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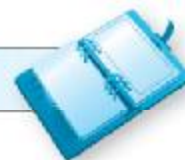
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# Unit 1

## Sports and Business



### Lead-in



### >>>>>> Listening Comprehension Tasks

- ❶ Listen to passage 1 for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise ❷.

.....

.....

- ❷ Listen to passage 1 for the second time with your focus on the questions you have raised (if there are any) and then complete the following multiple choice exercises. You can take notes while listening.

1. American people like sports very much. ☐
  - a. This statement is true.
  - b. This statement is false.
  - c. This statement is partially true and partially false.
  - d. The message is not available in the passage.
2. Sports are deeply involved in American ☐.
  - a. middle class life
  - b. business community
  - c. everyday culture
  - d. None of the above.

3. American and European people favor [ ] sports.
  - a. almost the same
  - b. the same
  - c. quite different
  - d. absolutely different
4. The most preferred sports in the US are [ ].
  - a. the American football, the ice hockey, the baseball and the basketball
  - b. the ice hockey, the golf, the baseball and the football
  - c. the American football, the ice hockey, the baseball and the tennis
  - d. the football, the ice hockey, the baseball and the basketball
5. [ ] is not so popular in the US even though it is supposed to be the most famous sport around the world.
  - a. Tennis
  - b. Soccer
  - c. Basketball
  - d. Volleyball
6. Which of the statement is NOT true in the passage? [ ].
  - a. Sports events, teams or clubs are always sponsored by businesses around the world.
  - b. Sports events, teams or clubs are often sponsored by businesses in the US.
  - c. The US businesses regard sponsorship for sports as a good investment.
  - d. It is a good investment because the sport sponsored can attract attention or participation from customers.
7. The US sports [ ] and sports [ ] are greatly different from those in the rest of the world.
  - a. club ... model
  - b. organization ... business
  - c. event ... operation model
  - d. organization ... business model
8. There are four major professional [ ] and the teams of these are called [ ].
  - a. federations ... members
  - b. union ... clubs
  - c. leagues ... franchises
  - d. None of the above.
9. Which of the following statements is true?
  - a. There is promotion or demotion in Europe.
  - b. The players are selected according to their performance when playing for the previous teams.
  - c. There is promotion or demotion in the US.
  - d. Most players are high school graduates.
10. The teams have enormous profits because [ ].
  - a. they have the best players of the world
  - b. they have much sponsorship from the businesses
  - c. the leagues sign very expensive TV rights contracts
  - d. All of the above.

- III Listen to passage 2 for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise IV.

- IV Listen to passage 2 for the second time with your focus on the questions you have raised (if there are any) and then complete the following exercises. You can take notes while listening.

1. Fill in the form according to what you have heard.

**The differences in culture concerning sports between the U.S. and Europe**

	The U.S.	Europe
<b>The Most Popular Sports</b>		
<b>Organizational Structure</b>	The system of franchises	
<b>Business Model</b>	Professional leagues responsible for	Professional sports clubs responsible for
<b>Promotion and Demotion</b>		
<b>Profits Earned</b>		The more famous and reputable, the higher profits

2. TRUE or FALSE questions. If the answer is false, please make corrections accordingly.

- 1) Like Americans, European people also like sports very much.

Correction: \_\_\_\_\_.

- 2) Basketball is considered to be the most popular sport in Europe while football is the second most popular one.

Correction: \_\_\_\_\_.

- 3) There are no open leagues in Europe, where the clubs can be promoted or demoted.

Correction: \_\_\_\_\_.

- 4) If there is central management of the leagues' revenues, the distribution is made according to the broadcasting power of each team.

Correction: \_\_\_\_\_.

- 5) In Europe, the leagues have to make the arrangement for the negotiation of the contracts and the distribution of the revenues.

Correction: \_\_\_\_\_.

## >>>>> Spot Dictation

Sportsmanship is defined as playing \_\_\_\_\_, following the \_\_\_\_\_ of the game, \_\_\_\_\_ the judgment of \_\_\_\_\_ and \_\_\_\_\_, and treating the \_\_\_\_\_ with respect. In other words, you should \_\_\_\_\_ the people you play \_\_\_\_\_ and \_\_\_\_\_ as you'd like to \_\_\_\_\_ yourself. You \_\_\_\_\_ good sportsmanship when you show \_\_\_\_\_ for yourself, your \_\_\_\_\_, your opponents, for the \_\_\_\_\_ on both sides, for the referees, \_\_\_\_\_ and other \_\_\_\_\_. Everyone \_\_\_\_\_ when they win, but they can't always \_\_\_\_\_. A true sportsman should be a good \_\_\_\_\_ and a \_\_\_\_\_ winner. The winner is not expected to \_\_\_\_\_, and the \_\_\_\_\_ should have no reason to feel \_\_\_\_\_. \_\_\_\_\_ is considered to be the \_\_\_\_\_ of sport. If a sportsman \_\_\_\_\_ a rule in sports, he is \_\_\_\_\_; if he is \_\_\_\_\_ and \_\_\_\_\_, he is \_\_\_\_\_ by all. So everyone must \_\_\_\_\_ the rules and the referees.

## Reading I

## >>>>> Pre-reading

① Brainstorming: Work with your partner and write out words related with sports and sportswear.

1. Words or expressions related with sports:

Athletic Sports	race,
Individual Sports	gymnastics,
Water / Ice Sports	swimming,
Ball Sports	football,
Other Terms	stadium,

2. Famous brands of sportswear:

Nike

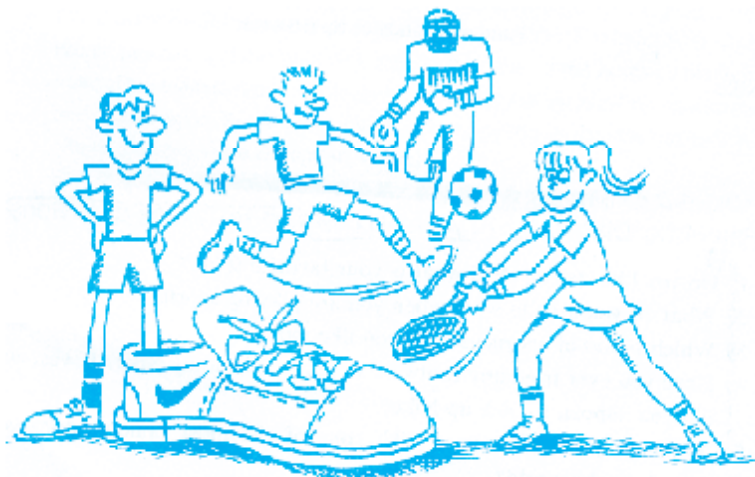
II Pairwork: Discuss the following questions with your partner.

1. Do you like sports? And what is your favorite sport?
2. What do you usually wear when you are playing sports?
3. Which brand of sportswear do you like most?
4. Have you ever tried any footwear or clothes made by Nike? If yes, why did you happen to pick up Nike?
5. What do you think about Nike, one of the most famous sportswear brands in the world?

## >>>>>> Text

### Nike, from Small Beginnings to World Giant ( I )

- 1 Nike is one of the most powerful marketing companies in the business world today, but it had very small beginnings. The global giant company with revenues in 1996 of US \$6.4 billion and profits of US \$553 million started in the 1960s with the company's founders selling cheap Japanese sports shoes to American high school athletes at school track meetings, using a supply of shoes they kept in their car. One of Nike's founders, Philip Hampson Knight, had been a top athlete when he was at the University of Oregon. He moved on to become a student at Stanford Business School, but retained his interest in sport. At Stanford he brought his enthusiasm for track sports to his studies, writing a paper on how to create a cheaper, better running shoe using Japanese labor, which was cheaper than American.
- 2 Subsequently, Knight visited Japan and discovered a manufacturer who fitted the model of the ideal firm — Onitusha Tiger Company, which made its own inexpensive, high-quality running shoes.
- 3 Back in the US, Knight got to thinking that he could actually put his knowledge into practice, and make money. He suggested to his old college track coach, Bill Bowerman, that they could work



together using their skills and interests in sport and business, and capitalize on the cheaper cost of sports shoes from Japan. In 1964, they each contributed \$500 to import Tiger shoes, which Knight began selling from his car at high-school track meets.

- 4 Worried that the Japanese Company might find a more established distributor, Knight and Bowerman developed their own brand name, Nike, named after the Greek winged goddess of victory. They paid a local design student at Portland State University \$35 to create the famous “Swoosh” logo, and Bowerman created the innovative pattern called the waffle-sole design, by using his wife’s waffle iron to impose the pattern on the sole of the shoe. By 1972 Nike began designing its own shoes and was contracting production out to factories in Asia. With excellent timing and a fair share of good luck, the founders of Nike were perfectly placed to cash in on America’s sports leisure boom during the 1970s, when millions of Americans began jogging and running as part of their personal campaigns to keep fit and healthy.
- 5 To reinforce its dominant worldwide presence, Nike spent US \$642 million in 1996 on advertising and promotion. But at the heart of its constant campaign is the star athlete, a principle that was put in place early in the huge American company’s marketing plans.
- 6 In 1973, the newly formed company implemented its first, and most important marketing strategy, endorsing its first star athlete, running star Steve Prefontaine who in turn used and praised Nike footwear. In 1985 the man who would become one of Nike’s biggest successes, Chicago Bulls rookie basketball player Michael Jordan endorsed his first line of “Air Jordan” shoes. The endorsements by star players, encouraging ordinary consumers to buy the sports gear of



the stars and dream of being champions themselves, saw Nike selling close to \$ US1 billion worth of running, basketball, and tennis shoes in 1986, while creating their first sports clothes under the Nike label.

### New Words and Expressions

1. **giant** /'dʒaɪənt/ *n.* a man who is much bigger than usual 巨人
2. **revenue** /'revənju:/ *n.* income 收入
3. **billion** /'bɪljən/ *n.* 1,000,000,000 十亿
4. **founder** /'faʊndə(r)/ *n.* a person who establishes sth. 创始人
5. **athlete** /'æθli:t/ *n.* a person who is skilled in bodily exercises and who competes in games such as running and jumping 田径运动员
6. **retain** /rɪ'teɪn/ *v.* to keep possession of 保持
7. **track** /træk/ *n.* a course specially prepared for racing 跑道
8. **inexpensive** /ɪnɪk'spensɪv/ *a.* low in price 廉价的;便宜的
9. **capitalize** /'kæpɪtəlaɪz/ *v.* to use a situation to gain some advantage for oneself 利用
10. **contribute** /kən'trɪbjʊt/ *v.* to give money to 出资
11. **logo** /'lɒɡəʊ/ *n.* a symbol or design used by a company as a mark on its product and in advertising 标识语
12. **waffle** /'wɒfl/ *n.* a large crisp sweet cake baked on a flat iron(烘烤)脆蛋饼
13. **impose** /ɪm'pəʊz/ *v.* to press upon 加压印制
14. **contract** /kən'trækt/ *v.* to settle or arrange by formal agreement 订合同
15. **timing** /'taɪmɪŋ/ *n.* way in which sth. is arranged to happen at a particular time 时间安排
16. **boom** /bu:m/ *n.* a rapid growth or increase 激增
17. **reinforce** /rɪɪn'fɔ:s/ *v.* to strengthen by adding men, material, etc. 加强
18. **dominant** /'dɒmɪnənt/ *a.* having the most important place or position 支配的
19. **presence** /'prezəns/ *n.* being in the place 在场
20. **principle** /'prɪnsəpl/ *n.* a rule used by a person or a group as a guide for action 准则
21. **implement** /'ɪmplɪmənt/ *v.* to carry out; to put into practice 贯彻;执行

22. **strategy** /'strætɪdʒɪ/ *n.* a particular plan for winning success in an activity 策略
23. **endorse** /ɪn'dɔːs/ *v.* to place one's signature on a contract to give approval of sth. 认可
24. **footwear** /'fʊtweə(r)/ *n.* shoes and boots 鞋
25. **rookie** /'rʊki/ *n.* a newcomer 新来者
26. **gear** /gɪə(r)/ *n.* (colloq.) clothes 服饰
27. **champion** /'tʃæmpɪən/ *n.* a person or a team unbeaten in competitions of courage, strength or skill 冠军

\* \* \* \* \*

1. **move on** to go forward 继续前进
2. **put into practice** to carry out 实施; 实行
3. **capitalize on** to use a situation or sth. good that you have, in order to get an advantage of yourself 获利
4. **contribute to** to offer money or help 贡献; 出资
5. **name after** to give the name of another person in order to honor the latter 以……命名
6. **impose on** to force sth. upon another 加压印制; 强加
7. **contract out** to sign an agreement to have a job done by someone else or an outside firm 立约(将工作)外包
8. **a/one's fair share of** the part that should belong to a particular person 应得的一份
9. **cash in (on)** to take full advantage of; to benefit from 利用; 从……中获利
10. **at the heart of** in the center of 在……中心
11. **in turn** in exchange for 作为交换
12. **dream of** to imagine (sth.) 梦想
13. **close to** nearly; almost 几乎

## Notes

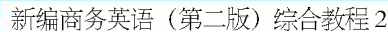
1. from small beginnings to world giant Nike was once a small business. It, however, has grown into one of the most successful giant companies in the world.

2. a top athlete a very good athlete
3. fitted the model of the ideal firm had all the necessary qualities of a firm
4. to capitalize on the cheaper cost of sports shoes from Japan to gain profit by importing cheaper sports shoes from Japan where the production cost was comparatively lower
5. track meets a series of track event competitions such as racing, walking, cf. field events
6. winged goddess goddess with wings on her shoulders. Nike was originally the name of the ancient goddess of victory.
7. Swoosh the famous logo used by Nike, which was created in the 1960s for \$35 by a design student at Portland State University in Oregon
8. waffle-sole design a design made by pressing a flat waffle iron on the sole of a shoe, so that the pattern of the waffle iron is printed on the sole
9. ... was contracting production out to factories in Asia; ... was making agreements with factories in Asia for them to produce (the shoes), rather than producing (the shoes) in its own company in the US. to contract (production/work) out to employ another to do it rather than doing it itself
10. excellent timing seize the best time to do sth.
11. ... a fair share of good luck have a reasonable proportion of good fortune
12. to cash in on America's sports leisure boom ... to make profit from the American people's rapid growing enthusiasm in doing sports at leisure time
13. ... at the heart of its constant campaign is the star athlete The top athlete is the center of the sale promoting and advertising activities, and the image of these sports stars help bring the company to the focal point of the public attention. The subject of this sentence is the star athlete. The phrase "at ... campaign" is placed at the beginning of the sentence for emphasis.
14. The endorsements by star players, ... saw Nike selling ... The whole sentence means that with the support of the top athletes who wore Nike sports shoes, sports fans were encouraged to buy many Nike products to imitate their ideal models. As a result, Nike boomed in business. The subject of the sentence "the endorsement ..." is separated from the verb "saw" by the -ing participle phrase "encouraging ..." which modifies the subject "the endorsement".  
The verb "saw" in this sentence means "witnessed".  
e.g. Last week *saw* a drop in stock market.

## Exercises

① Read the text carefully again and discuss the following questions.

1. In what way did Nike's founders start their business?



- II** Choose the best answer to complete the following sentences.

- III** Give the English words for the meanings provided.

- 010

5. \_\_\_\_\_ to carry out; to put into practice
6. \_\_\_\_\_ a man who is much bigger than is usual
7. \_\_\_\_\_ to give money to
8. \_\_\_\_\_ to press upon; to force sb. to accept
9. \_\_\_\_\_ a symbol used by a company as a mark on its product and in advertising
10. \_\_\_\_\_ a course specially prepared for racing
11. \_\_\_\_\_ income
12. \_\_\_\_\_ to invest money in

IV Put the proper forms of the following words or expressions from the text in the blanks to complete the sentences.

dream of	cash in	contract out	in turn
reinforce	at the heart of	capitalize on	endorse
retain	name after	close to	one's fair share of

1. With more and more work \_\_\_\_\_ to small private firms, the large company has been making greater and greater profits.
2. On the coming 50th anniversary of the company, the new product is \_\_\_\_\_ the founder of the company in honor of him.
3. These statements identify three characteristics \_\_\_\_\_ educational reform.
4. She \_\_\_\_\_ her knowledge and experience to get a new and better-paid job.
5. All the shareholders of the company are to be rewarded with their \_\_\_\_\_ dividends (股份红利).
6. They have repeated the experiment \_\_\_\_\_ a hundred times in order to guarantee the quality of the product.
7. Paul was so intelligent that he \_\_\_\_\_ on his real-estate investments and became a millionaire within a few weeks' time.
8. We have to read the book \_\_\_\_\_, since we don't have enough copies of it at hand.
9. The final technical report on the accident \_\_\_\_\_ the findings of initial investigations.
10. Signed by the president and \_\_\_\_\_ by the US Senate, the treaty is eventually adopted.
11. Only four members of the original marketing team will \_\_\_\_\_ next year.
12. Tom, a bricklayer, always \_\_\_\_\_ having a detached house in a posh neighborhood and a red Lincoln of his own in the garage.

✓ Rewrite the following sentences and replace the underlined parts with appropriate words or phrases from the text.

1. She used Tom's mistake in judgment to her advantage and won the game.  
\_\_\_\_\_
2. The conquerors forced the acceptance of conditions of peace on the defeated enemy.  
\_\_\_\_\_
3. Our shop settled by formal agreement with a local clothing firm for 100 jackets a month.  
\_\_\_\_\_
4. His proposal has long been accepted, yet so far it has not been carried out.  
\_\_\_\_\_
5. The committee's report fully supports the government's proposals.  
\_\_\_\_\_
6. Although he was quite well off, Allan didn't give money to a social welfare project.  
\_\_\_\_\_
7. The child was given its father's first name.  
\_\_\_\_\_

## >>>>>>> Post-reading

### Discussion & Survey: What Role Does Sport Play in Business?

Task 1: Work in pairs.

Sports footwear and clothing maker Nike, which started in the 1960s with the company's founders selling cheap Japanese sports shoes at school track meetings, has become one of the most successful companies in the world. Discuss and put down the important periods of time that mark new stages in the process of Nike's steady development.

Time	Nike's Development
1964	

**Task 2: Work in groups.**

From the above table we can see clearly that Nike's present position as a giant global company owes much to its successful marketing decision — star-athlete-endorsing strategy, which enhances Nike's image and reputation, and greatly increases consumers' willingness to buy Nike's products. Pick out a sport-related brand and discuss the following questions.

- a. What business is the brand in?
- b. In what way is the brand connected with sport?
- c. What marketing strategies does the producer mainly adopt to promote the brand?
- d. Are those strategies effective or successful?
- e. What role does sport play in the marketing of the brand?
- f. If you were the producer, how would you take advantage of sport to boost your business?

**Task 3: Work in class.**

Each group prepares a short report covering the above points and selects a spokesman/woman to present their findings to the whole class.

## Reading II



### >>>>>> Text

#### Nike, from Small Beginnings to World Giant (Ⅱ)

- 1 Then a challenger loomed on the horizon. Nike founder Phillip Hampson Knight had believed that it was enough to make high-quality, low-cost shoes and have leading athletes endorse them for the sales to roll in. But this was not sufficient when rival shoe manufacturer Reebok began to present shoes as a fashion symbol for the trendy people who exercised regularly at health gyms.
- 2 People began to see Reebok shoes as “cool” and the trendy thing to wear, while Nike was left with the more rugged image associated with tough sports stars. As a result, in the year between 1986 and 1987, Nike's sales dropped 18 percent and profits sank by more than 40 percent. Knight had to look urgently for a way to prop up the Nike image.
- 3 He called in an unknown but imaginative advertising agency, Weiden & Kennedy, which was based

in Portland, Oregon, the site of Knight's first university sports successes. To give Nike a new image, the agency created commercials and promotional ideas around Michael Jordan and the controversial black movie director Spike Lee. The commercials focused on Jordan as the man whose hard work and fancy shoes enabled him to fly.

- 4 Associated inextricably with the new Nike image and campaigns was another essential factor in Weiden and Kennedy's strategy — Nike advertising campaigns became famous for never pitching the product or even mentioning Nike's name. They create a mood, an attitude, and then associate the product with that mood. In the advertising world, this is called image transfer. As Weiden & Kennedy put it: "We don't set out to make ads. The ultimate goal is to make a connection." For example, an early Nike advertisement shows Michael Jordan and tennis champion John McEnroe playing sports with ordinary people. It was designed to suggest that the world's leading athletes — Nike also uses World No. 1 tennis player Pete Sampras and Chicago Bulls basketball star Dennis Rodman — prefer Nike.
- 5 The effect of Nike's well-financed and clearly focused marketing strategies has been that Nike has become the dominant brand in the global sports shoe field, with an overall 35 percent market share; and retailers generally say that Nike accounts for 70 percent of their total athletic footwear sales. To keep on top of the market, Nike puts out new models of shoes for every season: new baseball shoes in the spring, new tennis shoes in the summer, and new hiking shoes in the autumn. Year-round sellers, such as basketball and running shoes, are freshened up with design changes every three or four months. On average, Nike puts out more than one new shoe style every day. The result: in 1995 and 1996, Nike's sales and profits grew 71 percent and 80 percent respectively. Meanwhile, Nike's closest rival Reebok grew just nine percent in the same period.

## Notes

1. **Then a challenger loomed on the horizon.** Then a rival manufacturer of sports shoes emerged on the scene.
2. **loom** to appear in an indistinct and often frightening way
3. **Reebok** With a history that goes back to 1895 in Bolton, England, Reebok was established by an Englishman, Joseph Foster, who was very fond of jogging. In 1979 Reebok went into the United States and began its aggressive international expansion in the late 1980s. Today, the company has become a world-famous shoe manufacturer and its products are sold in more than 170 countries.



(锐步)

4. **rugged image** an image of someone who is strong, but probably rather rough, impolite, etc.
5. **prop up** to use a prop (支撑物) or props to raise something and prevent it from falling.
6. **Portland** an agricultural town in Oregon, a northwestern state of U.S. A. 波特兰(位于俄勒冈州) Oregon; a state in the northwest of the United States, on the Pacific coast
7. **promotional ideas** ideas that help sell a particular product
8. **set out to do** to start taking action or making plans with a clear purpose of achieving a particular result
9. **Michael Jordan** (1963— ) American professional basketball player, a leading scorer in the National Basketball Association (NBA), who led the Chicago Bulls to six NBA championships (1991—1993, 1996—1998). He is regarded by many as the greatest player in NBA history.
10. **controversial** causing or likely to cause argument between opposing viewpoints 引起争议的
11. **Spike Lee** (1957— ) American motion-picture maker, whose sometimes controversial works depict the lives of African-Americans.
12. **pitching the product** presenting or advertising the product for sale especially in a high-pressure way
13. **to make a connection** to establish a link between the mood created in the advertisement and the product
14. **John McEnroe** (1959— ) American tennis player, who dominated the men's professional tour in the early 1980s. He also became known for his volatile temper and intense competitiveness.
15. **Pete Sampras** (1971— ) American professional tennis player, who in 1990 became the youngest men's player ever to win the singles title at the United States Open. In 1988 he left high school to become a professional tennis player. In 1990 he won the US. Open.
16. **Chicago Bulls** a famous team in NBA 芝加哥公牛队  
**Chicago** the second largest city in the United States
17. **Dennis Rodman** a professional basketball player in NBA
18. **hiking shoes** shoes people wear when they go for a long walk
19. **year-round sellers** sports shoes that sell throughout the year
20. **freshen up** to make sth. clean and pleasant in appearance

## Exercises

### ① Comprehension: True/False/Not Mentioned.

1. Nike founder Phillip Hampson Knight once believed that they could sell more and more shoes if

they made high-quality, low-cost shoes and hired leading athletes to make advertisements for their products.

2. Reebok shoes were at first considered by people as “cool” and fashionable to wear, so they sold better than shoes of Nike.
3. Nike’s sales dropped 18 percent between 1986 and 1987 because it couldn’t afford to hire sports stars to improve their image.
4. To change the Nike image, Knight visited an advertising agency, which was not famous, but very imaginative.
5. In Weiden & Kennedy’s advertisements, Jordan was propagandized as a gifted basketball star and the fancy shoes enabled him to fly.
6. In the advertising world, image transfer means creating a mood, an attitude, and associate it with the product.
7. Many world’s leading athletes such as Pete Sampras, Dennis Rodman, Michael Jordan and McEnroe all once appeared in Nike’s ads.
8. Chicago Bulls basketball star Dennis Rodman played a significant role in the promotion of Nike’s products.
9. Nike produces new models of shoes for each season: new basketball shoes in the summer, new tennis shoes in the spring, new hiking shoes in the autumn, and new running shoes in the winter.
10. Reebok has always been Nike’s closest rival, and in competition, Reebok keeps up almost the same developing pace as Nike’s.

## II Discussion Questions.

1. Could you use simple English to trace the development of Nike?
2. What role does a sports star play in the promotion of products? Could you name some world-famous athletes who have made advertisements for certain sports goods?
3. What are the important factors that finally lead to Nike’s brilliant success?

## III Vocabulary: Guess the meaning of the following underlined words from the text.

1. The smart young lady likes shopping at weekends and especially likes buying trendy clothes.  
a. brightly-colored      b. strange      c. fashionable      d. cheap
2. She looked so cool in her new dress that almost all the young men at the party wanted to dance

- with her.
- a. smart                      b. cold                      c. lovely                      d. gentle
3. Anderson's imaginative fairy tales are liked by children all over the world.
- a. unreal                      b. fictional
- c. popular                      d. showing imagination
4. Many TV commercials give children a false sense of reality.
- a. advertisements      b. programs                      c. series                      d. products
5. She was attracted by that fancy pair of shoes displayed in the shop window.
- a. imaginary                      b. unusual                      c. expensive                      d. good-looking
6. He believed his career was inextricably linked with hers.
- a. undoubtedly                      b. unseparably
- c. somewhat                      d. reasonably
7. As a British writer put it, "A friend in need is a friend indeed."
- a. placed                      b. wrote                      c. stated                      d. quoted
8. Peace was the dominant theme of this conference.
- a. neglected                      b. controversial
- c. most attractive                      d. most important
9. Coca-Cola has become the most influential brand in the global soft drink field.
- a. national                      b. famous                      c. world-wide                      d. ordinary
10. The overall cost of the machine includes sale tax and fitting.
- a. estimated                      b. total                      c. high                      d. reduced

IV Translate the following sentences into English, using the expressions highlighted.

- 这位网络销售主管调查研究后开始实行自己的计划。 put ... into practice
- 由于母亲没有养老金,姐妹俩每人每月出资 500 美元赡养她。 contribute ... to
- 杰姆大叔认为市价上涨,他就可以赚到一笔钱。 cash in
- 罗宾逊奋斗多年,先后当过会计、代理商和项目经理。 in turn
- 昨天,博物馆中一幅价值 50 万美元的绘画被盗窃。 worth of
- 参加华交会的客商从全国各地纷至沓来。 roll in
- 他们很自然地把这件事与促销计划联系在一起。 associate ... with
- 这本书着重具体分析该规划的可行性(feasibility)。 focus on
- 引进先进的技术以后,我们现在每月可生产 20 台机器。 put out
- 获得奖学金的学生占我校学生总数将近五分之三。 account for

✓ Cloze: Select words from the box below and fill them in blanks.

appearing	pitch	stars	sponsors	prize money
business	advertising	publicity	court	richest
popular	image	products	ring	game

Sport is big (1) \_\_\_\_\_. Today's sports (2) \_\_\_\_\_ can earn as much on television as they can on the tennis (3) \_\_\_\_\_, golf course or football (4) \_\_\_\_\_.

Most of the money comes from (5) \_\_\_\_\_ clothes, sports equipment, drinks and other (6) \_\_\_\_\_. Ivan Lendl earns £1.3 million a year for wearing Adidas clothes and Ray-Ban sunglasses. He is the world's richest tennis player. The (7) \_\_\_\_\_ sports star of all is the boxer, Muhammed Ali. He has earned £39 million in and out of the boxing (8) \_\_\_\_\_. Most of the money in boxing comes from prize money. (9) \_\_\_\_\_ like sports which have a cleaner, more glamorous (10) \_\_\_\_\_ than boxing — sports like tennis, golf, motor racing and skiing. Sports can change their image. At one time snooker was only a (11) \_\_\_\_\_ that was played in clubs. But since color television arrived, it has become the most (12) \_\_\_\_\_ sport on British television. Top snooker player, Steve Davis, earns over £1 million a year in (13) \_\_\_\_\_, sponsorship and fees for (14) \_\_\_\_\_ on television. On the other hand, some sports, like athletics and football, are less popular with sponsors because of bad (15) \_\_\_\_\_ about drugs and fighting by fans.

## Extended Activities



### Function and Structure: Complimenting

① Practise the following expressions with your partner and then complete the dialogues.

Types	Sample Sentences	Sample Responses
<b>Informal</b>	It's smart / beautiful / remarkable. How nice! What a nice <i>dress</i> ! You look terrific / very nice / good <i>in red</i> . <i>The color of the dress</i> suits you very well. <i>Your hat</i> matches <i>your dress</i> well. I've never seen such a <i>beautiful tie</i> . How clever / It's very clever of you <i>to do that</i> . I like / love / admire <i>your teaching style</i> . I do think it's <i>attractive</i> .	Oh, you flatter me. I'm glad you like it / you think so. I'm so pleased to hear that. Thank you for saying that. How kind of you to say so.
<b>Formal</b>	I compliment you for <i>your fine work</i> . My compliments on <i>your excellent job</i> . I'd like to express my admiration for <i>your efficiency</i> . If you don't mind my saying so, <i>your daughter is really very charming</i> . If I may say so, <i>you are a born teacher</i> .	I appreciate the compliment. It's very kind / nice of you to say so / to mention it.

1. Mr. King: \_\_\_\_\_, your daughter is a very charming young lady.

Mrs. Smith: \_\_\_\_\_.

2. (*Susan is in a new blue sweater.*)

Mary: \_\_\_\_\_ sweater!

Susan: Do you think it looks good on me?

Mary: Yes, \_\_\_\_\_ in blue.

Susan: \_\_\_\_\_.

Mary: Look, \_\_\_\_\_ your pants extremely well.

Susan: Oh, \_\_\_\_\_.

Mary: No, \_\_\_\_\_. It must be very expensive.

Susan: You won't believe it, but it was really cheap.

Mary: I wish I could find one just like it.

3. (*Maggie bought a new pair of shoes.*)

Maggie: What do you think of my new shoes?

Cathy: \_\_\_\_\_.

Maggie: \_\_\_\_\_.

Cathy: I like the color too. They match your dress very well.

Maggie: \_\_\_\_\_. I bought them at half price.

Cathy: That's incredible! It is very lucky of you to find them.

4. (*In an office*)

Mr. Edward: You are a helpful assistant to me. \_\_\_\_\_ your excellent work.

Miss Simon: \_\_\_\_\_.

Mr. Edward: \_\_\_\_\_, you are the most efficient secretary I've ever met.

Miss Simon: \_\_\_\_\_!

Mr. Edward: You deserve it, really.

5. Mr. Hunter: \_\_\_\_\_ your efficiency, Miss Smith.

I'm wondering how you can manage to do all these in one day.

Miss Smith: \_\_\_\_\_. But I should say without my colleagues' cooperation, I wouldn't have completed the job so soon.

II Make dialogues with your partner according to the situations given. Pay special attention to the expressions of complimenting.

1. Mr. Black made an excellent speech and you express your compliment on his wonderful presentation, telling him that you are deeply impressed by it.
2. Rita bought a new pink blouse. Tell her that you like the style and color of the blouse and the blouse matches her shoes very much.
3. Tom solved a very difficult mathematical problem for you. Thank him and express your admiration for his cleverness.
4. The Smiths have moved into a new house and you are invited to dinner at their home. Pay them a high compliment on their hospitality and the elegant decoration of the house.

## Special Use: The Future Expressions

I The following sentences contain different expressions of a future event. Read them and explain the meaning of the *italicized* words in each sentence.

1. We *will/shall probably never be* rich.
2. I *will stop smoking* in order to lead a healthy life.

3. What time *does* the next train *leave* for London?
4. The Whites *are coming* to dinner this evening.
5. Look! It's *going to rain* cats and dogs.
6. Queen Elizabeth II *is to visit* China next year.
7. He's going to get *married* with Mary next month.
8. This time tomorrow morning, I'll *be lying* on a beach in Hawaii.
9. We *are about to leave*, so there is no time to visit my aunt now.
10. The roof seems *on the point of falling in*.

II Rewrite the following sentences with the suggested forms in the brackets. Make changes where necessary.

1. We want to go back to see our childhood friends in the winter vacation. (*will/shall + infinitive*)
2. I promise to take care of the matter. (*will + infinitive*)
3. The young man intends to take his girlfriend out on Sunday. (*be going to + infinitive*)
4. I bet William will work on Saturday. (*will be + -ing V structure*)
5. The New Year party will begin soon. (*be about to + infinitive structure*)
6. The small ball will fall down from the desk very soon. (*be on the point of -ing V structure*)
7. I plan to go and see my dentist this afternoon. (*be + infinitive*)
8. Look at those dark clouds in the sky. It will rain immediately. (*be going to + infinitive*)
9. I've arranged to see the doctor the day after tomorrow. (*be + -ing V structure*)
10. Next Monday the Queen will return to London after her tour of the Commonwealth. (*simple present tense*)

III Read the following story and use the verbs given in brackets to fill in the blanks. Make sure the verbs are in their appropriate (future) forms.

This is the story of a family and their friend who was going to visit them.

Dad: When (1) \_\_\_\_\_ (come) Bob?

Mum: I (2) \_\_\_\_\_ just \_\_\_\_\_ (look) in my diary. Yes, it says he (3) \_\_\_\_\_ (arrive) on May 22. His train (4) \_\_\_\_\_ (leave) London at 2 p. m., and (5) \_\_\_\_\_ (arrive) at Oxford at 3 : 30 p.m.

Jack: I (6) \_\_\_\_\_ (go and meet) him. He (7) \_\_\_\_\_ (not know) how to find our flat.

Sue: I (8) \_\_\_\_\_ (come) with you. Mum, Jack and I (9) \_\_\_\_\_ (go) to Oxford to

meet Bob. If it's OK by you, Dad, we (10) \_\_\_\_\_ (take) the car.

Dad: Isn't that the day I (11) \_\_\_\_\_ (drive) the boss out to Windsor, we  
(12) \_\_\_\_\_ (play) golf ... no, that (13) \_\_\_\_\_ (be) the 23rd.

Sue: We (14) \_\_\_\_\_ (be) very careful of it. The train (15) \_\_\_\_\_ (get in) at  
3 : 30, so we (16) \_\_\_\_\_ (be) home before the rush hour.

(On May 22)

Jack: Drive a bit faster, Sue, or we (17) \_\_\_\_\_ (be) late.

Sue: Don't worry, Jack. Bob (18) \_\_\_\_\_ (wait) for us if we're late. Anyway, I  
(19) \_\_\_\_\_ just \_\_\_\_\_ (turn) into the car park.

(An hour later)

Jack: It's time the train arrived. Yes, there it is. But I can't see Bob.

Sue: I promise you he (20) \_\_\_\_\_ (be) the last off the train. He never hurries.



## Practical Reading: Football and Basketball Catalogue

Read the following material about some sports goods carefully and then answer the questions.

### 1. UMBRO "TACTIC" FOOTBALL

32 panel (镶片) look, hard wearing nylon wound moulded rubber ball. Ideal for training and match play on any type of surface. Complete with inflation (充气) adapter (接头).  
Size 5.

**Cat. No. 300/0038**

**£ 6.99**

### 2. PUMA "VORTEX" FOOTBALL

18 panel PVC (聚氯乙烯) football. Complete with inflation adapter. Size 5.

**Cat. No. 300/0856**

**£ 7.89**

### 3. ADIDAS "QUESTRA" ORBIT EUROPA FOOTBALL

32 panel hand stitched (缝缀的) synthetic (合成纤维) football. Complete with inflation adapter. FIFA inspected. Size 5.



**Cat. No. 300/2139****£ 9.75****4. MITRE “DELTA LEAGUE” FOOTBALL**

18 panel hand stitched rubber laminate (由薄片组成的) football. Complete with inflation needle and instructions. Size 5.

**Cat. No. 301/9854****£ 9.99****5. MITRE “INFINITY PRO” FOOTBALL**

18 panel hand stitched hard wearing synthetic football. Complete with inflation adapter and instructions. Size 5.

**Cat. No. 301/9861****£ 12.99****6. GILBERT RUGBY BALL**

4 panel multi-laminate rugby ball with Gilbert Grippy surface. Complete with inflation adapter. Size 5.

**Cat. No. 300/1192****£ 9.99****7. ADIDAS BASKETBALL RUBBER**

Ideal for both indoor and outdoor use. Complete with inflation adapter. Size 7.

**Cat. No. 300/1343****£ 7.99****8. BASKETBALL RING, NET, BALL AND BACKBOARD**

46 cm diameter steel ring with mounting (安装) plate. “Stars and Stripes” design weatherproofed backboard (篮板) with width 79 cm and height 58 cm. Complete with instructions and fixings.

**Cat. No. 300/1154****£ 22.99****9. BASKETBALL RING, NET AND BALL SET**

46 cm diameter steel ring with mounting plate. Complete with fittings for secure mounting.

**Cat. No. 300/0650****£ 15.75****10. LIFETIME “HANG TIME” PORTABLE BASKETBALL SET**

Adjustable goal height from 2.3 m up to a maximum of 3.05 m. Complete with ball. The base is fitted with 2 wheels for full portability (便于携带). Free home delivery.

**Cat. No. 335/1794****£ 199.99**











1. What's the brand name of the football with 18 panels made of PVC?

2. Which football is appropriate for both training and match play on any type of surface?

3. Which football costs the most and what is it made of?
4. How much cheaper is the football in Cat. No. 300/0038 than that in Cat. No. 301/9861?
5. Which football was once inspected by the International Football Federation (FIFA Federation Intenationale des Football Associations 国际足球联合会)?
6. What is the full name of the ball in Cat. No. 300/1192?
7. Which basketball is ideal for both indoor and outdoor use? What is it made of?
8. What are the advantages of basketball set in Cat. No. 335/1794?
9. Which basketball set has a weatherproofed backboard?
10. Why is Cat. No. 300/0650 less expensive than Cat. No. 300/1154?

## Additional Vocabulary

Match the following words about sports with their Chinese equivalents.

- |   |         |   |          |
|---|---------|---|----------|
|  1. soccer     | a. 花样滑冰 |  6. figure skating | f. 摩托车竞赛 |
|  2. judo       | b. 垒球   |  7. golf           | g. 体操    |
|  3. wrestling  | c. 摔跤   |  8. baseball       | h. 羽毛球   |
|  4. water polo | d. 滑雪   |  9. rugby          | i. 登山运动  |
|  5. badminton  | e. 棒球   |  10. cricket       | j. 足球    |

11. hockey	k. 板球	19. skiing	s. 曲棍球
12. boat race	l. 马拉松赛跑	20. bowling	t. 国际象棋
13. softball	m. 柔道	21. gymnastics	u. 赛船
14. mountaineering	n. 武术	22. chess	v. 水球
15. motor racing	o. 保龄球	23. weight-lifting	w. 射击
16. boxing	p. 橄榄球	24. martial arts	x. 拳击
17. marathon race	q. 举重	25. shooting	y. 滑冰
18. skating	r. 高尔夫球		



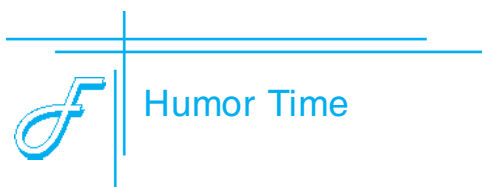
### Brand Image (品牌形象)

A brand of a product is a version of it made by one particular manufacturer.

Consumers may or may not recognize or know about a particular brand name (品牌名称) or brand label. This knowledge, or lack of it, is measured in terms of brand recognition (品牌意识) and brand awareness.

A product sold by a retailer under the retailer's name rather than the manufacturer's is an own-brand product (自有品牌产品) or own-label product.

Products that are not branded, not sold under a brand name, are generic products (无商标产品), or generics. This applies especially to pharmaceutical drugs.



Nast is a black athlete from Africa. He was the world champion for men's 100 meters' butterfly swimming. But in the Barcelona Olympic Games he won only a bronze medal. When he was interviewed by a reporter, he said, "During the match, the spectators all shouted joy and encouragement at me; 'Mr. Plane, cheer up!' But unfortunately, the plane crashed tonight."