chemicals. Fundamental changes have occurred and continue to be made in the Shell Group to ensure that it remains its competitive advantage. These changes include the unification, in July 2005, of the parent companies of Royal Dutch and Shell Transport under a single parent company, Royal Dutch Shell plc.

### **The Shell People**

Royal Dutch Shell has a single tier Board of Directors chaired by a non-executive Chairman, Jorma Ollila. The executive management is led by the Chief Executive, Jeroen van der Veer. The members of the Board of Royal Dutch Shell meet regularly to discuss reviews and reports on the business and plans of Royal Dutch Shell.

The objectives of the Shell Group are to engage efficiently, responsibly and profitably in oil, oil products, gas, chemicals and other selected businesses and to participate in the search for and development for other sources of energy to meet evolving customer needs and the world's growing demand for energy.

We believe that oil and gas will be integral to the global energy needs for economic development for many decades to come. Our role is to ensure that we extract and deliver them profitably and in environmentally and socially responsible ways.

## I. Words & Expressions

1. explore *v.* 探测, 探索 exploration *n.* 考察; 探险
2. deliver *v.* 交付, 供应 delivery *n.* 传送; 投递; 交付 delivery date 交货日期
3. solution *n.* 解决, 答案 solve *v.* 解决, 解答
4. petrochemical *n.* 石化产品
5. renewable *adj.* 可再生的; 可持续的; 可更新的 renewable energy 可再生资源
6. competitiveness *n.* 竞争性 competitive *adj.* 竞争的 compete *v.* 对抗, 竞争 competitor *n.* 竞争对手 competition *n.* 竞争
7. large-scale *adj.* 大规模的; 大范围的; 巨型的, 大比例尺的
8. territory *n.* 领土, 领地; 领域, 范围 Russian territory 俄罗斯领土
9. approximately *adv.* 大约 approximate *adj.* 大概的, 极相似的
10. in partnership with 与……合作, 共同
11. collaborate *v.* 合作, 协作; 协调 collaboration *n.* 合作, 协作 collaborate in (doing) sth. 在(做)……方面展开合作
12. capability *n.* 能力, 素质 capable *adj.* 有能力的, 胜任的
13. acquire *v.* 获得, 得到 acquisition *n.* 获得, 习得; 兼并, 并购
14. secondment *n.* 暂借, 借调 on secondment 借调
15. assignment *n.* 分配 assign *v.* 分派, 分配 *n.* 受托者 on assignment 指派, 分派
16. audit *n.* 审计, 查账 *v.* 审计, 查账
17. Victorian *adj.* 维多利亚时期的, 维多利亚式的
18. enthusiast *n.* 爱好者, 热衷者 enthusiastic *adj.* 热心的; 热情的 enthusiasm *n.* 热爱, 热心, 热情
19. thriving *adj.* 繁荣的, 兴旺的 thrive *v.* 兴盛, 兴隆; 茁壮成长
20. expand *v.* 扩大, 增强; 张开, 扩展 expansion *n.* 扩大; 扩张; 扩张物; 膨胀物
21. confiscate *v.* 没收, 充公
22. output *n.* 产量, 输出 *v.* 输出 industrial output and trade 工业生产和贸易
23. dramatically *adv.* 戏剧性地 drama *n.* 戏剧 dramatic *adj.* 戏剧性的, 激动人心的
24. unleaded *adj.* 不加铅的, 除铅的 lead *n.* 铅
25. fundamental *adj.* 基本的, 根本的 fundament *n.* 基础, 基本原理
26. unification *n.* 统一, 联合 unify *v.* 使联合, 使一致 unified *adj.* 统一的
27. integral *adj.* 不可或缺的, 必须的 be integral to 是……不可或缺的一部分
28. extract *v.* 提取, 选取

## II. Notes

1. The two world wars years saw many of Shell's operations closed down or confiscated;

but others were added or expanded, particularly in North America.

两次世界大战期间，壳牌公司的许多业务都被迫关闭或被没收，但是仍有许多其他业务建立并发展起来，尤其是在北美。

其中，动词 saw (see 的过去时) 的意思是“(在某时代、某地)发生(事件、事态等)”。例如，This year sees the tercentenary of Handel's birth. (今年是韩德尔诞辰三百周年。) 又如，The 1990s saw great changes in the way people communicate. (二十世纪九十年代，人类交流的方式发生了巨大的变化。)

2. With the 1990s came lower oil prices, and a concentration on Shell's core business—mainly oil, gas and chemicals.

20世纪90年代，石油价格下降，壳牌工业也更加关注自己的核心业务——主要为石油、天然气和化学品。

该句为全部倒装句，正常的句序为：Lower oil prices, and a concentration on Shell's core business—mainly oil, gas and chemicals came with the 1990s.

3. Royal Dutch Shell has a single tier Board of Directors chaired by a non-executive Chairman, Jorma Ollila.

荷兰皇家壳牌公司的董事会只有一层，由不具行政管理职能的主席乔尔玛·奥利拉领导。

其中，此处的 chair 是动词，意思是“担任……的主席，主持”，单词 non-executive 的意思是“不具有行政管理职能的，非管理人员”。例如，The commission of inquiry was chaired by a well-known judge. (调查委员会的主席是一名知名法官担任。) 又如，The meeting was chaired by schoolmaster Mr White. (会议由怀特先生主持。)



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- Which of following statements is NOT true according to the passage?
  - The Philips was first founded in 1891.
  - The head office of the company is in Holland
  - By the turn of 20th Century, the Philips was the largest lamp producer in the world.
  - In the beginning, the company concentrated on producing carbon-filament lamps.
- \_\_\_\_\_ symbolized that the company began to diversify its product range.
  - Decision to protect its innovations in X-ray radiation and radio reception with patents
  - The establishment of a research laboratory
  - Development of new and exciting product ideas
  - Production of Philip's 100-millionth TV set and 250-millionth Philishave eclectic shaver
- What does the word “ensure” in the last sentence of Para. 4 mean?

- A. assure                      B. guarantee                      C. promise                      D. warrant
4. \_\_\_\_\_ serves to ensure that business issues and practices are shared across the various activities in the group.
- A. Board of Management                      B. Supervisory Board  
C. Chairman                      D. Group Management Committee
5. Which of the following places of interest is lit by Philips?
- A. Eiffel Tower                      B. London Tower Bridge  
C. ancient pyramids of Giza                      D. All the above

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. The businesses of the Shell Company only involve providing service stations for customers and exploring and producing oil and gas on land and at sea.
- ( ) 2. The business of the company is always audited by internal and independent auditors.
- ( ) 3. The company was originally only a small shop selling seashells in London.
- ( ) 4. The company began to install advanced technology, launch new products and services, and explore solutions to environmental concerns in 1970s.
- ( ) 5. The basic purpose of the company is to meet evolving customer needs and the world's growing demand for energy in an efficient, responsible and profitable manner.

**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

ensure	implement	fuel	committed	headquarter
stimulate	landmark	turn out	creed	innovation
extract	integral	unification	fundamental	unleaded
dramatically	confiscate	thriving	enthusiast	audit
secondment	acquire	collaborate	approximately	deliver
petrochemical	renewable	chair	see	evolving

1. We must encourage \_\_\_\_\_ if the company is to remain competitive.
2. We must \_\_\_\_\_ the purity of drinking water.
3. Marxism has never been weaker as a political \_\_\_\_\_.
4. It is not the proper way to \_\_\_\_\_ a policy by force.
5. The company is to relocate its \_\_\_\_\_ in the Midlands.
6. His words \_\_\_\_\_ her anger still more.
7. The discovery of penicillin was a \_\_\_\_\_ in the history of medicine.
8. Her interest in art was \_\_\_\_\_ by her father.



9. The school has \_\_\_\_\_ some good scholars.
10. The government is \_\_\_\_\_ to developing education in the country.
11. The college \_\_\_\_\_ a reputation for very high standards.
12. Goods will be \_\_\_\_\_ at any address.
13. The two nations are \_\_\_\_\_ on several satellite projects.
14. The place has developed from a fishing port into a \_\_\_\_\_ tourist centre.
15. This year has \_\_\_\_\_ a big increase in road accidents.
16. The commission of inquiry was \_\_\_\_\_ by a well-known judge.
17. There are \_\_\_\_\_ differences between your religious beliefs and mine.
18. Accounting and banking have changed \_\_\_\_\_ in the light of recent developments in computers.
19. The plane will be landing in \_\_\_\_\_ 20 minutes.
20. The writer is a local businessman and an arts\_\_\_\_\_.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |           |            |
|-----------|------------|
| 1. 打下基础   | 2. 政治信仰    |
| 3. 人浮于事   | 4. 致力于教学   |
| 5. 产出, 生产 | 6. 集中于质量   |
| 7. 激光唱片   | 8. 世界著名的地标 |
| 9. 上市公司   | 10. 监管其政策  |

11. The agreement ensured a steady supply of oil.
12. An inspiring teacher can stimulate students to succeed.
13. The laws apply to everyone irrespective of race, creed or colour.
14. The centre is staffed mainly by volunteers.
15. To implement this policy, we will stick to work in the following aspects.
16. The nineteenth century saw the Industrial Revolution.
17. Vegetables are an integral part of our diet.
18. Environmental groups say action is needed to find clean, renewable energy sources.
19. Our galaxy is a continuously evolving system.
20. Our foreign trade has expanded greatly in recent years.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. generate electricity
2. provide energy efficiency advice
3. renewable energy
4. large-scale use

**Column B**

- A. 赢得世界领导地位
- B. 保持竞争优势
- C. 海外借调和派遣
- D. 大范围应用

- |  |              |
|--|--------------|
| 5. unleaded petro                        | E. 母公司       |
| 6. gain a worldwide leadership position  | F. 不断变化的客户需求 |
| 7. remain one's competitive advantage    | G. 可再生资源     |
| 8. on secondments and assignments abroad | H. 提供节能建议    |
| 9. parent company                        | I. 发电        |
| 10. evolving customer needs              | J. 不含铅石油     |



## More Readings

### Camera Makers Fight Threat from Smartphones

It's sometimes fascinating to watch fading industries struggle to remain relevant. The quick rise of tablets eclipsed the development of desktops and laptops. And pocket cameras are now facing a similar scenario amid increasing smartphone sales.

These days, most phones sold in China have built-in cameras. People are buying fewer compact cameras, as phones are able to take pictures nearly as well and in a much more convenient way.

This has forced camera makers to load their products with glitzy new features, such as easy-sharing online systems and global positioning system tagging, in a fight for survival against mobile phones that let tech-savvy youngsters pose and click whenever they desire.

Compact camera manufacturers are rethinking their strategies to grab market share, as they are being severely hit by the double threat of handy smartphones and professional photographic devices, where bulky single-lens reflex, or SLR, cameras rule.

For instance, Japanese camera maker Casio Computer Co. Ltd. has recently launched its response to the smartphone threat.

Casio's EXTR lineup, with a definition up to 12 million pixels, has a built-in editing feature that allows users to fix any flaws instantly.

The gadget is designed to help users avoid getting caught on camera with wrinkles, improve their complexions and make people look better, according to the company's Chinese website.

With pink, red and white models available, the Casio camera is targeted at women and has functions such as a feature that allows users to make their complexions look lighter, which will likely be popular with Asian women, said Cao Zichen, a seasoned photographer in Shanghai.

Casio's EXTR models have powerful, sensitive zoom lenses and a wide angle of 21 mm, which beat the features on most smartphones, said Ai Lun, a veteran photographer who lectures at several universities in Beijing.

"Unlike the digital zoom on your phones, where the camera simply enlarges a photo to

make you feel you're getting closer, the lenses on these cameras are much more sensitive," Ai said.

Priced from 5,800 yuan (\$943) to 7,800 yuan, the cameras are available via several channels, including preorders from Casio's website and third-party e-vendors, such as JD Mall.

Domestic makers, such as Huawei Technologies Co. Ltd. and Haier Group, have also unveiled similar products in a bid to carve out a potentially lucrative niche for themselves in a market.

Li Xiao'ou, a 25-year-old bank employee in Beijing, who likes to pose in front of the camera, believes that a good, handy camera should imitate the workings and designs of a smartphone.

"I think that phone-integrated cameras are not as good, since they are either slow or the color rendition is poor. But cameras should be able to transmit new photos to your phone for immediate sharing or online posting," Li said.

However, 6,000 yuan is too steep a price for him.

Feng Yuqiao, a university graduate in Shanghai, is a huge photography fan. She likes to post her photos on social networking sites, but she's not intrigued by the emergence of the new compact camera models.

"I would prefer using a mobile phone to take pictures, because you always have your phone with you, and you can transmit the photos wirelessly as soon as you take them," he said.

The rising popularity of smartphones has forced camera makers to redefine their growth strategies by offering devices that are different from its rivals on many fronts, Cao said.

Nikon has launched the S800c, a compact camera powered by Google Inc's Android mobile operating system. The camera allows customers to download applications that help to e-mail and share images on social networking websites.

### **Chinese Firms Appreciated at Cuban Tech Fair**

HAVANA—Chinese companies have been well received at Cuba's technology fair held here on March 18-22, said organizers Wednesday.

The 15th International Convention and Fair Informatica 2013 has attracted over 1,400 delegates from 30 countries. The Chinese delegation, one of the largest at this event, includes well-known firms such as Haier, Huawei and ZTE.

Owning their individual booths, the Chinese firms have participated as exhibitors and sponsors of the fair since it began in 2007.

Among the wide variety of Chinese products on display, the most popular are telecommunication devices, computers and computing-related products, as well as electrical appliances.

Haier, the world's fourth largest maker of electrical appliances, has showcased the latest LCD televisions and the advantages of digital television.

Haier has also displayed a digital TV application that eliminates any interference from disturbances in reception, generating clearer screen images.

ZTE offers a full range of latest high-tech telecommunication devices, including cellphones, while Huawei displays solar-powered communication equipment.

China is Cuba's second largest trade partner, next only to Venezuela, with an annual trade of more than \$2.3 billion in almost all sectors.

China is also a strategic partner of Cuba in computing and telecommunications fields, and the largest provider of capital and consumer goods to the island, including buses, machinery and electrical appliances.

More than 200 Chinese companies have commercial ties with Cuba while more than 20 Cuban firms and organizations are registered in China.

Chinese businessmen attending the fair told Xinhua that the event offered an excellent opportunity to display Chinese products and establish contact with Cubans, which will benefit bilateral trade.

Wu Hao, assistant director of the High-Tech Industry Department of China's National Development and Reform Commission, said Tuesday in Havana that China's digital TV industry will "deepen" international cooperation under the principles of "mutual benefit and common development."

Wu attended an initial test transfer from analogue to digital TV in Havana on Wednesday.



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## A Good Essay to Read 美文欣赏

### Holding the Hands of Time

Blow-off vision of the rain, so that you are left with a brilliant rainbow. Shuttle time in my fingers, without any regrets, open stemmed bloom ripples. Blunt rolling thick liquid eternal, but you and I, were dispersed in which period of Acacia leaves.

Inexplicable always feel like the time within the next few precious memories will be stripped from me, more than once dreamed that his standing in a dark empty space, only one track at the foot stretch into the distance, such as the long past your time and ultimately disappear in my field of vision at the end.

I am afraid to lose, I fear this time, and I love it but memories. I could not forget the sweat on the pitch with the sway of the brothers, forget accompany me cry close friend, and forget the bright Star of that every night, and those words have touched me deeply.

Those people, those things, such as bursts of light rain in the lake left ring Watermark four dispersed to each other to melt each other's impact; if the horizon is still experiencing Qianwanyinian quiet shining star, not very bright, but clearly made . —They do not know how



much to spend with me during the day bright and silent night.

In my memory, the third year is not gray, because I remember those blessings are not what love is bearing fruit, I still remember holding alot of my friends and I hope to see sunrise and sunset, finally it is yellow everywhere.

Youth is the eye lotus spring, third year is that this eye expansion of bubbling spring season. I, however, a strong smell in the bubble years of the Problem taste. I do not exclude these, but too much pressure to do away much fun. Unfortunately, after the college entrance examination, even the pressure would become the memories, be my third year living memory of the dead evidence. In the time before we are so powerless, the only left on just the eye springs, and we have no regrets of the oath, I hope day after day, year after year, when I return to this page, people still.

I have seen one another chilling words: Some people say that once you start like the memories of those people will get old. I only admit mature, do not believe they have been growing old. My friends are growing up day by day, and was young and the mature, how can I not had time to grow on the outline of the first to hoary?

“Heaven Rain in green and so on, and I am waiting for you, the moonlight was recovered, the faint opened the outcome.” Jay melancholy voice has been completely different from the business for the time Sentimental, Bard will be the years the pace of a camel inscribed into the blue and white porcelain in that respect.

Our future? Friends ah, I will time the other end, waiting for you.



# Programme 5

## Products Description

### 产品描述

#### 译文

#### 如何写商业产品的描述

产品描述是关于特定产品信息的书面总结，它可能出现在目录、杂志、网络或者产品包装上，其目的是告知潜在买家——也就是读到产品描述并可能被说服购买产品的人——关于产品的细节，同时让他购买产品并接受其好处。产品描述通常由公司的营销团队成员撰写，特别是那些在书写说服性文字方面有经验的文案撰写员。你自己也可以书写，但要有一点创造力并注意细节。

#### 对你要写的产品进行调研

确定产品所有的用途并弄清你的客户——如果你是为客户书写的话——想要它如何被定位，这意味着他需要强调哪种特殊用途。一种新式的公文包可以被定位为“使你看上去很讲究和职业化”，或者是作为“容易携带更多档案和文件”的一种手段。

#### 为产品认定目标市场，最可能购买产品的人员类型

一台便携式传真机的目标市场可能是年龄从 25 岁到 50 岁，年收入在四万美元以上的商人。在这种情况下，你会使用对那些人来说有吸引力的语言，因为它包含了他们每天使用的术语。

#### 询问客户想要你的潜在买家在读完产品描述后将采取什么行动

也许他想让人打个免费号码，访问一个网站或者去一家具体的商店。包括“打电话采取行动”在内，这一切都要确保潜在买家明确接下来要做什么。

#### 写得清楚、贴切并用谈话式的语气

询问你的客户关于字数、风格和描述的用途。写在产品包装上的描述要比写在杂志或网络上的字数少。一些客户想要强调产品的规格，而另一些客户想要你多描述一下销售方法。

在描述中强调产品的好处而不只是它的特点

重点书写产品将为潜在买家做些什么以及它怎样会使他的生活更美好。计算机的特点可能是它的速度快和效率高，而其好处却是它能够使你更快地完成工作并有更多时间去做其他的事情。

附上迫使潜在买家尽快而不是以后采取行动的报价

如果有人在一日期之前答复，你也许会给他提供折扣。



## Study Readings

### Passage 1: Barbie Doll 芭比娃娃

Barbie is a fashion doll manufactured by the American toy company Mattel, Inc. and launched in March 1959. American businesswoman Ruth Handler is credited with the creation of the doll using a German doll called Bild Lilli as her inspiration.

Barbie is the figurehead of a brand of Mattel dolls and accessories, including other family members and collectible dolls. Barbie has been an important part of the toy fashion doll market for fifty years, and has been the subject of numerous controversies and lawsuits, often involving parody of the doll and her lifestyle.

Ruth Handler watched her daughter Barbara play with paper dolls, and noticed that she often enjoyed giving them adult roles. At the time, most children's toy dolls were representations of infants. Realizing that there could be a gap in the market, Handler suggested the idea of an adult-bodied doll to her husband Elliot, a co-founder of the Mattel toy company. He was unenthusiastic about the idea, as were Mattel's directors.

During a trip to Europe in 1956 with her children Barbara and Kenneth, Ruth Handler came across a German toy doll called Bild Lilli. The adult-figured doll was exactly what Handler had in mind, so she purchased three of them. She gave one to her daughter and took the others back to Mattel. The Lilli doll was based on a popular character appearing in a comic strip drawn by Reinhard Beuthin for the newspaper *Die Bild-Zeitung*. Lilli was a blonde bombshell, a working girl who knew what she wanted and was not above using men to get it. The Lilli doll was first sold in Germany in 1955, and although it was initially sold to adults, it became popular with children who enjoyed dressing her up in outfits that were available separately.

The first Barbie doll was introduced in both blonde and brunette in March 1959.

Upon her return to the United States, Handler reworked the design of the doll (with help from engineer Jack Ryan) and the doll was given a new name, *Barbie*, after Handler's daughter Barbara. The doll made its debut at the American International Toy Fair in New York on March 9, 1959. This date is also used as Barbie's official birthday.



Mattel acquired the rights to the Bild Lilli doll in 1964 and production of Lilli was stopped. The first Barbie doll wore a black and white zebra striped swimsuit and signature topknot ponytail, and was available as either a blonde or brunette. The doll was marketed as a “Teen-age Fashion Model,” with her clothes created by Mattel fashion designer Charlotte Johnson. The first Barbie dolls were manufactured in Japan, with their clothes hand-stitched by Japanese homeworkers. Around 350,000 Barbie dolls were sold during the first year of production.

Ruth Handler believed that it was important for Barbie to have an adult appearance, and early market research showed that some parents were unhappy about the doll’s chest, which had distinct breasts. Barbie’s appearance has been changed many times, most notably in 1971 when the doll’s eyes were adjusted to look forwards rather than having the demure sideways glance of the original model.

Barbie was one of the first toys to have a marketing strategy based extensively on television advertising, which has been copied widely by other toys. It is estimated that over a billion Barbie dolls have been sold worldwide in over 150 countries, with Mattel claiming that three Barbie dolls are sold every second.

## I. Words & Expressions

1. manufacture *v.* 生产, 制造 manufacturing industry 制造行业
2. launch *v.* (新产品的) 投产或投放; 发射, 发动 *n.* 投掷 launch a research programme 启动科研计划 launch out a new product 生产一种新产品
3. be credited with 是……的功劳, 某事是某人做的
4. inspiration *n.* 灵感 inspire *v.* 鼓励, 激励; 赋予灵感 draw/take inspiration from ... 从……汲取灵感
5. figurehead *n.* 象征; 傀儡, 挂名的首脑 a dispensable figurehead 可有可无的傀儡
6. accessory *n.* 附属品, 配件 bicycle accessories 自行车配件
7. collectible *adj.* 可收集的, 可代收的, 适于收藏的 *n.* 适宜收藏的东西; 业余爱好的收藏物
8. controversy *n.* 争议; 论战 a fact beyond controversy 一个无可争论的事实 provoke/cause/arouse controversy 引起争议 beyond controversy 毫无争议
9. lawsuit *n.* 诉讼; 诉讼案件 file a lawsuit against 对……提起诉讼
10. parody *n.* 模仿, 仿制品 *v.* 滑稽地模仿 a parody of a horror film 一部恐怖电影的仿作
11. be unenthusiastic about 对……缺乏热情 be enthusiastic about/for 对……充满热情
12. come across 偶然遇到 come into being 形成, 产生, 出现 come out 出现; 出版 come true 实现, 变成现实 come up with 追上, 赶上, 跟上
13. bombshell *n.* 轰动, 重磅炸弹

14. outfit *n.* 衣服, 装束 a white tennis outfit 一套白色网球套装
15. brunette *n.* 深色发肤的人
16. make one's debut 初次登场, 首次亮相
17. acquire *v.* 取得, 获得 an acquired taste 逐渐培养好的兴趣
18. topknot *n.* 头饰
19. ponytail *n.* 马尾式辫子
20. hand-stitch *v.* 手工缝制 stitch *v.* 缝, 编织
21. homemaker *n.* 家庭雇工 homework *n.* 家庭作业; 功课
22. distinct *adj.* 明显的, 清晰的, 截然不同的 be distinct from 与……截然不同
23. notably *adv.* 显著地, 引人注目地 notable *adj.* 值得注意的; 显著的; 著名的  
*n.* 名人; 显要人物
24. demure *adj.* 显得文静的, 端庄的 a demure smile 恬静的微笑
25. sideways *adj.* 从一边的, 侧面的 a sideways glance 侧身一瞥, 斜视
26. base on 建立在……的基础上

## II. Notes

1. Realizing that there could be a gap in the market, Handler suggested the idea of an adult-bodied doll to her husband Elliot, a co-founder of the Mattel toy company.  
汉德勒意识到这可能是市场上的一个空白领域, 于是向他的丈夫埃利奥特(马特尔玩具公司的联合创始人)建议要生产一个拥有成年人身材的娃娃。  
其中, 名词 gap 的意思是“空白, 缺口”, 例如 generation gap 的意思是“代沟”, the gap between the rich and the poor 的意思是“贫富差距”。co-founder 的意思是“联合创始人”, “co-”是代表“合作、共同”的前缀, 例如 co-author (合著者), co-worker (同事), collaborate (合作)。
2. Barbie has been an important part of the toy fashion doll market for fifty years, and has been the subject of numerous controversies and lawsuits, often involving parody of the doll and her lifestyle.  
50年来, 芭比一直是时尚玩具娃娃市场中的一个重要组成部分, 也是众多争议和诉讼案的主题, 这些争议和诉讼案往往与芭比娃娃的仿制品及她的生活方式相关。  
其中, 名词 subject 的意思是“话题, 主题”, 例如, a subject for discussion 的意思是“讨论的话题”。numerous 的意思是“数目众多的”, 例如, on numerous occasions 的意思是“许多次”, numerous opportunities 的意思是“众多机会”。
3. The doll made its debut at the American International Toy Fair in New York on March 9, 1959.  
1959年3月9日, 芭比娃娃在纽约美国国际玩具展览会上首次亮相。  
其中, 固定搭配 make one's debut 的意思是“初次登场, 首次亮相”。例如, The film will make its debut on the big screens in China on Tuesday. (该影片将于星期二在中国首映。)



4. Barbie was one of the first toys to have a marketing strategy based extensively on television advertising, which has been copied widely by other toys.

芭比娃娃是最早一批采用以广泛的电视广告为基础的营销策略的玩具之一，后来其他玩具也纷纷仿效这种做法。

其中，固定搭配 base on 的意思是“以……为基础，基于……”，例如，短语 be based on facts 的意思是“以事实为依据”，短语 be based on real life 的意思是“建立在真实生活的基础上”。

## Passage 2: Hot Market for iPads, and Not Just Apple's New iPad 3

### 平板电脑的市场竞争激烈，不仅仅是苹果公司新推出的 iPad3

Each time a hot new Apple product appears, it causes a ripple effect in the marketplace, with a flurry of consumers buying, trading, selling, and reselling all versions of the item. The expected introduction of the iPad 3 on March 7 has already caused a mass trade-in of older iPads, and all signs point to a red-hot market for iPads: original, iPad 2, and iPad 3 alike. Haven't we seen this one before?

Last March, a flood of used iPads hit the resale market, prompted by (what else?) the introduction of a new iPad. Sub in a 3 for the 2, and it's pretty much the same story right now—only now, since there are not one but two existing iPad models, and there are far more iPads in people's homes, the amount of buying, selling, trading in, and reselling has hit the roof.

Apple Insider reports that the new iPad's rumored upgrades, which include super fast 4G LTE connectivity and Siri voice recognition, are expected to help Apple sell 55 million units (all products, not just iPads) in 2012.

With all those new iPad purchases, a massive reshuffling of older tablets is likely to occur. Or rather, is already occurring. Sites that pay cash for trade-in electronics—NextWorth, Gazelle, eBay's Instant Sale—have all gotten major bumps in business due to the coming of the iPad 3, presumably from owners seeking to upgrade to the new model and/or cash in on their merchandise before the value sinks. eBay reported 125,000 tablet trade-in offers from February 1 to 23—a tenfold increase from the same period in 2011—and 97.6% of those were iPads. Likewise, the number of consumers trading in iPads at Gazelle and Nextworth has risen by as much as 500% in recent days.

It's wise to shop around before selling. SmartMoney reported last week that NextWorth and Gazelle were paying \$272 and \$260, respectively, for that same iPad 2 16GB Wi-Fi in “good” condition.

Prices for buying and selling older iPads will fluctuate with supply and demand, and in all likelihood, both will decline further once the iPad 3 is officially on the market. Wharton marketing professor Barbara E. Kahn compares the ebb and flow of iPad prices in the

marketplace to that of cars.

When new models arrive, car dealers offer price discounts on last year's models. However, the difference between cars and tablets is that if the car is new (but the previous year's model), it is still worth a "new car" price (unlike a used car, where some of the price discount is attributable to added mileage), she notes.

As for attempts to get a special price on the newest iPad, good luck with that. Apple has a long history of not discounting until it absolutely must. Dealnews suggests an over-under of six months for the time at which any iPad 3 will be discounted. That's based on what happened with the iPad 2: Half a year after it was first introduced, some retailers knocked original prices down by \$50. That's probably not enough to make many consumers want to wait.

Also, keep in mind that less than six months from now, it's likely that there will be another new Apple product—the iPhone 5—begging for your attention, and your dollars.

## I. Words & Expressions

1. ripple *n.* 涟漪 ripple effect 连锁反应, 涟漪效应
2. a flurry of 一阵 a flurry of excitement 一阵激动
3. version *n.* 版本 the film version of "Jane Eyre" 电影版的《简爱》
4. trade-in *n.* 折价换取, 以旧换新 trade in 抵价购物
5. red-hot *adj.* 炙手可热的 red-hot favorite (夺冠) 大热门
6. alike *adv.* 同样地 Great minds think alike. 英雄所见略同。
7. a flood of 多, 大量, 大批 a flood of anger 大发雷霆
8. sub *v.* 替代; 做替身; 审校 *n.* 代用品, 代替者, 替补队员; 审校员; 潜水艇
9. hit the roof 爆棚, 达到极点; 火冒三丈
10. rumored *adj.* 传说中的, 传言中的 it is rumored that 据传……
11. reshuffle *v.* 重组, 改组; 洗牌 reshuffle the cabinet 重组内阁
12. tablet *n.* 平板电脑; 药片
13. bump *n.* 碰撞; 肿块; 冲撞 *v.* 碰撞; 冲撞; 颠簸着前进
14. presumably *adv.* 大概, 据推测, 可能 presumable *adj.* 可推测的  
presume *v.* 以为, 认为; 假定, 假设; 推测
15. cash in 兑换 in cash 有现款, 有钱 cash down 交货收款 cash up 付清账款
16. merchandise *n.* 商品, 货物 merchandiser *n.* 商人 merchandise cost 商品成本  
merchandise coupon 商品券 merchandise credit clip 退货凭单
17. likewise *adv.* 同样; 照样; 也
18. Wi-Fi *n.* 无线保真技术
19. fluctuate *v.* 波动; 起伏 fluctuating prices 波动的价格
20. in all likelihood 十有八九, 很有可能
21. decline *v.* 下降; 衰退; 谢绝 *n.* 下降; 衰退 decline their invitation 谢绝他们的邀请 a fractional decline in earnings 利润微降



22. ebb and flow 潮起潮落, 盛衰 ebb *n.* 退潮, 落潮, 退落  
 23. dealer *n.* 经销商 deal *v.* 分配; 经营; 处理 *n.* 交易  
 24. retailer *n.* 零售商 wholesaler *n.* 批发商  
 25. knock down 大幅降价

## II. Notes

1. Each time a hot new Apple product appears, it causes a ripple effect in the marketplace, with a flurry of consumers buying, trading, selling, and reselling all versions of the item.  
 每次当苹果的新款产品问世时, 都会引起市场上的连锁反应, 一连串的消费者竞相购买、交易、出售及转售该产品的所有版本。  
 其中, 短语 ripple effect 的意思是“连锁反应, 涟漪效应”, 由美国教育心理学家杰考白·库宁提出, 即“在某一点儿上发生的变化会孕育发生广泛的影响”。短语 a flurry of 的意思是“一连串, 一阵”, 例如, 短语 a flurry of wind 的意思是“一阵疾风”。
2. With all those new iPad purchases, a massive reshuffling of older tablets is likely to occur.  
 在人们购买新的 iPad 的过程中, 对旧平板电脑的一场声势浩大的洗牌运动可能会发生。  
 其中, 动词 reshuffle 的意思是“洗牌, 改组”, 例如, 短语 reshuffle the cards 的意思是“重新洗牌”, 短语 cabinet reshuffle 的意思是“内阁重组”。名词 tablet 在这里的意思是“平板电脑”。
3. Prices for buying and selling older iPads will fluctuate with supply and demand, and in all likelihood, both will decline further once the iPad 3 is officially on the market.  
 买卖旧 iPad 的价格将随着供求情况波动, 而一旦 iPad 3 正式推向市场, 买卖价格很可能都会进一步下降。  
 其中, 动词 fluctuate 的意思是“波动, 起伏”, 短语 the fluctuating price of oil 的意思是“油价的波动”。名词形式为 fluctuation, 例如, fluctuation in the share price 的意思是“股价的波动”, 短语 wide fluctuations of temperature 的意思是“温度的巨大变化”。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

1. \_\_\_\_\_ serves as the inspiration for Ruth Handler in creating the world-famous Barbie doll.
- |                     |                   |
|---------------------|-------------------|
| A. A paper doll     | B. An infant doll |
| C. An American doll | D. A German doll  |

2. What was the attitude of the directors of Mattel Toy Company toward the idea of an adult-bodied doll suggested by Ruth Handler?  
A. supportive      B. interested      C. half-hearted      D. rejective
3. Choose the synonym of the word “acquired” of “Mattel acquired the rights to the Bild Lilli doll in 1964 and production of Lilli was stopped.”  
A. obtained      B. learnt      C. sold      D. cultivated
4. According to the passage, why are some parents dissatisfied with the Barbie doll?  
A. Because it is too expensive for them to afford.  
B. Because its breasts are too noticeable.  
C. Because it was originally sold to adults.  
D. Because their children wasted too much time on it.
5. Which of the following is Not True according to the passage?  
A. At first Elliot Handler was not so interested in the production of Barbie doll.  
B. The marketing strategy of Barbie doll was quite successful.  
C. The appearance of Barbie doll remains the same over the years.  
D. During the first year of production, Barbie doll has achieved great success.

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. Sites that pay cash for trade-in electronics got a decrease in their business because of the coming of the iPad 3.
- ( ) 2. Different sites pay differently for trading in the same electronic product.
- ( ) 3. Prices for buying and selling older iPads will change with supply and demand,
- ( ) 4. In history, Apple tends to discount its product easily when a new model is introduced.
- ( ) 5. Many consumers want to wait for half a year to buy the new iPad because retailers will greatly knock the original price down for a while.

**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

be credited with	inspiration	controversy	outfit	make one's
debut	distinct	lawsuit	come across	bombshell
notably	ripple	remain, sink	promotion	likewise
decline	a flurry of	merchandise	alike	presumable
decrease	version	output	reorganize	fluctuate
discount	reshuffle	retailer	float	hopefully

1. There is a \_\_\_\_\_ possibility that she'll be your teacher next term.



2. Thomas Edison \_\_\_\_\_ the invention of the light bulb.
3. A film star filed a \_\_\_\_\_ against our firm.
4. I \_\_\_\_\_ this old photograph when looking for a book yesterday.
5. Political leaders exploded a \_\_\_\_\_ when they picked the young lawyer to run for mayor.
6. Many poets and artists have drawn their \_\_\_\_\_ from nature.
7. The world of entertainment, most \_\_\_\_\_ Hollywood, has also contributed to the popularization of English.
8. The young actress \_\_\_\_\_ in the new comedy.
9. That skirt and sweater makes a nice \_\_\_\_\_.
10. The newly published review on the book has evoked much \_\_\_\_\_.
11. This dictionary is available in electronic \_\_\_\_\_.
12. The pebble made a \_\_\_\_\_ on the surface of the lake.
13. The actual cost may \_\_\_\_\_ above and below that standard.
14. The ship struck a rock and started to \_\_\_\_\_.
15. \_\_\_\_\_, they tend to forget about people who are not present.
16. So as to prevent cheating, he was asked to \_\_\_\_\_ the cards.
17. \_\_\_\_\_ excitement went round the crowd as the film star arrived.
18. Among all the \_\_\_\_\_, I was interested in the cotton piece in particular.
19. Always buy your food from a reliable \_\_\_\_\_.
20. \_\_\_\_\_ the bad weather has delayed the flight.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |            |                |
|------------|----------------|
| 1. 初次登台    | 2. 是……的功劳      |
| 3. 对名利缺乏热情 | 4. 以真实故事为依据的电影 |
| 5. 偶然遇到    | 6. 获得好名声       |
| 7. 众多机会    | 8. 汲取灵感        |
| 9. 明显优势    | 10. 引起诸多争议     |
- 
11. But that does not mean he should be credited with bringing value to shareholders.
  12. Employees should be promoted based on their working performance.
  13. He seems to be unenthusiastic about the project.
  14. She has a distinct gift for drawing.
  15. The product made its successful debut in the international trade fair.
  16. The market steadied after a week's fluctuation.
  17. A flurry of wind upset the small sailboat.
  18. The shop windows are filled with foreign merchandise.
  19. Crime rate in this area is on the decline.
  20. The ebb and flow of politics in Washington goes on as usual.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. ripple effect
2. ebb and flow
3. cash in the cheque
4. beg for mercy
5. a flurry of interest in the new product
6. the latest version
7. fluctuation in the share price
8. trade in the old car for a new one
9. cabinet reshuffle
10. at a discount

**Column B**

- A. 潮起潮落；盛衰
- B. 对新产品的突发兴趣
- C. 最新版本
- D. 涟漪效应；连锁反应
- E. 股票价格的波动
- F. 打折扣
- G. 内阁重组
- H. 将支票兑换成现金
- I. 以旧换新购买汽车
- J. 乞怜



**More Readings**

**Smartphone Shipments to Pass 450m in 2014**

Beijing—According to International Data Corporation’s (IDC), a provider of market research services for IT industry, China Quarterly Mobile Phone Tracker, Q2 2013, China’s total mobile phone shipments have reached 110 million in Q2 2013. Smartphone shipments, a subset of mobile phone shipments, reached 86 million, growing by 10% on a quarterly basis.

“The smartphone market has maintained a two-digit quarter-on-quarter growth rate in Q2 due to two reasons. First, the substantial shipments of low-end smartphones at a unit price of less than RMB 800 that support China Mobile’s 3G network. Second, the shipments prepared by mobile phone vendors to meet the market demands of students during the summer vacation,” says Antonio Wang, Associate Director for Client System Research, Imaging, Printing & Document Solution Research, Research Operation Center, IDC China.

“The sharp increase in shipments of low-end China Mobile smartphones has driven the growth of Lenovo and Coolpad. On a separate note, affected by the sluggish sales of iPhone 5, Apple’s market share has declined dramatically, but its performance is expected to remarkably improve with the launch of the new iPhone,” says James Yan, Senior Analyst for China Mobile Phone Market, IDC China.

**Smartphone Air Interface Analysis**

Driven by the subsidies of operators and the strong demand of consumers for upgrading mobile phones, IDC forecasts that China’s smartphone shipments will reach 360 million in 2013.

With the issuance of 4G licenses and the launch of Apple’s new iPhones by China Mobile,



IDC expects China's smartphone shipments to exceed 450 million in 2014, including 120 million smartphones that would support 4G functions and over 32 million smartphones that would adopt China Mobile's TD-LTE air interface.

That would benefit the upstream 4G chip and screen vendors, midstream mobile phone vendors and APP developers, and channel distributors and accessory vendors, which would in turn, accelerate other innovations in the mobile communication and Internet industry.

#### Smartphone Operating System Analysis

"It is difficult to displace Android's dominant position in the Chinese market within a short period of time, but IDC predicts that its share in China's mobile phone operating system market will reach the peak in 2013, and that the mobile phone vendors and telecom operators will adopt new operating systems with a more open attitude," says Yan.

Thanks to its cooperation with China Mobile and the launch of low-cost iPhone, iOS will see a rapid growth in 2014, and IDC expects its market share to double that of 2013. In addition, the development of Firefox OS, Tizen and Linux-based Aliyun OS will enable healthy competition to be maintained among China's smartphone operating systems, although they are currently not in the leading position.

#### Smartphone Screen Size Analysis

The market share of 5-inch-plus screen smartphones will continue to expand. With the increasing demand of Chinese consumers for large-screen mobile phones and the impetus by telecom operators and mobile phone vendors, IDC forecasts that the market share of 5-inch-plus screen smartphones will increase from nearly 20% in 2013 to over 50% in 2017.

### **Apple Losing Ground to Home Brand in China**

China is the largest smartphone manufacturer in the world. Its domestic demand for smartphones is surging as traditional mobile users switch to more advanced handsets. But most of the new demand is not for the latest gadgets from Apple or Samsung

Apple's loss is Chinese brands' gain. Instead of an iPhone, many choose cheaper home-grown smartphones when they upgrade from feature phones.

"Xiaomi's price is good for average consumers. I can accept the price. The quality is not bad either. Web streaming is very fast. That's why I'm getting one." said a consumer.

Lower prices, more geared to local needs. Millions of consumers like Mr Liu have the same idea. That's why Apple's share of China's smartphone market was halved in the second quarter—and the US tech giant is trying to catch up.

"Premium smartphones has less than 20 percent of the market share. The majority of demand in China come from mid-tier and low end smartphones. Apple sees this dynamic as its older discounted-ones gains popularity here. They are already cooperating with Chinese carriers to come up with a cheaper model of iPhone." said Jane Zhang, tech consumer analyst of Gartner INC.

By 2015, four out of every five cell phones sold will be smartphones in China, almost double the number right now. According to iRESEARCH, more than half of the smartphones sold will be less than 1,000 RMB or around 150 USD. China's no.6 smartphone maker—Xiaomi, just launched a phone priced at under 800 yuan.

“Low end smart phones account for a third of the entire smartphone market share. It will be around 100 million by the end of this year, and that number will double by 2016. This demand comes from 3rd and 4th tier cities as they upgrade their feature phone to low-cost smartphones.” said Will Tao, consulting director of iResearch Consulting Group.

A key growth driver—is rural spending on technology, thanks to higher incomes. Gartner forecasts the technology market in rural China will be worth 135 billion dollars by 2022, similar size to the urban market today. Analyst say tech firms must adapt their product mix to suit rural consumers.



## A Good Essay to Read 美文欣赏

### The Light of a Bright Day

I choose for my subject faith wrought into life, apart from creed or dogma. By faith I mean a vision of good one cherishes and the enthusiasm that pushes one to seek its fulfillment regardless of obstacles. Faith is a dynamic power that breaks the chain of routine and gives a new, fine turn to old commonplaces. Faith reinvigorates the will, enriches the affections and awakens a sense of creativeness.

Active faith knows no fear, and it is a safeguard to me against cynicism and despair. After all, faith is not one thing or two or three things; it is an indivisible totality of beliefs that inspire me. Belief in God as infinite good will and all-seeing Wisdom whose everlasting arms sustain me walking on the sea of life. Trust in my fellow men, wonder at their fundamental goodness and confidence that after this night of sorrow and oppression they will rise up strong and beautiful in the glory of morning. Reverence for the beauty and preciousness of the earth, and a sense of responsibility to do what I can to make it a habitation of health and plenty for all men. Faith in immortality because it renders less bitter the separation from those I have loved and lost, and because it will free me from unnatural limitations and unfold still more faculties I have in joyous activity. Even if my vital spark should be blown out, I believe that I should behave with courageous dignity in the presence of fate and strive to be a worthy companion of the beautiful, the good, and the True. But fate has its master in the faith of those who surmount it, and limitation has its limits for those who, thought disillusioned, live greatly. True faith is not a fruit of security, it is the ability to blend mortal fragility with the inner strength of the spirit. It does not shift with the changing shades of one's thought.



It was a terrible blow to my faith when I learned that millions of my fellow creatures must labor all their days for food and shelter, bear the most crushing burdens and die without having known the joy of living. My security vanished forever, and I have never regained the radiant belief of my young years that earth is a happy home and hearth for the majority of mankind. But faith is a state of mind. The believer is not soon disheartened. If he is turned out of his shelter, he builds up a house that the winds of the earth cannot destroy.

When I think of the suffering and famine, and the continued slaughter of men, my spirit bleeds, but the thought comes to me that, like the little deaf, dumb and blind child I once was, mankind is growing out of the darkness of ignorance and hate into the light of a brighter day.



# Programme 6

## Business Meeting

### 商务会议

#### 译 文

#### 商务会议的程序

无论你在企业中工作还是自主创业，某些时候，你都需要举办或者参加一些商务会议。也许有些人认为商务会议的吸引力不大，其实不然，经过一番指导并做了准备的商务会议就能成为一种有效地满足每个人需求的简便方式。

#### 会前

无论你是商务会议的主办方还是一个积极的参与者，会前的准备都很关键。如果你是会议的主办方，就要确保在会前把所有的笔记、会议话题、补充资料以及幻灯片、挂图等任何直观的辅助工具都准备好。同时要再次确认会议的地点和时间，以便使参会者可以进行相应的安排。如果你准备了茶点，要把它们放在参会者能够到达的地方。

如果你是参会者，按时甚至提前几分钟到达会场，以防会前需要料理一些事情，或者想要取一杯饮料。另外，如果需要的话，请带上笔记本、钢笔等必要物品，以便需要时自己可以做一下笔记。不要想当然地认为会议发言人会为你准备这些物品。

#### 会上

如果你是会议的发言人，请准时开始会议，用清晰而平静的声音讲话。你要与听众保持眼神的交流，保证他们跟得上你的速度，不要偏离主题。如果听众们能跟上你的议程并以一种恰当的方式获得所需的知识，他们会很感激的。

如果你是参会者，根据发言人的安排，你可以在会中或者会后进行提问。听讲时请做些笔记，如果有问题也要记下来。并且，要尊重会议发言人和各位参会者，不要交头接耳或着查看电子设备，因为这表明你对自己同意参加的会议缺乏兴趣。

#### 会后

会议结束后，作为会议的发言人，你可以询问大家是否有任何问题。你还可以利用这段时间对会上提及的某些话题进行详细阐述。另外，一定要感谢大家参会，并对接下

来的步骤进行确认。如果你带了茶点，要保证会议场所在你离开时仍旧保持原样——干净整洁。

作为参会者，你可以花上一些时间同会议发言人就无法在会上讨论的某些话题进行深入讨论。此外，如果你需要有关会议主题的更多信息或者说明，请向会议发言人索取这些材料。如有需要，查明下一次会议的时间和地点。



## Study Readings

### Passage 1: PBC's Monetary Policy Committee Held its First Quarterly Meeting in 2013 中央货币政策委员会召开 2013 年第一季度会议

Recently, the Monetary Policy Committee of PBC held its first quarterly meeting in 2013 in Beijing.

The participants analysed the current domestic and international economic and financial situations. They were of the view that China's real economy and financial sector in general maintained a steady growth momentum, prices were stable but the future trend was uncertain, and the global economy showed signs of improvement but still faced complex situations.

The participants emphasized the need to implement the decisions adopted at the 18th National Congress of the CPC and the Central Economic Work Conference, closely follow the latest developments in the real economy and financial markets at home and beyond as well as changes in international capital flow, continue the sound monetary policy to maintain policy continuity and stability, make policy measures more forward-looking, better-targeted and more flexible, properly handle the relationship among stable growth, structural adjustment, inflation control and risk prevention, and maintain a stable monetary environment. Furthermore, measures will be adopted to perfect the macro prudential framework and use various monetary policy instruments to strengthen and improve liquidity management and guide the stable and appropriate growth of money, credit and all-system financing aggregates. The allocation of financial resources will be optimized to effectively alleviate the structural imbalances in the supply and demand of credit, prevent financial risks, and improve the financial service to the real economy, and the role of direct financing will be further tapped to meet the diversified demand of investment and financing in a better way, and promote the sound development of financial markets. The market-based interest rate reform and the reform of the RMB exchange rate regime will be advanced to keep the RMB exchange rate basically stable at an adaptive and equilibrium level.

Mr. Zhou Xiaochuan, Governor of the PBC and Chairman of the Monetary Policy Committee, presided over the meeting. Other committee members present at the meeting included Mr. Zhu Zhixin, Ms. Hu Xiaolian, Mr. Yi Gang, Mr. Shang Fulin, Mr. Xiang Junbo,

Mr. Qian Yingyi, Mr. Chen Yulu, Mr. Song Guoqing, Mr. You Quan, Mr. Li Yong, Mr. Du Jinfu, Mr. Ma Jiantang, Mr. Guo Shuqing, Mr. Jiang Jianqing were absent from the meeting on business leaves. Presidents of the Operations Office, and Tianjing and Nanjing Branches of the PBC joined the meeting as non-members.

### I. Words & Expressions

1. monetary *adj.* 钱的; 货币的 money *n.* 钱; 货币 monetary policy 货币政策
2. quarterly *adv.* 每季度地 quarter *n.* 四分之一
3. participant *n.* 参与者, 与会者 participate *v.* 参与 participate in a meeting 参加会议
4. domestic *adj.* 国内的 domestic affairs 国内事务 domestic situation 国内形势
5. financial situation 经济状况, 金融形势
6. real economy 实体经济
7. in general 总的说来; 大体上; 通常
8. maintain *v.* 维持, 保持 maintain a good order 保持良好的秩序
9. steady *adj.* 平稳的 a steady increase 稳定增长 a steady economy 平稳的经济
10. momentum *n.* 势头, 动力 lose momentum 失去动力 gain momentum 获得动力
11. stable *adj.* 稳定的, 稳固的; 安定的; 沉稳的 stability *n.* 稳定性; 稳定状态; 沉稳 a stable relationship 稳定的关系 a stable job 稳定的工作 a stable government 稳定的政府
12. uncertain *adj.* 不确切; 无把握; 靠不住 uncertainly *adv.* 犹豫地; 迟疑地
13. emphasize (emphasise) *v.* 强调, 着重, 加强 emphasis *n.* 加强语气, 强调
14. implement *v.* 使生效; 实施; 执行 *n.* 工具, 器具 implement policies 执行政策 implement plans 执行计划 implement a programme of reforms 执行改革计划
15. adopt *v.* 采纳; 收养; 批准 adopt an idea 采纳一意见 adoption *n.* 收养; 采纳
16. sound *adj.* 良好的 a sound economy 良好的经济 a sound sleep 熟睡
17. prudential *adj.* 谨慎的 prudential regulations 审慎规则
18. instrument *n.* 工具, 器具 musical instrument 乐器 crucial instruments 关键工具
19. liquidity management 流动资金管理
20. aggregate *n.* 总和 aggregate demand and supply 总的供需
21. optimize *v.* 使最优化 optimize capital structure 优化资本结构
22. alleviate *v.* 减轻, 缓和 alleviate the pain 减轻痛苦 alleviate the conflict 缓和矛盾
23. tap *v.* 开发, 利用 tap into new markets 开发新市场
24. diversify *v.* 使多样化; 使不同 diversify one's skills 培养自己多方面的技能

25. allocation *n.* 分配 allocation of resources 资源配置, 资源分配 allocation problem 配置问题, 分配问题
26. regime *n.* 方法, 制度 legal regime 法律制度 supervisory regime 监管机构
27. preside *v.* 主持, 指挥 preside over 主持 preside at 主持, 负责
28. absent *adj.* 不在场的; 在别处的 absent-minded *adj.* 心不在焉的; 健忘的 be absent from school 不上学 be absent from a meeting 不到会 be absent from work 缺勤

## II. Notes

1. They were of the view that China's real economy and financial sector in general maintained a steady growth momentum, prices were stable but the future trend was uncertain, and the global economy showed signs of improvement but still faced complex situations.

他们认为中国实体经济和金融方面总体保持一个稳定增长的势头, 价格稳定, 然而未来的趋势是不确定的, 并且全球经济显现出改善的信号, 但是依然面临复杂的局面。其中, 形容词 steady 的意思是“平稳的”, 例如, 短语 steady growth 的意思是“稳定增长”, 短语 steady economy 的意思是“平稳的经济”。momentum 的意思是“势头, 动力”, 短语 great momentum 的意思是“强劲的势头”, lose momentum 的意思是“失去动力”。

2. The participants emphasized the need to implement the decisions adopted at the 18th National Congress of the CPC and the Central Economic Work Conference, closely follow the latest developments in the real economy and financial markets at home and beyond as well as changes in international capital flow, continue the sound monetary policy to maintain policy continuity and stability, make policy measures more forward-looking, better-targeted and more flexible, properly handle the relationship among stable growth, structural adjustment, inflation control and risk prevention, and maintain a stable monetary environment.

与会者强调要执行中国共产党第十八届全国人民代表大会及中央经济工作会议的决定, 紧密地关注国内外实体经济和金融市场的最新发展以及国际资金流的变化, 继续实施良好的货币政策以保持政策的稳定性和持续性, 制定更加前瞻性、更好目的性和更加灵活的政策措施, 恰当地处理稳定增长、结构调整、控制通货膨胀和风险预警之间的关系, 保持稳定的货币环境。

3. The allocation of financial resources will be optimized to effectively alleviate the structural imbalances in the supply and demand of credit, prevent financial risks, and improve the financial service to the real economy, and the role of direct financing will be further tapped to meet the diversified demand of investment and financing in a better way, and promote the sound development of financial markets.

优化金融资源分配能有效地减轻信用产品供需结构不平衡, 预防金融风险, 提高对



实体经济的金融服务，而且，直接融资的作用将进一步得到利用，以此来满足以更好方式投资和融资的多样需求，并促进金融市场的良好发展。

其中，alleviate 的意思是“减轻，减缓”，例如，短语 alleviate the pain 的意思是“减轻痛苦”，短语 alleviate the problem 的意思是“缓解问题”。

## **Passage 2: Party Secretary Luo Zhijun Chairs 2013 Economic Work Conference 党委书记罗志军主持 2013 年经济工作会议**

On the afternoon of December 19, members of the Standing Committee of CPC Jiangsu Provincial Committee convened a conference to analyze and investigate into economic work of 2012. Secretary of CPC Jiangsu Provincial Committee Luo Zhijun presided over the conference.

In this year, the whole province revolved around the overall work of ushering in the 18th CPC National Congress and following its spirit, stuck to the master keynote of making progress while maintaining stability, intensified efforts in the Eight Projects, focused on economic restructuring and upgrading, met the comprehensive requirements of creating a harmonious and stable environment, adhered to the work orientation of “fast and sound development” and facilitated all tasks in an all-rounded way. Thanks to these efforts, economic and social development in the province took on a sound momentum of progress in stability. Presently, economic development of the province is facing quite a few difficulties and challenges as well as new opportunities. While being aware of the positive aspects and strengthening confidence, we should also make full preparation for potential risks and challenges. When preparing for the worst situation, we strive to win the best results. The conference issued the above mentioned keynote.

The conference pointed out that, the next year marks the beginning of comprehensively and thoroughly implementing the spirit of the 18th CPC National Congress and a critical year for the 12th Five-Year Plan. To well fulfil the economic tasks in the next year, we need to comprehensively learn and implement the Congress spirit, follow the deployment of the Central Economic Work Conference, stick to the guidance of Deng Xiaoping Theory, Important Thoughts of the “Three Represents” and Scientific Outlook on Development, circle around the main theme and main line, center around enhancing the quality and effectiveness of economic growth, make pioneering and earnest efforts to achieve progress while maintain stability so as to strike a good beginning, adhere to the work orientation of “fast and sound development”, deeply implement the Eight Projects, deepen reform and opening up, strengthen innovation-driven development, speed up economic restructuring and upgrading, energetically guarantee and improve people’s livelihood, scale up endogenous vitality and dynamics for economic development and finally achieve sustained and sound economic development as well social harmony and stability.

The conference proposed that, we need to take expanding domestic demand as strategic foundation, stabilize and improve policies and measures for promoting consumption, further optimize investment portfolio and spare no effort to keep steady and relatively fast economic growth. It is necessary to pace up strategic economic restructuring, thoroughly implement the scientific innovation programme, and facilitate the building of new modern industrial system. It is essential to seize the important opportunity brought about by the urbanization drive of the country to promote urban and rural integration with even greater efforts and emphasize ecologic preservation while pressing ahead with urbanization as well as urban and rural integration. Moreover, we need to unwaveringly deepen reform and expand opening-up and take concrete measures to reform major areas and key links with a view to adding up new advantages of Jiangsu's open economic development. In addition, we shall attach greater importance to guaranteeing and improving people's livelihood, foster universal and relatively fast increase of urban and rural residents and pick up paces in making people have equal access to basic public services.

### I. Words & Expressions

1. chair *v.* 担任（某事务的）主席 *n.* 椅子；主持会议的主席  
chair a meeting 主持会议 chairman *n.* 主席 chairperson *n.*（男或女）主席
2. convene *v.* 召开 convene conferences 召集会议
3. revolve *v.* 围绕，以……为中心 revolve around 围绕……转动，以……为中心
4. usher *v.* 引导，引入 usher in 领进，引进
5. keynote *n.* 要旨，主题；主音
6. intensify *v.* 加强，强化 intensify reform 深化改革 intensify the pain 疼痛加剧
7. restructure *v.* 重建，改建；重组，改组 restructuring *n.* 重建，改建；重组，改组
8. upgrade *v.* 提高级别，提高等级
9. comprehensive *adj.* 包罗万象的；全面的；综合的
10. harmonious *adj.* 和谐的；协调的 harmony *n.* 相符；协调 in harmony with 相配
11. adhere to 坚持，依附 adhere to the policy 坚持政策 adhere to the contract 遵守契约
12. orientation *n.* 定位，目标 a marketing orientation 营销目标 lose orientation 失去方向
13. facilitate *v.* 使容易 facility *n.* 容易学好或做好某事物的能力 facilities *n.* 设备
14. take on 呈现 take on a new look 呈现新面貌 take on new quality 呈现新品质
15. strengthen *v.* 增强 strength *n.* 力量，力气；强度；长处
16. strive to 努力 strive to make progress 努力取得成绩



17. deployment *n.* 布置, 设置 rapid deployment 快速部署
18. enhance *v.* 增强; 提高; 美化 enhance the reputation of sb. 提高某人的声望
19. scale up 成倍增长
20. endogenous *adj.* 内生的, 内成的
21. portfolio 投资组合; 公事包, 文件夹
22. spare no effort 不遗余力 spare no effort to do sth 不遗余力的做某事
23. bring about 引起, 带来 bring about changes 引起变革 bring about recession 导致衰退
24. press *v.* 紧迫, 促进 press ahead 促进 press upon 强压
25. unwaveringly *adv.* 毫不动摇地
26. attach importance to 重视 attach importance to economic development 重视经济发展
27. foster *v.* 促进, 鼓励 foster economic growth 促进经济增长 foster a crisis 加重危机
28. universal *adj.* 普遍的 universal health care 全民健康 universal desire 普遍的渴求
29. pick up paces 加快步伐 speed up the pace 加快步伐
30. have equal access to 有平等的机会

## II. Notes

1. In this year, the whole province revolved around the overall work of ushering in the 18th CPC National Congress and following its spirit, stuck to the master keynote of making progress whiling maintaining stability, intensified efforts in the Eight Projects, focused on economic restructuring and upgrading, met the comprehensive requirements of creating a harmonious and stable environment, adhered to the work orientation of “fast and sound development” and facilitated all tasks in an all-rounded way.

今年, 全省围绕十八届全国人民代表大会指出的整体工作, 按照会议精神, 坚持取得进步同时维持稳定的主旨、强化八项工程工作, 以经济结构重组和升级为重心, 满足创造稳定和谐环境的综合要求, 坚持“快速良好发展”的工作方向并全面推进各项任务。

其中, 动词 revolve 的意思是“围绕, 以……为中心”, 例如, 短语 revolve about the axis 的意思是“围着轴旋转, 以轴为中心”, 短语 revolve around the sun 的意思是“绕着太阳转”。

动词 intensify 的意思是“加强, 强化”, 例如, 短语 intensify the effort 的意思是“加大努力”, 短语 intensify the pain 的意思是“加剧疼痛”。

2. To well fulfil the economic tasks in the next year, we need to comprehensively learn and implement the Congress spirit, follow the deployment of the Central Economic Work Conference, stick to the guidance of Deng Xiaoping Theory, Important Thoughts of the

“Three Represents” and Scientific Outlook on Development, circle around the main theme and main line, center around enhancing the quality and effectiveness of economic growth, make pioneering and earnest efforts to achieve progress while maintain stability so as to strike a good beginning, adhere to the work orientation of “fast and sound development”, deeply implement the Eight Projects, deepen reform and opening up, strengthen innovation-driven development, speed up economic restructuring and upgrading, energetically guarantee and improve people’s livelihood, scale up endogenous vitality and dynamics for economic development and finally achieve sustained and sound economic development as well social harmony and stability.

为了很好的完成明年的经济任务，我们需要全面学习和执行大会精神，按照中央经济工作会议的部署，坚持以邓小平理论、“三个代表”的重要思想及科学发展观为指导，围绕主题和主线，以提高经济增长的质量和效率为中心，做出开拓进取、坚持不懈的努力取得进步同时保持稳定以开创一个良好的开端，坚持“快速良好发展”的工作方向，深入实施八项工程工作，深化改革开放，加快创新发展，加速经济重组和升级，大力保证和改善人民生活，为经济增长增加内部活力和动力，并最终取得可持续的良好的经济发展以及社会和谐稳定。

3. It is essential to seize the important opportunity brought about by the urbanization drive of the country to promote urban and rural integration with even greater efforts and emphasize ecologic preservation while pressing ahead with urbanization as well as urban and rural integration.

必须抓住农村城镇化所带来的重要机会来以更大的努力推动城市和农村相结合并在加速城镇化发展和城市与农村相结合的同时注重生态保护。

其中，brought about by the urbanization drive of the country 是过去分词短语作后置定语修饰前面的 opportunity。单词 press 的意思是“促进，推动”，例如，短语 press ahead 的意思是“奋力前进”，短语 press a policy 的意思是“强化政策”。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- Recently, the Monetary Policy Committee of PBC held its first quarterly meeting in 2013 in \_\_\_\_\_.  
 A. Sanya  
 B. Guangzhou  
 C. Shanghai  
 D. Beijing
- Participants in the meeting held the view that China’s real economy and financial sector in general maintained a \_\_\_\_\_ growth momentum.  
 A. difficult  
 B. complex



3. We agree to pay the rent \_\_\_\_\_.
4. The style prevails and picks up \_\_\_\_\_.
5. The patient's condition is \_\_\_\_\_.
6. The money collected will \_\_\_\_\_ a thousand dollars.
7. You can see distant objects with this special \_\_\_\_\_.
8. What can you do to \_\_\_\_\_ your family situation?
9. A number of measures were taken to \_\_\_\_\_ the problem.
10. The whole question of the \_\_\_\_\_ of resources will come up for review next week.
11. The workers formed a union to \_\_\_\_\_ for higher wages.
12. The \_\_\_\_\_ may take some time.
13. The committee will \_\_\_\_\_ at 11: 30 next Thursday.
14. We will \_\_\_\_\_ stick to the policy made by the government.
15. You must \_\_\_\_\_ your sense of responsibility.
16. The police made a search of the room \_\_\_\_\_.
17. The school has an \_\_\_\_\_ towards practical skills.
18. He spun the \_\_\_\_\_ door round and round.
19. The \_\_\_\_\_ was told to look out into the audience and count noses.
20. We should \_\_\_\_\_ capital investment in areas needing development.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |            |          |
|------------|----------|
| 1. 缺席      | 2. 金融形势  |
| 3. 稳定增长    | 4. 主持会议  |
| 5. 实体经济    | 6. 总体上   |
| 7. 良好的货币政策 | 8. 利率改革  |
| 9. 采纳意见    | 10. 实施决定 |

11. Government officials who travel on business are given traveling allowances.
12. The monetary units of Japan is the yen.
13. In general her work has been good, but this essay is dreadful.
14. The country must tap new resources of energy.
15. The regime finally collapsed after 25 years of misrule.
16. We must stick to our task till it is finished.
17. I will adhere to this opinion until contrary facts appear.
18. Her normally rosy face took on a deeper hue.
19. We should all strive to reunify the motherland.
20. Retail prices were scaled up by 5 percent.

**Task 5: Match the English expressions with their Chinese equivalents on the right.****Column A**

1. main theme
2. achieve progress
3. maintain stability
4. deepen reform
5. speed up economic restructuring
6. social harmony and stability
7. seize the important opportunity
8. urban and rural integration
9. ecologic preservation
10. pick up paces

**Column B**

- A. 城市与农村相结合
- B. 加快步伐
- C. 生态保护
- D. 主旨
- E. 深化改革
- F. 抓住重要机会
- G. 社会和谐稳定
- H. 维持稳定
- I. 加速经济重组
- J. 取得成绩

**More Readings****Invited to Host Resource Summit and Address Chairman Xu  
Lejiang Attends 2013 Summer Davos**

From Sept. 11th to Sept 13th, the world attended international economy conference—2013 Summer Davos Forum was held in Dalian, China. Themed as Meeting the Innovation Imperative, Heads of State, Politicians and enterprise representatives gathered in Dalian, to jointly discuss the global economic issues. Premier Li attended the Forum and deliver the key note speech of Long Term, Sustainable and Healthy Development of China's Economy is Driven by Reform and Innovation. Xu Lejiang, President of Baosteel Group Co., Ltd. Attended the Forum and was invited as Co-chairs of Resource Summit to jointly discuss enterprise innovation issues with world renowned enterprise leaders, experts and guests from all walks of life.

Summer Davos Forum, alternatively named as World Economic Forum-Annual meeting of the New Champions, is jointly proposed by Schwab, Chairman of World Economic Forum and Wen Jiabao, Former Prime Minister of China. Started from 2007, in China, this is the 7th round. Regarded as vane of world economy, Summer Davos Forum is an interactive platform between World 1,000 enterprises, as well as between nations and regional governments, intending to create a plannable industrial & commercial development vision for global growth companies. This Forum has invited over 2,000 guests from 90 countries to discuss such global economic issues as innovation force release, industrial ecological system changing, social risk resistance ability creation and market connection, etc.

Chairman Xu Lejiang was again invited as co-chair of Resource Summit. Before curtain-up, Xu participated in the meeting with Premier Li and global business leaders, and was invited to attend Global Enterprise Leader Summit, initiating interactive exchange in Globalization and Corporate Governance with 30 most world renowned entrepreneur leaders such as Mitsubishi. During the forum, Xu has dedicately met such guests as Yorihiro Kojima, Chairman of Mitsubishi, Margaret Ren, Chairman of BOA Merrill Lynch China, Francisco, Director General of Mexico Trade Promotion Bureau and Andrew Harding, CEO of Rio Tinto Iron Ore, etc.

In Resource Summit, held in Sept. 11th, invited by the organizer, Xu elaborated world economy trend and status & development steel industry. He put it that from macro-economic perspective, after several years' digital growth, China's economy has entered a new development era, which will pay more attention to quality of economic growth. In order to get sustainable development, structural adjustment is imperative. From the long cycle's perspective, global economy will continue to recovery slowly. International industrial transfer will aggravate competition facing to China's manufacturing sector. Blending of intelligence and low carbon is changing the manufacturing mode. The 3rd industrial revolution featured by intelligent distributed energy and digital manufacturing has been taken on, which brings revolutionary impact to China's conventional manufacturing mode. Talking about status and development of steel industry, Xu noted that China's new urbanization policy has positive effect on consumption growth of steel products. Although China's total steel consumption will rise, over-supply issue is hard to be changed; on the other hand, demand of such high end products as automotive sheet, silicon steel and special steel will grow more rapidly, and their proportion will continue to rise, meanwhile, environmental protection, energy saving and comprehensive utilization of wastes will be taken more seriously in steel production.

### **Big Data and How It will Drive Growth**

Companies need to make better use of databases to sharpen their edge in innovation, experts said at the Patent Information Annual Conference of China in Beijing last week.

“In the era of big data, holding comprehensive and accurate information means having access to a core asset,” Bai Guangqing, president of the Intellectual Property Publishing House, told China Daily during the meeting.

“In the sea of information, how to discover relationships between various data and increase data mining efficiency through IT is the key to helping improve R&D.”

With some 90 percent of technology information available in patent documentation worldwide, tapping into vast patent databases is an inevitable path to innovation, Bai said.

More foreign companies are eyeing China's information service market after the country became largest patent filing powerhouse in the world, he said.

The trend is reflected in expansion of the conference itself. Founded in 2010, the event



this year attracted 1,500 representatives from the domestic and overseas business communities, its largest-ever corporate participation.

Meng arrived from abroad—both service providers and users—a reflection of growing demand from overseas, Bai said.

The publishing house president said half of his company's yearly revenue is from overseas orders. Now about 20 million yuan (\$3.3 million) for the year, the company's revenues are growing 20 to 30 percent annually, a rate he predicted will continue to accelerate.

At the same time, domestic companies now place a higher value on patent information as innovation heats up, partly due to a series of government policies, said Bai.

Meng Xiantang, deputy director-general of the High-tech Industry Department at the National Development and Reform Commission, told the conference the global economy is still sluggish in the aftermath of the financial turmoil that began in 2008.

“New demand (for information) can be an emerging engine in the recovery,” Meng said.

Tian Lipu, commissioner of the State Intellectual Property Office, said at the conference that China's national IP strategy that began in 2008 “has injected vigor into innovation and enabled a rapid increase in IP creation nationwide”.

The country had an inventory of 1.1 million invention patents by the end of last year, 430,000 of them granted to domestic applicants.

The number of international patent filings from China now ranks fourth in the world, according to statistics from the World Intellectual Property Organization.

Commissioner Tian noted the significance of international cooperation in IP, especially in sharing and exchanging patent information services.

David Kappos, former director of the US Patent and Trademark Office and now partner of Gravath, Swaine&Moore LLP, said “the dynamics of our economic landscape may be shifting, but the importance of IP is not”.



## A Good Essay to Read 美文欣赏

### Free Minds and Hearts

At the beginning of the World Series of 1947, I experienced a completely new emotion, when the National Anthem was played. This time, I thought, it is being played for me, as much as for anyone else. This is organized major league baseball, and I am standing here with all the others; and everything that takes place includes me.

About a year later, I went to Atlanta, Georgia, to play in an exhibition game. On the field, for the first time in Atlanta, there were Negroes and whites. Other Negroes, besides me. And I thought: What I have always believed has come to be.

And what is it that I have always believed? First, that imperfections are human. But that wherever human beings were given room to breathe and time to think, those imperfections would disappear, no matter how slowly. I do not believe that we have found or even approached perfection. That is not necessarily in the scheme of human events. Handicaps, stumbling blocks, prejudices—all of these are imperfect. Yet, they have to be reckoned with because they are in the scheme of human events.

Whatever obstacles I found made me fight all the harder. But it would have been impossible for me to fight at all, except that I was sustained by the personal and deep-rooted belief that my fight had a chance. It had a chance because it took place in a free society. Not once was I forced to face and fight an immovable object. Not once was the situation so cast-iron rigid that I had no chance at all. Free minds and human hearts were at work all around me; and so there was the probability of improvement. I look at my children now, and know that I must still prepare them to meet obstacles and prejudices.

But I can tell them, too, that they will never face some of these prejudices because other people have gone before them. And to myself I can say that, because progress is unalterable, many of today's dogmas will have vanished by the time they grow into adults. I can say to my children: There is a chance for you. No guarantee, but a chance. And this chance has come to be, because there is nothing static with free people. There is no Middle Ages logic so strong that it can stop the human tide from flowing forward. I do not believe that every person, in every walk of life, can succeed in spite of any handicap. That would be perfection. But I do believe—and with every fiber in me—that what I was able to attain came to be because we put behind us (no matter how slowly) the dogmas of the past: to discover the truth of today; and perhaps find the greatness of tomorrow.

I believe in the human race. I believe in the warm heart. I believe in man's integrity. I believe in the goodness of a free society. And I believe that the society can remain good only as long as we are willing to fight for it—and to fight against whatever imperfections may exist. My fight was against the barriers that kept Negroes out of baseball. This was the area where I found imperfection, and where I was best able to fight. And I fought because I knew it was not doomed to be a losing fight. It couldn't be a losing fight—not when it took place in a free society. And in the largest sense, I believe that what I did was done for me—that it was my faith in God that sustained me in my fight. And that what was done for me must and will be done for others.

# Programme 7

## Enquiry

## 询 盘

### 译 文

#### 询 盘

询盘是为了寻找产品、服务或者信息。在对外贸易中，商务谈判通常是以海外买家向卖家提出询盘来询问销售条件开始的。然而，有时卖方也可以向国外买方主动表示出售商品的意图，进行询盘，发起商务谈判。

为了获得所需信息，询盘人应该表述清晰、简单、准确。一般说来，询盘有两种类型：一般询盘和具体询盘。一般询盘是针对商品的基本信息，比如目录、价目表、样品等的请求。具体询盘则会请求提供关于商品或者服务的详细信息，例如，品名、质量、价格、折扣、规格及其明确的商品数量、价格条件、付款方式、装运时间、包装方式、交货及其他详细信息。具体询盘包含更加具体而详细的信息，是交易人提供给某些对商品表示出兴趣的公司的信息。

值得注意的是，无论哪一方做出询盘均不必对买卖行为负有责任，并且对方同时也可以不做任何回复。但是根据商业惯例，收到询盘的一方将毫不延迟地做出答复，常见的形式是报市场价、卖方出价或者买方出价。询盘不仅可以向一方也可以向多方提出。这样，报盘人就可以对比不同回复中所列举的交易条件，并从获益的角度出发，最终与报价或者出价条件最优的一方进行交易。

对于出口商而言，促销性交流是在进口商得到询盘之前非常重要的一步。通过交流，出口商能使其公司及其商品为潜在客户所知。他们可以采用许多方法进行促销性交流，可以通过各种传媒机构进行广告宣传，可以分发商品销售说明书和价目表，也可以参加展销会展示其产品，出口商也可以直接向潜在客户发送邀请询盘。

其后，潜在客户将以传真电子邮件、电话或者信件的方式发送询盘来询问交易条件。现在，许多公司不再使用信件而是使用打印形式的询盘表格进行询盘。“首次询盘”是向之前从未有过交易的供货商提出的一种询盘。首次询盘应首先告知对方是如何获得其名

字和地址的,并将你自己公司的一些详细信息向供应商介绍,譬如,经营范围、所需数量、常用的交易条件及其他任何有助于他决定为你做些事情的信息。如果是长期客户或再次购买,询盘可以非常简单,通常一个电话或者一张打印的询盘表,甚至是一张明信片就可以了。

询盘应发送给公司而不是某个人,因为这样你的询盘将会很快受到关注。如果你发送询盘给个人,可能会由于他或她不在而耽搁。或者你可能会出错,发送给错误的人,因为他并不是负责人,这也意味着耽搁。无论通过何种方式,提出询盘都是为了获得所需信息,因此,询盘应该简要、合理、明确并且是有礼貌的。

询盘意味着潜在的交易,所以应该快速而有礼貌地回复。在回复时,应该首先对询盘致谢,然后,提供买方想知道的所有详细信息,比如,带图例的说明书、价目表、付款条件。如果所需货物目前缺货,供货商应通知询盘人何时到货并且利用这次机会介绍新产品或是其他可以替代缺货产品的产品,以便留下良好印象,这样做极有希望地创造了更多的交易机会。

通常,询盘中包含品名、质量、型号、所需数量和交货日期等信息。例如:

进口商可以提出下列询盘:

请报 20 000 米中国织锦新加坡港最早交货的成本加运费价。

出口商可以提出下列询盘:

我方可提供中国织锦,五月装运。如感兴趣,请发电报。



## Study Readings

### Passage 1: OALA Delayed by LegCo Foot Dragging again

#### 老年生活补贴被立法会再次拖延

Opposition filibustering has made it “difficult” for seniors to receive HK\$ 2,200 Old Age Living Allowance (OALA) payments next March as planned, Secretary for Labour and Welfare Matthew Cheung Kin-chung said, as the Legislative Council (LegCo) failed to pass the funding proposal.

The LegCo Finance Committee spent six hours on Friday dealing with enquiries and a failed motion to adjourn the debate, but it was far from over. The next Friday meeting will begin to vote on motions moved by the opposition, in which Leung Kwok-hung alone planned to table over 1,000 amendments, acquiring 33 hours to clear.

Committee Chairman Tommy Cheung Yuyan progressively reduced the time allowed for enquiries from five minutes to one. He slammed opposition lawmakers for repeating questions.

The Hong Kong Federation of Trade Unions will not support the proposal, but Wong Kwok-kin said the party would condemn filibusters attempts, because delaying tactics will hurt the interests of needy elders.

Matthew Cheung said he was disappointed on the lack of outcome after Friday meeting, adding the further delay has made it very difficult for the government to launch the allowance by next March. He could not tell how long the seniors will have to wait.

Already missing an earlier deadline, end of October, the government has withdrawn HK\$ 513.7 million from its application. Consequently, payments will be backdated to November 1.

The new proposal for the fiscal year 2012—2013 would only cover five months up to March, costing taxpayers HK\$ 2.57 billion for payments, HK\$ 7.3 million for operations and HK\$ 23.2 million to hire 90 extra civil servants.

Criticized for delaying, lawmakers tried to offer a remedy. Both the Democratic Alliance for the Betterment and Progress of Hong Kong and the Labour Party proposed a one-off bonus to the living allowance in the coming Budget.

Cheung said the advices were well heard, but did not give a definite answer. “There are a lot of priorities in the Policy Address and this allowance is not the only (expense) in social welfare,” he said. “The money will still be spent effectively as part of the central budget.”

Many questions raised on Friday focused on potential tactics to evade asset limits by taking advantage of the loose exemption rules. Investment and cash savings are counted, but life annuity plans packaged as insurance products are likely to be exempted. Bullion is considered an investment, but jewels and ornaments for self-use will be exempted. Similar questions were also raised on ownership of urn niches.

The welfare chief urged elders not to contest for resources out of greed. “Elderly centers, lawmakers and young people should explain to elders clearly that the allowance targets the needy.”

He added that moral risks always arise when a line is drawn on asset ceilings, but it was also not feasible to measure that risk beforehand.

About 31 lawmakers had pledged to back the proposal, compared to 24 who declared to vote against it. About eight lawmakers remained undecided.

## I. Words & Expressions

1. filibustering *n.* 妨碍议事  
filibuster *n.* 以冗长的演说拖延或阻挠会议作出决定的人 *v.* 拖延, 阻挠
2. opposition *n.* 反对; 相反; 抵抗 *oppose v.* 反对; 反抗; 抵制
3. senior *n.* 较年长的人; 高年级学生 *adj.* 较年长的; 高年级的
4. allowance *n.* 津贴; 补贴; 折扣 *v.* 给津贴
5. funding *n.* 提供资金 *fund n.* 基金; 储备; 现款 *v.* 积存; 为……提供资金
6. motion *v.* 以姿势向某人示意 *n.* 动议, 提议 *put forward a motion* 提出一动议
7. adjourn *v.* 停止一段时间; 休会; 使延期
8. table *v.* 搁置; 制表 *n.* 表; 目录; 桌子
9. amendment *n.* 修订 *amend v.* 修改; 修订

10. progressively *adv.* 积极地 progress *n.* 进步；前进；进化 *v.* 使进步；发展
11. slam *v.* 猛然关闭并发出巨响；猛力地放、推
12. condemn *v.* 谴责；宣判 condemn all sorts of slanders 谴责一切诽谤中伤的言论
13. tactic *n.* 技巧；手段，策略 *adj.* 按顺序的；依次排列的
14. needy *adj.* 有困难的，需要帮助的 needy elders 有困难的老年人
15. outcome *n.* 结果，效果
16. deadline *n.* 截止时间 miss a deadline 超过期限
17. backdate *v.* 回溯 backdate to 追溯至……
18. fiscal year 财政年
19. remedy *n.* 补救；补救措施；治疗法 *v.* 改正，纠正；补救；治疗
20. one-off bonus 一次性奖金
21. evade *v.* 逃避；躲避；规避 evade paying one's taxes 逃税
22. take advantage of 利用
23. annuity *n.* 年金；养老金；年金保险
24. exemption *n.* 免除 exempt *v.* 使免除，豁免 *adj.* 被免除的，被豁免的  
*n.* 被免除（义务，责任）的人；免税人
25. ornament *n.* 装饰物，点缀品；摆设；
26. contest *v.* 竞争，争取 *n.* 比赛，竞赛
27. greed *n.* 贪婪，贪心
28. asset ceiling 资产上限
29. feasible *adj.* 可做的；可实行的 a feasible suggestion 切实可行的建议
30. beforehand *adv.* 预先；有准备地；较早

## II. Notes

1. The LegCo Finance Committee spent six hours on Friday dealing with enquiries and a failed motion to adjourn the debate, but it was far from over.  
立法会财务委员会周五花费六个小时的时间来处理询问并提议停止讨论宣告失败，而这还远远没有结束。  
其中，术语 LegCo Finance Committee 的意思是“立法会财务委员”，“LegCo”的全称为“Legislative Council”（香港特别行政区立法委员会），是香港特别行政区的立法机关，有部分议会的功能。短语 far from 的意思是“远离；远不及，远不足以”，例如，短语 far from impressive 的意思是“表现平平”。又如，They traveled far from home.（他们离家远游。）It emerged that her past behaviour was far from irreproachable.（事实表明，她过去的行为绝非无可非议。）
2. The new proposal for the fiscal year 2012—2013 would only cover five months up to March, costing taxpayers HK\$ 2.57 billion for payments, HK\$ 7.3 million for operations and HK\$ 23.2 million to hire 90 extra civil servants.  
新的 2012 至 2013 财政年提案将仅包含五个月（到三月份），纳税人需缴纳 25.7 亿



港币用于（老年人津贴）支付，730 万港币用于政府运作，2 320 万港币用于雇用新增 90 名公务人员。

其中，固定搭配 *fiscal year* 的意思是“财政年度，会计年度”，例如，*The U.S. government fiscal year legally ends on September 30.*（美国政府会计年度法定为九月三十日结束。）又如，*We are targeting to get over 10,000 deals for the fiscal year.*（我们这个会计年的目标是签下至少 10 000 单交易。）财政年度又称预算年度，是指一个国家以法律规定为总结财政收支和预算执行过程的年度起迄时间。

3. *The welfare chief urged elders not to contest for resources out of greed. “Elderly centers, lawmakers and young people should explain to elders clearly that the allowance targets the needy.”*

福利机构主管强烈呼吁老年人不要出于贪心而竞争财政资源。“老年服务中心、立法机构及年轻人应向老年人解释清楚这笔津贴针对的是有困难的老年人。”

其中，动词 *contest* 的意思是“竞争，争取”，例如，短语 *contest for medals* 的意思是“争夺奖牌”，短语 *contest against an opponent* 的意思是“与对手角逐”，又如，*The match looks like being a David and Goliath contest.*（比赛看上去像是一场力量悬殊的较量。）形容词 *needy* 的意思是“有困难的；贫困的”，例如，短语 *needy students* 的意思是“有困难的学生”，短语 *needy group* 的意思是“需要帮助的群体”，又如，*They awarded scholarships to needy students.*（他们给贫苦学生颁发奖学金。）

## **Passage 2: Customs International Cooperation Protects IPR Holders’ Rights** 海关国际合作来保护知识产权持有者的权利

In July this year, Suntech, a Chinese company and the world’s largest producer of solar panels, won a two-year-long cross country intellectual property rights infringement case. The case involved a value of RMB 2.55 million. The 3 suspects in the case were sentenced to jailed and fined.

In this case, China Customs, for the first time in history, managed to obtain a piece of key physical evidence through the way of international cooperation, with which the case was at last solved and the legitimate rights of Suntech were strongly protected. The new practice of China Customs not only guarded the reputation of the Chinese products but also paved the way for the made-in-China to fight against infringement at the international market.

In March 2010, Suntech received an enquiry from a German company on the authenticity of a consignment of solar panels worth of over EUR 320,000 they bought via a Japanese broker. After investigation, Suntech made a preliminary judgment that the above products might be fake ones.

Suntech then reported this to Shanghai Customs District, the customs administration which handled the export declaration of the might-be infringing products. However, the customs administration noticed that the suspected infringing goods had left China and been

shipped to Port of Hamburg, Germany. China Customs will no longer have the right and obligation to exercise control over and inspect the goods once they leave Chinese customs territory, as stipulated in the relevant IPR protection regulations. Obviously, the validity period of customs control had expired in this case, which might be a blow to Suntech in terms of profit earning and reputation preservation.

Since Shanghai and Hamburg are among the 10 Chinese ports and 8 European ports which are connected to a customs information network built under the framework of 2009 China-EU Action Plan on Intellectual Property Rights Customs Enforcement, Shanghai Customs District made the information known to the Hamburg Customs authority immediately. Through pre-planning, Hamburg Customs authority detained the suspected goods upon their arrival and confirmed they were the infringing products reported by Suntech. At the end, these items were smashed except for those kept as samples.

To support Suntech's fight against infringement, China Customs provided the relevant declaration documents as original evidence. Suntech then reported the case officially to the Wuxi public security authorities after getting done the authentication of the prima facie evidence. However, Suntech was notified that the case could not be filed because of lacking of sample of the infringing products which is a key evidence.

Suntech tried several times in vain to get the sample from German Customs authorities, since such a request does not fall under the scope of competence of customs authorities of European Union and Germany. Having no material evidence and being unfamiliar to the case involving foreign detaining actions also added pressure to the Wuxi public security authorities.

In despair, Suntech asked China Customs for help for the second time.

The General Administration of Customs of China (GACC) paid great attention to the case, after getting the report from Suntech. The administration put in a request for assistance to Germany Customs under the framework of "mutual administrative assistance", making best out of the international customs cooperation mechanism. GACC got itself involved in solving the problem and directed Nanjing and Shanghai Customs District to do the ultimate to help Suntech.

After half a year's negotiation, in September 2011, Germany Customs agreed to stretch a point and gave China Customs a set of infringing Suntech panel to be used as physical evidence for a criminal case. The infringement case finally took a step forward.

In June this year, the People's Court of Wuxi New District adjudicated upon the case. 3 suspects were sentenced to jailed and fined. The producer of infringing goods was fined RMB 900,000. The case was at last closed.

## I. Words & Expressions

1. solar panel 太阳能电池板
2. infringement *n.* 侵犯, 侵权; 违反    infringe *v.* 违反; 侵犯, 侵害    cases of patent

- and trademark infringement 专利和商标侵权的案件
3. suspect *n.* 嫌疑犯 *v.* 猜疑, 怀疑, 不信任
  4. sentence *v.* 判刑; 判决, 宣判 *n.* 宣判; 句子
  5. jail *n.* 监狱 *v.* 监禁
  6. fine *v.* 罚款; 澄清 *n.* 罚款; 晴天 *adj.* 好的, 上等的; 健康的
  7. China Customs 中国海关
  8. manage to 设法做到, 设法完成
  9. physical evidence 物证
  10. legitimate right 合法权利
  11. preliminary *adj.* 开端的; 预备性的 preliminary inquiries 初步的调查 preliminary experiments 初步的实验 preliminary negotiations 初步的谈判
  12. fake *n.* 赝品; 骗子, 冒充者 *adj.* 假的, 伪造的 *v.* 伪造; 假装
  13. authenticity *n.* 可靠性, 确实性, 真实性
  14. handle *v.* 处理; 经营; 操作 *n.* 手感, 手柄; 举动
  15. consignment *n.* 装运的货物, 托运的货物; 托运
  16. consign *v.* 委托, 托付; 托运
  17. enforcement *n.* 强制; 实施; 执行 judicial enforcement 司法实施 necessary enforcement machinery 必要的执行机制
  18. detain *v.* 阻住; 耽搁; 拘留 detain a suspect 扣押嫌疑犯
  19. smash *v.* 粉碎, 打碎; 使破产
  20. relevant *adj.* 有关的, 相关的; 确切的
  21. prima facie evidence 表面证据
  22. notify *v.* 通知, 公布
  23. in vain 无结果地; 徒然; 无效果的, 无用的 try in vain to sleep 怎么也睡不着
  24. competence *n.* 胜任; 能力; 称职; 权限 competent *adj.* 能胜任的; 能干的 competence in solving problems 解决问题的能力 a highly competent driver 技术高超的司机
  25. ultimate *adj.* 最后的, 终极的 the ultimate outcome 最后的结果
  26. get involved in 参与, 涉及
  27. stretch a point 破例让步
  28. adjudicate upon 判决

## II. Notes

1. In this case, China Customs, for the first time in history, managed to obtain a piece of key physical evidence through the way of international cooperation, with which the case was at last solved and the legitimate rights of Suntech were strongly protected.  
在这起案件中, 中国海关在历史上第一次成功通过国际合作方式获得一件关键物证, 由于这个物证, 这起案件最终得以解决并很好地保护了 Suntech 公司的合法权利。

其中，短语 *manage to* 的意思是“成功做到，设法做到”，例如，短语 *manage to win* 的意思是“设法获胜”，短语 *manage to do* 的意思是“成功做到”，又如，*They manage to sign up all the best performers.*（他们设法跟所有最佳演员签订合同。）术语 *physical evidence* 是法律专业术语，意思是“物证”。...*which the case was at last solved and the legitimate rights of Suntech were strongly protected* 是一个由 *which* 引导的非限制性定语从句，修饰前面的先行词 *physical evidence*。

2. Since Shanghai and Hamburg are among the 10 Chinese ports and 8 European ports which are connected to a customs information network built under the framework of 2009 China-EU Action Plan on Intellectual Property Rights Customs Enforcement, Shanghai Customs District made the information known to the Hamburg Customs authority immediately.

由于上海和汉堡均居于中国十个港口和欧洲八个港口之列，这些港口都与建立在 2009 年中欧知识产权海关执行行动计划框架下的海关信息网相连接，上海海关将信息立即告知汉堡海关。

3. After half a year's negotiation, in September 2011, Germany Customs agreed to stretch a point and gave China Customs a set of infringing Suntech panel to be used as physical evidence for a criminal case.

经过半年的磋商，2011 年 9 月，德国海关同意破例让步并给中国海关一组侵权的 Suntech 太阳能电池板用作刑事案件的物证。

其中，短语 *stretch a point* 的意思是“破例让步，勉强通融”，例如，*We are going to stretch a point tonight.*（今晚我们打算破例。）又如，*I wanted to ask you if you couldn't stretch a point.*（我来请求你宽容一些。）短语 *a set of* 的意思是“一组，一套”，例如，短语 *a set of knives* 的意思是“一套刀具”，短语 *a set of samples* 的意思是“一组样品”，又如，*I have a set of stainless knives and forks.*（我有一套不锈钢刀叉。）再如，*Your argument is based on a set of questionable assumptions.*（你的论证建立在一套有问题的假设上。）



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- Opposition filibustering has made it “\_\_\_\_\_” for seniors to receive HK\$2,200 Old Age Living Allowance (OALA) payments.  
A. difficult                      B. easy                              C. uneasy                              D. bad
- Matthew Cheung said he was disappointed on the lack of \_\_\_\_\_ after Friday meeting.  
A. income                      B. result                              C. enquiry                              D. offer
- Criticized for delaying, lawmakers tried to offer a \_\_\_\_\_.

- A. mistake      B. outcome      C. remedy      D. condition
4. Investment and cash savings are counted, but life annuity plans packaged as insurance products are likely to be \_\_\_\_\_.
- A. tabled      B. evaded      C. offered      D. exempted
5. About 31 lawmakers had pledged to \_\_\_\_\_ the proposal, compared to 24 who declared to vote against it.
- A. approve      B. backdate      C. convince      D. support

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. In July this year, Suntech won a two-year-long cross country intellectual property rights infringement case with the help of Hamburg Customs.
- ( ) 2. The result of the infringing case is that the 3 suspects in the case were sentenced to jailed and fined.
- ( ) 3. In May 2010, Suntech received an enquiry from a German company on the authenticity of a consignment of solar panels worth of over EUR 320,000 they bought via a Japanese broker.
- ( ) 4. GACC didn't take part in solving the problem and directed Nanjing and Shanghai Customs District to do the ultimate to help Suntech.
- ( ) 5. In June this year, China Supreme People's Court adjudicated upon the case.

**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

funding	debate	table	amendment	progressively
condemn	tactic	exemption	greed	allowance
assignment	hit	competence	check	suspect
succeed	sentence	make	fine	stretch
handle	consignment	smash	notify	jail
case	relevant	manage to	retail	involve

1. We had \_\_\_\_\_ for a long time about money.
2. He proposed to \_\_\_\_\_ the law at the meeting.
3. There have been large cuts in government \_\_\_\_\_ for scientific research.
4. We \_\_\_\_\_ all sorts of slanders.
5. There is often a \_\_\_\_\_ loss of sight in old age.
6. They voted to \_\_\_\_\_ the proposal until the following meeting.

7. \_\_\_\_\_ is one of the seven deadly sins.
8. The pension includes an \_\_\_\_\_ of fifty pounds for traffic.
9. The team won the game thanks to Jeff's spot \_\_\_\_\_.
10. These goods are \_\_\_\_\_ from customs duties.
11. He was \_\_\_\_\_ to jail by the judge.
12. No one doubts her \_\_\_\_\_ as a teacher.
13. The \_\_\_\_\_ has dark hair and green eyes.
14. We cannot agree to \_\_\_\_\_ the goods.
15. I tried googling but couldn't find anything\_\_\_\_\_.
16. A new man was appointed to\_\_\_\_\_ the crisis.
17. I don't know how they \_\_\_\_\_ bring up four children.
18. The key was lost, so we had to \_\_\_\_\_the door open.
19. The court required that he should pay the\_\_\_\_\_.
20. He will\_\_\_\_\_ us where we are to meet.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |          |          |
|----------|----------|
| 1. 通过提案  | 2. 追溯到   |
| 3. 允许    | 4. 很可能   |
| 5. 提出一动议 | 6. 超过期限  |
| 7. 利用    | 8. 提供补救  |
| 9. 一次性奖金 | 10. 提出问题 |

11. Her proposal met with strong opposition.
12. To be frank, your son is far from trust worthy.
13. What was the outcome of your meeting?
14. The increase in pay agreed in June will be backdated to January.
15. Although he was poor, he was quite generous to his needy friends.
16. Can't you stretch a point for a friend?
17. He doesn't want to get involved in this dispute.
18. I can't very well manage to come tomorrow.
19. Their economic policy pave the way for industrial expansion.
20. All our work was in vain.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. solar panel
2. physical evidence
3. legitimate right

**Column B**

- A. 知识产权
- B. 起初的判决
- C. 国际合作



- |                                 |           |
|---------------------------------|-----------|
| 4. the ultimate conclusion      | D. 原始证据   |
| 5. stretch a point              | E. 声明文件   |
| 6. intellectual property rights | F. 太阳能电池板 |
| 7. international cooperation    | G. 合法权利   |
| 8. a preliminary judgment       | H. 物证     |
| 9. declaration documents        | I. 破例让步   |
| 10. original evidence           | J. 最终的结论  |



## More Readings

### NZ Govt Launches Fonterra Inquiry

WELLINGTON—The New Zealand government announced Monday that its investigation into the Fonterra contamination crisis would look at the causes of and the official response to the botulism scare.

The announcement came as another New Zealand dairy firm, Westland Milk Products, confirmed it was involved in a food security alert over a product exported to China.

Primary Industries Minister Nathan Guy and Food Safety Minister Nikki Kaye said the government's investigation into Fonterra's whey protein concentrate contamination (WPC) incident would be divided into two parts.

"Part A will look at how the potentially contaminated whey protein concentrate entered the New Zealand and international market, and how this was subsequently addressed," Guy said in a statement.

"Parts B and C will look at regulatory and best practice requirements against the background of this incident in relation to the dairy industry, including the response of regulators. The inquiry will then report back on any recommended legal, regulatory or operational changes."

The probe would answer questions that had been raised about the incident, both domestically and internationally.

"It is also an important step in reassuring our trading partners that we take these issues seriously," said Guy.

The ministers had appointed a senior lawyer, Miriam Dean, to chair the inquiry and two other members would also be appointed shortly, including an international food safety expert.

"I think it is important in terms of independence that we have an international expert on food safety and systems as part of the inquiry," Kaye said in the statement.

Fonterra chief executive Theo Spierings welcomed the inquiry, which is in addition to two inquiries being carried out by the company and another by the Ministry for Primary Industries (MPI).

“We want to do everything we can to make sure our farmers, customers, governments, unit holders, and the general public have full confidence in Fonterra and our products,” he said in a statement.

Earlier Monday, MPI announced that it had revoked export certificates for four consignments of lactoferrin, made by Westland Milk Products, after they were found to have excessive levels of nitrate.

One batch was exported directly to China by Westland as an ingredient for other dairy products and the second was supplied to the North Island-based Tatua Co-operative Dairy Company, and also exported to China.

Both companies had told the MPI that a small amount of the lactoferrin was used in consumer products, but none of the products had reached consumers, and any food safety risk was “negligible,” according MPI acting director-general Scott Gallacher.

Earlier this month, China banned some Fonterra products after the company revealed that 38 tonnes of whey protein used by other manufacturers, including makers of infant formula, was contaminated with a bacteria that can cause botulism.

### **Ex-company Directors in Corruption Charges**

A former senior executive of the listed company, China Environmental Resources Group Limited (CERG), was charged by the Independent Commission against Corruption (ICAC) on Thursday with conspiracy to offer advantages to a former chairman of the same company.

Choy Pingfai, 48, was a former president of CERG, formerly known as Benefun International Holdings Limited.

According to the ICAC, Choy was suspected to have conspired with four others to offer Tan Sim-chew, former chairman of Benefun, a promissory note on Benefun to the value of HK\$100 million, as well as offered a favor to purchase 626 million shares of Benefun from Tan, at a price of HK\$80 million.

The transactions were said to have taken place between Jan 1, 2008 and May 14, 2010.

The conspirators, ICAC alleges, include 62-year-old merchant Lai Yiu-keung, 44-year-old company director Sik Siu-kwan, 49-year-old accountant Chang Kin-man, and 44-year-old accountant Ip Wing-lun.

The advantages were said to be a reward for Tan, to cause Benefun to acquire a plantation in Xinjiang Uyghur Autonomous Region for HK\$500 million.

It was also a reward for Tan to arrange a change of Benefun’s constitution, concerning the board of directors, according to ICAC.

Choy and the four alleged conspirators were jointly charged on Oct. 10 with one count of conspiracy to offer advantages to an agent.

All five defendants have been released on ICAC bail, pending their court appearance in Eastern Magistracy on Friday morning for mention. The case arose from a corruption report,

followed by ICAC enquiries.

In February this year, 58-year-old Lo King-fat, former financial controller and company secretary of Benefun, was charged together with Choy by the ICAC, with a joint count of conspiracy to defraud with regard to the same plantation acquisition project in Xinjiang.

Lo will also appear in Eastern Magistracy on Friday for mention.

Benefun is a company listed in Hong Kong, which later was renamed CERG.

One of the businesses of Benefun was selling plantation products and organic fertilizers.

Choy is also the sole owner of Blackpool Stadium Limited. Blackpool wholly owns a subsidiary, Ample Rich Enterprises Limited, which holds a plantation project on the mainland, according to ICAC.

ICAC also alleged that Choy and Lo had made false representation to the directors and shareholders of Benefun, who were told that the acquisition of the entire issued share capital of Ample Rich by Benefun from Blackpool with HK\$500 million had been a result of the “lengthy negotiations” between Benefun and Blackpool.



## A Good Essay to Read 美文欣赏

### Is Happiness the Secret of Success?

Some people think if you are happy, you are blind to reality. But when we research it, happiness actually raises every single business and educational outcome for the brain. How did we miss this? Why do we have these societal misconceptions about happiness? Because we assumed you were average.

When we study people, scientists are often interested in what the average is. If we study what is merely average, we will remain merely average.

Many people think happiness is genetic. That’s only half the story, because the average person does not fight their genes. When we stop studying the average and begin researching positive outliers—people who are above average for a positive dimension like optimism or intelligence—a wildly different picture emerges. Our daily decisions and habits have a huge impact upon both our levels of happiness and success.

Scientifically, happiness is a choice. It is a choice about where your single processor brain will devote its finite resources as you process the world. If you scan for the negative first, your brain literally has no resources left over to see the things you are grateful for or the meaning embedded in your work. But if you scan the world for the positive, you start to reap an amazing advantage.

Now that there is research validity to these claims, the working world is starting to take notice. In January, I wrote the cover story for the Harvard Business Review magazine on

“Happiness Leads to Profits.” Based on my article called “Positive Intelligence” and my research in *The Happiness Advantage*, I outlined our researched conclusion: the single greatest advantage in the modern economy is a happy and engaged workforce.

A decade of research in the business world proves that happiness raises nearly every business and educational outcome: raising sales by 37%, productivity by 31%, and accuracy on tasks by 19%, as well as a myriad of health and quality-of-life improvements.

Given the unprecedented level of unhappiness at companies and the direct link between happiness and business outcomes, the question is NOT whether happiness should matter to companies. Given this research, it clearly should. The first question is: What can I do in my own life to reap the advantage of happiness?

Training your brain to be positive at work is just like training your muscles at the gym. Sounds simple, right? Well, think about how easy it is to make yourself go to the gym. The key with any new resolution is to make it a habit. New research on neuroplasticity—the ability of the brain to change even as an adult—reveals that moderate actions can rewire the brain as you create “life habits.”

In *The Happiness Advantage*, I challenge readers to do one brief positive exercise every day for 21 days. Only through behavioral change can information become transformation.

- Write down three new things you are grateful for each day;
- Write for two minutes a day describing one positive experience you had over the past 24 hours;
- Exercise for 10 minutes a day;
- Meditate for two minutes, focusing on your breath going in and out;
- Write one quick email first thing in the morning thanking or praising someone in your social support network (family member, friend, old teacher).

But does it work? In the midst of the worst tax season in history I did a three-hour intervention at auditing and tax accounting firm KPMG, describing how to reap the happiness advantage by creating one of these positive habits. Four months later, there was a 24% improvement in job and life satisfaction. Not only is change possible, this is one of the first long-term ROI (return on investment) studies proving that happiness leads to long-term quantifiable positive change.

In a study I performed on 1,600 Harvard students in 2007, I found that there was a 0.7 correlation between perceived social support and happiness. This is higher than the connection between smoking and cancer. So if in the modern world we give up our social networks to work away from friends and follow celebrities on Twitter, we are trading off with our happiness and health.

Following up, I switched around the questions and asked how much social support employees provided (instead of received). The results were off the charts. Those high on provision of social support are 10 times more engaged at work and have a 40% higher

likelihood of promotion over the next four years. In other words, giving at the office gets you more than receiving.

The greatest cultural myth in modern society is that we cannot change. My research proves that you can not only become more positive, but if you prioritize happiness in the present, you can reap an extraordinary advantage.



# Programme 8

## Offer

### 报 盘

#### 译 文

#### 报 盘

报盘是客户对询盘的回答，它是一方发盘人对另一方受盘人就未来合同中要呈现的交易条件和条款所提出的建议。协议要具有约束力，所以发盘人必需先接受报盘，否则，合法的合同就不会存在。

像询盘一样，报盘可以由卖方提出，也可以由买方提出。卖方的报盘通常被称作“卖方发盘”，在此类报盘中，经常使用诸如“可以供应”、“供应”、“报价”、“报实价”的表达法。如果报盘是买方提出的，通常称作“买方发盘”，在这种报盘中，措词也会有所不同，像“订购”、“订货”或“出价”会被使用。通常，卖方也就是发盘人向买方，即受盘人，提供某些产品的销售。

#### 实盘

报盘可以是实盘或是虚盘。当卖方承诺在规定的时期内以规定的价格销售货物时，要报实盘。实盘一定要清楚、完整并且不可变更。

“清楚”是指在报盘中发盘人的意图和条款应该毫无含糊言辞地说明清楚，包括品名、质量、规格、数量、包装、价格、交货、付款等主要交易条款，应该完整说明。“不可更改”是指如果所有报出的条款均被受盘人接受，发盘人应毫不迟疑地决定与受盘人签订合同。至于实盘中的主要条款的完整性，需要明确的是，不是上述所列的所有条款在每一次报盘中都必须列出。如果交易双方之间在过去建立起的长期交易关系中有交易惯例，或者就某些常规交易条款达成一致时，那么就没有必要每次报盘时都重复，略去某些双方都已知的条款不应造成任何误解或者不清楚，这一点是非常重要的，否则的话，所有主要条款最好应该完整地在报盘中列出。

实盘通常提供了有效期限，在这种情况下，报盘在截止到有效期之前都是有效的。受盘人在有效期截止前接受的报盘在法律上都是生效的。值得注意的是，实盘尽管没有

合同规定的义务，但也不可能在有效期内被卖方撤销，因为没有任何受人尊重的卖家会冒着有损名誉的风险在规定时间或者协定时间之前撤销报价。

然而，在不同的国家就这一问题有不同的解释。有些国家认为只要在报盘有效期内接受报盘就具有法律效力。另一些国家则坚持虽然接受报盘在报盘日期截止前递交至发盘人，但是只有在相关法律条款下才有约束力。无论如何，为了避免误解，明智之举是在实盘中规定有效术语，尤其是发盘方在接受报盘之前的确切日期和时间，在实盘中基本上会用像“15日内接受报盘有效”或者“报盘有效期为31天”的表达或者类似措词。

由于时间截止而超出时间限定，或是报盘被拒绝，或是被还盘时，实盘均失效。在这些情况下，失效的报盘不再对报盘人具有约束力。

简而言之，清晰而准确的实盘应具有以下几个特点：

详细的产品介绍  
 价格、货币单位  
 最少或最多购买数量  
 质量  
 货运日期和方式  
 付款条件  
 报盘有效期限  
 虚盘

与实盘不同，虚盘中所列举的信息是不清晰、不完整而且有余地的，这种报盘对发盘人不具有约束力。通常会使用诸如“参考价格”和“以我方确认为准”的表达法。例如，下面的电报就是此类报盘：

出售约 20 000 米杭州织锦，参考价为纽约到岸价每米 16 美元，不可撤销信用证，以我方最终确认为准。

通过以上的例子，我们能够看到数量、规格和价格条件并不清晰或者明确，并且没有提及包装和货运。而且，发盘人对提出的报盘留有余地——报盘是以他的最终确认为准。

一般说来，报价表和价目表可以用作虚盘，因为他们仅仅包含诸如品名、商品描述、规格说明和单价等部分条款，没有包含货运、付款等条款，主要条款没有完整地列出。此外，在报价表或者价目表中常常插入诸如“不发通知随时变化价格”或者“以我方最终确认为准”等表述，因此不是最终报盘。



## Study Readings

### Passage 1: China Eastern Snubs Offer 中国东方航空公司拒不接受报盘

SHANGHAI: China National Aviation Corp (CNAC) yesterday disclosed the details of the proposal it submitted to China Eastern last Friday, while China Eastern said the bid is informal and doesn't conform to legal procedures.



The market reaction was prompt: Air China's H shares plunged 15 percent to HK\$ 8.38 yuan, while its A shares were suspended from trading yesterday. China Eastern's A shares fell 3.58 percent after an hour-long suspension in the morning.

China Eastern's proposal to sell a 24 percent stake to Singapore Airlines and Temasek at HK\$ 3.8 per share was rejected by its shareholders on January 8 after CNAC came up with a counteroffer.

CNAC plans to buy 2.985 billion H shares of China Eastern at a price of no less than HK\$ 5, according to CNAC's proposal tendered to the board of directors of China Eastern on Jan 18.

CNAC pointed out that it does not "intend to hold 30 percent or more of the total issued shares in China Eastern after such new share issue".

China International Capital Corporation Ltd (CICC), financial advisor of CNAC, said the proposal "will effectively improve the financial position of China Eastern and the operating results of the airline".

China Eastern will receive no less than HK\$ 14.9 billion in cash after the two parties agree on the proposal, and the company's ratio of liabilities to assets is expected to decrease from the current 94.3 percent to less than 77 percent, according to CICC.

In addition, the deal is expected to help China Eastern to save more than 776 million yuan per year in interest expenses and would bring a synergy of more than 5 billion yuan per year to the two airlines, with an income increase of around 4 billion yuan and a cost reduction of around 1 billion yuan, said CICC.

CNAC said it would cooperate with China Eastern to establish an aviation hub operation system in Shanghai, set up an air cargo joint venture to integrate the cargo business and conduct comprehensive cooperation in various business areas.

In an e-mail on Sunday, China Eastern said: "Air China only submitted 'a letter', not 'a formal proposal' that CNAC mentioned in the statement on Jan 7," adding that CNAC has not submitted a letter of authority from its board or the president of the board.

"We doubted the sincerity of CNAC's bid and expected CNAC would submit a 'formal proposal' before the time limit mentioned in their statement."

## I. Words & Expressions

1. disclose *v.* 揭露, 公开 disclose the details 公开细节 disclosure *n.* 揭示
2. proposal *n.* 建议; 报价; 投标 make a proposal 提出报价, 提议 propose *v.* 建议
3. submit *v.* 提交, 上交 submit homework 上交作业 submit a report 提交报告
4. conform *v.* 符合; 遵守 conform to 遵守 conform to / with 与……相符合, 与……一致
5. legal procedure 法律程序
6. market reaction 市场反应

7. prompt *adj.* 立即的 prompt action 即刻行动 a prompt response 迅速的反应
8. plunge *v.* 突降, 跳入 plunge into 跳进…… plunge into a river 跳进河里
9. suspend *v.* 使暂停, 延缓; 停职 suspension *n.* 暂停, 延缓; 停职 suspense *n.* 紧张感; 担心 suspend a rule 暂不实行一项规定 suspend a lesson 停课
10. reject *v.* 拒绝 reject one's advice 拒绝某人的提议
11. come up with 想出, 提出 come up with an idea 想到一个主意
12. no less than 不超过 no less than ten days 不超过十天
13. tender *v.* 投标; 正式提供、提出 *n.* (US bid) 投标 put in/make/submit a tender for sth. 参加某项投标 put work out to tender 招标
14. financial position 金融地位
15. ratio *n.* 比率 ratio of liabilities to assets 资产负债率 the ratio of men to women 男女比例 the ratio between two sides 双方比例
16. liability *n.* 债务, 责任 a limited liability company 有限责任公司
17. asset *n.* 资产 total assets 总资产 personal assets 个人资产
18. decrease *v.* 下降, 减少 decrease the price 降低价格 decrease the quality 质量下降
19. in addition 此外, 额外
20. interest expenses 利息支出; 利息费用
21. synergy *n.* 协同, 配合 synergy abilities 协同能力
22. aviation *n.* 航空 aviation industry 航空工业 naval aviation 海军航空
23. cargo *n.* 货物 a cargo ship 一艘货轮 load the cargo 装船
24. joint venture 合资公司
25. comprehensive *adj.* 综合的, 详尽的 a comprehensive description 详尽的描述
26. authority *n.* 权威, 当局 a letter of authority 授权委托书
27. sincerity *n.* 诚意, 真诚 prove one's sincerity 证明某人的诚意
28. mention *v.* 提及, 提到 not to mention 更不用提

## II. Notes

1. China National Aviation Corp (CNAC) yesterday disclosed the details of the proposal it submitted to China Eastern last Friday, while China Eastern said the bid is informal and doesn't conform to legal procedures.

中国国家航空公司昨日透露有关其上个周五提交中国东方航空公司的报价细节, 然而中国东方航空公司说此报价是非正式的并且未遵照法律程序。

其中, 动词 disclose 的意思是“揭露, 公开”, 例如, 短语 disclose a secret 的意思是“揭露秘密”, 又如, Neither side would disclose details of the transaction. (双方均不肯披露交易细节。) proposal 的意思是“报价; 投标”, 例如, 短语 make a proposal 的意思是“提出报价”, 短语 accept a proposal 的意思是“接受报价”, 又如, The Security Council has rejected the latest peace proposal. (安理会拒绝了最新的和平提案。) 短语 legal procedure 的意思是“法律程序”, 例如, But I don't think the company

followed the correct legal procedure. (但我认为, 公司没有遵循正确的法律程序。)

2. China Eastern will receive no less than HK\$14.9 billion in cash after the two parties agree on the proposal, and the company's ratio of liabilities to assets is expected to decrease from the current 94.3 percent to less than 77 percent, according to CICC.

据中国国际金融有限公司透露, 在双方就报价达成一致后, 中国东方航空公司将收到以现金形式不少于 149 亿港币, 并且公司的资产负债率预计将从目前的 94.3% 下降到低于 77%。

其中, 固定搭配 ratio of liabilities to assets 的意思是“资产负债率”。固定搭配 no less than 的意思是“不少于, 多达”, 例如, There were no less than fifty wounded. (受伤者多达 50 人。)又如, She's no less active than she used to be. (她和以往一样的活跃。)固定搭配 less than 的意思是“小于, 以内”, 例如, The annual rainfall in this area was less than 50mm last year. (本地区去年的降雨量不足 50 毫米。)又如, The book is less than inspiring. (那本书不大吸引人。)

CICC 是 China International Capital Corporation Limited 的缩写, 指的是中国国际金融有限公司。

3. In addition, the deal is expected to help China Eastern to save more than 776 million yuan per year in interest expenses and would bring a synergy of more than 5 billion yuan per year to the two airlines, with an income increase of around 4 billion yuan and a cost reduction of around 1 billion yuan, said CICC.

据中国国际金融有限公司称, 此外, 此次交易预计将帮助中国东方航空公司每年节约负债利息费用超过 7.76 亿元并可能会为两家航空公司带来超过 50 亿元协同收益, 包括约 40 亿元的收入增加及约 10 亿元的成本节约。

其中, 名词 synergy 的意思是“协同; 配合; 协同作用”, 例如, 短语 inseparable synergy 的意思是“不可分割的协同作用”, 短语 a high degree of synergy 的意思是“高度的协调”, 又如, Of course, there's quite obviously a lot of synergy between the two companies. (当然, 这两家公司间非常明显地产生了巨大的协同效应。)

## Passage 2: Dish Raises Bid for Clearwire, Threatening Sprint deal

Dish 公司提高对 Clearwire 公司的报价, 这对 Sprint 的交易造成了威胁

NEW YORK—One of the biggest minority shareholders in Clearwire on Thursday urged the wireless company to recommend against Sprint Nextel's buyout offer after Dish Network made a counter bid.

Crest Financial, which holds about 8 percent of Clearwire shares, said that Clearwire should open itself to competitive bidding and that even though Dish's bid late Wednesday appeared superior, it may still prove inadequate to shareholders.

In a statement late Thursday, Clearwire said it would adjourn its Friday meeting, at which

shareholders were expected to vote on Sprint's \$3.40-per-share offer. Dish's new bid is worth \$4.40 per share. Clearwire said the meeting will reconvene June 13, giving the special committee nearly two weeks to decide on Dish's latest proposal.

Clearwire also said its special committee found Dish's newest proposal to be more "actionable" than its previous one.

The offer complicates a consolidation scenario in which Dish Chairman Charlie Ergen is also competing against Japan's SoftBank to buy Sprint, the No. 3 U.S. mobile service provider. Sprint is the majority owner of Clearwire.

Some analysts speculated that the Clearwire bid indicates Dish would be happy with an investment in the smaller company or a spectrum purchase from Clearwire.

But Dish said it was not backing down from its bid for Sprint. "Our Clearwire offer in no way diminishes our interest or vision for a combined Dish/Sprint," a Dish spokesman said.

Clearwire, which in April warned that it could default on interest payments due June 1 if the Sprint deal did not go through, said Thursday that it plans to make those payments, totaling about \$255 million, on its first-priority, second-priority and exchangeable notes.

Under Sprint's December proposal to buy out Clearwire, the smaller company had the option to draw on \$800 million in convertible debt in 10 monthly installments. But Clearwire said that, upon the recommendation of its special committee, it has decided to forego the June \$80 million draw under that arrangement.

On the same day that Dish made the bid for Clearwire, Ergen and other Dish executives involved in the Sprint bid were holding meetings at Sprint's Overland Park, Kan., campus as part of the due diligence process for that offer, according to a source familiar with the matter.

Whatever Dish's motivation for the Clearwire bid, analysts said it spells trouble for SoftBank founder Masayoshi Son and his efforts to gain approval for Softbank's \$20.1 billion bid for Sprint at a shareholder vote June 12.

Softbank had approved Sprint's bid to buy Clearwire.

SoftBank gained clearance to go ahead with its Sprint offer earlier this week from a key U.S. government committee but needs more regulatory approvals.

Dish, which had tried to buy Clearwire in January, appeared to strengthen its case by excluding conditions from the new bid that had made it difficult for Clearwire to accept the previous offer.

Clearwire had said it could not act on the January offer from Dish for \$3.30 per share because some of the bid conditions went against previous agreements that Clearwire had with Sprint.

Since Dish removed some of the conditions in its new bid, another source said that Ergen appeared to have "made a serious offer that is actionable" and that the board and its special committee will have to review the proposal carefully.

"This is a much improved offer from Dish, not just the dollar amount," said the source



who asked not to be named. "He's got himself in the game now."

### I. Words & Expressions

1. minority *n.* 少数 a minority of 少数的…… a minority group 少数群体
2. recommend against 提议反对……
3. buyout *n.* 全部买下; 买下(公司或产业) buy sb. out 买下某人公司的股份
4. adjourn *v.* 取消 adjourn the meeting 取消会议 adjourn the discussion 暂停讨论
5. vote *v.* 投票 vote for/against 投票支持/反对
6. reconvene *v.* 重新召开(会议, 商谈)
7. actionable *adj.* 可提出诉讼的
8. consolidate *v.* 使巩固; 加强; 联合, 合并 consolidation *n.* 巩固, 联合
9. scenario *n.* 情况, 情节 a possible scenario 可能出现的情况
10. speculate *v.* 预测, 推测 speculate about 推测 speculate on reasons 推测原因
11. indicate *v.* 表明, 反映 indicate a change 表明变化
12. spectrum *n.* 系列, 范围 a spectrum of 一系列的 emotional spectrum 情绪波动
13. back down 放弃, 让步
14. in no way 无论如何
15. diminish *v.* 变小, 变少; 缩小; 减少; 降低
16. default on 拖欠 default on the loan 拖欠借款 default on obligations 违约
17. first-priority notes 第一优先债券
18. second-priority notes 第二优先债券
19. exchangeable notes 可交换债券
20. convertible *adj.* 可转换的 a convertible currency 可兑换货币
21. installment *n.* 分期付款 monthly installment 按月分期付款
22. forego *v.* 放弃 forego a holiday 放弃假期 forego a grudge 放下仇恨
23. diligence *n.* 不懈的努力, 勤勉; 勤奋 diligent *adj.* 认真刻苦的; 勤勉的; 勤奋的 diligent pupil 勤奋的学生 diligent worker 勤奋的工作者
24. spell *v.* 导致 spell disaster for... 为……招致灾难
25. clearance *n.* 批准, 许可 gain clearance 获得批准 a security clearance 安全许可
26. go ahead with 继续
27. exclude *v.* 排除 exclude...from... 将……从……之中排除
28. go against 违背, 对……不利 go against the principle 违背原则 go against sb. 对某人不利
29. remove *v.* 移除, 删除 remove a tumour 切除肿瘤 remove a sentence 删除一个句子
30. source *n.* 消息来源, 消息人士 a reliable source 一位可靠人士

## II. Notes

1. Crest Financial, which holds about 8 percent of Clearwire shares, said that Clearwire should open itself to competitive bidding and that even though Dish's bid late Wednesday appeared superior, it may still prove inadequate to shareholders.

持有 Clearwire 公司约百分之八股份的 Crest Financial 公司称其应该接受竞争性报价并称即使 Dish 公司周三早些时候的报价显现优势，但是对于持股人依然不具足够的说服力。

2. Clearwire, which in April warned that it could default on interest payments due June 1 if the Sprint deal did not go through, said Thursday that it plans to make those payments, totaling about \$255 million, on its first-priority, second-priority and exchangeable notes.

四月份，Clearwire 提醒如果 Sprint 交易不能完成，那么可能会导致六月一日到期的利息支付拖欠。周四，Clearwire 称其计划归还第一优先债券，第二优先债券及可交换债券，总额约 25 亿美元。

公司债券等级分为第一优先债券、第二优先债券和第三优先债券。归还时按照优先次序归还。可交换债券全称为“可交换他公司股票的债券”，是指上市公司股份的持有者通过抵押其持有的股票给托管机构进而发行的公司债券，该债券的持有者在将来的某个时期内，能按照债券发行时约定的条件用持有的债券换取发债人抵押的上市公司股权。

3. Whatever Dish's motivation for the Clearwire bid, analysts said it spells trouble for SoftBank founder Masayoshi Son and his efforts to gain approval for Softbank's \$20.1 billion bid for Sprint at a shareholder vote June 12.

无论 Dish 公司对 Clearwire 公司的报价动机是什么，分析人士称它为 Softbank 公司的创始人 Masayoshi Son 及其在 6 月 12 日股东投票表决中为 Sprint 201 亿美元报价获得批准所做的努力均造成了麻烦。

其中，动词 spell 的意思是“导致”，例如，短语 spell danger 的意思是“招致危险”，短语 spell failure 的意思是“导致失败”。a shareholder vote 的意思是“股东表决”，股东表决是指股东通过行使表决权决定公司事务的行为和过程。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

1. China Eastern's A shares \_\_\_\_\_ 3.58 percent after CNAC disclosed its proposal.  
A. increase      B. fell      C. stabilized      D. fluctuated
2. CNAC plans to buy 2.985 billion H shares of China Eastern at a price of \_\_\_\_\_ HK\$ 5.  
A. no less than      B. more than      C. less than      D. no more than
3. CNAC pointed out that it \_\_\_\_\_ "intend to hold 30 percent or more of the total issued

- shares in China Eastern after such new share issue”.
- A. will                      B. doesn't                      C. does                      D. did
4. CNAC said it would cooperate with China Eastern to establish an aviation hub operation system in \_\_\_\_\_ .
- A. Shenzhen              B. Guangzhou              C. Beijing              D. Shanghai
5. China Eastern, in an e-mail on Sunday, said that Air China only submitted ‘a letter’, not \_\_\_\_\_.
- A. a formal suggestion                      B. an informal suggestion  
C. a formal proposal                      D. an informal proposal

**Task 2: Tell whether each of the following statements is true (T) or false (F) according to the passage 2.**

- ( ) 1. In a statement late Thursday, Clearwire said it would continue its Friday meeting.
- ( ) 2. Clearwire also said its special committee found Dish’s newest proposal to be more “actionable” than its previous one.
- ( ) 3. Under Sprint’s December proposal to buy out Clearwire, the smaller company had no options to draw on \$800 million in convertible debt in 10 monthly installments.
- ( ) 4. Softbank had disapproved Sprint’s bid to buy Clearwire.
- ( ) 5. Dish, which had tried to buy Clearwire in January, appeared to strengthen its case by excluding conditions from the new bid.

**Task 3: Fill in each of the blanks with the word or expression given in the box. Change the form if necessary.**

disclose	proposal	submit	prompt	plunge
suspend	reject	asset	aviation	authority
debts	vote	minority	majority	adjourn
finish	fix	reconvene	prescribe	indicate
write	forego	alter	spell	enlarge
support	speculate	convertible	gain	installment

1. Thank you for your \_\_\_\_\_ reply to our telegram.
2. You’re required to \_\_\_\_\_ a resume.
3. Share price \_\_\_\_\_ as a result of the gloomy economic forecast.
4. He decided not to approach her for fear of \_\_\_\_\_.
5. I \_\_\_\_\_ to repay the loan at 20 a month.
6. They decided to \_\_\_\_\_ trade with that country.
7. If your liabilities exceed your \_\_\_\_\_, you may go bankrupt.

8. He refused to \_\_\_\_\_ his name and address.
9. \_\_\_\_\_ was lamentably weak and primitive.
10. The leader must be a person of \_\_\_\_\_.
11. The chairman \_\_\_\_\_ the meeting for a week.
12. The finance committee decided to \_\_\_\_\_ later in the afternoon.
13. Only a \_\_\_\_\_ of British households do not have a car.
14. A signpost \_\_\_\_\_ the right road for us.
15. This development could \_\_\_\_\_ disaster for the steel industry.
16. You can cast your \_\_\_\_\_ at the local polling station.
17. Mickey agreed to \_\_\_\_\_ his holiday for the new project.
18. We don't know all the circumstances, so it would be pointless to \_\_\_\_\_.
19. They don't have access to a \_\_\_\_\_ currency.
20. I shall soon pay the last \_\_\_\_\_ of my debt.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |          |           |
|----------|-----------|
| 1. 遵守    | 2. 市场反应   |
| 3. 想出，提出 | 4. 不少于    |
| 5. 法律程序  | 6. 利息费用   |
| 7. 授权委托书 | 8. 打算     |
| 9. 金融地位  | 10. 资产负债率 |

11. His ideas do not conform with mine.
12. The company have to undertake heavy liability.
13. I came up with a better plan than that.
14. The ratio of schoolboys to schoolgirls is 2 to 1.
15. That hotel probably costs no less than 20 dollars a night.
16. He proved that he was right and his critics had to back down.
17. She was in no way to blame.
18. He thought he had been right to default on that loan.
19. Be careful what you say—your remarks may be actionable.
20. She shows great diligence in her school work.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. make a counter bid
2. monthly installment
3. back down

**Column B**

- A. 无论如何
- B. 放弃
- C. 做出还价



- |                         |           |
|-------------------------|-----------|
| 4. in no way            | D. 可交换债券  |
| 5. default on           | E. 按月分期付款 |
| 6. first-priority notes | F. 拖欠     |
| 7. a shareholder vote   | G. 审查报价   |
| 8. exchangeable notes   | H. 第一优先债券 |
| 9. go ahead with        | I. 股东表决   |
| 10. review the proposal | J. 继续     |



## More Readings

### Trekking Ancient Pathways

The govt is paying nearly HK\$1 million for research of New Territories' ancient boulder trails. An advocate for trail preservation says the project is a step in the right direction, but at needless cost to taxpayers. Doug Meigs reports.

Guy Shirra was shocked and disappointed. After years of exploring Hong Kong's ancient boulder trails, tirelessly petitioning government departments to preserve the footpaths, and personally excavating some forgotten tracks, Shirra received a bittersweet e-mail from the Antiquities and Monuments Office (AMO) in July.

Old trails of unknown antiquity connect Sai Kung with an ancient network of boulder trackways, which once provided the sole thoroughfare between Hong Kong's disconnected villages and market towns. Before British warships and engineers arrived, the footpaths seamlessly had connected the pre-colonial region with the rest of Guangdong Province. Some routes led directly to the central city Guangzhou.

The old boulder track would eventually lead them to Kowloon Walled City, an infamous no-man's land, from which the boulder trail emanated. The site had been a Qing Dynasty magistracy and military fort before the conclusion of the Opium Wars. A multi-storied slum had emerged above the site and existed outside of colonial jurisdiction (until its demolition was completed in 1994)—which is now a family-friendly public park.

Shirra began researching. He contacted a prominent New Territories scholar, Patrick Hase (author and longtime British expat), who suggested he review British survey maps from 1903 that noted prominent Chinese trackways throughout Hong Kong. The amateur historian followed Hase's advice.

Shirra wrote a few trail guides to Sai Kung's boulder pathways, and he uploaded the files with photos on a Google sites page titled, "Hong Kong Boulder Trackways". He has also tried to convince the Sai Kung District Council to make one of the paths a pilot project for protecting similar paths around Hong Kong—to no avail.

In March 2009, he presented to the AMO some research he had uncovered, along with the old British survey maps, which Shirra says the AMO “had never seen or heard of”. Then in June 2010, the Antiquities Advisory Board invited Shirra as an observer, while Lee Hoi-yin (Director of the University of Hong Kong’s, Architectural Conservation Program) presented Shirra’s proposal for protecting boulder trails.

The AMO had contracted Environmental Resources Management (ERM), a global consultancy firm, with offices in Hong Kong, in January 2011, to “assess the values and cultural significance of old trails in Hong Kong and identify issues involved in preservation and public enjoyment of these trails”.

Shirra’s passion and investigative diligence wasn’t enough. He was furious. A representative from the AMO told China Daily that he lacks sufficient professional or academic qualifications to have been invited to submit a consultation proposal.

“Established government procedures in commissioning this sort of research consultation involve engaging relevant service providers by invitation of quotations. AMO had invited 11 relevant consultant companies to submit quotations in relation to the study. The company which made the lowest offer and compiles with the quotation requirements was selected,” the AMO wrote in an e-mail reply to China Daily.

The e-mail continued: “field inspections and interviews with experienced local hikers and researchers, including Guy Shirra, are being conducted by ERM to gather the relevant information about the old trails in Hong Kong.” The study is tentatively scheduled for completion in 2013, and the Antiquities Advisory board will deliberate its findings and recommendations upon completion. The ERM consultation team consists of a historian, conservation architect, cultural heritage specialist and land surveyor.

### **Sinovel Wind Shuts Four Overseas Subsidiaries**

Sinovel Wind Group Co, one of China’s largest wind-turbine manufacturers, announced that it has shut four more international subsidiaries including its US unit, a move seen by insiders as a setback in its globalization efforts, the Securities Times reported Tuesday.

The four recently closed subsidiaries are in the US, Belgium, Italy and Canada. In April, the company shut another four subsidiaries in Britain, Poland, Romania and Australia. So far, among its ten overseas subsidiaries, only those in Spain and Turkey are operational.

Last year, the company said that global expansion was its priority during the 12th Five-Year Plan. Its business targets not only the traditional markets in US and Europe, but also the emerging markets in India, Canada, Turkey and Brazil. It said Sinovel will become an international company in 2015.

Some insiders speculate that by closing the overseas subsidiaries, Sinovel is actually avoiding its legal problems in the US.

Late last month, the US Justice Department filed criminal charges against Sinovel for



alleged trade-secret theft, criminal copyright infringement and wire fraud. If proved guilty, the company will have to face up to billions of US dollars in penalties.

However, spokeswoman Wang Wen said closure of the subsidiaries is in accordance with the company's business plan and has nothing to do with its legal disputes.

Sinovel's annual report reveals that all its ten overseas subsidiaries reported losses in 2012, with the Spanish unit loss reaching 14.83 million yuan and the US unit loss 780,400 yuan.

"The set-up of the subsidiaries was intended to avoid export and trade risks, but now the market quotation has changed, and the company has to cut its operating costs, so it's reasonable that the overseas businesses which bear higher risks are cut first," an insider said.

Data show that Sinovel reported a net loss of 582 million yuan last year and 248 million yuan in the first quarter of this year.

"The overseas market is more mature and has adequate supporting facilities and policies. Sinovel's problem lies in its own product lineup. It focuses on low-value-added products, which cannot attract demanding clients," said Wang Xiaokun, an analyst with Sublime China Information Co Ltd.

"Sinovel used to lead the wind power industries. Its newly installed capacity was No.1 in China for many years. However, the problems of overcapacity and hasty expansion began to emerge," an insider told Securities Times.

"It is a warning for other wind power enterprises. Before international expansion, the domestic market has to be enhanced with high quality brand," the insider said.



## A Good Essay to Read 美文欣赏

### One Step

I personally experienced the wisdom of that understanding right after my first book was published. Like many authors, I envisioned hundreds of bookstore customers lining up for me to benevolently sign copies for them.

I'm afraid to say, it didn't quite happen like that.

I was living in Atlanta at the time and arranged my first signing at The Phoenix and Dragon, the largest inspirational bookstore in the city. The store was celebrating its 15th anniversary and had authors scheduled to appear throughout the three-day event. I was scheduled Sunday at 5pm, the last day and time slot of the celebration.

Brimming with anticipation, I was put into a private signing room in the beautiful store, and for the next hour and a half, had little more to do than to read my own book and wonder for what purpose in the world I had felt so driven to spend four years writing it.

Despite a nice sign placed outside the room exhibiting images of both me and my book,

The 9 Insights of the Wealthy Soul, not a single customer entered the room. As each minute passed, I became increasingly anxious.

Do they not like the title? I wondered. Do they not like the book cover?

After 90 minutes of this torture, I was absolutely distraught.

For the four years writing the book, I had felt a sense of mission and purpose like never before in my life. Working a full 8 to 9 hour day in my clinic, I had lived on a strict regimen during the four years of getting into bed by 9:30 pm, so I could quiet my mind and feel a sense of surrender before turning out the lights at 11. I would sleep with that silent potentiality, so I could wake up at 5:30 in the morning and have two pristine hours of writing before heading into my clinic.

Before I ever began each writing session, I would close my eyes for 10 minutes and end my meditation whispering, “lease grant me the words to touch just one person’s life.”

I truly was inspired, and despite my ascetic lifestyle, I knew that’ what I had to do to maintain the grace in my words with which I wanted my readers to eventually be touched.

Now, sitting there alone at my first book signing, I wondered if my entire life wasn’t just a big joke. I watched the minutes agonizingly tick by on a clock on the wall. At 6:25pm, just before the store’s closing, defeated, I began to get myself ready to leave.

At that moment, just when I couldn’t feel any worse, a middle-aged couple walked into the room. Trying to regain my composure, I managed to hide my emotions and introduced myself and my book:

“Well,” I started hesitantly, “It’s called The 9 Insights of the Wealthy Soul, and it’s a story of a WWII pilot, my dad, and the lessons he was giving me in wealth accumulation while he was facing a terminal illness. And each lesson in the story becomes a much deeper lesson about life and death, and finding the greatest spiritual meaning anytime we are facing our greatest adversities.”

“Both the man and the woman’s eyes were now glued on me. There was something different about the way they were looking at me that I couldn’t quite identify. But I didn’t know what else to say. However, additional words were unnecessary.

The couple turned to each other, and the husband nodded solemnly to his wife. She then told me, “I think we’ll get the book.” My heart began to pound. But instinctively, despite the impulse to jump in the air and wring their hands to thank them for being my first readers, I realized the woman was trying to say something else.

“The reason we’re buying it,” she said hesitantly, “is because our son committed suicide two years ago.” She took my hand. “Maybe your story will help us get over it.”

I felt my eyes glisten. I was speechless.

In that moment, I knew if I never sold another copy of the book, my four years of writing it had served its purpose. My prayer of asking for the words to touch just one person’s life had

already been answered.

Although I would have many more challenging years until my book caught on and saw substantial distribution, this couple's story was all the motivation I needed at that point to keep me moving ahead.

Thanks to them, I would come to the realization that the greatest of lives are made all in the same way: One challenge... one hurdle... one step... and one small victory at a time.



# Programme 9

## Counter-offer

### 还 盘

#### 译 文

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#### 还 盘

在收到报盘后，买方应对报盘做出回复，当然其有权接受或者拒绝。如果买方发现报盘中有任何条件或者条款不能接受，都可以提出一组新的条款来表明在价格、包装、数量或者交货日期方面的不同意见，也可以通过报盘提出更改来提出有条件地接受报盘，这就是还盘，也就是日常用语中的“讨价还价”。

因此，还盘是受盘人向发盘人提出的报盘，接受一些条款并且更改另一些条款，可以是口头的也可以是书面的。

事实上，还盘是对报盘的一种拒绝，因此是新的报盘。同时，原始报盘失效。在收到还盘后，发盘人应毫不延迟地对此做出回复。如果发盘人接受还盘中的条款和规定，还盘是不可以更改的，并且是有效力的。但是，一旦发盘人想拒绝一些条款或是想改变某些条款，还盘就成为反还盘。在国际贸易中，这种程序会经历几轮直到交易完成或者取消。



#### Study Readings

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#### Passage 1: China Eastern Rebuffs Bid 中国东方航空断然拒绝投标

SHANGHAI: China Eastern Airlines Corp said yesterday it won't consider a bid from China National Aviation Corp (CNAC) and that it's still looking for investors. The offer made by CNAC, the parent company of Air China, was "in the absence of sincerity and planning on the part of CNAC and mutual trust between CNAC and the company", and wasn't "legally

binding”, the company said in a statement to the Hong Kong stock exchange yesterday.

China Eastern’s proposal to sell a 24 percent stake to Singapore Airlines and Temasek at HK\$ 3.8 per share was rejected by its shareholders on Jan 8 after CNAC came up with a counteroffer. CNAC offered no less than HK\$ 5 for 2.985 billion H shares in China Eastern, 30 percent higher than the offer made by Singapore Airlines at HK\$ 3.8 apiece. “CNAC’s offer cannot help the company to gain access to world-class management know-how, to improve its management, operational efficiency and profitability,” the statement said.

AC’s proposal is “unclear” in terms of specifics and the implementing party’s identity and “is not legally binding”, China Eastern’s legal adviser Chen & Co said. There is “a high level of uncertainty” around the proposal because its implementation could face legal and regulatory obstacles, Chen & Co said. The proposal needs approval from the government and shareholders of both China Eastern and Air China. China Eastern’s financial advisor Shenyin & Wanguo Securities Co. Ltd. told the company not to accept CNAC’s proposal without a solution to the competition problem.

CNAC’s proposal will need a long time to implement, making it impossible for China Eastern to meet its imminent development needs, Shenyin & Wanguo said. It has taken China Eastern and Singapore Airlines two years to prepare the cooperation proposal. Reports last week said Singapore Airlines will not raise its offer for a stake in China Eastern. Analysts said China Eastern will likely continue talks with Singapore Airlines and carry out a second round of roadshows to convince shareholders. Shares in Air China jumped 3.34 percent to close at 18.9 yuan and China Eastern rose 2.69 percent to close at 14.89 yuan in Shanghai.

## I. Words & Expressions

1. rebuff *v.* 回绝, 断然拒绝, 阻碍 *n.* 断然拒绝, 挫败
2. bid *n.* 投标, 出价, 喊价; 努力争取 *v.* 出价, 投标; 恳求, 命令 bid for 企图 bid up 哄抬 bid defiance 对抗, 拒绝服从, 抗拒
3. airline *n.* 航空公司, 航空服务 airliner *n.* (大型民航) 班机 airplane *n.* 飞机 airport *n.* (民航) 飞机场 airman *n.* 飞机驾驶员, 飞机乘务员
4. aviation *n.* 航空学, 航空; 飞行器的设计与制造
5. investor *n.* 投资者 investment *n.* 投资; 投资额 invest *v.* 投资; 为某任务付出
6. the parent company 母公司 subsidiary corporation 子公司
7. in the absence of 在……不在时; 在缺乏……时
8. sincerity *n.* 真诚, 诚挚, 诚实 sincere *adj.* 真实的, 诚挚的; 诚实的
9. mutual *adj.* 相互的; 共有的, 共同的 by mutual consent 经双方同意
10. bind *v.* (使) 结合; 约束; 捆绑 *n.* 窘境, 困境; 捆绑 bind down 捆, 绑; 束缚 bind in 并合, 组合 bind to 订约, 约定 bind up 包扎, 装订成册 legally binding 具有法律约束力
11. statement *n.* 声明; 陈述 state *v.* 陈述; 规定 *n.* 状况, 情况

12. stock exchange 股票交易市场, 证券交易所
13. stake *n.* 赌注; 投资; 奖金 *v.* 拿……就某事物打赌 *playing for high stakes* 下大赌注
14. reject *v.* 拒绝接受 *n.* 被拒绝或抛弃的人或事物 *rejection n.* 拒绝, 抛弃  
*reject an opinion* 拒绝接受一条意见 *reject a suggestion* 拒绝接受一项建议
15. come up with 提出, 想出; 追上, 赶上
16. counteroffer *n.* 还价 *counter adj.* 相反的 *v.* 反击; 反驳, 回答 *n.* 柜台, 对立面, 计数器 *run counter to* 与……相抵触, 违反
17. no less than 不低于, 不少于 *no more than* 只是, 至多 *more than* 多于, 不只是
18. gain/get/have/find access to 得以进入, 获得途径
19. know-how *n.* 实践知识; 技能
20. efficiency *n.* 效率, 实力, 能力, 功效 *efficient adj.* 有效率的, 能干的
21. profitability *n.* 盈利, 利益率, 有利 *profitable adj.* 有利可图的, 有益的, 合算的
22. in terms of 在……方面 *at term* 到期终时, 到期 *be in terms* 在谈判(交涉)中
23. specific *n.* 详情, 细节; 特效药 *adj.* 确切的; 具体的
24. implement *v.* 实施, 执行; 落实(政策) *n.* 工具, 器械, 家具 *implementation n.* 履行, 实施, 贯彻 *implement plans* 执行计划
25. identity *n.* 本身, 身份; 相同 *identify v.* 确认, 证明; 鉴别出 *identical adj.* 同一的, 完全相同的 *identification n.* 验明; 鉴别; 身份证明
26. regulatory *adj.* 监管的; 调整的 *regulate v.* 调节, 调整; 管理
27. obstacle *n.* 障碍, 障碍物 *throw obstacles in one's way* 阻碍某人
28. imminent *adj.* 即将来临的, 迫在眉睫的, 迫切的, 危急的, 逼近的
29. meet/satisfy/serve the needs of 满足……的需要
30. round *n.* (游戏, 比赛) 一轮; 一局; 一系列

## II. Notes

1. China Eastern Airline Corp. 中国东方航空股份有限公司(简称东航集团)它是一家总部设在中国上海的国有控股航空公司, 于 2002 年在原中国东方航空集团公司的基础上, 兼并中国西北航空公司, 联合云南航空公司重组而成。东方航空是中国民航第一家在香港、纽约和上海三地上市的航空公司, 1997 年 2 月 4 日、5 日及 11 月 5 日, 中国东方航空股份有限公司分别在纽约证券交易所、香港联合交易所和上海证券交易所成功挂牌上市, 是中国三大国有大型骨干航空企业(其余二者是中国国际航空股份有限公司、中国南方航空股份有限公司)之一。东航集团拥有大中型飞机 400 多架, 截至 2012 年 9 月底, 总资产为 1 321.58 亿元人民币。经过数年的调整优化和资源整合, 东航集团已基本形成以民航客货运输服务为主, 通用航空、航空食品、进出口、金融期货、传媒广告、旅游票务、机场投资等业务为辅的航空运输集成服务体系。

2. **China National Aviation Corp. (CNAC)** 中国国家航空公司（简称中航集团公司）中国航空集团公司以中国国际航空公司为主体，联合中国航空总公司和中国西南航空公司组建而成，是中央直属的特大型国有航空运输集团公司，于 2002 年 10 月 11 日正式成立。其经营业务涵盖航空客运、航空货运及物流两大核心产业，涉及飞机维修、航空配餐、航空货站、地面服务、机场服务、航空传媒六大高相关产业，以及金融服务、航空旅游、工程建设、信息网络四大延伸服务产业。
3. **Singapore Airlines** 新加坡航空公司，它是 SkyTrax 五星级航空公司，星空联盟成员，其客运航线网络覆盖 35 个国家和地区的 65 个目的地。该公司及其航空子公司：新加坡货运航空公司和区域航空——胜安航空公司（SilkAir）一起，使航线网络发展扩及 40 个国家的 98 个目的地，覆盖亚洲、欧洲、北美、中东、西南太平洋和非洲。在所有主要航空公司中，新加坡航空公司拥有最新式的机队之一，其机队航机的平均仅使用了 6 年多。其 90 架客机机队包括：空中客车 A380、波音 747-400、各种型号的波音 777 和空中客车 A340-500。
4. **Temasek** 淡马锡控股淡马锡控股公司（Temasek Holdings），也称淡马锡控股私人有限公司，是一家新加坡政府的投资公司，新加坡财政部对其拥有 100% 的股权。由于自成立以来到 2004 年 9 月为止从未公布过财务报表，因此被认为是新加坡最神秘的企业之一。
5. **CNAC's offer cannot help the company to gain access to world-class management know-how, to improve its management, operational efficiency and profitability.**  
中航的报价并不能帮助该公司获得世界一流的管理技巧，也不能帮助改善其管理，运营效率及盈利能力。  
其中，这句话中有三个“to”，其中第一个和第三个是“help sb. to do sth.”（帮助某人做某事）中的“to”，即不定式“to”，后应接动词原形。除了动词 help，还有很多动词都可以这样用，例如，wish sb. to do sth.（希望某人做某事），persuade sb. to do sth.（劝服某人做某事），permit sb. to do sth.（允许某人做某事），等等。第二个“to”是固定搭配“gain access to”（获得……的途径）中的“to”，它是一个介词，后面应跟名词或代词。介词“to”也用于很多短语中，比方说，be/get/become used to (doing) sth.（习惯做……），pay attention to（注意……），look forward to（盼望……）等。
6. **CNAC's proposal will need a long time to implement, making it impossible for China Eastern to meet its imminent development needs.**  
中航的建议将需要很长时间来实施，并不能满足中国东方航空迫切发展的需求。  
其中，句式 make it impossible for sb. to do sth. 的意思是“对于某人来说不可能做某事”，“it”是形式宾语，真正的宾语是动词不定式短语“to do sth.”。短语 meet one's need 意思是“满足某人的需要”，例如，We must meet the instant need of the people.（我们要满足人民的急需。）
7. **Analysts said China Eastern will likely continue talks with Singapore Airlines and carry out a second round of roadshows to convince shareholders.**  
分析师表示，中国东方航空将有可能继续与新加坡航空公司谈判，并进行第二轮巡



回宣传，以说服股东。

其中，短语 a second round of 意思是“第二轮”，例如，Will our team qualify for the second round of the competition?（我们有资格进入第二轮比赛吗？）。另外，动词 convince 意思是“使相信，使信服”，通常用于“convince sb. of sth.”的结构中，例如，We were able to convince the students of the need for wider reading.（我们能让学生认识到广泛阅读的必要性。）

## **Passage 2: GM Makes Last-ditch Effort to Avoid Bankruptcy as Deadline Looms** 最后期限临近，通用汽车做出最后的努力以避免破产

With the June 1 restructuring deadline approaching, General Motors reached a tentative labor agreement with the United Auto Workers (UAW) in a bid to remove one of the major obstacles in its restructuring. However, the U.S. largest auto maker still has much ground to cover to avoid bankruptcy protection and dispel fears shared by investors, suppliers and dealers.

According to a report by the Detroit News, GM autoworkers are to vote soon on the deal, as GM moves toward a government-imposed June 1 deadline to restructure or file for bankruptcy. While details of the agreement, reached on Thursday, were not disclosed, the deal is said to be similar to the new Chrysler LLC labor contract which included a reduction in break times, elimination of cost-of-living raises and 600-dollar Christmas bonuses and a provision that prohibits the UAW from striking through the fall of 2015. The tentative labor agreement between the UAW and GM will likely save the troubled automaker more than the 1 billion dollars that an earlier proposed deal was to.

GM has also reached a labor agreement with Canadian Auto Workers unions that will allow the company to reduce some of its labor and retiree healthcare costs. Meanwhile, GM said Friday that it had received an extra 4 billion dollars in emergency government loans from the U.S. Treasury. The government has already injected a total of 19.4 billion dollars to keep the ailing automaker afloat since the beginning of the year. Last Friday, GM outlined a strategy to cut 1,100 dealers nationwide—a plan the automaker intends to complete in or outside of bankruptcy, said Mark LaNeve, GM's top North American sales and marketing executive. GM's decision to scale down about 40 percent of its U.S. dealership network will result in the laying off of 137,330 employees and eliminate an estimated 1.7 billion U.S. dollars in sales tax revenue for state and local governments, according to the National Automobile Dealers Association. In addition, GM will lose an estimated 35 billion dollars in sales revenue.

Despite the deal with the UAW and the dealership cut plan, an agreement with bondholders remains one of the last major hurdles for GM to clear in order to avoid bankruptcy. A GM spokeswoman said Friday that the company will go ahead with its plan for a bankruptcy if no agreement is reached with its bondholders. The company is currently holding 27.2 billion

dollars in debt with its bondholders. It wants to reach a deal before next Tuesday, when its bondholders must decide whether to exchange their bonds for 10 percent of GM's equity. Without a labor deal, experts say, these already reluctant bondholders would not consider exchanging what GM owes them for an ownership stake in the reconstituted automaker.

GM has said it would give bondholders a 10 percent stake in the automaker, even though they currently own about 40 percent of the company's debt, and the U.S. treasury would get about a 50 percent stake in GM. Bondholders have issued a counteroffer that would give them a 58 percent stake in the company. The U.S. Treasury, however, would not receive any stake in GM, and the automaker would remain liable to pay back that the government has lent it.

Meanwhile, U.S. Lawmakers told GM officials and White House officials that bondholders must have a seat at the table during negotiations on how the company would be restructured. The company, the government, the union and the bondholders should negotiate details of a reasonable debt-to-equity swap before stepping into court, they said.

### I. Words & Expressions

1. last-ditch *adj.* 拼死抵抗的, 最后防线的
2. bankruptcy *n.* 破产, 倒闭; 完全丧失 bankrupt *adj.* 破产的, 倒闭的, 完全缺乏的 *n.* 破产者 *v.* 使破产, 使枯竭 a moral bankrupt 丧失道德的人
3. deadline *n.* 最后期限, 截止期限 bid deadline 投标截止日期
4. loom *v.* 隐约地出现; 迫在眉睫; 显得重要; 令人生畏 *n.* 织布机
5. restructure *v.* 重组, 重建, 调整 restructure a plan 调整计划
6. approach *v.* 接近, 靠近 *n.* 方法, 途径, 接近
7. tentative *adj.* 试探性的, 尝试性的, 试验的 *n.* 假设, 实验, 尝试 a tentative smile 勉强的微笑 a tentative suggestion 试探性建议 a tentative agenda 暂定议程
8. in a bid to 努力, 试图
9. obstacle *n.* 障碍物 obstacle course 障碍赛跑训练场 obstacle race 障碍赛
10. ground *n.* 做某事的原因, 相信某事的理由 have no grounds for complaint 没有抱怨的理由
11. dispel *v.* 消除, 驱逐, 驱散 dispel all doubts 消除一切疑虑
12. autoworker *n.* 汽车工人
13. impose *v.* 加(惩罚等)于某人, 对某物课(税); 将……强加于…… impose restriction on trade 对贸易强加管制
14. disclose *v.* 使某物显露; 公开, 透露 disclosure *n.* 公开, 透露
15. reduction *n.* 减少, 降低 reduce *v.* 换算, 约束, 减少
16. elimination *n.* 排除, 根除, 淘汰 eliminate *v.* 排除, 消除, 淘汰, 除掉
17. bonus *n.* 奖金, 津贴; 额外股息 an army discharge bonus 退役费
18. prohibit *v.* 禁止, 使成为不可能 prohibition *n.* 禁止; 禁令, 禁律
19. retiree *n.* 退休者, 离职者, 退役者 retired *adj.* 退休的, 退职的, 退役的 retire

- v. 退休, 退役 retirement n. 退休, 退职, 退役 retirement age 退休年龄
20. healthcare n. 卫生保健
21. inject v. 注射 (药物等), 添加, 投入 (资金) live inject 实况节目插播
22. ailing adj. 衰退的, 境况不佳的; 生病的
23. afloat adv. 在船上, 浮在水面, 周转顺畅地
24. scale down 缩减, 减弱, 按比例减少
25. lay off 裁员, 暂时解雇, 停止工作 lay out 安排, 布置, 摆出 lay aside 搁置一旁, 储存 lay down 放下, 制定
26. sales revenue 销售收入, 销售收益
27. bondholder n. 债券持有人, 公司债所有者
28. hurdle n. 困难, 障碍, 难关 v. 克服困难, 越过障碍 hurdle race 跨栏跑
29. liable adj. 有责任的, 有义务的 be liable for damages 有赔偿损坏的责任
30. debt-to-equity swap 债转股 equity n. 产权, 公平, 资产 adj. 股票的, 股市的

## II. Notes

1. With the June 1 restructuring deadline approaching, General Motors reached a tentative labor agreement with the United Auto Workers (UAW) in a bid to remove one of the major obstacles in its restructuring.

随着六月一日重组的最后期限临近, 通用汽车与全美汽车工人联合会达成了初步的劳动协议 (UAW) 以除去其重组中的主要障碍之一。

其中, 动词 *restructure* 的意思是“重组, 重建, 调整”, 例如, 短语 *restructure a plan* 的意思是“调整计划”, 又如, *We will be working energetically to restructure and develop tertiary industries.* (我们将积极调整、发展第三产业。) 动词 *approach* 的意思是“临近, 接近, 方法, 途径”, 例如, 短语 *approach a problem from different angles* 的意思是“由不同的角度研究一个问题”, 短语 *historical approach* 的意思是“历史研究法”, 短语 *approach controller* 的意思是“进场管理员”, 短语 *approach channel* 的意思是“进港航道”, 短语 *approach completion* 的意思是“行将完成”。形容词 *tentative* 的意思是“试验的, 试探性的”, 例如, 短语 *a tentative programme* 的意思是“初步方案”, 短语 *a tentative idea* 的意思是“初步设想”, 短语 *a tentative smile* 的意思是“勉强的微笑”, 短语 *tentative regulations* 的意思是“试行条例”。

2. Despite the deal with the UAW and the dealership cut plan, an agreement with bondholders remains one of the last major hurdles for GM to clear in order to avoid bankruptcy.

尽管与全美汽车工人联合会达成了协议以及经销商的削减计划, 但是与债券持有人所达成的协议仍然是通用为了避免破产而需要清除的最后几项主要障碍之一。

其中, 名词 *dealership* 的意思是“代理权, 经销权, 代理商”, 例如, *a car dealership* 的意思是“汽车经销商”, 又如, *The car dealership did brisk business this weekend, selling over 50 vehicles.* (这家汽车经销商在这个周末业绩极佳, 卖了五十多部车。)

名词 bondholder 的意思是“债券持有人，公债证书所有者，公司债所有者”。

3. The U.S. Treasury, however, would not receive any stake in GM, and the automaker would remain liable to pay back that the government has lent it.

然而，美国财政部不接受通用汽车的任何股份，而通用汽车仍将有责任偿还政府已借给其的债务。

其中，名词 stake 的意思是“股份”，例如，短语 have a stake in 的意思是“与……利害攸关”，又如，Nothing stake, nothing draw. (不入虎穴，焉得虎子。) 形容词 liable 的意思是“有责任的，有义务的，有……倾向的”，其固定搭配 be liable to 的意思是“易于，倾向于，遵守”，例如，短语 be liable to seasickness 的意思是“容易晕船”，又如，Everyone must be liable to the driving laws. (每一个人都应遵守行车规则。)

4. General Motor (GM) 通用汽车公司 (GM) 成立于 1908 年 9 月 16 日，自从威廉·杜兰特创建了美国通用汽车公司以来，通用汽车在全球生产和销售包括雪佛兰、别克、GMC、凯迪拉克、宝骏、霍顿、五十铃、解放、欧宝、沃豪以及五菱等一系列品牌车型并提供服务。目前，通用汽车旗下多个品牌全系列车型畅销于全球 120 多个国家和地区，包括电动车、微车、重型全尺寸卡车、紧凑型车及敞篷车。
5. United Auto Workers (UAW) 全美汽车工人联合会 1930 年诞生于美国底特律 (Detroit)，是美国最大的工人协会。



## Selected Exercises

**Task 1: After reading the passage 1, you will find 5 questions. For each question there are 4 choices marked A, B, C and D. You should make the correct choice.**

- What's the attitude of China Eastern Airlines Corp towards the bid from China National Aviation Corp (CNAC)?  
A. Accepted      B. Rejected      C. Considering      D. No comments
- Which one was NOT in the reasons for this rejection of tenders?  
A. The offer made by CNAC was in the absence of sincerity.  
B. The offer made by CNAC was in the planning on the part of CNAC.  
C. The offer made by CNAC wasn't "legally binding".  
D. The offer made by CNAC wasn't in the mutual trust between CNAC and the company.
- According to China Eastern's legal adviser, which is NOT concerning AC's proposal?  
A. It is unclear in terms of specifics, but it is legally binding.  
B. It is unclear in the implementing party's identity.  
C. It involves a high level of uncertainty.  
D. It needs approval from the government and shareholders.
- How to make CNAC's proposal impossible for China Eastern to meet its imminent development needs?



12. The \_\_\_\_\_ of the referee's decision was accepted by everyone.
13. We all urged him to \_\_\_\_\_ with his plan.
14. The weather will be the biggest \_\_\_\_\_ so I have to be ready.
15. Our need is not to \_\_\_\_\_ debt, but to raise huge amounts of new capital.
16. They had to sell their assets to keep the business \_\_\_\_\_.
17. They had no \_\_\_\_\_ to arrest him.
18. They will expect to see you \_\_\_\_\_ cash into your new business.
19. A little \_\_\_\_\_ will give the employees an incentive to work harder.
20. The government agreed not to sack any of the \_\_\_\_\_ workers.

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- |            |            |
|------------|------------|
| 1. 第二轮     | 2. 在……方面   |
| 3. 具有法律约束力 | 4. 不低于，不少于 |
| 5. 股票交易所   | 6. 满足需要    |
| 7. 获得途径    | 8. 监管障碍    |
| 9. 母公司     | 10. 拒绝投标   |

11. His was a sincere offer of help.
12. Those oil shares were a good investment.
13. She has a stake in the future success of the business.
14. Imperfect articles are rejected by our quality control.
15. Students must have access to a good library.
16. People are liable to judge others from their own first impressions.
17. It is unclear whether the meeting will go ahead as planned.
18. Labour standards are the biggest hurdle for the Latin American deals.
19. A six-year lay-off has not rusted his skills.
20. He is struggling to keep afloat after a series of emotional and health problems.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

- | Column A                   | Column B   |
|----------------------------|------------|
| 1. restructure a plan      | A. (资本) 净值 |
| 2. historical approach     | B. 缩减      |
| 3. a tentative smile       | C. 投标截止日期  |
| 4. equity capital          | D. 债转股     |
| 5. be liable to catch cold | E. 历史研究法   |
| 6. scale down              | F. 跨栏跑     |
| 7. debt-to-equity swap     | G. 实况节目插播  |
| 8. live inject             | H. 调整计划    |



- 9. bid deadline
- 10. hurdle race

- I. 容易伤风
- J. 勉强的微笑



## More Readings

### **CNAHC Seeks Partnership, Not Merger, with China Eastern**

China National Aviation Holding Company (CNAHC), parent of flagship carrier Air China, will seek a partnership, rather than a merger, with China Eastern Airlines (CEA) in its counter-offer for the rival carrier.

CNAHC also said it would, as promised, submit the bidding within two weeks of the rejection to CEA's proposed 24 percent stake sale to Singapore Airlines (SIA) and Lentor Investments, a unit of the Singapore state investment company Temasek.

Minority shareholders voted against SIA's bidding on Tuesday after CNAHC's wholly-owned subsidiary, China National Aviation Corp (Group) (CNAC), said it planned to buy 24 to 30 percent of CEA's shares at HK\$5 (64 US cents) apiece, 32 percent higher than SIA's offer price of HK\$3.8.

The counter-offer would include terms on shareholding arrangement, business integration and the building of Shanghai's aviation hub, the Shanghai Securities News quoted an unnamed CNAHC official as saying on Thursday.

It would also reflect the long-held concept of Li Jiexiang, former CNAHC's general manager and Air China's board chairman, for the joint running of overlapping flights, combined cargo transport subsidiaries and a cross-shareholding arrangement between the two carriers, the official stated.

The two central government-owned airlines could still maintain independent operation and their own brands, the official added.

Li, new head of the General Administration of Civil Aviation of China, the industry regulator, had been longing for an alliance with CEA to gain more access to the Shanghai market, a move aimed at building Air China into a "super carrier" to better vie with foreign rivals for larger market share.

CEA had a dominant 36 percent share of Shanghai's aviation market, compared with 12 percent of the Beijing-based Air China.

Compared with SIA's bid, Air China's tie-up plan could better help the two major airlines boost efficiency by jointly arranging flights, many of which overlapped, and to improve the competitive edge of the nation's aviation industry, said Li Lei, analyst with China Securities.

Hong Kong leading carrier, Cathay Pacific, may not take CEA stake with the counter-offer. But the possibility of its involvement in the business integration and management could not be

ruled out, an unnamed CNAHC official said.

Cathay Pacific, which had a 17.5 percent stake swap with Air China, could provide the management expertise CEA wanted from its planned strategic alliance with SIA, said Li Lei.

Responding to CEA's refusal to give consideration to an ally with Air China, the official said whether the counter-offer could be accepted would be based on how reasonable and exercisable the offer was and how best it represented the interests of the nation's aviation sector.

Hong Kong-based CNAC said last week SIA's offer price doesn't reflect CEA's fair value. The deal was unfair to other shareholders and domestic airlines as it included anti-dilution rights and a non-competition clause.

The offer price greatly underestimated CEA's profitability in the future in light of the nation's aviation boom and its dominant market share in Shanghai, a mutual fund manager, whose firm held Air China, CEA and China Southern stakes, told Xinhua on condition of anonymity.

CEA had earned 1.04 billion yuan (US\$143 million) in net profit in the first three quarters of 2007, compared with a loss of 2.78 billion yuan in 2006.

### **Olivetti Bid for Telecom Italia**

ROME (Agencies via Xinhua)—Italian communications group Olivetti unveiled an audacious US\$58 billion bid for its larger rival Telecom Italia on Saturday, forcing Telecom on to the defensive and scrambling to counter-attack.

Olivetti said in a statement it was offering 10 euros (US\$11.23) per share—a 10 per cent premium on Friday's closing price—for Europe's fourth-largest telecoms firm in a cash and paper offer.

Olivetti announced the bid after bringing forward by 24 hours without warning a board meeting due yesterday afternoon.

Telecom's board met for more than three hours but reserved judgment, saying it considered the offer document "full of holes" and would need more information to evaluate the bid.

Olivetti managers were huddled at lawyers' offices in Milan for most of Saturday afternoon. "It's been a hectic day," Managing Director Roberto Colaninno said to waiting reporters.

An Olivetti spokesman said the board had called a second meeting at 2,200 GMT with purely administrative matters on the agenda and said the bid—the biggest takeover attempt in Italian history—was not down for discussion.

The staggering bid from a company itself considered a ripe takeover target three years ago when it was haemorrhaging cash, showed just how the tables had turned.

Olivetti's shares rocketed more than sixfold to become one of the world's top stock



performers last year, while Telecom had a turbulent time with a messy scandal over the leaking of forecasts and the acrimonious departure of its former boss.

Industry sources confirmed a startling twist in what was shaping up as one of Europe's biggest takeover battles—Telecom executives had looked at the possibility of outgunning its predator Olivetti with a rival in-house offer.

Telecom declined all further comment and no outside company was immediately advertising itself as the answer to its prayers although some analysts have cited British Telecom as interested in a piece of the company or an alliance.

From Olivetti's side there are also formidable hurdles to the bid—not least the need for the government to give the nod to the sale of one of its corporate crown jewels.



## A Good Essay to Read 美文欣赏

### Taking Positive Actions

Goals are meant to be achieved. To succeed in life, think about how you can take positive actions every day to accomplish your goals. It may not be as difficult as it seems, but it definitely requires action. So, put your actions into overdrive and make the most of your efforts.

You can truly make every action you take a positive one that builds momentum and propels you forward. You'll feel better about what you're doing, and your gusto for life will inspire those around you.

#### Turning Positive Action into a Positive Life

When you put your best foot forward in all that you do, you'll develop an intense passion that will be unmatched. Sometimes you may feel like sitting back and doing as little as possible, but you'll actually enjoy your life more when you are engaged in the things you love to do.

Life is more fulfilling when you are passionate about your work and family. Even though it may seem challenging to look at everything with passionate and positive eyes, such an outlook is possible. If you're unsure how you can summon more passion for a project or task, there is one tool that will help you build momentum by utilizing the power of a positive mindset. So what is it? Positive affirmations!

#### What Are Affirmations All About?

Affirmations can help you take positive action by re-defining how you think and feel. In essence, affirmations are positive statements that activate your mind and encourage you to push forward. Once you implement affirmations into your life, negative, self-defeating thoughts will be a thing of the past.

If you need a positive thought, for example, you can say something as simple as, "I infuse

my mind, heart, and spirit with past accomplishments, new ideas, and a fresh attitude.” Constantly repeating positive affirmations will help you create a positive outlook in just about any situation imaginable.

Positive affirmations allow you to set your goals, envision them, and reaffirm them each time you state it. This positive statement only needs to be something you desire for yourself and through continued repetition, you can make it your reality. After all, words are powerful because they have the ability to elicit emotion and inspire action.

Affirmations are generally very simple, but they can help you make lasting changes in your life, one step at a time. If you are having a hard time finding the motivation, try an affirmation such as, “I am building momentum with each step I take.” As long as your actions are congruent with your positive mindset, you will begin to see and feel results nearly instantly.

Affirmations have the power to change the way you think and feel about yourself. Millions of people are using affirmations every day to help them become happier, healthier, and more balanced individuals. You can put your actions into overdrive and accomplish more in less time. After all, if words can move mountains, imagine what you will be able to do when your thoughts, attitudes and actions are aligned!

# Programme 10

## Terms of Payment

### 付款方式

#### 译文

#### 付款方式

对于从海外采购商品的企业而言，通常采取的付款方式主要有四种，按照进口方的喜好（风险越低的付款方式越受欢迎）进行排序，依次是：往来账户、跟单托收、跟单信用证及预付货款。

##### 往来账户

往来账户为买方提供了最大程度的安全保障，但对于卖方而言却风险最大。这种付款方式只有在卖方对买方的付款能力和意愿充分信任的情况下方可使用，卖方相信，只要买方所在国家的条件允许，在货物装运后，买方一定会按照承诺进行付款。

进口方的优势在于：

- \* 风险最小
- \* 无需银行信贷
- \* 在付款之前买方已拿到货物

进口方的劣势在于：

货物价格可能在卖方报价基础上有所提高

##### 跟单托收

跟单托收是在国际市场上进行商品与服务买卖时广泛使用的一种付款方式。托收付款要求卖方通过银行系统向买方银行递送托收指示、相应单据以及卖方的汇票，银行扮演中介的角色，保护买卖双方的利益。买方和卖方都承担交易风险，因为买方可能拒绝付款，卖方也可能装运了不可接受的商品。

对进口方的优势在于：

- \*（大多数情况下）价格低于信用证
- \* 程序比信用证简单

\* 在托收时间内，买方可能在汇票到期日前收到货物并进行转售  
对进口方的劣势在于：

- \* 装运的货物可能不符合买方规定的货物标准
- \* 装运单据由卖方/银行控制

#### 跟单信用证

信用证是最常用的合法金融用具，能够保证进出口商品和服务得到支付。由于降低了在陌生经济体中做生意的金融风险，信用证也有助于国际销售的进行。跟单信用证为买卖双方提供了高度保障，是一种非常普遍的国际付款方式。

信用证由买方银行开具，通知卖方所在国的银行（大多数情况下即卖方银行），然后由通知行递交卖方。信用证上要指定付款前必须达到的条款和条件。国际商会出版了一整套规则，对信用证的程序进行了标准化地规定，这些规则被称为“跟单信用证统一惯例与实务”，目前列在《国际商会第 600 号出版物》中。

进口方的优势在于：

为供货提供了合理的保证，可能允许：

- \* 购买价格更低
- \* 付款周期更长

进口方的劣势在于：

- \* 信贷可获量受限
- \* 银行只核查单据，不核查货品
- \* 买方成本增加

#### 预付货款

按照预付货款的支付方式，进口方须在货物装运前提前向买方支付货款。提前付款支付方式典型地使用于首次交易。在这种交易关系中，交易规模较小，而且买方几乎没有付款的灵活性，只能提前支付。由于无法保证货物的装运，买方需要对卖方在付款生效后装运货物的能力和意愿有足够的信任。同时，买方应考虑卖方所在国的政治与社会稳定因素，因为买方可能因这些因素无法按其承诺装运货物。



## Study Readings

### Passage 1: Digital Currency Gains Virtual Interest (excerpts) 数字货币获取虚拟利益（节选）

While the debate over whether the 4-year-old bitcoin is a revolutionary invention or a Ponzi scheme rages, some people have already used them to buy real things and appreciate the smooth and fast transaction process. With 20 bitcoins, worth 6,000 yuan (\$979) at the time of payment, Shen bought a laptop from an e-commerce platform in the United States. “When you pay with bitcoins, the transaction is fast and you don’t need a foreign currency credit card such

as MasterCard or Visa, which is usually required by websites that do not accept bitcoin payments,”said Shen.

Most of those involved in the trading of bitcoins, known as bitcoiners, are students and information technology professionals. They favor transactions using bitcoins because they can't be bothered using complicated online payments or with currency exchanges, said Shen. In China, acceptance of bitcoins as something valuable first became known to the public when holders of the digital currency donated the coins to the e-wallet account for the victims of the Sichuan Ya'an earthquake. In China, some online retailers selling products ranging from three yuan phone cases to 1,000 yuan (\$163) bedding announced that they would accept payment using bitcoins. People can also pay with bitcoins in various coffee shops, phone and computer stores and bookstores in Beijing and Shanghai.

Shen's 200 bitcoins were earned through “mining”, a process of intensive computer calculation based on specific cryptographic rules. Bitcoiners make money, or bitcoins by laboring, which is setting up a better environment for the bitcoin society through the Internet, said Shen. Bitcoin.org, one of the most viewed websites for bitcoiners, says the currency has no intrinsic value, no real world counterpart, no guaranteed exchange rate and is not backed by precious metals. Transactions involving bitcoins rely on the good faith and credit of the issuing authority.

Although critics say the “mining” process is virtual labor and is not productive for the real world in any way, bitcoiners see it as equivalent to the real labor of constructing the infrastructure for a currency system in the real world. “Why do banks charge fees when you transfer money or withdraw cash and exchange currencies? Because certain infrastructures are used that cost money and when we conduct mining, we are contributing to the safety and smoothness of transactions involving bitcoins, which deserves a reward in the form of bitcoins,” said Shen.

For Chang Jia, the pen name of a science fiction writer who prefers not to reveal his real name, bitcoins have already established their position as a digital currency and have been accepted in many countries. Chang sold 10 copies of his latest piece of fiction and received a total of 0.7 of a bitcoin, about 400 yuan, based on the exchange rate on May 7. The income is just a tiny part of Chang's bitcoin deposits, which amount to about 2,000 and could have been sold for 4 million yuan when the exchange rate was at its peak.

## I. Words & Expressions

1. currency *n.* 货币; 通用, 流通 gain currency with 流行开, 流通开
2. virtual *adj.* 实质上的, 事实上的, (计算机) 虚拟的
3. debate *v.* 辩论; 思考 *n.* 讨论, 辩论, 争论 beyond debate 无异议, 无可争辩
4. bitcoin 比特币
5. revolutionary *n.* 革命家 *adj.* 革命的, 革命性的; 创新的

6. scheme *n.* 方案, 计划; 阴谋 *v.* 策划, 图谋; 计划 scheme for sth. 策划某事
7. appreciate *v.* 赏识, 高度评价; 体谅; 增值, 涨价
8. payment *n.* 支付, 付款; 缴纳, 报酬; 报答
9. laptop *n.* 笔记本电脑
10. e-commerce *n.* 电子商务 commerce *n.* 商业, 贸易; 交往
11. be required by 所要求
12. favor *v.* 支持, 喜爱; 偏爱 favourite *n.* 特别受喜爱的人或物 *adj.* 最喜欢的
13. complicated *adj.* 结构复杂的; 难于理解的 a complicated situation 复杂的情况
14. donate *v.* 捐赠, 献(血), 捐献(器官) *n.* 捐赠, 捐献 donation *n.* 捐赠, 捐款
15. e-wallet *n.* 电子钱包
16. victim *n.* 牺牲者, 受害者; 受骗者 become the victim of / fall a victim to 成为……的牺牲品
17. various *adj.* 多种多样的, 各种各样的, 多方面的, 许多的, 个别的 variety *n.* 多样, 种类, 杂耍, 变化, 多样化 for variety's sake 为了不单调起见 a (considerable, great, wide) variety of 各种各样的 for various reasons 因种种理由
18. mine *v.* 采掘, 开矿, 采矿 *n.* 矿井; 水雷
19. intensive *adj.* 集中的, 密集的 intense *adj.* 强烈的, 剧烈的
20. cryptographic *adj.* 关于暗号的, 用密码写的
21. set up 设立, 建立; 准备, 安排 set apart (aside) 使显得突出, 使……显得与众不同 set at 攻击; 估计; 定价, 评价 set about 开始, 着手
22. intrinsic *adj.* 固有的; 内在的 the intrinsic value of education 教育的固有价值
23. rely on 依靠, 信赖, 依赖, 信任
24. productive *adj.* 生产的, 有生产能力的, 多产的; 有益的 productivity *n.* 生产力, 多产性 production *n.* 制造, 生产 product *n.* 产品, 产物
25. equivalent *adj.* 相同的 *n.* 相等的事物或数量; 对应词
26. infrastructure *n.* 基础设施, 基础建设 supporting infrastructure 配套基础设施
27. smoothness *n.* 顺利, 顺当; 平滑, 流畅, 平静
28. be based on 基于, 以……为依据

## II. Notes

1. Bitcoin 比特币它是一种点对点 (peer-to-peer) 基于网络的匿名数字货币。点对点 (peer-to-peer) 的意思是指没有中央权威控制货币的汇款通道。相反, 这些货币转账的任务是由网络节点进行的集体管理。匿名意味交易各方可以隐藏自己的真实身份。其优势是无需信托中间人, 能够方便地进行互联网上的汇款。第三方不能够控制或者阻止您的交易。避免了中央储备银行的不良政策和不稳定性所造成的安全隐患。Bitcoin 系统的有限货币通胀是均匀分布 (由 CPU 决定) 于整个网络, 而不是由银行垄断。Bitcoin 是一个由 Satoshi Nakamoto 于 2008 年在《Bitcoin: 一种点对



点电子现金系统 (Bitcoin: A Peer-to-Peer Electronic Cash System)》中提到的, 此人已经离开该项目, 该项目技术主管已是 Gavin Andresen, 研发网址位于 SourceForge。BitCoin 通过复杂算法生成。到 2140 年之前总额只能达到 2 100 万。BitCoin 制作需要使用专业的挖矿软件进行, 个人作业已经很难完成挖矿任务, 需要加入矿池, 多人合作挖矿, cpu 的算力已经远远不够, 大部分挖矿软件使用显卡的 gpu 算力, 专业的 ASIC 矿机挖矿, gpu 的算力也开始受到挑战, 可能需要数天时间产生一个货币。最终的 Bitcoins 总量将达到 21 000 000 货币单位, 这是货币量的上限。在支持网络的节点上, 以 CPU 的负载时间决定他们的贡献量。

2. While the debate over whether the 4-year-old bitcoin is a revolutionary invention or a Ponzi scheme rages, some people have already used them to buy real things and appreciate the smooth and fast transaction process.

比特币出现已历时四年, 虽然关于其到底是一个革命性的发明还是一场庞氏骗局的争论依旧存在, 但一些人已经用他们来买真正的东西, 而且很欣赏其平稳快速的交易过程。

其中, 名词 rage 的意思是“愤怒, 动怒, 流行”, 例如, 短语 a tearing rage 的意思是“大怒”, 短语 stamp with rage 的意思是“气得跳脚”, 短语 tremble with rage 的意思是“气得直哆嗦”, 短语 the rage of hunger 的意思是“非常饿”。又如, The full force of his rage was unleashed against me. (他把所有的怒气都发泄在我身上。) 名词 transaction 的意思是“交易, 买卖”, 例如, 短语 extensive transaction 的意思是“巨额交易”, 短语 cash transaction 的意思是“现金交易”, 短语 a spot transaction 的意思是“现货交易”, 短语 open fair transaction tax 的意思是“集市交易税”, 短语 Secure Electronic Transaction (SET) 的意思是“安全电子交易”。Ponzi scheme 的意思是“庞氏骗局”, 所谓庞氏骗局是指骗人向虚设的企业投资, 以后来投资者的钱作为快速盈利付给最初投资者以诱使更多人上当。庞氏骗局是一种最古老和最常见的投资诈骗, 是金字塔骗局的变体。

3. Although critics say the “mining” process is virtual labor and is not productive for the real world in any way, bitcoiners see it as equivalent to the real labor of constructing the infrastructure for a currency system in the real world.

虽然批评人士说, “挖掘”过程是虚拟的劳动, 且对于现实世界不具备生产性, 但比特币使用者却认为其相当于现实世界中的货币体系基础设施建设的实际劳动。

其中, 形容词 virtual 的意思是“虚拟的”, 例如, 短语 virtual corporation 的意思是“虚拟公司”, 短语 Virtual Reality (VR) 的意思是“虚拟现实”。形容词 productive 的意思是“多产的, 生产性的”, 例如, 短语 productive forces 的意思是“生产力”, 短语 productive labour 的意思是“生产性劳动, 有价值的劳动”, 短语 a productive writer 的意思是“多产作家”, 短语 productive thinking 的意思是“创造性思维”, 短语 a highly productive farming land 的意思是“高产农田”。形容词 equivalent 的意思是“相等的, 等同的”, 例如, 短语 equivalent education 的意思是“同等学历”, 短语 equivalent form of value 的意思是“等价形式”, 短语 act as a universal equivalent

的意思是“充当一般等价物”。其固定搭配 be equivalent to 的意思是“相当于”，例如，The text should be equivalent to approximately two typed pages, accompanied by a map.（作业长度需相当于两页打印纸，并附地图。）

## Passage 2: China's UnionPay Begins Australian Expansion (excerpts) 中国银联开始在澳大利亚扩展业务（节选）

SYDNEY, May 29 (Xinhua)—China's UnionPay has begun an Australian expansion, aiming to help Chinese visitors and businesses more easily engage with Australian companies as trade flourishes between the two nations. The Chinese international bank card network Wednesday launched partnerships with Australia's Commonwealth Bank, which reportedly has the second-largest presence of any foreign bank in China, and iconic Australian department store David Jones in Sydney.

“We have long been keen to expand our presence in Australia,” said UnionPay Chairman Su Ning. “In areas like ATM business, online payment, EFTPOS cards and mobile payment, we wish that we can help our partners to capture more opportunities from China's fast-growing economy,” he added. UnionPay cards can now be used to withdraw cash at almost 60 percent of ATMs in Australia, said Su, and several online merchants are offering UnionPay for internet transactions to cater to card holders' demand for Australian specialty goods.

NSW Deputy Premier and Minister for Trade and Investment Andrew Stoner said the introduction of Chinese-friendly payment services in Australia would enhance tourism and economic growth.

“With more than 3.5 billion China UnionPay cards in circulation across the globe, I'm confident that there will be immediate benefits—not only for the Commonwealth Bank's 130,000 merchants who are now accepting UnionPay, but also for the tens of thousands of Chinese visitors who fly to NSW each and every month,” Stoner said. “We recognise the enormous potential that inbound tourism holds for economic and business growth here in NSW and indeed Australia. For inbound tourism in NSW alone, China has currently moved around 1.1 billion AUD a year.” “Between July 2011 and June 2012, visitors from China in NSW increased by more than 15 percent to 335,500. I think as the Australian dollar comes off its record highs, that growth will continue and possibly accelerate,” he added.

The Commonwealth Bank will begin a rollout of acceptance of UnionPay cards from July 2013, meaning 3.5 billion cards will be accepted at over 170,000 point-of-sale terminals across Australia.

Business travelers, students and migrants from China will be able to use their UnionPay cards across the Commonwealth Bank network, one of the largest EFTPOS terminals in Australia, making it easier and safer to make purchases. “Our partnership with UnionPay is further evidence of our commitment to supporting Australian businesses, providing customers with the ability to process a wider range of payment options and tap into a growing customer

base,” said Commonwealth Bank Group Executive, Institutional Banking and Markets, Ian Saines.

Recently-appointed Consul General of the People’s Republic of China in Sydney Li Huaxin also expressed warm congratulations on the partnership, saying the deal would extend an invitation of welcome to potential Chinese visitors. “Over the past years we have witnessed a boom in Sino-Australian relations. China is Australia’s number one trading partner, the biggest export market and fourth in imports, and the second-largest source of travellers,” said Li. “Chinese tourists are keen to get shopping while traveling overseas, which makes China UnionPay a significant channel of sharing China’s economic growth all over the world,” he added.

### I. Words & Expressions

1. expansion *n.* 扩大, 扩展, 膨胀 *v.* 使变大, 增大; 增加
2. aim to 旨在 aim at 瞄准, 针对, 企图, 旨在
3. engage *v.* 从事; 订婚 be engaged in 从事, 着手, 忙于 be engage to 约束, 约定, 使订婚, 与……订婚 engage with 交战
4. flourish *v.* 昌盛, 旺盛, 兴旺, 繁荣
5. launch *v.* 使行动, 使开始
6. partnership *n.* 合伙人身份; 合股; 合伙经营
7. commonwealth *n.* 独立的国家或团体、集体; 集团
8. presence *n.* 出席, 在场, 存在 in the presence of sb. (in sb’s presence) 当着某人
9. keen *adj.* 强烈的; 敏锐的, 敏捷的 be keen on 热衷于
10. capture *v.* 俘获; 夺取; 夺得 *n.* 捕获; 占领; 捕获物
11. withdraw *v.* 撤走; 撤退; 取(钱) withdraw a bill 撤消议案
12. significant *adj.* 重大的, 重要的, 有意义的 significance *n.* 意义, 重要性 far-reaching significance 深远意义
13. cater to 迎合, 满足 cater for 提供饮食及服务, 迎合
14. specialty *n.* 专业, 专长; 特点 *adj.* 特色的; 专门的; 独立的
15. enhance *v.* 提高, 增加; 加强
16. circulation *n.* 循环, 流通; 发行量 in circulation 流通着, 传播着
17. immediate *adj.* 立即的, 即刻的; 目前的 immediately *adv.* 立刻, 马上, 当即
18. recognize *v.* 认识, 认出, 识别 recognition *n.* 认识, 识别; 承认
19. enormous potential 巨大的潜力 potential *adj.* 潜在的, 有可能的 *n.* 潜力, 潜能
20. inbound *adj.* 入境的, 回内地的, 到达的 an inbound vessel 归航的船
21. accelerate *v.* 使加快, 促进, 快速 accelerate the rate of growth 提高生长率
22. a rollout of 首次展示 rollout *n.* 首次展示
23. terminal *n.* 终端; 终点站; 航空站 *adj.* 末期的, 晚期的; 定期的; 末端的
24. partnership *n.* 合作关系, 合营公司, 伙伴关系, 合伙人身份
25. commitment *n.* 承诺, 承担; 致力 commit *v.* 做; 犯; 向……保证

26. a wider range of 更广泛的  
 27. extend an invitation 邀请  
 28. witness v. 亲眼目睹, 做证人, 见证 n. 目击者, 见证人, 证据  
 29. boom n. (人口、贸易) 突然增加; 繁荣昌盛时期 v. 处于经济迅速发展时期  
 30. channel n. 途径, 线路; 频道 v. 运送, 引导

## II. Notes

1. China UnionPay 中国银联全称为“中国银联股份有限公司”(China UnionPay Co., Ltd.), 2002年3月26日成立, 总部设在上海。它是经中国人民银行批准的、由八十多家国内金融机构共同发起设立的股份制金融机构, 目前已拥有近300家境内外成员机构。公司采用先进的信息技术与现代公司经营机制, 建立和运营全国银行卡跨行信息交换网络, 实现银行卡全国范围内的联网通用, 推动我国银行卡产业的迅速发展, 实现“一卡在手, 走遍神州”, 乃至“走遍世界”的目标。
2. The Chinese international bank card network Wednesday launched partnerships with Australia's Commonwealth Bank, which reportedly has the second-largest presence of any foreign bank in China, and iconic Australian department store David Jones in Sydney. 中国国际银行卡网于周三分别与澳大利亚最大商业银行和最大百货公司之一戴维琼斯建立伙伴关系, 其中, 联邦银行据报道是中国境内第二大外资银行, 而戴维琼斯则是澳大利亚具有象征性的商业标志。  
 其中, 动词 launch 的意思是“发动, 开展, 投入”, 例如, 短语 launch an artificial satellite 的意思是“发射人造卫星”, 短语 launch a new enterprise 的意思是“创办一个新企业”, 短语 launch a mass production movement 的意思是“开展群众性生产运动”, 短语 launch a research programme 的意思是“启动科研计划”。名词 presence 的意思是“出席, 存在率, 相貌”, 例如, 短语 a man of no presence 的意思是“其貌不扬的人”, 短语 in the presence of 的意思是“面临着”, 又如, Your presence is requested. (敬请光临。) 形容词 iconic 的意思是“偶像的, 圣像的”, 例如, The ads helped Nike to achieve iconic status. (这些广告帮助耐克公司成就了其偶像地位。)
3. Our partnership with UnionPay is further evidence of our commitment to supporting Australian businesses, providing customers with the ability to process a wider range of payment options and tap into a growing customer base.  
 我们与银联的伙伴关系是我们承诺进一步支持澳大利亚企业的证据, 从而为客户提供相应的能力以应对更广泛的支付方式选择, 以及开发一个不断增长的客户群。  
 其中, 名词 evidence 的意思是“证据”, 例如, 短语 verified evidence / irrefutable evidence 的意思是“证据确凿”, 短语 collect evidence 的意思是“搜集证据”, 短语 circumstantial evidence 的意思是“情况证明”, 短语 insufficient evidence 的意思是“凭据不足”, 短语 evidence from an unimpeachable source 的意思是“来源可靠的证据”。短语 tap into 的意思是“利用, 开发, 深入调查”, 例如, Do your research and find expensive niches to tap into. (调研相关数据, 找出最有效的途径来赚钱。)



**Task 3: Fill in each of the blanks with the words or expressions given in the box. Change the form if necessary.**

infrastructure	equivalent to	transaction	virtual
productive	rage	scheme	appreciate
revolutionary	rely on	presence	potential
inbound	evidence	purchase	cater to
recognition	iconic	launch	partnership
cater for	rollout	keen	witness
withdraw	terminal	tap into	recognize
circulation	significance		

- I had a fit of \_\_\_\_\_ —I could hardly control myself.
- Meanwhile, the construction of \_\_\_\_\_ facilities in minority areas has been further sped up.
- Eight kilometers is roughly \_\_\_\_\_ five miles.
- We had a \_\_\_\_\_ meeting that solved some problems.
- This is a \_\_\_\_\_ shopping center offering visitors entry to a clutch of well-knownetailers without going to their different websites.
- In view of our longstanding business relationship, we can conclude the \_\_\_\_\_.
- He had proved that he could be \_\_\_\_\_ in a crisis.
- The \_\_\_\_\_ has been set up to help homeless people.
- \_\_\_\_\_ zeal caught them up, and they joined the army.
- Your help was greatly \_\_\_\_\_.
- His \_\_\_\_\_ is indicative of his willingness to help.
- They made success by \_\_\_\_\_ recent developments in technology.
- To date there is no \_\_\_\_\_ to support this theory.
- Coca-Cola Russia released \_\_\_\_\_ sodas Coke, Fanta, Sprite in small 8-ounce cans.
- The musical theater company is about to \_\_\_\_\_ a new performer on the musical world.
- The company has gone into \_\_\_\_\_ with Swiss Bank Corporation.
- The company has decided to \_\_\_\_\_ from some of its sports sponsorship.
- Our literature and art ought to \_\_\_\_\_ popular taste.
- The entire project, from pilot to enterprise wide \_\_\_\_\_, took a few months.
- She remained \_\_\_\_\_ interested in international affairs

**Task 4: Translate the following phrases and sentences into English or Chinese.**

- 气得跳脚
- 同等学历
- 等价形式
- 依靠

- |           |          |
|-----------|----------|
| 5. 相当于    | 6. 现货交易  |
| 7. 配套基础设施 | 8. 多产作家  |
| 9. 集市交易税  | 10. 巨额交易 |

11. We should strengthen cultural infrastructure and boost various types of popular culture.
12. Import restraints are equivalent to a sales tax and often apply to necessities.
13. Up to four players can compete in a virtual world of role playing.
14. Neither side would disclose details of the transaction.
15. You can't rely on the weather being fine for anything you plan in England.
16. No new business can flourish in the present economic climate.
17. Job seekers should tap into online networking sites to help hunt down potential employers, new surveys suggest.
18. The evidence was so compelling that he felt constrained to accept it.
19. This would manufacture and sell its iconic Marlboro brand.
20. She regards the job as a launch pad for her career in the media.

**Task 5: Match the English expressions with their Chinese equivalents on the right.**

**Column A**

1. in the presence of sb.
2. collect evidence
3. launch a research programme
4. one's immediate family
5. insufficient evidence
6. put into circulation
7. enormous potential
8. withdraw a bill
9. secret channels of information
10. far-reaching significance

**Column B**

- A. 直系亲属
- B. 巨大的潜力
- C. 传播
- D. 秘密的消息来源
- E. 搜集证据
- F. 凭据不足
- G. 撤消议案
- H. 启动科研计划
- I. 深远意义
- J. 当着某人, 有某人在场



**More Readings**

**Challenges ahead to Make Yuan a Global Currency**

MANILA—China needs to address stability and liquidity issues before it can realize its plan to internationalize the yuan and challenge the global dominance of the US dollar, a prominent economist said in a recent forum held in the Philippine capital.

“An international currency that is widely used in private commercial and financial

transactions and is held by central banks as reserves has three essential attributes: scale, liquidity and stability,” Barry Eichengreen, distinguished professor of economics and political Science at the University of California, Berkeley, said in a forum organized by the Asian Development Bank.

Eichengreen, a former senior policy adviser at the International Monetary Fund, said China has already achieved the first precondition to yuan’s success as a global reserve currency—scale. Next only to the United States, China is now the world’s second largest economy. Economists have predicted that China will soon overtake the United States as the world’s biggest economy.

But Eichengreen notes, “Scale while necessary for international currency status is not sufficient.” He cited the case of the United States, which back in 1913 was already the world’s biggest economy, but even that was not enough for the dollar to dislodge the sterling as the global currency of choice.

The United States back then failed to meet other pre-conditions that will lead to the internationalization of the greenback, liquidity and stability. China, he said, is now in the same position.

China’s fast rising economy has encouraged its policy makers to push for the yuan as a global currency reserve by promoting its use in overseas markets. To this end, China has allowed local companies to use the yuan in cross-border trade settlements. It has also permitted foreign investors to invest yuan-denominated funds in China’s interbank bond market and signed currency-swap agreements with the Philippines, Korea, Japan, and Australia.

While China is opening its financial markets, Eichengreen said liquidity remains a challenge. China’s bond markets remain small and trading volume is low. Liquidity is a main consideration for central banks when they’re considering currencies to hold as a reserve.

Eichengreen also cited the importance of stability, which he said is the most difficult thing to establish given that it has several dimensions political, economic and financial.

Political stability, for instance, will ensure a stable policy environment for investors who will allocate a certain portion of their portfolio to the yuan. Eichengreen suggested that China’s regulatory agencies need to be independent “to foster confidence that regulatory decisions are taken with economic stability rather than political considerations in mind.”

### **Singapore to Widen Its RMB Liquidity Pool**

Singapore’s central bank governor says the island state plans to widen its liquidity pool of the Chinese currency as part of extended efforts to turn itself into a major offshore yuan market.

Ravi Menon said the country is also developing hedging instruments as part of these efforts.

“The critical factors that will determine how well Singapore develops as an RMB hub are

liquidity and a range of hedging products,” said Menon, managing director of the Monetary Authority of Singapore, the central bank and financial regulatory authority.

Singapore holds 100 billion yuan (\$16.3 billion) in renminbi deposits and Menon expects the total to rise.

“With more liquidity, financial institutions will offer a wider range of RMB products and services to better meet the financing, investment and risk management needs of the market,” he told China Daily.

Menon said offshore RMB liquidity in Singapore should be interchangeable with RMB liquidity in other offshore centers.

The Singapore Exchange is ready to quote, trade, clear and settle RMB-denominated securities, Menon said.

Last week, the Monetary Authority of Singapore allowed local banks to settle yuan trades at onshore exchange rates through the ICBC yuan clearing facilities in Singapore. Previously, trade settlement at the onshore rate was available only at branches of the Bank of China in Hong Kong or Taipei or their agent banks.

An executive at the Singapore branch of a State-owned Chinese bank said local banks are gradually moving their RMB clearing business back to Singapore from Hong Kong.

Beng Hong Lee, head of China FICC trading and structuring and product management for offshore RMB at Deutsche Bank, said: “Singapore is becoming an important RMB offshore market. You may see more direct trading of RMB assets soon.”

According to data released by the Society for Worldwide Interbank Financial Telecommunication, Singapore is the largest “corridor” for use of RMB letters of credit after Hong Kong. In terms of RMB payment value, it is consistently among the top two offshore centers outside Hong Kong.

A letter of credit is a document issued by a financial institution, or a similar party, assuring payment to a seller of goods and/or services provided certain documents have been presented to the bank.

Menon said, “As use of the RMB expands over time in the region and beyond, there will be room for more than one offshore RMB center. Each center will have its own niche and strength.”

He said Singapore’s strength as an offshore RMB hub is its status as a regional trading hub and an international financial center.

In February, it joined Hong Kong, Taiwan and Macao in having a yuan clearing bank. One month later, it doubled the size of its currency-swap arrangement with China to 300 billion yuan.

In May, the Monetary Authority of Singapore opened its first representative office in Asia in Beijing—the third overseas after London and New York.

Within the first month of starting RMB clearing services in Singapore, HSBC, Standard

Chartered Bank, DBS Bank and United Overseas Bank issued 2.5 billion yuan in offshore RMB bonds, or “Lion City Bonds”.

Yuan clearing business in Singapore in the first month exceeded 60 billion yuan since ICBC began to offer the service on May 27.



## A Good Essay to Read 美文欣赏

### How to Prepare for the First Time at Anything

#### Forget what others think

In order to decrease the stress you feel about your first time, just forget what others are thinking of you.

First, many people don't really care that much if you happen to fail at something. If you are open about your inexperience, they are most likely to forgive your inability to perform well.

Second, remember that others have also started from “zero” as well (driving a car, giving a public speech, going out for a date, etc.).

Third, focus on your own performance—not on others. For instance, if you're going to be running in your first marathon ever your goal is just to pass the finish line, not to run a new world record.

#### Ditch the perfection

On very rare occasions can you manage to do something perfectly the first time you do it, so when you do something for the first time, it is time to ditch the notion of perfection.

I remember the first time I drove a car in traffic after getting my driver's license. I was very nervous and I was overwhelmed by the traffic—my driving style showed that I wasn't a very confident driver. Now I'm much more experienced as a driver. Although I still don't consider myself a perfect one, I'm much more confident behind the wheel than what I was when I started.

In general, it is useless to strive for perfection when you do something for the first time. You are setting the bar too high and you just feel bad when you are not able to meet the level you have set.

Also, perfection is just another way to procrastinate, so trying to be perfect is just a waste of time. You want to pursue excellence instead.

#### The time you spend doesn't matter

One common characteristic of doing something for the first time is that it is most likely to be more time-consuming than subsequent times. If you are inexperienced, the first few times you are just going to be learning anyway—and hopefully getting better in the process.

Just take your time and try to learn as much as possible as you go. You will realize that the

second time is much easier, since you already have some experience in your pocket.

### **Plan and prepare**

If possible, try to plan and prepare as much as possible before doing something new. This way you will gain more self-confidence, and by planning and preparing you actually may have a bit more control of things.

But you don't always have that sense of control. For instance, if you are going out on a first date, you cannot plan every possible topic to talk about in advance—nor is it reasonable to do that.

On the other hand, if you are going to take a certification test related to your profession, you can study and prepare so that you can reach a whole different level when you take the exam.

### **Prepare for the second time**

Once you have gone through your “first time experience”, you'll have broken the biggest barrier of all. The excitement and fear is most likely gone and the next time won't be that scary anymore.

To make the next time even a smoother experience, do these two things during your first time:

Take notes. It never hurts to write things down as you go. These notes can help you to feel more confident and you can go them through when preparing for the second time

Run through a checklist. Create a checklist, so that you can prepare even better for the next time. For example, to prepare yourself to give a presentation, write down a checklist to go through before the actual event. This way you can make sure that all the necessary requirements are met before the presentation begins.

### **Conclusion**

You'll never be fully prepared for the first time at everything, but if you use the tips above the next time you face something new you'll have a much better chance to enjoy the experience. And then you'll want to do it again.



# Key to the Work Book

## Programme 1 Business Reception

### Key to the exercises

#### Task 1:

1. D 2. C 3. B 4. D 5. C

#### Task 2:

1. F 2. T 3. F 4. F 5. T

#### Task 3:

1. session	2. preparatory	3. momentum	4. lived up to
5. affirm	6. perspective	7. serve as	8. in accordance with
9. carry forward	10. serve as	11. overall	12. intense
13. preparation	14. inform	15. participation	16. networking
17. circulate	18. intense	19. etiquette	20. Keep in mind

#### Task 4:

1. serve as
2. live up to
3. make a good impression
4. account for
5. live up to expectations
6. strike up a conversation
7. make small talk with
8. make contributions to
9. be classified into
10. a buffet lunch
11. 这个沙发可改作床用。
12. 这些产品总共约占我们全部销售额的 70%。
13. 财产可分为不动产和动产两类。
14. 你应尽快适应新环境。
15. 你要是坚持真理就可以无所畏惧。
16. 这件事将留待下次会议讨论。

17. 她强调了认真准备的重要性。
18. 和中国礼节一样，女主人要一直陪着吃得最慢的客人。
19. 我们应当根据具体情况做出决定。
20. 这个方案旨在鼓励大众更多地参与体育活动。

**Task 5:**

1. F 2. I 3. G 4. A 5. H 6. J 7. B 8. C 9. E 10. D

## Programme 2 Business Travel

### Key to the exercises

**Task 1:**

1. D 2. C 3. A 4. B 5. A

**Task 2:**

1. F 2. T 3. F 4. F 5. F

**Task 3:**

- |                |               |                  |                  |
|----------------|---------------|------------------|------------------|
| 1. focus on    | 2. hazardous  | 3. encounter     | 4. occupational  |
| 5. tricky      | 6. tough      | 7. in part       | 8. racked up     |
| 9. tend to     | 10. medical   | 11. issued       | 12. specific     |
| 13. scheme     | 14. permanent | 15. eliminated   | 16. possess      |
| 17. in advance | 18. valid     | 19. abbreviation | 20. transitional |

**Task 4:**

1. rack up
2. be hazardous to health
3. line of work
4. laid-off workers
5. a tricky problem
6. tend to fail
7. in part
8. tough attitude
9. French fries
10. encounter an old friend
11. 推销员的工作是寻求顾客。
12. 这可以部分解释他的性格。
13. 也许她会考虑换一个行业。
14. 他遇上了警犬，把他吓坏了。
15. 他决定要戒烟。
16. 除奖金以外，他的薪水还增加了 50%。

17. 我们将尽可能加速装运。
18. 朴素的衣服适合于上学时穿着。
19. 你从图书馆借的书哪一天到期?
20. 一个人在社会上可能扮演多种角色。

**Task 5:**

1. C 2. E 3. B 4. H 5. D 6. I 7. F 8. G 9. J 10. A

## Programme 3 Visiting Trade Fair

### Key to the exercises

**Task 1:**

1. D 2. C 3. B 4. C 5. A

**Task 2:**

1. T 2. F 3. F 4. T 5. F

**Task 3:**

- |                |                    |               |                     |
|----------------|--------------------|---------------|---------------------|
| 1. in terms of | 2. turnover        | 3. implement  | 4. strike a balance |
| 5. initiated   | 6. home and abroad | 7. accumulate | 8. landmark         |
| 9. constantly  | 10. endeavor       | 11. sponsored | 12. vibrant         |
| 13. advanced   | 14. domestic       | 15. prospect  | 16. enterprise      |
| 17. engage in  | 18. renowned       | 19. consult   | 20. professional    |

**Task 4:**

1. home and abroad
2. strike a balance
3. a landmark event
4. accumulate wealth
5. endowed with beauty
6. persist in
7. in terms of quality
8. amount to
9. witness the changes of time
10. implement a policy
11. 我们将不断提高产品质量。
12. 无论就面积和人口而言，这都是一个小国。
13. 尽管已经很累了，他仍坚持做这项工作。
14. 该产品在国内外都很畅销。
15. 这家公司拥有辉煌的历史，还将创造更美好的未来。
16. 我公司需要引进一些先进技术。

17. 他的作品赢得了国际认可。
18. 爵士音乐节每年七月举行。
19. 鲍勃不愿意参加其他孩子的游戏。
20. 卖方须与买方签订合同。

**Task 5:**

1. B 2. C 3. G 4. F 5. J 6. D 7. H 8. I 9. E 10. A

## Programme 4 Company Profile

### Key to the exercises

**Task 1:**

1. C 2. A 3. B 4. D 5. D

**Task 2:**

1. F 2. T 3. T 4. F 5. T

**Task 3:**

- |                   |                  |                   |                |
|-------------------|------------------|-------------------|----------------|
| 1. innovation     | 2. ensure        | 3. creed          | 4. implement   |
| 5. headquarter    | 6. fuelled       | 7. landmark       | 8. stimulated  |
| 9. turned out     | 10. committed    | 11. acquired      | 12. delivered  |
| 13. collaborating | 14. thriving     | 15. seen          | 16. chaired    |
| 17. fundamental   | 18. dramatically | 19. approximately | 20. enthusiast |

**Task 4:**

1. lay the foundation
2. political creed
3. overstaffed
4. be committed to teaching
5. turn out
6. concentrate on quality
7. compact disc
8. world famous landmark
9. listed companies
10. supervise its policies
11. 该协议保证了石油的稳定供给。
12. 启发能力强的老师能够激发学生取得成功。
13. 法律适用于所有的人, 不分种族、信仰或肤色。
14. 该中心的工作人员主要由志愿者构成。
15. 贯彻这一方针, 我们将着重在以下几个方面的任务展开工作。
16. 十九世纪发生了工业革命。

17. 蔬菜是我们饮食中不可或缺的一部分。
18. 环境组织表示有必要采取措施寻找干净的, 可恢复的能源。
19. 我们的星系是一个不断演变的星系。
20. 我国的对外贸易近年来已有极大发展。

**Task 5:**

1. I 2. H 3. G 4. D 5. J 6. A 7. B 8. C 9. E 10. F

## Programme 5 Products Description

### Key to the exercises

**Task 1:**

1. D 2. C 3. A 4. B 5. C

**Task 2:**

1. F 2. T 3. T 4. F 5. F

**Task 3:**

- |                 |                     |              |                   |
|-----------------|---------------------|--------------|-------------------|
| 1. distinct     | 2. is credited with | 3. lawsuit   | 4. came across    |
| 5. bombshell    | 6. inspiration      | 7. notably   | 8. made her debut |
| 9. outfit       | 10. controversy     | 11. version  | 12. ripple        |
| 13. fluctuate   | 14. sink            | 15. Likewise | 16. reshuffle     |
| 17. A flurry of | 18. merchandise     | 19. retailer | 20. Presumably    |

**Task 4:**

1. make one's debut
2. be credited with
3. be unenthusiastic about fame and gain
4. a movie based on a true story
5. come across
6. acquire a good reputation
7. numerous opportunities
8. draw inspiration
9. a distinct advantage
10. arouse much controversy
11. 但那并不意味着给股东带来价值是他的功劳。
12. 员工职位的提升应当以工作绩效为依据。
13. 他看起来对那个项目并不太热衷。
14. 她有明显的绘画天赋。
15. 该产品在国际贸易展销会上的首次亮相取得了成功。
16. 经一周波动之后, 市场情况趋于稳定。

17. 一阵风吹翻了小帆船。
18. 商店橱窗里摆满了外国商品。
19. 这个地区的犯罪率正在下降。
20. 华盛顿的政治风云，一如既往，变幻莫测。

**Task 5:**

1. D 2. A 3. H 4. J 5. B 6. C 7. E 8. I 9. G 10. F

## Programme 6 Business Meetings

### Key to the exercises

**Task 1:**

1. D 2. C 3. B 4. A 5. D

**Task 2:**

1. T 2. T 3. T 4. F 5. F

**Task 3:**

- |                 |                  |               |                |
|-----------------|------------------|---------------|----------------|
| 1. domestic     | 2. presided      | 3. quarterly  | 4. momentum    |
| 5. steadies     | 6. aggregate     | 7. instrument | 8. optimize    |
| 9. alleviate    | 10. allocation   | 11. press     | 12. deployment |
| 13. convene     | 14. unwaveringly | 15. intensify | 16. thoroughly |
| 17. orientation | 18. revolving    | 19. usher     | 20. foster     |

**Task 4:**

1. be absent from
2. financial situation
3. stable growth
4. preside over the meeting
5. real economy
6. in general
7. sound monetary policy
8. interest rate reform
9. adopt an idea
10. implement the decisions
11. 因公出差的政府官员享有出差补贴。
12. 日本的货币单位是元。
13. 总的说来，她的作品不错，不过这篇文章糟透了。
14. 该国必须开发新能源。
15. 在施行了 25 年的蠹政后，这个政权最终垮台。
16. 我们必须继续工作，直至做完为止。

17. 如果没有相反的事实, 我将坚持我的意见。
18. 她平常玫瑰色的脸上呈现出更深的色彩。
19. 我们共同努力, 实现祖国统一。
20. 零售价格提高百分之五。

**Task 5:**

1. D 2. J 3. H 4. E 5. I 6. G 7. F 8. A 9. C 10. B

## Programme 7 Enquiry

### Key to the exercises

**Task 1:**

1. A 2. B 3. C 4. D 5. D

**Task 2:**

1. T 2. T 3. F 4. F 5. F

**Task 3:**

- |                |             |               |                |
|----------------|-------------|---------------|----------------|
| 1. debated     | 2. amend    | 3. funding    | 4. condemn     |
| 5. progressive | 6. table    | 7. Greed      | 8. allowance   |
| 9. tactic      | 10. exempt  | 11. sentenced | 12. competence |
| 13. suspect    | 14. consign | 15. relevant  | 16. handle     |
| 17. manage to  | 18. smash   | 19. fine      | 20. notify     |

**Task 4:**

1. pass the proposal
2. be backdated to
3. allow for
4. be likely to/be feasible to
5. put forward a motion
6. miss a deadline
7. take advantage of
8. offer a remedy
9. one-off bonus
10. raise a question
11. 她的建议遭到强烈反对。
12. 对你老实讲, 你的儿子是靠不住的。
13. 你们会晤的结果如何?
14. 六月同意增加的工资将从一月算起。
15. 他虽穷, 但对贫苦的朋友很慷慨。
16. 你不能为朋友做出让步吗?

17. 他不想插身在这场纠纷中间。
18. 明天我不大可能来。
19. 他们的经济政策为工业发展铺平了道路。
20. 我们的工作都白干了。

**Task 5:**

1. F 2. H 3. G 4. J 5. I 6. A 7. C 8. B 9. E 10. D

## Programme 8 Offer

### Key to the exercises

**Task 1:**

1. B 2. A 3. B 4. D 5. C

**Task 2:**

1. F 2. T 3. F 4. F 5. T

**Task 3:**

- |              |               |                 |                 |
|--------------|---------------|-----------------|-----------------|
| 1. prompt    | 2. submit     | 3. plunged      | 4. rejection    |
| 5. propose   | 6. suspend    | 7. assets       | 8. disclose     |
| 9. Aviation  | 10. authority | 11. adjourned   | 12. reconvene   |
| 13. minority | 14. indicated | 15. spell       | 16. vote        |
| 17. forego   | 18. speculate | 19. convertible | 20. installment |

**Task 4:**

1. conform to
2. market reaction
3. come up with
4. no less than
5. legal procedures
6. interest expenses
7. a letter of authority
8. intend to
9. financial position
10. ratio of liabilities to assets
11. 他的想法和我的不一致。
12. 这家公司已经不得不承担沉重的债务。
13. 我提供了一个比那还好的计划。
14. 男学生和女学生的比例是 2 比 1。
15. 那间旅馆的住宿费大约要 20 元一晚呢。
16. 他证明了他是正确的, 而那些非难他的人不得不收起他们那一套。

17. 绝不应该责备她。
18. 他认为自己拖欠贷款是合理合法的。
19. 你说话要小心—你的话是可用来控告你的。
20. 她做作业非常用功。

**Task 5:**

1. C 2. E 3. B 4. A 5. F 6. H 7. I 8. D 9. J 10. G

## Programme 9 Counter-offer

### Key to the exercises

**Task 1:**

1. B 2. D 3. A 4. C 5. B

**Task 2:**

1. T 2. F 3. F 4. T 5. F

**Task 3:**

- |              |                  |                |                   |
|--------------|------------------|----------------|-------------------|
| 1. mutual    | 2. convince      | 3. in terms of | 4. efficient      |
| 5. profit    | 6. shareholder's | 7. bid         | 8. implementation |
| 9. imminent  | 10. obstacle     | 11. liable     | 12. equity        |
| 13. go ahead | 14. hurdle       | 15. scale down | 16. afloat        |
| 17. grounds  | 18. inject       | 19. bonus      | 20. striking      |

**Task 4:**

1. a second round
2. in terms of
3. legally binding
4. no less than
5. stock exchange
6. meet one's need
7. gain access to
8. regulatory obstacle
9. the parent company
10. rebuff bid
11. 他真心实意愿意协作。
12. 那些石油股票是有利可图的投资。
13. 她在这项生意上投了资以期将来获利。
14. 我们进行质量检验时，有缺陷的产品均予剔除。
15. 学生要有使用好图书馆的便利条件。
16. 人们容易用他们自己的最初印象来评价别人。

17. 会议是否会如期举行还不清楚。
18. 劳工标准是对拉丁美洲国家贸易的最大障碍。
19. 六年的待业并未使他的技术荒疏。
20. 在经历了一系列的情感打击和健康问题后，他正努力使自己能够支撑下去。

**Task 5:**

1. H 2. E 3. J 4. A 5. I 6. B 7. D 8. G 9. C 10. F

## Programme 10 Terms of Payment

### Key to the exercises

**Task 1:**

1. C 2. D 3. B 4. A 5. C

**Task 2:**

1. F 2. F 3. F 4. F 5. T

**Task 3:**

- |                  |                   |                  |                  |
|------------------|-------------------|------------------|------------------|
| 1. rage          | 2. infrastructure | 3. equivalent to | 4. productive    |
| 5. virtual       | 6. transaction    | 7. relied on     | 8. scheme        |
| 9. Revolutionary | 10. appreciated   | 11. presence     | 12. tapping into |
| 13. evidence     | 14. iconic        | 15. launch       | 16. partnership  |
| 17. withdraw     | 18. cater to      | 19. rollout      | 20. keenly       |

**Task 4:**

1. stamp with rage
2. equivalent education
3. equivalent form of value
4. be rely on
5. to be equivalent to
6. a spot transaction
7. supporting infrastructure
8. productive writer
9. open fair transaction tax
10. extensive transaction
11. 加强文化基础设施建设，发展各类群众文化。
12. 进口限制相当于销售税，而且往往是针对必需品。
13. 最多可以有 4 个玩家在一个虚拟世界中扮演角色互相拼杀。
14. 双方均不肯披露交易细节。
15. 在英国你无论计划干什么事都不要指望会碰上好天气。
16. 在目前的经济气候中，任何新生意都兴旺不起来。



17. 几项最新调查表明，求职者应该去在线社交网站寻找工作机会。
18. 证据是那样的令人折服，他觉得不得不接受。
19. 这家公司将制造并销售其标志性的万宝路品牌。
20. 她把这项工作当作她从事媒体职业的起点。

**Task 5:**

1. J 2. E 3. H 4. A 5. F 6. C 7. B 8. G 9. D 10. I



# Key to the Reading Book

## Programme One Business Reception

### Passage One: Good Qualities of a Receptionist

#### Part One

##### Before You Read

##### Challenge Yourself

- |        |          |        |         |
|--------|----------|--------|---------|
| 1. 显示  | 2. 为数众多的 | 3. 聪明地 | 4. 工作场所 |
| 5. 礼貌的 | 6. 个性    | 7. 秘密的 | 8. 亲密的  |
| 9. 确保  | 10. 读写能力 |        |         |

##### Short Survey

- |        |          |        |            |        |
|--------|----------|--------|------------|--------|
| 1. 接待员 | 2. 多任务处理 | 3. 接待区 | 4. 计算机阅读能力 | 5. 交流者 |
|--------|----------|--------|------------|--------|

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. C 2. D 3. A 4. B 5. C

##### Task 2:

- |                   |               |                 |                |
|-------------------|---------------|-----------------|----------------|
| 1. simultaneously | 2. proficient | 3. confidential | 4. transferred |
| 5. plus           | 6. intimate   | 7. relay        | 8. utmost      |
| 9. tactful        | 10. slight    |                 |                |

##### Read and Translate

##### Task 1:

- |                              |                                |
|------------------------------|--------------------------------|
| 1. make the first impression | 2. a variety of skills         |
| 3. confidential information  | 4. be respectful of            |
| 5. be proficient in          | 6. word processing software    |
| 7. transfer phone calls      | 8. take exception to           |
| 9. fax documents             | 10. run the office efficiently |

##### Task 2:

1. 他有了大显身手的机会。

2. 他很有礼貌地帮助那个老太太扛包裹。
3. 我的双胞胎兄弟比我更外向。
4. 地球只是宇宙中众多星球中的一个。
5. 她得在雨中等候，对此十分气愤。

**Read and Speak**

**Task 1:** Omitted.

**Task 2:** Omitted.

**Passage Two: The Importance of Reception Area, the Link Between You and Your Customer**

**Comprehension Check**

**Task 1:**

1. T 2. T 3. F 4. F 5. T

**Task 2:**

1. They go beyond just beautifying the area. They also have utility because because this is where the front office department of the business is going to be located.
2. There are many important tasks carried out from this area such as receiving and sending letters, attending phone calls and of course attending visitors.

**Task 3:**

1. Omitted.
2. 1) We decorated the house for Christmas.  
2) He hasn't the funds to carry out his design.  
3) Their research project has limited practical utility.  
4) We are through the initial testing period.  
5) We can perceive his sorrow by the looks on his face.

**Vocabulary Check**

**Task 1:**

- |             |                   |             |                |
|-------------|-------------------|-------------|----------------|
| 1. external | 2. switch         | 3. multiple | 4. accommodate |
| 5. ensure   | 6. conservatively | 7. lobby    | 8. ease        |
| 9. stylish  | 10. initial       |             |                |

**Task 2:**

1. 官员们必须实现委员们的愿望。
2. 这药保证能让你好好睡一觉。
3. 他们遭受的损失保守估计达二千万美元。
4. 这座建筑物的外观是很吸引人的。
5. 我们从他的表情中觉察出悲伤。

**Task 3:**

1. D 2. G 3. H 4. I 5. B 6. A 7. E 8. J 9. F 10. C

## Programme Two Business Travel

### Passage One: Business Travel

#### Part One

##### Before You Read

##### Challenge Yourself

- |         |           |        |         |
|---------|-----------|--------|---------|
| 1. 航空公司 | 2. 大约, 近似 | 3. 经常的 | 4. 英里数  |
| 5. 咨询   | 6. 博学的    | 7. 老练的 | 8. 自动化的 |
| 9. 履行   | 10. 监视    |        |         |

##### Short Survey

1. 长途飞行    2. 商务舱    3. 行程表    4. 目的地    5. 旅行代理人

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. A    2. D    3. C    4. C    5. D

##### Task 2:

- |                   |                  |              |                  |
|-------------------|------------------|--------------|------------------|
| 1. approximately  | 2. sophisticated | 3. frequent  | 4. be related to |
| 5. implementation | 6. account for   | 7. itinerary | 8. check out     |
| 9. residents      | 10. premium      |              |                  |

##### Read and Translate

##### Task 1:

- |                            |                         |                      |
|----------------------------|-------------------------|----------------------|
| 1. on the rise             | 2. account for          | 3. premium service   |
| 4. car rental company      | 5. broadband connection | 6. automated booking |
| 7. consultancy company     | 8. check out            | 9. check in          |
| 10. frequent flier program |                         |                      |

##### Task 2:

1. 人们已经作好为优质产品花费更多的准备。
2. 乘客应在班机起飞前一小时办理登机手续。
3. 近来交通事故频繁得吓人。
4. 他们和商业专家, 律师和其他有见识的人进行交流。
5. 警方密切地监视着该组织的活动。

##### Read and Speak

Task 1: Omitted.

Task 2: Omitted.

## Passage Two: How to Make Travel Arrangements for Your Boss

### Comprehension Check

#### Task 1:

1. F 2. T 3. F 4. T 5. T

#### Task 2:

1. No, it isn't. Because when you arrange the trip for your boss, you need to check every detail and ask him specific questions about what he wants. Keep in mind that your job is to make sure the trip goes perfectly, so double-check each reservation.
2. When you make travel arrangements for your boss, you should follow the following instructions:
  - 1) Search online for plane or train tickets that accommodate your boss' schedule
  - 2) Ask your boss for her preferences on any specific hotel chains and location and then select a hotel
  - 3) Book any other arrangements needed for the trip
  - 4) Make a travel itinerary that outlines the trip
3. While selecting a hotel for your boss, you should ask your boss for her preferences on any specific hotel chains and location and then select a hotel. You should pay attention to pick one that is close to whatever event she is attending and has a shuttle service if she doesn't plan to rent a car. Inform the hotel clerk of your boss' expected check-in time and check-out times. Make sure the hotel has anything she prefers, such as an onsite gym, king beds, mini-bars Internet access.

#### Task 3:

1. Omitted.
2.
  - 1) I'll arrive late, but please keep my reservation.
  - 2) It is logical to assume that they will attend.
  - 3) Write the telephone number down in case you forget.
  - 4) The traffic accident was born almost accidentally.
  - 5) You should take an umbrella just as a precaution.

### Vocabulary Check

#### Task 1:

- |                 |             |                 |           |
|-----------------|-------------|-----------------|-----------|
| 1. flight       | 2. specific | 3. accidentally | 4. aisle  |
| 5. departure    | 6. access   | 7. double-check | 8. select |
| 9. accomplished | 10. confirm |                 |           |

#### Task 2:

1. 您填一下登记表好吗?
2. 他四处张望, 要确定周围没人。
3. 她认为每次都能赢, 未免太自大了。

4. 在市中心和飞机场之间有往返的穿梭运行班车。
5. 由于路上的种种耽搁，我们比原计划迟到了两天。

**Task 3:**

1. C 2. G 3. J 4. I 5. H 6. A 7. D 8. B 9. E 10. F

## Programme Three Visiting Trade Fair

### Passage One: Trade Fair

#### Part One

##### Before You Read

##### Challenge Yourself

- |         |        |        |       |
|---------|--------|--------|-------|
| 1. 使展现  | 2. 实质上 | 3. 展示  | 4. 活力 |
| 5. 相当大的 | 6. 时代  | 7. 促销的 | 8. 住宿 |
| 9. 结果   | 10. 蒙受 |        |       |

##### Short Survey

1. 商品交易会    2. 博览会    3. 促销资料    4. 参展商手册    5. 虚拟展览会

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. B 2. D 3. A 4. C 5. C

##### Task 2:

- |                   |                 |              |                 |
|-------------------|-----------------|--------------|-----------------|
| 1. in contrast to | 2. incur        | 3. virtually | 4. consequently |
| 5. considerable   | 6. demonstrated | 7. dynamism  | 8. showcase     |
| 9. accommodations | 10. era         |              |                 |

##### Read and Translate

##### Task 1:

- |                           |                            |
|---------------------------|----------------------------|
| 1. Bike Expo              | 2. consumer fair           |
| 3. in contrast to         | 4. on a continuing basis   |
| 5. virtual reality        | 6. in late medieval Europe |
| 7. considerable influence | 8. economic dynamism       |
| 9. native produce         | 10. incur losses           |

##### Task 2:

1. 她在百货公司向顾客示范驾驶一辆新汽车。
2. 和我们的房子相比，这间新房子是一座宫殿。
3. 他病了很久，因此耽误了功课。

4. 如果你不把工作做好, 你将会招人责难。
5. 我们正处在一个伟大的历史时代。

### Read and Speak

**Task 1:** Omitted.

**Task 2:** Omitted.

## Passage Two: Why Exhibit at Trade Fair?

### Comprehension Check

#### Task 1:

1. F 2. T 3. T 4. F 5. T

#### Task 2:

1. A wide range of sales and marketing objectives can be achieved, from generating sales leads and launching new products, to building brand image, maintaining customer relations and appointing new agents.
2. Unlike magazines and direct mail, trade fairs involve a two-way communication process. Visitors can question, challenge and debate. Exhibitors can give and seek information. Most importantly, business is conducted face to face-the most persuasive form of selling, and of building customer relationships.
3. Trade fairs combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling, and the networking benefits of the Internet, to create a unique environment in which a wide range of sales and marketing objectives can be pursued, either singly, or side by side.

#### Task 3:

1. Omitted.
2. 1) He was committed to the cause of world peace.  
2) The manager decided to launch a sales drive.  
3) People are still terribly apprehensive about the future.  
4) We should stick to the principles and be flexible as well.  
5) His reading covers a wide range of subjects.

### Vocabulary Check

#### Task 1:

- |                   |                |             |            |
|-------------------|----------------|-------------|------------|
| 1. potent         | 2. generated   | 3. involves | 4. dynamic |
| 5. pro-active     | 6. sponsorship | 7. pursue   | 8. unique  |
| 9. cost-effective | 10. proportion |             |            |

#### Task 2:

1. 中国将继续致力于伊拉克的重建进程。
2. 我们需要一个更为灵活的外交政策。
3. 这个部落生产的工艺品设计很独特。

4. 该公司骄傲地宣布其将投放市场新一系列的轿车。
5. 尽管在这件事上我与你意见不同, 可我还是尊重你的选择。

**Task 3:**

1. I 2. J 3. A 4. H 5. F 6. B 7. E 8. D 9. C 10. G

## Programme Four Company Profile

### Passage One: Company Profile

#### Part One

##### Before You Read

##### Challenge Yourself

- |        |           |           |        |
|--------|-----------|-----------|--------|
| 1. 简介  | 2. 接近, 接洽 | 3. 履行, 满足 | 4. 潜在的 |
| 5. 评价  | 6. 超出     | 7. 必要的    | 8. 绝对地 |
| 9. 最大的 | 10. 使能够   |           |        |

##### Short Survey

1. 能力    2. 杠杆作用    3. 报价    4. 基础设施    5. 任务

#### Part Three After You Read

##### Read and think

##### Task 1:

1. B 2. C 3. D 4. C 5. B

##### Task 2:

- |              |              |             |                |
|--------------|--------------|-------------|----------------|
| 1. potential | 2. maximum   | 3. approach | 4. in terms of |
| 5. exceed    | 6. enable    | 7. capacity | 8. absolutely  |
| 9. profile   | 10. evaluate |             |                |

##### Read and translate

##### Task 1:

- |                        |                       |                         |                       |
|------------------------|-----------------------|-------------------------|-----------------------|
| 1. company profile     | 2. potential customer | 3. fulfill expectations | 4. financial leverage |
| 5. in terms of quality | 6. long term plan     | 7. catch the attention  | 8. generate interest  |
| 9. a final version     | 10. book an order     |                         |                       |

##### Task 2:

1. 就钱来说他很富有, 但就幸福来说就不然了。
2. 大家一致公认他是个可信赖的人。
3. 不要根据衣着来评价人。
4. 我们的目标是取得最高的效率。
5. 听音乐能使我们放松。

### Read and speak

Task 1: Omitted.

Task 2: Omitted.

## Passage Two: An Example of a Company Profile

### Comprehension Check

#### Task 1:

1. T 2. F 3. F 4. T 5. T

#### Task 2:

1. Our success is driven by our people and their commitment to get results the right way—by operating responsibly, executing with excellence, applying innovative technologies and capturing new opportunities for profitable growth.
2. About 75 percent of our production occurred outside the United States. Our marketing network supports retail outlets on six continents. And we have invested in 13 power-generating facilities in the United States and Asia.
3. Emerging energy technologies refer to better ways to make nonfood-based biofuels, integrating advanced solar technology into our operations and expanding our renewable energy resources.

#### Task 3:

1. Omitted.
2. 1) These designs are full of innovative ideas.  
2) We should acquire more firsthand information.  
3) Our golf club consists of 150 members.  
4) The latter is subsequently confirmed.  
5) We must safeguard our national interests.

### Vocabulary Check

#### Task 1:

- |                 |                |            |               |
|-----------------|----------------|------------|---------------|
| 1. expanded     | 2. facilities  | 3. propel  | 4. merge      |
| 5. integrated   | 6. facet       | 7. execute | 8. profitable |
| 9. subsequently | 10. innovative |            |               |

#### Task 2:

1. 旅程很长，但我们最后还是到达了。
2. 我们希望在快乐中获得知识。
3. 我们必须把注意力集中在效率上。
4. 他取得这么大的成功和他坚持不懈的努力分不开。
5. 他吸毒成瘾使他走上犯罪的道路。

#### Task 3:

1. C 2. D 3. G 4. A 5. I 6. H 7. B 8. F 9. J 10. E

## Programme Five Products Description

### Passage One: How to Write a Description of a Business Product

#### Part One

##### Before You Read

##### Challenge Yourself

- |        |         |           |       |
|--------|---------|-----------|-------|
| 1. 购买  | 2. 包装   | 3. 发布, 发行 | 4. 强调 |
| 5. 光滑的 | 6. 手提式的 | 7. 吸引     | 8. 强迫 |
| 9. 职业的 | 10. 反应  |           |       |

##### Short Survey

- |             |       |       |         |       |
|-------------|-------|-------|---------|-------|
| 1. 可能成为主顾的人 | 2. 客户 | 3. 目录 | 4. 目标市场 | 5. 折扣 |
|-------------|-------|-------|---------|-------|

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. C 2. D 3. A 4. C 5. B

##### Task 2:

- |              |              |             |              |
|--------------|--------------|-------------|--------------|
| 1. compelled | 2. respond   | 3. feature  | 4. sleek     |
| 5. prospect  | 6. stressed  | 7. position | 8. appeal to |
| 9. purchased | 10. discount |             |              |

##### Read and translate

##### Task 1:

- |                        |                              |
|------------------------|------------------------------|
| 1. appeal to           | 2. call a toll free number   |
| 3. a portable computer | 4. striking feature          |
| 5. offer a discount    | 6. sales approach            |
| 7. product description | 8. target market             |
| 9. sell on             | 10. in a conversational tone |

##### Task 2:

1. 这本书是特地为儿童编写的。
2. 这项政策不会受到选民的欢迎。
3. 我喜欢这所房子, 但相不中这个地区。
4. 我们再怎样强调学英文的重要性也不为过。
5. 这种轻便装置容易拆卸。

##### Read and Speak

Task 1: Omitted.

**Task 2:** Omitted.

## Passage Two: An Example of a Product Description

### Comprehension Check

#### Task 1:

1. T 2. F 3. F 4. T 5. T

#### Task 2:

1. Open answer.
2. Each Dell Inspiron E1505 has a silver finish with a built-in black keyboard. The laptop has a height of 1.42 inches, width of 14.02 inches, and depth of 10.45 inches. It weighs 6.38 lbs., if it comes with the standard 6-cell 53-watt-hour lithium-ion battery. The 15.4-inch widescreen offers resolutions of 1,280-by-800 or 1,680-by-1,080 pixels.

The Dell Inspiron E1505 initially had a pre-installed Microsoft Windows XP Media Center. Newer versions have Windows Vista Basic. Each E1505 has an Intel processor from the top-level Core, mid-range Pentium or low-end Celeron brands. System memory is usually pre-installed in a 256MB, 512MB, 1GB or 2GB configuration.

Most Dell Inspiron E1505 laptops have an 80GB hard drive, although a few might have more storage space. The optical drive is typically a CD/DVD combo. As for its video and graphics capabilities, the E1505 either has a motherboard-integrated Intel Graphics Media Accelerator or a more powerful graphics processing unit from Nvidia or ATI Technologies. Each Dell Inspiron E1505 has a 56 Kbps modem, 100 Mbps Ethernet connection for wired networking, and Peripheral Component Interconnect-attached wireless card and Bluetooth connectivity for wireless networking.

#### Task 3:

1. Omitted.
2. 1) Initially, I disagree with his proposal, but later I changed my mind.  
2) Chicago is a hub of airline traffic.  
3) Kindness is one of his characteristics.  
4) The police artist made a composite picture of the murderer.  
5) He is releasing an album of love songs next month.

### Vocabulary Check

#### Task 1:

- |               |                  |              |                   |
|---------------|------------------|--------------|-------------------|
| 1. released   | 2. respectively  | 3. primarily | 4. characteristic |
| 5. components | 6. configuration | 7. optical   | 8. as of          |
| 9. initially  | 10. instead      |              |                   |

#### Task 2:

1. 我丈夫和我分别加薪 8%和 10%。
2. 雄心勃勃是所有成功生意人的共同特点。

3. 我知道到上星期为止他还没有结婚。
4. 这台手提电脑比那台台式电脑贵三倍。
5. 这个广告宣传运动主要是针对年轻人的。

**Task 3:**

1. B 2. I 3. H 4. A 5. F 6. C 7. J 8. E 9. G 10. D

## Programme Six Business Meeting

### Passage One: Business Meeting Procedures

#### Part One

##### Before You Read

##### Challenge Yourself

- |         |         |          |        |
|---------|---------|----------|--------|
| 1. 公司的  | 2. 最小的  | 3. 感谢    | 4. 抓住  |
| 5. 在……前 | 6. 权宜的  | 7. 详细地说明 | 8. 相应地 |
| 9. 补充的  | 10. 电子的 |          |        |

##### Short Survey

1. 出席者    2. 参与者    3. 记事本    4. 日程    5. 茶点

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. C 2. C 3. D 4. A 5. B

##### Task 2:

- |                  |                 |            |                |
|------------------|-----------------|------------|----------------|
| 1. supplementary | 2. corporate    | 3. peers   | 4. respectful  |
| 5. refreshments  | 6. elaborate    | 7. minimal | 8. accordingly |
| 9. confirmed     | 10. unappealing |            |                |

##### Read and Translate

##### Task 1:

- |                            |                          |
|----------------------------|--------------------------|
| 1. run the meeting         | 2. visual aids           |
| 3. supplementary materials | 4. an active participant |
| 5. take notes              | 6. keep eye contact      |
| 7. elaborate on            | 8. slide shows           |
| 9. a side conversation     | 10. lack of interest     |

##### Task 2:

1. 若能尽快寄来申请表格, 我将不胜感激。
2. 我已将情况告诉你, 所以你必须酌情处理。

3. 就告诉我们事实，不要详述你的建议。
4. 全部安排都应该在我们出发之前完成。
5. 我写了一封关于我女儿学校考试的信。

### Read and Speak

**Task 1:** Omitted.

**Task 2:** Omitted.

## Passage Two: Five Different Types of Business Meetings

### Comprehension Check

#### Task 1:

1. F 2. F 3. T 4. T 5. F

#### Task 2:

1. The benefit of having an off-site business meeting is the potential buyer is in a more relaxed setting, such as a restaurant, and less likely to be surrounded by reminders of the business and the costs of engaging in business with the salesperson.
2. The benefit to staff meetings is the administrative branch of the business can impart necessary information to all employees in one location at one time.
3. Teleconference meetings consist of video conferencing or conference calling. A video conference usually has at least one meeting participant visible to the meeting attendees, while a conference call often is restricted to telephone conversations.

#### Task 3:

1. Omitted.
2. 1) We know you are competent in doing this job.  
2) This is outside the confines of human knowledge.  
3) A teacher's aim is to impart knowledge.  
4) We should keep abreast of the new developments of technology.  
5) The hills were barely visible through the mist.

### Vocabulary Check

#### Task 1:

- |              |            |               |                   |
|--------------|------------|---------------|-------------------|
| 1. attire    | 2. revenue | 3. visible    | 4. administrative |
| 5. competent | 6. current | 7. restricted | 8. assign         |
| 9. confine   | 10. branch |               |                   |

#### Task 2:

1. 史密斯先生在政府的行政部门工作。
2. 大学由教师、管理人员和学生构成。
3. 他应邀坐在那儿，随时准备提供情况和回答咨询。
4. 你计划在你的户头上定期存放多少钱？
5. 当前的局势似乎不大可能继续下去。

**Task 3:**

1. C 2. H 3. I 4. J 5. F 6. A 7. B 8. D 9. E 10. G

**Programme Seven Enquiry****Passage One: Enquiry****Part One****Before You Read****Challenge Yourself**

- |        |         |         |         |
|--------|---------|---------|---------|
| 1. 开始  | 2. 简明地  | 3. 样品   | 4. 规格说明 |
| 5. 出价  | 6. 潜在的  | 7. 促销性的 | 8. 有益处的 |
| 9. 有货的 | 10. 替代品 |         |         |

**Short Survey**

1. 邀请询盘 2. 报价 3. 询盘 4. 一般询盘 5. 具体询盘

**Part Three After You Read****Read and Think****Task 1:**

1. C 2. C 3. A 4. B 5. D

**Task 2:**

- |                  |                  |             |              |
|------------------|------------------|-------------|--------------|
| 1. samples       | 2. specification | 3. bidding  | 4. commence  |
| 5. be liable for | 6. quotation     | 7 potential | 8. available |
| 9. beneficial    | 10. substitute   |             |              |

**Read and Translate****Task 1:**

- |                              |                          |
|------------------------------|--------------------------|
| 1. make an enquiry           | 2. be liable for         |
| 3. initiate a negotiation    | 4. general enquiry       |
| 5. specific enquiry          | 6. make a comparison     |
| 7. promotional communication | 8. potential customers   |
| 9. rather than               | 10. express one's thanks |

**Task 2:**

1. 你的成功应能有助于他人的成功!
2. 您愿意要一套我们的宣传册吗?
3. 请把你们的价格表或目录寄给我们好吗?
4. 如果没有船, 没有人在发洪水时能逃掉。

5. 感谢您的查询，可是现在没有存货了。

**Read and Speak**

**Task 1:** Omitted.

**Task 2:** Omitted.

**Passage Two: How to Make a Good Enquiry**

**Comprehension Check**

**Task 1:**

1. T 2. F 3. T 4. F 5. F

**Task 2:**

1. Brief introduction of the buyer and background of the enquiry.
2. Standard product names and all the possible names should be included.
3. Open answer.

**Task 3:**

1. Omitted.
2. 1) You will be Product Engineer reporting to Sourcing Manager.  
2) The present conflict may provide fresh impetus for peace talk.  
3) The job in question is available for three months only.  
4) Don't underestimate the difficulties of the work.  
5) We guarantee one year after service.

**Vocabulary Check**

**Task 1:**

- |               |                |               |                  |
|---------------|----------------|---------------|------------------|
| 1. sourcing   | 2. unavoidable | 3. accurately | 4. judge         |
| 5. sufficient | 6. ignored     | 7. fake       | 8. understanding |
| 9. succeeding | 10. built up   |               |                  |

**Task 2:**

1. 那不是要考虑的要点。
2. 它是中国中央电视台的缩写
3. 这是这一科的权威性课本。
4. 你应该积极主动，有团队合作精神和独立工作能力。
5. 与日本的贸易额增加了。

**Task 3:**

1. E 2. F 3. J 4. H 5. I 6. D 7. C 8. B 9. G 10. A

## Programme Eight Offer

### Passage One: Offers

#### Part One

##### Before You Read

##### Challenge Yourself

- |          |             |       |       |
|----------|-------------|-------|-------|
| 1. 有约束力的 | 2. 有效期, 有效性 | 3. 截止 | 4. 撤销 |
| 5. 失效    | 6. 遗漏       | 7. 超出 | 8. 确认 |
| 9. 保留    | 10. 解释      |       |       |

##### Short Survey

- |       |         |         |       |       |
|-------|---------|---------|-------|-------|
| 1. 协议 | 2. 卖方发盘 | 3. 买方发盘 | 4. 实盘 | 5. 虚盘 |
|-------|---------|---------|-------|-------|

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. A 2. B 3. C 4. D 5. C

##### Task 2:

- |              |                 |                  |             |
|--------------|-----------------|------------------|-------------|
| 1. ambiguity | 2. confirmation | 3. Customarily   | 4. promised |
| 5. proposal  | 6. reserved     | 7. be binding on | 8. denote   |
| 9. validity  | 10. expire      |                  |             |

##### Read and Translate

##### Task 1:

- |                          |                            |
|--------------------------|----------------------------|
| 1. be binding on         | 2. reference price         |
| 3. enter into a contract | 4. quotation sheet         |
| 5. expiry date           | 6. under the circumstances |
| 7. time limit            | 8. legal force             |
| 9. price list            | 10. contractual obligation |

##### Task 2:

1. 他已经以提前售出为准进行了报盘。
2. 他们无保留地接受了这个建议。
3. 为了你自己的健康, 你现在应该戒烟了。
4. 依法成立的合同, 对当事人具有法律约束力。
5. 她听任她的会员资格在第一年后失效。

##### Read and Speak

Task 1: Omitted.

**Task 2:** Omitted.

## Passage Two: You Can Always Make an Offer on an Item

### Comprehension Check

#### Task 1:

1. F 2. T 3. F 4. T 5. T

#### Task 2:

1. We reserve the right to reject, counter or accept any offer.
2. Rejection of an offer is usually simply because the offer is too low (at the present time), it could also be because we have a better offer or we have reservations with regard to the offer maker.
3. Because the persons who review offers are hard to reach by phone and can't usually consider an offer "live" as they typically don't have computer access (with the information they need to make a decision) when you do reach them by phone.

#### Task 3:

1. Omitted.
2. 1) He rejected their offer of a job.  
2) I counter their plan with my own.  
3) Goods at reasonable prices are always welcome.  
4) We have to decline your proposal.  
5) You need to review the expiry date.

### Vocabulary Check

#### Task 1:

- |               |                     |                   |               |
|---------------|---------------------|-------------------|---------------|
| 1. vary       | 2. mood             | 3. with regard to | 4. query      |
| 5. formula    | 6. considerable     | 7. review         | 8. phenomenon |
| 9. subjective | 10. out of the blue |                   |               |

#### Task 2:

1. 他们两个人都不得不对尖锐的批评进行反击。
2. 出乎意料地，他在书店遇到一位旧交。
3. 我一点儿也不明白你的意思。
4. 看问题要避免主观片面。
5. 可通过还盘的方式拒绝报盘。

#### Task 3:

1. B 2. I 3. C 4. E 5. H 6. A 7. G 8. D 9. J 10. F

## Programme Nine Counter-offer

### Passage One: Counter-offer

#### Part One

##### Before You Read

##### Challenge Yourself

- |         |              |           |       |
|---------|--------------|-----------|-------|
| 1. 反应   | 2. 拒绝        | 3. 不可接受的  | 4. 提议 |
| 5. 有条件的 | 6. 生效的       | 7. 约定, 规定 | 8. 拒绝 |
| 9. 完成   | 10. 最初的, 原来的 |           |       |

##### Short Survey

- |         |       |                |             |
|---------|-------|----------------|-------------|
| 1. 交货日期 | 2. 还盘 | 3. 有条件地接受 (还盘) | 4. 报盘人, 发盘人 |
| 5. 反还盘  |       |                |             |

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. C 2. D 3. A 4. B 5. D

##### Task 2:

- |              |               |               |                |
|--------------|---------------|---------------|----------------|
| 1. effects   | 2. condition  | 3. originally | 4. stipulation |
| 5. propose   | 6. acceptable | 7. verbally   | 8. refused     |
| 9. finalized | 10. response  |               |                |

##### Read and Translate

##### Task 1:

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1. make a response to (respond to) | 2. have the right of...               |
| 3. a conditional acceptance        | 4. in writing                         |
| 5. reject an offer                 | 6. without delay                      |
| 7. call off                        | 8. finalize an offer                  |
| 9. in case                         | 10. accept the terms and stipulations |

##### Task 2:

- 我告诉他们在紧急情况下各自要做的事。
- 由于天气越来越坏, 救援人员只得停止搜索。
- 我们的日常用语中有相当一部分是不确定词。
- 我建议, 休息一会儿再续继工作。
- 当我不能完成演讲稿的时候, 我想退出。

## Read and Speak

Task 1: Omitted.

Task 2: Omitted.

## Passage Two: Huawei Puts Up Counter-offer for Unit

### Comprehension Check

#### Task 1:

1. F 2. F 3. T 4. T 5. T

#### Task 2:

1. Analysts said Huawei's true intention might be to sell its stake to 3Com. The counteroffer was designed to force 3Com to offer a higher price to buy out H3C, they said.
2. Yes, it did. The deal has largely undermined H3C's importance for Huawei as Harbour and H3C have almost similar product portfolios.
3. Its process has been stalled largely due to its complicated shareholding structure.

#### Task 3:

1. Omitted.
2. 1) The tests are designed to detect the disease early.  
2) Important changes are already in the pipeline.  
3) If I take a shortcut, I can walk to school for only five minutes.  
4) The team's success was largely due to her efforts.  
5) I can merge my two small businesses into a large one.

### Vocabulary Check

#### Task 1:

- |              |                |           |            |
|--------------|----------------|-----------|------------|
| 1. remaining | 2. consolidate | 3. stake  | 4. launch  |
| 5. rival     | 6. undermine   | 7. reveal | 8. confirm |
| 9. complete  | 10. expanded   |           |            |

#### Task 2:

1. 管住一个班的小孩子可不是件容易的事。
2. 大公司可以很轻易地买下小分司的全部股份。
3. 他的父亲会指责他不尽孝道。
4. 他们不得不紧缩整个经济。
5. 他们一威胁他，他便把计划全兜底了。

#### Task 3:

1. J 2. I 3. F 4. E 5. B 6. D 7. H 8. C 9. A 10. G

## Programme Ten Terms of Payment

### Passage One: Payment Terms

#### Part One

##### Before You Read

##### Challenge Yourself

- |           |                |              |
|-----------|----------------|--------------|
| 1. 文件, 文书 | 2. 安全          | 3. 使……产生, 生效 |
| 4. 优势     | 5. 转寄          | 6. 中间的, 中介的  |
| 7. 承担     | 8. 促进, 使……变得容易 | 9. 明确, 指定    |
| 10. 交易    |                |              |

##### Short Survey

1. 往来账户; 未结平账户    2. 跟单托收    3. 信用证    4. 提前付款    5. 预付

#### Part Three After You Read

##### Read and Think

##### Task 1:

1. D    2. C    3. A    4. B    5. C

##### Task 2:

- |                |               |              |             |
|----------------|---------------|--------------|-------------|
| 1. facilitated | 2. conform to | 3. guarantee | 4. requires |
| 5. risky       | 6. security   | 7. forward   | 8. ranking  |
| 9. willing     | 10. on basis  |              |             |

##### Read and Translate

##### Task 1:

- |                       |                           |
|-----------------------|---------------------------|
| 1. have trust in      | 2. make it possible to do |
| 3. shipping documents | 4. terms of payment       |
| 5. be widely used     | 6. provide ...for         |
| 7. financial risks    | 8. maturity date          |
| 9. effect the payment | 10. prior to              |

##### Task 2:

1. 我需要你所能给我的最大的信息量。
2. 自产橙子的巨大优势是其极好的味道。
3. 他拥有一栋大房子。
4. 我们都需要为身体的健康承担起责任。
5. 你必须考虑到一定数量的错误。

### Read and Speak

Task 1: Omitted.

Task 2: Omitted.

### Passage Two: Why 30-day Payment Terms?

#### Comprehension Check

##### Task 1:

1. F 2. T 3. F 4. T 5. F

##### Task 2:

1. As a freelancer (or a small business), 30 day payment terms are a nightmare, you constantly have to plan your cash flow a month in advance, and then if the payment is late you're looking at some seriously overdue money coming into your account.
2. He wants to suggest that one should find the right payment term for his own business.
3. Omitted.

##### Task 3:

1. Omitted.
2. 1) It is foolish to buy a car without a warranty.  
2) The library called in all the overdue books.  
3) She lost track of her umbrella at the office, so she borrowed her friend's.  
4) The loan is interest free, unsecured and not repayable within one year.  
5) Don't panic. I can stall him off.

#### Vocabulary Check

##### Task 1:

- |             |                 |              |              |
|-------------|-----------------|--------------|--------------|
| 1. stall    | 2. invoice      | 3. slipping  | 4. launching |
| 5. overdue  | 6. freelancer   | 7. principle | 8. slap      |
| 9. warranty | 10. sales pitch |              |              |

##### Task 2:

1. 她一开始就知道他是自己要找的人。
2. 公司最近缺少资金。
3. 如果必须外出，就涂上防晒油或者穿上挡阳光的衣服。
4. 销售者必须开具税务发票。
5. 请您帮我审核一下申报单好吗？

##### Task 3:

1. C 2. A 3. B 4. H 5. E 6. D 7. I 8. J 9. G 10. F

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