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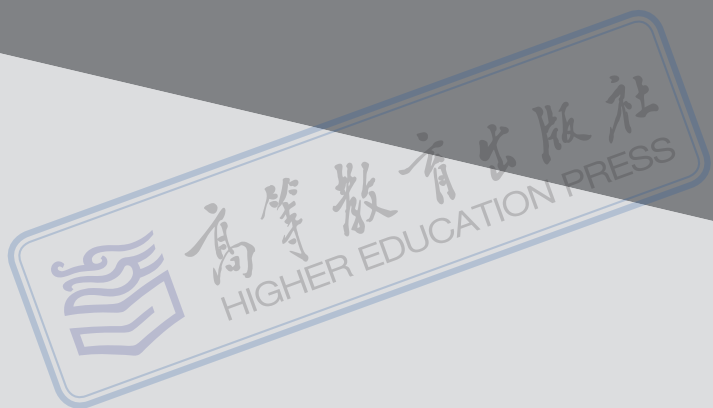
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Reading and Writing





Unit 1

Understanding Cultural Differences

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|-----------------------|--------------------------|--------------------------|
| 1. etiquette rules | 2. negative consequences | 3. poor business results |
| 4. business etiquette | 5. personal space | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

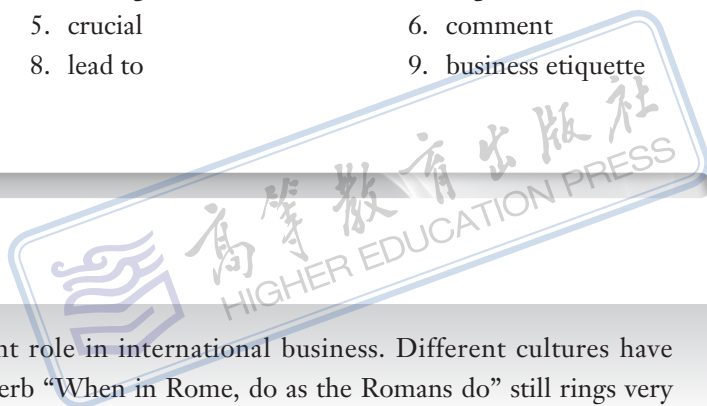
Script:

- | | | |
|--------------------|--------------|-----------------------|
| 1. mix | 2. colleague | 3. negative |
| 4. impression | 5. crucial | 6. comment |
| 7. in addition | 8. lead to | 9. business etiquette |
| 10. personal space | | |

Activity 2 Read and Think

Related Information:

Etiquette plays a very important role in international business. Different cultures have different etiquette rules. An old proverb “When in Rome, do as the Romans do” still rings very



true in today's modern business environment. Since Chinese culture is quite different from those of Western countries, it's a necessity for Chinese businessmen to familiarize themselves with Western cultures if they want to be successful in the international business environment.

Germans

Germans tend to be more formal than some other cultures in both social and business environments. Germans value order, privacy and punctuality. They are thrift and industrious. Germans respect perfectionism in all areas of business and private life. In Germany, there is a sense of community and social conscience and a strong desire for belonging. To admit inadequacy — even in jest — is incomprehensible.

French

The French adhere to a strong and homogeneous set of values. They cherish their culture, history, language and cuisine, which is considered an art. The French have been and are today world leaders in fashion, food, wine, art and architecture. They embrace novelty, new ideas and manners with enthusiasm as long as they are elegant.

Americans

American greetings are generally quite informal. This is not intended to show lack of respect, but rather a manifestation of the American belief that everyone is equal. Although it is expected in business situations, some Americans do not shake hands at social events. Instead, they may greet you with a casual “Hello” or “How are you?” or even just “Hi. ” In larger groups, many may not greet you at all. In social situations, Americans rarely shake hands upon leaving.

Language study:

1. **etiquette:** *n.* formal rules for polite behavior in society or in a particular group 礼仪, 礼节

For example:

Etiquette is a set of rules that allow us to interact with others in a civilized manner.

礼仪是一套让我们以文明方式与其他人交往的原则。

Etiquette is very important to business. 礼仪对商业很重要。

2. **demand:** *v.* to ask for something very firmly 要求, 需要

When “demand” is followed by a “that Clause”, the verb in the Clause should be in subjective mood.

For example:

I demand that one of you (should) go there at once. 我要求你们中间一人立即到那里去!

I demand that the job be done by 5:00 p. m. 我要求这项工作下午 5:00 前完成。

3. **mix with:** to combine or put together two or more substances or things 混合

For example:

Oil does not mix with water. 油不能和水融合在一起。

This activity mixes business with pleasure. 这个活动把商务和娱乐融为一体。

4. **negative:** *a.* bad or harmful 消极的, 负面的

For example:

Those policies have had a negative effect on the country's economy. 这些政策对国家的经济已经产生负面的影响。

His negative attitude really annoys me. 他的消极态度真的使我生气。

The official gave a negative answer to our request. 这位官员对我们的要求给予否定的回答。

5. **consequence**: *n.* result or effect of what has gone before 后果, 结果

For example:

He broke the law, and now he must face the consequences of his actions. 他触犯了法律, 现在他必须面对自己行为产生的后果。

6. **deal**: *n.* business transaction 交易

For example:

The two teams made a deal and Bob was traded. 两支球队做了一笔交易, 鲍勃被交易了。

After a few days' hard talk, the two parties finally struck a deal. 经过几天艰苦谈判, 双方最终达成了一笔交易。

7. **lead to**: to make something happen or exist as a result; cause 引起, 导致

For example:

An investment program will lead to the creation of hundreds of new jobs.

The icy road led to the car accident. 结冰的道路引起了这次车祸。

8. **in the end**: finally 最后, 终于

All will turn out well in the end. 一切终究都会好起来的。

In the end, I decided that I wouldn't go there. 最后我决定不去那儿了。

9. **crucial**: *a.* very important 至关重要的, 关键性的

For example:

He made a crucial decision. 他做出了一个至关重要的决定。

We have solved a crucial problem. 我们解决了一个非常重要的问题。

10. **in addition**: also; as well as 也, 另外, 加之

For example:

Tom was late again. In addition he forgot to bring his book. 汤姆又迟到了, 另外还忘了带书。

The hotel can house 400 guests, and in addition there is a good cafeteria.

这家宾馆能容纳 400 个客人住宿, 此外, 还有一个很好的自助餐厅。

11. **make a comment on**: express an opinion about 评论

For example:

The police chief made no comment on the bomb attack. 警长对这次炸弹袭击没有发表任何评论。

He made a positive comment on the agreement signed by the company. 他对公司签订的协议发表了积极的评论。

12. **appreciation**: *n.* an understanding of the importance or meaning of something 了解, 懂得

For example:

An appreciation of the culture of the country you plan to travel helps you understand people who live there. 了解你打算去旅游的国家有助于你理解生活在那儿的人们。

With an appreciation of the whole thing, you can make a fair judgment. 只有了解了整个事情, 你才能做出公平的判断。

13. **tolerate**: *v.* put up with; endure 容忍, 忍受

For example:

I can't tolerate your bad manners any longer. 我再也不能容忍你无礼的行为。

Many workers said they could not tolerate the long hours. 许多工人说他们无法容忍长的工作时间。

14. **such as**: for example 例如

He takes many things with him, such as books and food. 他随身带了很多东西, 例如书和食物。

I received many birthday gifts from my friends such as John and Joan. 我从朋友那儿收到许多生日礼物, 例如约翰和琼。

15. **transfer**: *v.* move ... from one place or job to another 转移, 迁移, 调任

For example:

They're transferring me to the New York office. 他们把我调任到纽约。

We're transferring production to Detroit. 我们把生产转移到底特律。

16. **apply**: *v.* to be relevant or suitable for 适用; 适合

For example:

This rule no longer applies to everyone. 这项规则不再适用于每个人。

This law applies to everyone, including aliens. 这项法律适用于每个人, 包括外国人。

Chinese Translation:

国际商务礼仪

现代商务是全球化的, 要求人们到国外去旅行, 与外国客商、同事或者顾客打交道。各种文化都有其自身的礼仪规则。当两种或者两种以上的文化交汇时, 很容易犯礼仪上的小错误, 从而产生负面后果。这就可能并确实可以导致商务关系恶化, 交易泡汤, 最终的结果是生意惨淡。对那些想与不同文化背景的人建立更坚强更持久的贸易关系的人来说, 了解国际商务礼仪是至关重要的。

名片礼仪

在许多国家送名片是有礼仪规则的。阿拉伯国家的人们在递送和接收名片时切忌用左手。在中国和日本, 应该用双手递送和接收名片。此外, 接过别人的名片时, 要仔细看一看, 做出肯定评论, 这被认为是良好的礼仪。

个人空间礼仪

在中东, 握住阿拉伯男人的手是友谊的表示。然而, 绝不要用手去触摸阿拉伯女人。在泰国和印尼, 用手摸别人的头是对对方极大的侮辱。在墨西哥可以拍别人的背部, 但在中国是不行的。不了解国际商务礼仪, 就永远不会懂得这些事情。

交谈礼仪

有些文化喜欢高声地交谈 (如美国和德国), 有些喜欢轻声谈话 (印度和中国), 有些说话直接 (荷兰和丹麦), 有些则拐弯抹角 (英国和日本), 有些能容忍别人打断正在进行的谈

话（巴西），有些则不然（加拿大）。

送礼的礼仪

许多国家，如中国和日本，有许多关于交换礼物的礼节。要着重避免的礼物包括在穆斯林国家送含酒精的东西，在中国送钟，在日本和中国送带有数字四或四份任何东西。

有些人认为自己的行为方式很好，可是把场景转换成国际背景时，其行为方式就不一定适用了。最好的忠告是：“入乡随俗。”

Key to the exercises:

Task 1 Test your problem-solving ability.

In the Arab world, the left hand is considered unclean because it's used for certain bathroom activities.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. F 2. T 3. T 4. F 5. T

Task 3 Give brief answers to the following questions.

1. Because etiquette rules are different from culture to culture.
2. Small etiquette mistakes could lead to bad and harmful consequences.
3. China.
4. A touch on the head.
5. Brazil.

Task 4 Match A with B.

1. d 2. g 3. j 4. f 5. a
6. e 7. h 8. b 9. c 10. i

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

1. appreciation
2. global
3. tolerate
4. crucial
5. lead to
6. in addition
7. avoid
8. demand
9. have maintained
10. was / has been transferred

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. For those who want to experience British life and culture, the book *A Guide to Pub Etiquette* is very useful.

- For those who want to open up new markets overseas, an understanding of local culture is necessary.
2. We hold a party for our new colleagues as a gesture of friendship.
He sent her a bunch of flowers as a gesture of sympathy.
 3. Without effective communication, it's hard to get this done.
Without shared culture, it's very easy for people to misunderstand each other.
 4. Good manners in one country may not apply in another.
This rule cannot be applied to all cases.
 5. Give up now and you'll lose the deal.
Give a clock to a Chinese as a gift and you'll make a serious mistake.

Section 3 Things to Write

Activity 2 Applied Writing / Translating

Read the passage in Section 2 and complete the following paragraph.

1. but not at people
2. when directing attention to a person or an object
3. mean something quite different in other countries
4. offensive and insulting
5. (a) part of basic good business etiquette

Section 4 After-class Activities: More Things to Do

Chinese translation:

与丹麦人谈话

尽管在商务交往中你可能感觉丹麦人不友好，很冷漠，但他们实际上却是很热情的，喜欢和朋友在一起，滔滔不绝地交谈。他们在家或其它社交场合很放松。

被引见给丹麦人之后，你马上就有了一位新朋友，可以与之放心讨论的话题包括丹麦文化、时事，以及你的祖国或家乡。

与刚刚认识的丹麦人过于亲密并询问他们的私人问题是极为不礼貌的。私人问题包括对他们的宗教信仰、收入或家庭的询问或评论。最好让对方掌握谈论的话题，定下谈话的基调。

许多人喜欢别人夸奖他们的外表和穿着，但丹麦人不是这样的，他们认为奉承别人不好。

丹麦传统文化总是个安全的话题，对所有丹麦的东西表示兴趣——从丹麦家具设计到汉斯·克里斯蒂安·安徒生——都很受丹麦人欢迎。

还有，要避免谈论有争议的话题、经济问题、私人问题以及家庭问题。

Key to the exercises:

Activity 1 Read and Complete

Read the passage and fill in the blanks with appropriate words from the box that follows.

- | | | |
|---------------|------------|----------------|
| 1. unfriendly | 2. warm | 3. at ease |
| 4. casual | 5. such as | 6. choosing |
| 7. consider | 8. Danish | 9. appreciated |
| 10. avoid | | |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. B | 2. D | 3. C | 4. B | 5. C |
|------|------|------|------|------|





Unit 2

Conducting a Survey

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|-----------------|-------------------|------------|
| 1. objectives | 2. questionnaires | 3. complex |
| 4. sample group | 5. distinguish | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

- | | | |
|------------------------|------------------------|-------------------|
| 1. survey | 2. questionnaire | 3. accuracy |
| 4. estimate | 5. factual | 6. interpretation |
| 7. conducting a survey | 8. under investigation | 9. make use of |
| 10. carry out | | |

Activity 2 Read and Think

Related Information:

How to Do a Survey

You can survey **people** (through questionnaires, opinion polls, etc.) or **things** (like pollution

levels in a river, or traffic flow).

Four Steps

Here are four steps to a successful survey:

- Step one: create the questions
- Step two: ask the questions
- Step three: tally the results
- Step four: present the results

Let us look at those steps in more detail:

Step One: Create the Questions

The first thing to decide is: What questions do you want to be answered?

Sometimes these may be simple questions like:

“What is your favorite color?”

Other times the questions may be quite complex such as:

“Which roads have the worst traffic conditions?”

Step Two: Ask the Questions

Now you have your questions, **go out and ask them!** But who to ask?

If you are going to ask a small group you can ask everybody (called a Census). If you want to survey a large group, you may not be able to ask everybody so you should ask a sample of the population (this is called **Sampling**)

If you are **Sampling** you should be careful who you ask. To be a good sample, each person should be chosen **randomly**. If you only ask people who look friendly, you will only know what friendly people think! If you went to the swimming pool and asked people “Can you swim?” you will get a biased answer ... maybe even 100% will say “Yes”.

Step Three: Tally the Results

By “tally” I mean add up. This usually involves lots of paperwork and computer work (spreadsheets are useful!).

Example: For “favorite colors of my class” you can simply write tally marks like this (every fifth mark crosses the previous 4 marks, so you can easily see groups of 5):

Yellow	
Red	
Blue	
Green	
Pink	

Step Four: Presenting the Results

Now you have your results, you will want to show them to other people in the best possible way.

Tables

Sometimes, you can simply report the information in a table.

A table is a very simple way to show others the results. A table should have a title, so those looking at it understand what results the table shows:

<i>Table: The Favorite Colors of My Class</i>				
Yellow	Red	Blue	Green	Pink
4	5	6	1	4

Statistics

You can also summarize the results using statistics, such as mean or standard deviation

Example: you have lots of information about how long it takes people to get to school but it may be simpler just to present a summary such as:

Shortest Journey: 3 minutes

Average Journey: 22 minutes

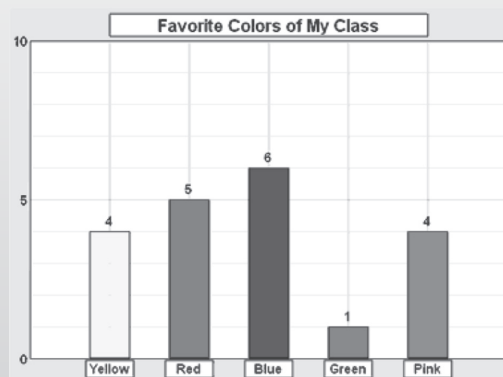
Longest Journey: 58 minutes

Graphs

But nothing makes a report look better than a nice graph or chart.

Use Data Graphs (Bar, Line and Pie) to make them.

Example Survey Question: What is your favorite color?



Have fun asking questions!

Language study:

1. Conducting a survey is often a useful way of finding something out, especially when “human factors” are under investigation.

a useful way of doing something: an effective way to do something 做某事的有效方法(或途径)

For example:

Reading aloud is a useful way of memorizing words, especially when you are about to take a test. 大声朗读是记单词的常用方法，尤其是在考试前。

Designing a questionnaire is a useful way of conducting a survey, especially when the survey is a

large-scale one.

设计问卷是做调查有用的方法，尤其是一些大型（large-scale）调查。

2. **under investigation**: in the process of an investigation 正处于调查或研究中

For example:

Since then, the subject has been extensively explored and it is still under investigation.

从那以后，该课题获得了广泛的探讨并且仍在研究中。

The traffic accident is under investigation. 那起交通事故正在调查中。

3. This passage is intended primarily for those who are new to a survey.

be intended for: be prepared for 打算为……所用，为……而准备

For example:

This book is intended primarily for those who are new to driving a car. 这本书主要是为初学驾驶的人而写的。

This road is intended primarily for the disabled. 这条通道主要是为残疾人士而设计的。

4. **make use of**: use; take advantage of 使用，利用

For example:

You should fully make use of these materials. 你应该充分利用这些材料。

We train them to make use of reference books. 我们训练他们使用参考书。

5. The more complex the questionnaire, the fewer responses there will be.

The + 比较级, the + 比较级: 越……越……

For example:

The more difficult the questions are, the less likely he is able to answer them.

问题越难，他回答出来的可能性就越小。

The more you practise, the better you can understand. 你练习得越多，理解得就越透。

6. Ensure that you can phrase these objectives as questions or measurements.

ensure that: make sure that 确认，确信

For example:

Please ensure that your scanned documents are valid. 请确定你的文件扫描件是有效的。

How can I ensure the operational security? 我如何确保操作的安全性？

7. **a waste of something** 浪费

For example:

Meanwhile smoking is a waste of money. 同时，吸烟很浪费金钱。

Playing mahjong is a waste of time. 搓麻将浪费时间。

8. People are more likely to think this if the questionnaire is poorly presented or not grammatically correct.

be likely to: It is possible / likely that ... 很可能会……

For example:

China is likely to become the most powerful country in the 21st century. 中国很可能成为 21 世纪最强大的国家。

He is likely to be refused. 他很有可能遭到拒绝。

9. It's as simple as that.

as ... as: just like 正如……一样

For example:

This problem is as simple as you think. 这个问题就像你所想的那样单纯。

This tree is as tall as that one. 这棵树跟那棵树一样高大。

10. **representative:** *n.* serving as a typical or characteristic example (有典型性的) 代表

For example:

They elected Tom as their representative. 他们选举汤姆作为他们的代表。

I suggest (that) we establish Mr. Jeffrey as our representative. 我建议委派杰弗里先生为我们的代表。

11. **estimate:** *n.* a statement of the approximate amount or number 大约估计

For example:

I need the actual figures, not an estimate. 我需要确切的数字, 不要估计的。

This bill does not agree with your original estimate. 这张账单与你当初的估计不符。

12. **anticipate:** *v.* give advance thought, discussion, or treatment to 预先考虑, 料到

For example:

My wife anticipates all my needs each time I come back from a business trip. 我每次出差回家, 妻子总会预先考虑到我的全部需要而作好安排。

The first question is one which Jason has anticipated. 第一个问题是杰森料到的。

13. **distinguish between:** know the difference between 分辨, 区分

For example:

Can you distinguish between those two objects? 你能区分那两个物体吗?

We should distinguish between right and wrong. 我们应辨别是非。

14. **interpretation:** *n.* explanation, understanding 解释, 理解

For example:

His arrival can be given more than one interpretation. 对他的到来可作出不止一种解释。

That's his wonderful interpretation of this sentence. 这是他对这个句子的极佳理解。

Chinese Translation:

做调查

通常, 做调查是用来查明事实的有效方法, 特别是牵涉到“人为因素”时。这篇短文主要是为做调查的新手而写的。

不少人设计调查问卷去获得人们对于某些问题的观点和看法。在大多数情况下, 只有少数接受调查的人愿意回应, 而且问卷越复杂, 回应就越少。以下是一些有关进行调查的建议。

- 确定做调查的目的。确定你能以问题或量度的形式来表述这些目的。如果你不能, 就不要开始。

- 确定做调查中要问的问题, 或者要测量的问题, 这将为所选的问题提供答案。如果这

些问题不可能有答案，就不要开始。

- 如果人们认为填写你设计的调查问卷是浪费时间的话，他们就不会抽空去填写。尤其当问卷上出现糟糕陈述或文理不通时，他们更是不会填写。如果你的语法和拼写薄弱，那就在你分发之前找人帮忙检查调查问卷。

- 为了确定性，我们必须调查整个群体，就这么简单。当然，在实践中，我们通常无法做到这一点，因为我们没有足够的时间和资金进行此项工作。典型的目标是 95% 的信任度。简单地说，就是说我们要有 95% 的把握这个结果能既适用于调查群体，也适用于整个群体。要注意的是，这里所说的“95% 的把握”具有精确的数学意义。意思是说，如果我们反复进行多次调查，我们能得出的结果 20 次中有 19 次（=0.95）与整个群体的情况一致。

- 当你通过挑选人群来进行调查，你必须接受其调查结果必然趋向于这群人的特性。

- 确定你所做调查的群体的情况。挑选一个样本组作为这个群体的代表。

- 如果可以，你就挑选一个足够大的样本组以便得到一个信任度或准确度都能达到预期的结果。如果不能，那就在调查后估计信任度和准确度。如果这些都低于你的预期，确保你能解释其原因。

- 在提交你的结论时，要小心区分实际结果或数值结果和你对这些结果的解读。

Key to the exercises:

Task 1 Test your problem-solving ability.

Surveys are a method of gathering information from individuals. Surveys have a variety of purposes, and can be conducted in many ways. Surveys may be conducted to gather information through a printed questionnaire, over the telephone, by mail, in person, or on the web. This information is collected through use of standardized procedures so that every participant is asked the same questions in the same way. It involves asking people for information in some structured format. Depending on what is being analyzed, the participants being surveyed may be representing themselves, their employer, or some organization to which they belong.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T 2. T 3. F 4. T 5. F

Task 3 Give brief answers to the following questions.

1. The purpose of conducting a survey is finding something out.
2. Many people make use of questionnaires to ask questions of a large number of persons.
3. Because there isn't enough time or money for such an undertaking.

4. You have to accept that the results of the survey will only apply to the population of which this group is representative.
5. When presenting your results, be careful to distinguish between the factual or numerical results and your interpretations of the results.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. b | 2. a | 3. g | 4. c | 5. f |
| 6. d | 7. e | 8. j | 9. i | 10. h |

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

- | | | |
|------------------|--------------------|------------------------|
| 1. make use of | 2. representative | 3. distinguish between |
| 4. make sure | 5. interpretations | 6. is intended for |
| 7. For certainty | 8. estimate | 9. carry out |
| 10. anticipated | | |

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. Doing sports is often a useful way of keeping healthy, especially when we face with great pressure in our work.
Designing a questionnaire is a useful way of conducting a survey, especially when the survey is on a large-scale.
2. This book is intended primarily for those who are learning to drive a car.
This passage is intended primarily for the disabled.
3. The fiercer the competition, the better the product quality.
The more you practise, the better you can understand.
4. You are more likely to lose the old customers if your services are not improved.
Prices are much more likely to go up than to come down if effective measures are not taken.
5. When collecting information from the internet, be careful to distinguish between the updated and outdated information.
When having an interview, be careful to dress yourself properly.
6. Please ensure that all the lights are switched off at night.
Ensure that this timetable is strictly kept to.

Section 3 Things to Write

Activity 2 Applied Writing / Translating

Read the following report and fill in the blanks with appropriate words or phrases.

1. are conducted
2. The purpose of this report
3. recommendations
4. commands / takes up / occupies
5. went up
6. compared with
7. opinion / view ...
8. wise / ...

Section 4 After-class Activities: More Things to Do

Chinese Translation:

如何设计调查问卷中的问题？

明确目标是设计好问卷最好的方式。我们必须在该项目的设计阶段做好统计分析计划。我们甚至可以使用专业的调查问卷的方式——桌面排版系统。但是，在问卷上最重要的是设计好问题。

怎样才算是一个很好的问题呢？好问题的特征如下：

1. 引出事实。
例如：你喜欢新产品的风格吗？
2. 每次只对一个方面提问。
例如：你对我们的饭菜和服务质量满意吗？
3. 可以包含各种可能的答案。
例如：你用什么品牌的电脑？
4. 有相互排斥的选择。
例如：你在哪儿长大的？
5. 产生不同的回应。
例如：你觉得这报告怎样？
A. 这是我看过的最糟糕的报告

- B. 一般般, 不是最差, 也不是最好
C. 这是我看过的最好的报告
6. 要能够与上一个问题很好地衔接。
把类似的问题归类, 使问卷更容易完成, 使被调查者感到更愉悦。
 7. 不要预示事情的某种状态。
例如: 你是否满意目前的汽车保险?
 8. 不要暗示想得到的答案。
例如: 你不想收到我们的免费宣传册?
 9. 不使用感情色彩太浓或表达含混的字词。
 10. 不使用不熟悉的单词或缩写。
例如: 你去年的 AGI 怎样?
 11. 不要依靠前面问题的答复。
例如: 在上一年, 你花了多少钱在人寿保险?
 12. 不要要求被调查者去排列超过五个项目的问题。

Key to the exercises:

Activity 1 Read and Complete

Read the passage and fill in the blanks with appropriate words from the box that follows.

- | | | |
|-------------------|-------------------|----------------|
| 1. formulate | 2. design | 3. define |
| 4. are listed | 5. satisfied with | 6. accommodate |
| 7. variability of | 8. are similar | 9. imply |
| 10. dependent on | | |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. D | 2. C | 3. A | 4. A | 5. B |
|------|------|------|------|------|



Unit 3

Making a Presentation

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|-------------------|--------------|------------|
| 1. transfer | 2. basic | 3. essence |
| 4. colored charts | 5. confident | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

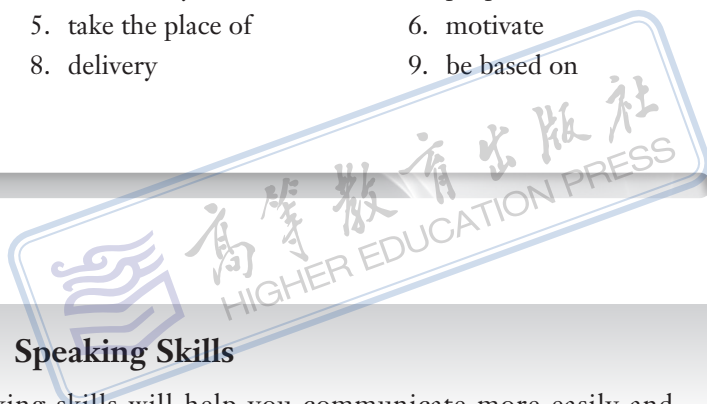
- | | | |
|------------------------|----------------------|----------------|
| 1. academic | 2. satisfactory | 3. purpose |
| 4. formulate | 5. take the place of | 6. motivate |
| 7. point of view | 8. delivery | 9. be based on |
| 10. logical conclusion | | |

Activity 2 Read and Think

Related Information:

Speaking Skills

Improving your English speaking skills will help you communicate more easily and



effectively. But how do you become a more confident English speaker? The following must be kept in your mind ...

1. Know your topic.
2. Know your audience.
3. Know your start and stop times, as well as who else is on.
4. Know what you want people to do differently and tell them.
5. Make major points.
6. Ask someone you trust and respect to constructively critique you.
7. Relax before you go on.
8. Practise, practise, practise.
9. Remember that even if you miss a bit or forget a couple of lines, nobody knows except you. So don't panic.
10. Omit telling jokes unless you are already a good joke-teller or plan to get better.
11. Have fun.

Therefore, you should put yourself in the audience's shoes — try to understand your listener's level of understanding, their map of reality, and anticipate what they want to know. Once you know what your audience wants, you can figure out how to "sell" the benefits of your topic to them.

Language study:

1. **presentation:** *n.* act of presenting 报告, 陈述; 表演

For example:

They are preparing for the presentation of a new musical. 他们正准备上演新的歌舞剧。

She needs to improve her presentation of the arguments. 她需要改进阐述其论点的方式。

2. **open ... up:** cause sth. to open 开始, 打开

For example:

Now we've got a foot in the door, we are hoping to open up a big market in China. 现在我们已经打开门路, 我们希望能在中国开辟一个广阔的市场。

The book will open up to readers new vistas on economic thinking. 这本书将为读者展现经济思想的新远景。

3. **transfer:** *v.* to convey from one person, place, or situation to another; to cause to pass from one to another 迁移, 移动

For example:

He was soon transferred to another post. 他很快被调职。

He intends to transfer the property to his son. 他打算把财产转让给儿子。

4. **from the point of view of / from one's point of view:** in one's opinion 从……的观点看, 在……看来

It's a very good presentation from my point of view. 在我看来, 这个演示很好。

Teachers should consider their teaching from the point of view of the students. 教师应该站在学生的角度来考虑他们的教学。

5. **formulate**: *v.* to put into a systematized statement or expression 阐明; 用公式表达

For example:

The contract was formulated in difficult legal language. 该合同是用深奥的法律术语订立的。

He formulated his thought clearly. 他清楚确切地表达了自己的思想。

6. **particular**: *adj.* of, relating to, or concerned with details 特别的, 独特的

For example:

There was nothing in the letter of particular importance. 这封信里没有什么特别重要的事。

This work should be done correctly in all particulars. 这项工作每一点都必须做到正确无误。

7. **with an eye to**: with awareness or contemplation of 考虑到; 为了

For example:

He bought the cottage with an eye to retiring there. 他买下那所乡间小屋以备退休后住在那里。

He bought an old factory with an eye to converting it to a restaurant.

他购置了一个旧工厂, 拟将它改建成饭店。

8. **delivery**: *n.* the act or manner of delivering something; something delivered 递送, 交付

For example:

Suppliers refused to make deliveries to a suburban store. 供应商不愿为郊区一家商店送货。

The next postal delivery is at 4 o'clock. 下一次邮递时间是四点钟。

9. **be based on**: be used as grounds, evidence, etc. for sth. else 在……的基础上

For example:

Judgment should not be based on hearsay but facts. 判断应该以事实为依据, 而不应该依靠道听途说。

The monetary system of some countries used to be based on gold. 过去有些国家的货币制度是金本位制的。

10. **forethought**: *n.* thinking or planning in advance 事先考虑, 先见

For example:

The crime was a product of careful forethought. 这一罪行是精心策划的结果。

If I had had the forethought to bring my raincoat, I wouldn't have got wet in the storm. 我当初如果想到要带雨衣, 便不会被暴风雨淋湿了。

11. **on one's part / on the part of**: regarding or with respect to the one specified 就……而言

There's no problem on my part. 就我而言, 没有任何问题。

The content of a presentation requires the most consideration on the part of the presenter. 演示人需要考虑最多的是内容。

12. **leave out**: prevent from being included or considered or accepted 留下; 剩下

For example:

The public response is left out of account. 公众的反应并没有得到考虑。

She left out the date on the cheque. 支票上她漏写了日期。

13. **essence:** *n.* the most important ingredient; the crucial element 本质, 精髓

For example:

The two things are the same in outward form but different in essence. 那两样东西在外表上相同, 但在本质上不同。

Speed is of the essence in dealing with an emergency. 在处理紧急事件时, 速度是关键。

14. **make it:** achieve the purpose; succeed 达到目的, 成功

For example:

He tried hard and finally made it. 他尽了很大努力, 最终达到了目的。

I'm sure you can make it. 我相信你会成功的。

15. **over time:** with the passage of time 随着时间的流逝

For example:

Things change over time. 随着时间的流逝, 事物会发生变化。

16. **limit ... to ...:** to confine or restrict within a boundary or bounds 限制, 限定在……范围内

For example:

To achieve better results, many western schools limit the size of a class to no more than 30 students. 为了取得更好的效果, 许多西方学校把班级规模限定在不超过 30 人。

The reference room is limited to the teachers' use only. 参考阅览室仅限于教师使用。

17. **underscore:** *v.* to underline or emphasize 在……下划线; 强调

For example:

He summed up his speech to underscore his main points. 他总结了一下演讲以强调主要观点。

Many people like to underscore the important parts of writing. 许多人喜欢把写作中的重要部分加下画线。

Chinese Translation:

如何做好演示

研究表明, 人们死也不敢登台发言, 而学术和社团活动又与演示须臾不离。本文就如何做好演示献上一计。

从目标着手 演示前先坐下来好好想一想, 演示的真正目的是什么? 听众希望获得什么? 依你的观点, 就是听众最能从你的演示主题中得到什么? 切记: 即使别人要求你分享信息, 观众想得到的也不仅仅是信息的传递。

尽可能了解听众 在开始整理演示内容前, 你需要问自己许多基本问题, 方有望成为听众心中的演示高手。最起码, 回答一下有关“W”的几个基本问题, 听众是谁? 活动目的是什么? 地点在哪儿? 什么时间?

内容, 内容, 内容! 不管你发挥得如何好, 或者你的视频资料如何专业、漂亮, 如果你言之无物, 演示照样不会成功。然而, 内容一定要简洁。因为你得仔细考量取舍, 所以简洁性需要你来进行周密的策划和安排。演示的本质是什么? 合适的彩色图表也许有益于你达到目的, 合适的颜色有益于说服和激发兴趣。举例如下:

饼形图 用于表示百分比。把切块限制在 4—6 块之内, 把最重要的一块用色彩凸显出来,

或者分离出来。

柱形图 用于表现不同时段数量的变化, 最好把条形限制在 4—8 条之内。

线形图 用于表现趋势。例如, 下面的线形图表示我们的销售每年都在上升, 趋势很好。后出现的箭头强调这一点: 前途光明!

讲故事的艺术 好的演示含有故事。优秀的演示者会利用故事来阐述他们的观点, 往往是讲他们自己的故事。对观众来说, 故事很容易记住。如果你希望观众记住你的内容, 就试着让你的内容与他们产生联系并且让他们感觉值得记住。另外, 好故事的开头是有趣并且易懂的, 中间的内容是拨动心弦并且引人入胜的, 而结尾则是清晰明了并且逻辑通顺的。我见过一些特别棒的演示, 演讲方式和图表都平淡无奇, 但正因为演示者清楚简洁地讲述了相关的故事来支持他的观点, 所以演示效果相对不错。

自信 如何获得自信? 你对你的材料掌握得越熟练, 你就越不会紧张。我们害怕的是我们不知道的东西。当你消除未知并且减少焦急和紧张的时候, 自信就会自然而然地代替你的焦虑。

Key to the exercises:

Task 1 Test your problem-solving ability.

Chart Types and Their Uses

Chart Type	Typical Applications	Variants, Remarks
Area	Cumulated totals (numbers or percentages) over time	Percentage, Cumulative
Column / Bar	Observations over time or under different conditions; data sets must be small	Vertical (columns), horizontal (bars); multiple columns / bars, columns / bars centered at zero
Segmented Column / Bar	Proportional relationships over time	May be scaled to 100%
Frequency Polygon	Discrete frequency distribution	
Histogram	Discrete frequency distribution	Columns / bars without gaps
Line, Curve	Trends, functional relations	Data point connected by lines or higher order curves
Pie	Proportional relationships at a point in time	Segments may be pulled out of the pie for emphasis (exploded pie chart)
Scatterplot	Distribution of data points along one or two dimensions	One-dimensional, two-dimensional

Map

Typically used for geographical data; Useful, if an analog relation can be used
 can also be used for parts of devices, for representing data
 human or animal bodies

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T 2. F 3. T 4. T 5. F

Task 3 Give brief answers to the following questions.

1. So much of academic and corporate life requires public speaking that it cannot be avoided.
2. Before you even open up a presentation, sit down and really think about it. What is the real purpose of your talk? What does the audience expect?
3. Five. They are: start with the end in mind; know your audience as well as possible; content; the art of story telling and confidence.
4. It is based on solid content.
5. The stories should have interesting, clear beginnings, provocative, engaging content in the middle, and a clear, logical conclusion. It is to be told in a clear, concise manner.

Task 4 Match A with B.

1. d 2. h 3. f 4. e 5. a
 6. i 7. j 8. b 9. c 10. g

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

1. forethoughts
2. at the very least
3. find a way to
4. provocative
5. is based on
6. are on top of
7. professional
8. take the place of
9. With an eye to
10. appropriate

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. Even if there is no customer complaint at present, rarely is the mere beautiful packaging an effective marketing strategy.
 Even if you are clever, rarely is mere cleverness enough in this highly competitive society.
2. If your accusation is not based on facts, you can not win the lawsuit.
 If the analysis is not based on the real statistics, you can not make a convincing conclusion.
3. When you give a presentation, at the very least, you need to know your audience.
 As a new employee, at the very least, you should learn about the businesses of your company.

4. His father bought the cottage with an eye to retiring there.
He found a part-time job in a factory with an eye to getting more practical experience.
5. In your opinion, what is the best solution to the problem?
In your opinions, what are the best qualities of a good leader?
6. Surveys show that most women fear becoming fat more than anything else.
Surveys show that old people fear loneliness more than death.

Section 3 Things to Write

Activity 1 Task-based Writing: Describing a Chart

Task 3 Write a short passage of approximately 120 words according to the information shown below

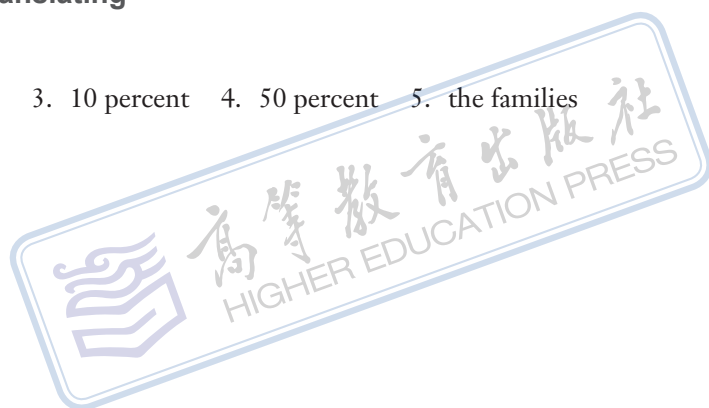
As can be seen from the chart, ownership of houses in big cities in China changed in the past ten years. In 1995, 80 percent of the houses were state-owned. Five years later, the rate of state-owned houses to private ones was 3 to 2. But from then on, the ownership of houses changed rapidly and so far 90 percent of houses are private.

What caused the changes? There might have been two main reasons. First, from 1995 up to now, people's living standards have been improving. Many people can afford to buy their own houses. Second, most people do not save a lot of money in the bank for their children as their parents did in the past. They want to have their own home and enjoy life. Still, housing has become a good investment area for those who have extra money.

Such changes have had a great effect on the development of China's economy and the whole society. It does good to both the citizens and the government.

Activity 2 Applied Writing / Translating

1. increased 2. steadily 3. 10 percent 4. 50 percent 5. the families



Section 4 After-class Activities: More Things to Do

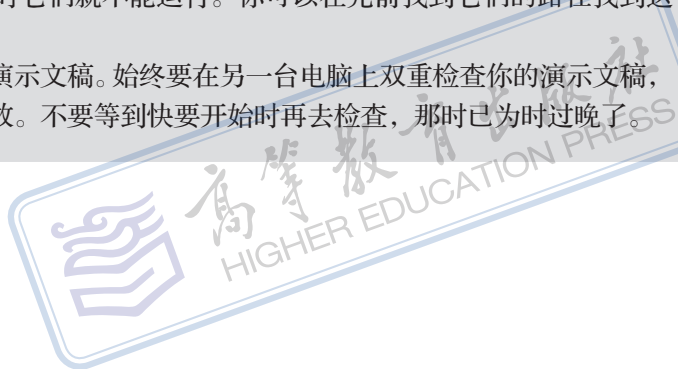
Chinese translation:

如何制作含有视听文件的演示文稿

你是否曾经制作过很好的含有音乐和 / 或视频剪辑的演示文稿，但通过电子邮件发出去以后在另一台电脑上却无法运行？如果你遵循下列简易步骤确保所有的文档都包含在内并且在本地端能用，你的演示将会很出彩。

步骤

1. 点击“开始”→“应用（或所有程序）”→“微软办公”→“微软 PowerPoint”，打开 PowerPoint。
2. 创建演示文稿文本。
3. 点击“插入”→“电影和声音”→“电影文件”（或声音文件），在演示文稿中添加视频或音频文档。
4. 记住该文档位置（文件路径），你以后会需要用到这个地址。
5. 从“文件类型”下拉框中选择 .mp3 或 .wav 文档。
6. 当提示框显示“您希望在播放幻灯时声音如何开始？”时，选择“自动播放”或“点击播放”。
7. 播放幻灯，确认各文档能顺利运行。至于视频文件的播放，可以有多种选择。右键点击声音图标，然后点击“自定义动画”。还可以利用“帮助”菜单获得对所有选项的描述。
8. 点击“文件”→“另存为”→，然后决定存放地址→给文件命名→点进“保存”来保存演示文稿。
9. 打开电子邮件，选择写信。
10. 键入常规项（收件人、主题和你希望添加的任何内容）。
11. 用附件附上演示文稿的文档。
12. 用附件附上你所用过的任何音乐或视频文件。这是许多人容易忘记的关键一步。如果不附上这些文件，那么演示时它们就不能运行。你可以在先前找到它们的路径找到这些文件。
13. 在另一台计算机上检测你的演示文稿。始终要在另一台电脑上双重检查你的演示文稿，确保能按照你喜欢的样式播放。不要等到快要开始时再去检查，那时已为时过晚了。



Key to the exercises:**Activity 1 Read and Complete**

Read the passage and fill in the blanks with appropriate words from the box below.

1. presentation 2. available 3. clicking on 4. add 5. format
6. appears 7. make sure 8. select 9. key step 10. wait

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

1. D 2. C 3. D 4. A 5. C





Unit 4

Establishing Business Relations

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|------------------|------------------|-------------|
| 1. group | 2. opportunities | 3. internet |
| 4. relationships | 5. long lasting | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

- | | | |
|------------------|----------------------|--------------------|
| 1. exposition | 2. customer | 3. potential |
| 4. advertise | 5. approach | 6. promotion |
| 7. keep track of | 8. take advantage of | 9. company leaflet |
| 10. trade fair | | |

Activity 2 Read and Think

Related information

How to Build Strong Business Relationships

Business to Business relationships do not start with:

“Hello, nice to meet you, will you do some business with me, please?”

A relationship has to be built between individuals, and based on mutual trust, respect and liking. With these as the foundation of the relationship, the business to business association will be a long and fulfilling one. There are 7 stages to go through:

Unaware to aware

Aware to curious

Curious to interested

Interested to wanting

Wanting to buying

Buying to satisfied

Satisfied to the creation of a raving fan

Language study:

1. **start:** to establish or set up 开办, 创办

For example:

He decided to start a newspaper. 他决定创办一份报纸。

I'm planning to start a school; so I'm trying to save as much money as possible.

我正计划开办一所学校, 因此我在尽我所能地攒钱。

2. *By comprehensive searching, we mean you can try searching for new customers and partners.*

By ..., we mean ...: 是指……, ……指的是……

This is a structure used to indicate a definition or explanation.

For example:

By business-to-business marketing, we mean selling products to another business rather than directly selling to consumers or individuals. 企业对企业营销指的是销售商品给企业, 而不是给顾客或个人。

By internet marketing, we mean using the internet for sales and promotion. 网络营销是指利用网络进行销售和促销。

comprehensive: thorough; including much 综合的, 全面的

For example:

He has evolved a broad and comprehensive plan. 他已经想出了一个广泛而全面的计划。

The government gave a very comprehensive explanation of its plans for industrial developments. 政府全面解释了它的工业发展计划。

search for: to examine carefully in order to find sth. 寻找, 搜索

For example:

Why not search for reviews before you buy? 为什么不在之前搜索一下用户评论呢?

It is necessary for us to learn to search for useful information through the internet.

我们有必要学会通过网络寻找有用的信息。

3. You can try reaching them by e-mails, paying them a visit in person, posting business cards or company leaflets.

try doing sth.: attempt to do sth. to see whether it is satisfactory, effective, enjoyable, etc. 试着做某事

For example:

You can try phoning his home number to contact him. 你可以试着打他家电话联系他。

Try opening the box and you will see what is inside. 试着打开这个盒子就会发现里边有什么了。

4. **target:** anything aimed at 目标

For example:

Our target this year is to enter the European market. 我公司今年的目标是进入欧洲市场。

Our target customers are students. 我们的目标客户是学生。

5. You can distribute advertisements to your target customers and attract them to your site of product promotion in a target region, where you can introduce and illustrate your products.

where ...: Here “where” introduces a non-restrictive attributive clause. “where” 此处引导非限定性定语从句, 修饰 *target region*, 起到补充说明作用。

For example:

You can go to the job-training center, where you can learn some skills to help you find a job.

你可以去工作培训中心, 在那里你能学到一些技能有助于你找到工作。

You can go and work in a small company first, where you can gain some knowledge about how a business runs. 你可以先到小公司工作, 在那里你可以获得一些有关企业如何运作的知识。

distribute: to hand out or give a share to others 分发、分配某事物

For example:

Books on how to promote oneself are distributed to the students after the speech. 演讲后一些有关如何推销自己的书派发了学生。

Many companies promote their products by distributing their leaflets to their customers. 许多公司通过给顾客派发传单来促销产品。

promotion: advertising or other activity intended to increase the sales of a product 促销

For example:

She is responsible for sales promotion of the new product. 她负责这种新产品的促销工作。

We are doing a special promotion of our environment-friendly products. 我们正在搞环保产品的特别促销活动。

6. Another effective approach to finding new customers and business partners is to take good advantage of trade fair opportunities.

approach to + n. / v-ing: way of doing sth. ……的方法是……

For example:

Another effective approach to dealing with a complicated task is to divide it into several small tasks. 另一种有效的处理复杂任务的方法是把它分成几个小任务。

He came up with a new approach to the problem. 他想出了一个解决这个问题的新方法。

take advantage of ...: make use of sth. well, properly, etc. 充分利用

For example:

They took full advantage of the hotel's facilities. 他们充分利用旅馆设施。

A good businessman can take advantage of every business opportunity. 好的商人会充分利用每一次商业机会。

7. **provide ... with ...:** to supply sth. needed or useful to sb. 给某人提供某物

For example:

We will provide you with new equipment for production. 我方将向您提供新的生产设备。

Our manager will provide you with more related information. 我方经理将给你提供更多相关信息。

8. **potential:** that can or may come into existence; possible 可能的; 潜在的

For example:

He is a potential leader of our research and development team.

他是我们研发团队的潜在的领袖。

In my opinion there is a potential market for energy-saving products.

我认为节能产品存在潜在的市场。

9. **demand:** the desire of people for particular goods or services 需求

For example:

Good secretaries are always in demand. 好的秘书总是很多人都需要的。

There is always a demand for products of high quality. 高质量的产品总是有需求。

10. **on the other hand, ...:** As another point of view; from another standpoint 另一方面

For example:

On the other hand, you need to know your partner well so that you can better cooperate with her / him. 另一方面, 你必须了解你的合作伙伴, 以便能更好地与他 / 她合作。

On the other hand, you can open a technical training course so that the managers and clerks can attend it during their spare time. 另一方面, 你可以开设一个技术训练班, 以便经理和职员们在业余时间可以去上课。

11. **contact:** reach (sb. / sth) by telephone, radio, letter etc; communicate with 联系; 与……来往

For example:

Where can I contact you tomorrow? 明天我在哪里能跟你联系?

Contact me for more information at the following number 87654321. 欲了解详细信息请致电 87654321。

12. **keep track of:** keep informed about sb. or sth. 与某人保持联系; 跟踪

For example:

It is very important for a company to keep track of its customers and know their demands and feedback. 公司保持跟踪其客户并了解他们的需求和反馈, 这一点很重要。

As an engineer James has to keep track of the latest developments in technology. 作为一名工程师, 詹姆斯必须了解科技领域的最新发展动态。

13. **keep ... informed of:** keep (sb.) known about (sth.) 使知道; 使了解

For example:

Please keep us informed of any new development. 请随时告诉我们任何新的进展。

We should keep them informed of this matter. 我们应该让他们知道这件事。

14. **feedback**: information of a product, etc that a user gives back to its supplier 反馈信息

For example:

We need more feedback from the customer in order to improve the quality of our goods.

我们需要从消费者那里得到更多的反馈信息以提高产品质量。

From the feedback we know that people are quite satisfied with our service. 从反馈意见看，人们对我们的服务很满意。

15. **regularly**: at regular intervals or times 有规律地；定期地

For example:

They hold a meeting regularly to sum up their work. 他们定期开会总结工作。

The supermarket regularly distributes colored leaflets to its customers.

超市定期向顾客派发商品信息彩页。

16. By doing so, you can keep long lasting business relationships.

By + v-ing, you can ...: You can ... by means of doing sth 通过（做某事）你可以……

For example:

By taking into account benefits of both sides, maybe you can achieve a win-win situation.

通过考虑双方利益，也许你能达到双赢局面。

By expanding the market, you can improve your profits. 通过扩大市场，你可以提高收益。

Chinese translation:

建立业务关系

在开创自己的业务时，最重要的就是创建业务关系。你必须找到新的客户和业务伙伴。下列几种方法你可以一试。

1. 广泛联系

广泛联系，意即你可以通过联系到每一个可能的家庭、社团、或组织机构来寻找新的客户和业务伙伴。你可以通过发电子邮件、亲自上门拜访、邮寄名片或公司彩页等方式联系他们。

2. 广告宣传

广告宣传，意即你可以通过做广告寻找到你的目标客户。你可以在报纸上、网络上，或通过促销活动进行广告。你可以把广告派发给你的目标客户并且吸引他们到目标区域的产品推介点，在那儿你可以介绍和演示你的产品。

3. 商品交易会

另一个寻找新客户和业务伙伴的有效方法是充分利用商品交易会的机会。每年在中国都会举办各种交易会，如中国进出口交易会（广州）、中国国际消费品交易会、中国国际中小企业博览会等。这些交易会给你提供大量机会寻找到潜在的客户和业务伙伴。

此外，你可以很好地利用网络寻找你的业务伙伴。通过网络你可以找到大量商业信息，如有关产品、制造商、购买需求等信息；你也可以找到有关各种博览会、交易会，以及你可能参加的与行业相关的会议等有价值的信息。另一方面，你可以在网络上发布你的产品和服务信息，

以便有兴趣的客户可以了解到你并与你联系。这些都是你可以抓住的建立新的业务关系的良好机会。

与你的客户或业务伙伴建立了业务联系之后，你必须与他们保持联系以进一步巩固你们的关系：不断让他们了解到你的产品和服务；定期从客户那里获取反馈；拓展你们的合作领域；试图达到双赢。通过这样做，你可以保持长期的业务关系，而成功就在不远处向你挥手。

Key to the exercises:

Task 1 Test your problem-solving ability.

Generally, exporters can obtain information about prospective customers overseas through the following channels:

1. Banks in the buyer's country
2. Chambers of Commerce in foreign
3. Consulates stationed abroad
4. Various trade associations
5. Trade directory
6. Newspaper and advertisement

Having obtained the name and address of the prospective customers, the exporter may set out to send letters, circulars, catalogues, and price lists to the parties concerned. Such letters should tell the reader how his name is obtained and give him some details about the exporter's business, for example, the range of the goods handled and in what quantities.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T
2. T
3. T
4. F
5. F

Task 3 Give brief answers to the following questions.

1. To build business relationships.
2. By advertising approach, we mean you can try reaching your target customers through making advertisements.
3. We can find a great deal of trade information such as information about commodities, manufacturers, buying demands etc.
4. We can distribute information of our products and services so that those who are interested can know about us and contact us.
5. We should keep track of our customers and business partners.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. d | 2. g | 3. j | 4. i | 5. b |
| 6. h | 7. a | 8. f | 9. c | 10. e |

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

- | | | |
|----------------------|-------------|--------------|
| 1. search for | 2. demand | 3. target |
| 4. promotion | 5. feedback | 6. potential |
| 7. take advantage of | 8. customer | 9. Contact |
| 10. approach | | |

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. By internet marketing, we mean you can use the World Wide Web for sales and promotion.
By customer satisfaction surveys, we mean studies to find out if buyers are satisfied with what they have bought.
2. You can try using a different method to do this task.
We can try cutting down our cost of production by reducing our staff.
3. You can plan a product release conference, where people can get more detailed information about the products.
You can take part in various trade fairs, where you may meet some potential business partners.
4. Another effective approach to marketing is to create a brand image of your products.
Another effective approach to retaining your existing customers is to make them happy.
5. On the other hand, consumers should bear responsibility for their actions when they could have easily prevented the damage.
On the other hand, you must guarantee your product quality so that your customers will be satisfied with your products and buy more.
6. By advertising, you can attract more people to buy your products.
By understanding customers' needs, you can improve your products and services.

Section 3 *Things to Write*

Activity 1 Task-based Writing: A Business Liaison Letter

Task 3 Write a business association letter of about 100-120 words.

Dear Sir or Madam,

We knew about your company through an introduction in Urban Commerce. We are very interested in your products. Would you please send us the latest catalogue of your products and a price list? We would be very appreciative. If the prices are reasonable, we would like to place large orders.

Our corporation has been dealing with imports and exports of electronic products for many years. At present, we are interested in expanding our range of business. If possible, we would expect to establish a steady and long lasting business relationship with you.

Looking forward to your early reply.

Sincerely yours,

Wang Ying

Sales Manager

WF Electronics Imp. & Exp. Corporation

Activity 2 Applied Writing / Translating

Task 2 Complete the the following letter by translating the Chinese given in brackets into English.

1. knew about your company from Guangzhou Daily
2. toy products we are interested in
3. offer us a reasonable price
4. establish a business relationship with you
5. are looking forward to your early reply

Section 4 *After-class Activities: More Things to Do*

Chinese translation:

了解顾客满意度的有效方法

随着经济市场环境竞争日益增强，许多公司开始意识到了了解顾客满意度的重要性，即了解

客户对他们的产品和服务的反应如何。他们知道不管反馈是积极的还是负面的，只要他们有意愿认可这些反馈意见并且积极做出回应，就能够有助于使一次性的买家转而变为终身客户。

那么公司如何能够最好地了解到顾客满意度呢？以下是一些方法，能够有效地帮助公司利用并且最大限度地利用宝贵的客户资料。

1. 建立若干顾客满意度数据流

据顾客满意专家意见，最有效的机制是既采取正式的方式也采取非正式的方式收集顾客满意度数据。换言之，除了客户调查或投诉等正式渠道的客户反馈外，询问客户不经意间的建议和反映也是很有用的。

2. 建立及时的和阶段性的反馈意见收集体制

许多公司进行一年一次的客户调查后就认为他们已经获得了顾客满意度数据，但专家指出这并不能说明整体情况。他们建议公司应该建立一个机制获得持续的反馈，如在网站上挂一个评价表等。

3. 积极请客户提出改进意见和建议

信不信由你，客户可能是业务智慧的一个重要的来源。客户独特的视角使他们能产生一些提高服务质量、拓展服务领域的办法，这些办法你可能永远都不会想到。

4. 根据客户反馈采取措施

公司如果不把所获得的顾客满意度数据转化为行动，并相应调整公司的具体实践和公司政策，那么任何数据都将毫无用处。毕竟，顾客永远是正确的！

Key to the exercises:

Activity 1 Read and Complete

Read the passage and fill in the blanks with appropriate words from the box below.

- | | | |
|-----------------|-------------|---------------|
| 1. competitive | 2. services | 3. positive |
| 4. clients | 5. most | 6. complaints |
| 7. conduct | 8. source | 9. improving |
| 10. accordingly | | |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. B | 2. A | 3. D | 4. B | 5. C |
|------|------|------|------|------|



Unit 5

Promoting Products and Services

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|--------------|---------------|----------|
| 1. explain | 2. benefits | 3. needs |
| 4. emphasize | 5. apart from | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

- | | | |
|-----------------------|---------------|----------------------------|
| 1. compelling | 2. identify | 3. emphasize |
| 4. knowledgeable | 5. capability | 6. critical |
| 7. last but not least | 8. set apart | 9. technological life-span |
| 10. patent protection | | |

Activity 2 Read and Think

Related Information:

1. Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives.

Nearly all organizations, whether for-profit or not-for-profit, in all types of industries, must engage in some form of promotion. Marketers have at their disposal four major methods of promotion. Taken together these comprise the promotion mix including advertising, sales promotion, public relations and personal selling.

2. Advantages and Disadvantages of Each Element of the Promotional Mix

Mix Element	Advantages	Disadvantages
Advertising	Good for building awareness Effective at reaching a wide audience Repetition of main brand and product positioning helps build customer trust	Impersonal — cannot answer all of a customer's questions Not good at getting customers to make a final purchasing decision
Personal Selling	Highly interactive — lots of communication between the buyer and seller Excellent for communicating complex / detailed product information and features Relationships can be built up — important if closing the sale may take a long time	Costly — employing a sales force has many hidden costs in addition to wages Not suitable if there are thousands of important buyers
Sales Promotion	Can stimulate quick increases in sales by targeting promotional incentives on particular products Good short term tactical tool	If used over the long-term, customers may get used to the effect Too much promotion may damage the brand image
Public Relations	Often seen as more “credible” — since the message seems to be coming from a third party (e. g. magazine, newspaper) Cheap way of reaching many customers — if the publicity is achieved through the right media	Risk of losing control — cannot always control what other people write or say about your product

Language study:

- identify:** *v.* to say, show, prove, who or what sb. or sth. is; establish the identity of 认出, 鉴定
For example:

A good marketer should be able to identify the status of clients. 一个好的营销人员应该能够明确客户类别。

Can you identify your company's umbrella among this lot? 你能在这些伞中认出你公司的伞吗?

2. **feature**: *n.* a (typical or noticeable) part or quality 特征, 特色

For example:

The sole redeeming feature of this job is the salary. 这份工作唯其薪水尚可弥补一切之不足。

That's been a feature of my last few interviews. 这是我过去几场面试的一个特点。

3. **benefit**: *n.* advantage; good effect 利益, 裨益

For example:

This project is of great benefit to everyone. 这项工程对每个人都大有好处。

What is the benefit of doing that? 这样做有什么好处?

4. **address**: *v.* to be or give enough for; fulfill (a need, desire, etc.) 满足 (需求, 欲望等)

For example:

Every effort is made to address customer needs. 要尽每一份努力满足顾客的需要。

It seems that our company can't address your desire to be a manager. 看来我们公司不能满足你要做经理的欲望。

5. Consider including pictures if they would help your readers get a better understanding of your product.

consider doing sth.: think about doing sth. 考虑做某事

For example:

We are considering reorganizing the production process. 我们正在考虑改进生产过程。

I considered employing Mr. Smith but decided that Mr. Jones was more suited to the job. 我本来想聘史密斯先生, 后来认为琼斯先生更适合这个工作。

6. **get a better understanding of**: to understand fully or better 更好地了解

For example:

To get a better understanding of how advertisers persuade us to buy their products, we'd better have a bird's eye view of human nature. 为了更好地了解登广告的人是如何向我们宣传买他们的产品的, 我们最好全面分析一下人的本性。

Only when we get a better understanding of the importance of our job can we do it well.

只有当我们更好地了解工作的意义, 我们才能把工作做好。

7. **capability**: *n.* the capacity to be used, treated, or developed for a specific purpose 性能; 容量

For example:

the capability of the metal to be fused 金属的可熔合性

nuclear capability 核能

8. **technological**: *adj.* of or related to technology 科技的, 工业技术的

For example:

This is one of the great technological advances of the 20th century. 这是 20 世纪伟大的科技进步之一。

Our product and technological level leads in this field in China. 产品和技术水平在国内属领先

水平。

9. **patent**: *n.* a piece of writing from a government office giving someone the right to make or sell a new invention for a certain number of years 专利

For example:

It is a patented product of my company. 这是我公司的一项专利产品。

He has applied for a patent on his latest invention. 他已替他最新的发明申请了专利。

10. **labor**: *n.* work or effort 劳动, 劳力

For example:

We are short of skilled labor. 我们缺少技术工人。

He was given 5 months' hard labor. 他被处罚做五个月的苦工。

11. **client**: *n.* a person who buys goods or services from a shop or a person trading, esp. regularly 顾客, 主顾

For example:

The manager said that he believed the client would come next week. 经理说他相信客户下周会来的。

I need you to go through our client list. 我需要你把客户的名单看一遍。

12. **outsider**: *n.* person who is not, or who is not considered to be, a member of a group, society, etc. 局外人; 外行

For example:

I feel like a total outsider at the company. Nobody wants to tell me what's going on. 我觉得自己在公司里好像是个局外人。没人想告诉我到底发生什么事了。

Well, that certainly proves you're an outsider. 这确实证明你是个外行。

13. **bore**: *v.* to make (someone) tired or uninterested, esp. by continual dull talk 令人厌烦

For example:

The boss bored us all by talking for hours about his new house. 老板连续几个小时大谈他的新房子, 使我们大家都厌烦透了。

Lengthy self-introduction always bore interviewers. 冗长的自我介绍总使面试者厌烦。

14. **trivial**: *adj.* of little worth or importance 琐碎的, 无足轻重的

For example:

We won't accept any workers who often get angry over such trivial matters.

我们不会接收任何为这么小的事动肝火的工人。

The manager warned us not to waste our time on these trivial things. 经理警告我们不要把时间浪费在这些琐事上。

15. **detail**: *n.* a small point or fact 细节, 小事

For example:

The full details of the agreement haven't been made public. 协议的细节尚未公布。

Let me give you more detail. 让我来具体说明。

16. No matter whether you are selling a product or offering a service, one important thing that you must keep in mind is to emphasize your USP.

No matter how / when / where / why / what / which / who ...: it makes no difference ... 无论, 不管

For example:

No matter how hard I work, there is always more to do. 不管我干得多么卖力, 总是有做不完的工作。

No matter where you work, you can always find time to study. 无论你在哪里工作, 你都能找到时间学习。

keep ... in mind: not to forget something; include something into one's considerations 不忘记, 记住

For example:

You should keep in mind that you are only a waiter. 你应该记住你仅仅是一个服务生。

I hope you will keep in mind what I am saying. 我希望你把我所说的话记在心里。

emphasize: v. to place emphasis on 强调; 特别重视

For example:

The boss always emphasizes the importance of training. 老板总是强调培训的重要性。

What special features should I emphasize in the advertisement? 在广告中我必须突出新产品的哪个特性?

17. **proprietary:** n. owned or controlled by sb; held as property 独有的, 专有的

For example:

But our software's not proprietary. 但我们的软件不是私有的。

The products produced by our company are completely unique and proprietary. 我们公司出产的产品是完全独特的和专有的。

18. **set apart:** 拨出; 隔离

For example:

One day of the week should be set apart for relaxation. 每周应该拨出一天时间休闲。

He was set apart because he suffered from an infectious disease. 他被隔离开了, 因为他得了传染病。

19. **solicit:** v. to ask for (money, help, a favor, etc.) from (a person, group, etc.) 请求, 乞求

For example:

We solicit your close cooperation with us in this matter. 我们恳求您就此件事能给予协助和合作。

I solicit the favor of an interview, and assure you that if appointed, I will do my best to give you satisfaction. 恳请惠予面试之荣。如蒙录用, 本人必竭尽所能, 为贵公司服务, 以符厚望。

20. **internal:** adj. of or in the inside, esp. of the body 内部的, 在内的 (尤指身体)

For example:

Promote internal team work and 5S activity. 促进内部团队建设和 5S 活动。

We changed our internal organization. 我们改变了我们的内部组织架构。

21. **critical:** adj. of or at a crisis 紧要关头的, 转折点的

For example:

This is a critical time in our history for the development of our company. 这是我们公司发展的历

史关键时期。

This is a critical moment when there will be a change for the better or the worse. 这是生死存亡的关头。

22. **drab:** *adj.* cheerless, uninteresting 乏味的, 无聊的

For example:

The streets used to be filled with people wearing identical drab clothing. 街道上满街的人们曾穿着一样单调的服装。

The new chief makes a change from the usual drab meeting rooms.

新主管改变了以往单调的会议形式。

23. **compelling:** *adj.* arousing interest, making necessary 引起兴趣的; 强迫的

For example:

I don't have any compelling reasons to reject his offer. 我没有任何令人信服的理由可以拒绝他所提出来的条件。

He doesn't find its features very compelling either. 他没有发现它的功能有什么诱人之处。

Chinese Translation:

推销产品和服务

当推销产品或服务时, 你必须清楚地说明你的产品或服务, 明确其特色和优点, 并说明他们解决了市场上的什么需要或问题。

如果你销售的是产品, 你的顾客会想知道它是什么产品, 它有什么用以及它的功能和优点。如果图片能有助于读者更好地了解你的产品, 那么你就要考虑使用图片。你要解说产品的大小、形状、颜色、成本、设计、质量、功能、技术寿命和专利保护。你也可以解释它是如何生产出来的, 它所需的材料和所需的劳动力是什么。

如果你推销的是服务, 就得解释你提供的是什么服务, 服务的内容以及该服务主要针对市场的哪些需求。你将在哪里进行服务? 是什么使你的服务与众不同? 需要什么材料或设备? 您进行服务的日期和时间是什么? 要向顾客解释服务的步骤及所能为他们带来的裨益是什么。记住你所提供的信息要能够让外行人了解你的服务即可, 不要让琐碎的信息令他们厌烦。

无论你推销的是产品或服务, 必须记住的一个重要的事情便是要强调你产品的独特卖点。产品的独特卖点是让你的产品或服务从竞争中脱颖而出的东西。如果该独特卖点作为你的业务计划来募集资金, 这正是顾客希望看到的。如果它是一个不便公开的内部文件, 那么该独特卖点在你做销售和市场营销战略中是至关重要的。产品没有独特卖点的话, 你的产品或服务会显单调, 也就不会让人有强烈的理由的去购买它。

独特卖点是什么呢? 对于食品而言, 它就是一个专有配方(如肯德基的秘密食谱), 或是一种特殊的上菜方式(如波士顿市场的手撕火鸡)。

Key to the exercises:**Task 1 Test your problem-solving ability.**

USP, the Unique Selling Proposition (also called Unique Selling Point) is a marketing concept that was first proposed as a theory to explain a pattern among successful advertising campaigns of the early 1940s. It states that such campaigns made unique propositions to the customer and that this convinced them to switch brands. The term was invented by Rosser Reeves of Ted Bates & Company. Today the term is used in other fields or just casually to refer to any aspect of an object that distinguishes it from similar objects. Also, a number of businesses and corporations currently use USPs as a basis for their marketing campaigns.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T 2. T 3. F 4. T 5. T

Task 3 Give brief answers to the following questions.

1. I have to clearly explain our products or service, identify their features and benefits, and discuss what needs or problems they address in the market.
2. The information includes: what a product is, what it does, and its features and benefits; its size, shape, color, cost, design, quality, capabilities, technological life-span and patent protection; how it is produced, the materials required, and the type of labor needed.
3. We have to make our service different from that of our competitors.
4. USP is the proprietary information that sets your product or service apart from your competition. Without a USP, your product or service will appear dull and there will be no compelling reason for people to buy it.
5. Open-minded.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. c | 2. d | 3. e | 4. h | 5. b |
| 6. i | 7. j | 8. g | 9. f | 10. a |

Task 5 Fill in the blanks with the right words or phrases and change the form where necessary.

- | | | |
|--------------|--------------------|------------|
| 1. emphasize | 2. was critical to | 3. feature |
| 4. set apart | 5. solicit | 6. bored |
| 7. internal | 8. identify | 9. benefit |
| 10. address | | |

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. When developing new products, marketers have to identify consumer's needs.
When doing a market research, you have to collect information about consumers' tastes and habits.
2. Consider buying this one if you want to save money.
Consider giving it up if it would do harm to your eyes.
3. Buy this bike with an umbrella on it to satisfy your need to go out without being exposed to the sun.
Buy a mobile phone with the function of the mp3 to satisfy your need to enjoy music without carrying such a big radio every day.
4. No matter what terrible situation you are in, one important thing you must keep in mind is to keep your confidence.
No matter what kind of job you are looking for, one important thing you must keep in mind is to maintain or improve your own image.
5. Without optional colors and shapes, the product will lack competitiveness. .
Without a substantial discount, your service will appear expensive.

Section 3 *Things to Write*

Activity 1 Task-based Writing: Describing Products and Services**Task 3 Write a product description of about 80-100 words for the flower tea (see the picture below).****Flower Tea**

I am happy to offer you this amazing flavor of artistic flower tea. This tea is made up of young tea leaves, sweet osmanthus, and jasmine flowers. It is really a modern tea, pleasant to the mouth as well as the nose. We selected this tea for its fragrant presentation and low pricing. Steep for about five minutes and then serve for a treat that is surely to bring a smile. This flower tea can relieve pains, nurse the internal system of the body, lower blood pressure and make the skin more smooth and beautiful.

Activity 2 Applied Writing / Translating

Task 2 Complete the following passage by translating the Chinese given in brackets into English.

1. separated from the device easily
2. when the bottle is full
3. generate 20 bottles of drinking water per day
4. The volume of the bottle
5. enables the user
6. than buying bottled water

Section 4 After-class Activities: More Things to Do

Chinese translation:

如何在网上推销产品

似乎每个人都在互联网上出售产品。在网上销售您的公司和您的产品，需要下列四样东西：网站开发人员、网络软件、域名和搜索引擎。

步骤说明：

第1步 启动您自己的网站。与网站提供商签合同，它可让您访问服务器、互联网地址和电子邮件。

第2步 选择租用搜索引擎。单独注册每个引擎或寻找公司，以优惠的价格为您注册多个搜索引擎，网上购物商场和互联网目录。这些公司也将提出建议，记录某些搜索词语和短语，从而增加您网站的访问量。

第3步 设计网站，让它看起来专业化。您不必花一大笔钱去设计它，但要尽量让它具有独创性。

第4步 与其他网站互发横幅广告，以帮助您提高网站的流量。

第5步 离线状态时也要推销您的网站。把你的网站地址写在名片，信笺，传单和销售标签和分类显示广告上。

第6步 尽可能为你的在线顾客提供多样的选择，如接受信用卡、通过传真邮件和电话收取订单、货到付款等。

第7步 保持高标准的客户服务，执行产品保证的政策。

提示和警告：

选择的域名要能很容易与您的公司或产品名称相联起来。如果您公司的名称是 Acme，而您销售的产品名称为 Rough and Tough Trash Cans，那么您的域名应为 acme.com, acmeroughandtough.com, roughandtough.com 或是类似的东西。采取一切预防措施，以确保网站访客和你之间传递的个人资料受到保护。

Key to the exercise:**Activity 1 Read and Complete**

Read the passage and fill in the blanks with appropriate words from the box below.

- | | | |
|-----------------|-------------------|-----------------|
| 1. access | 2. search engines | 3. increase |
| 4. professional | 5. Promote | 6. classified |
| 7. options | 8. return | 9. connected to |
| 10. protected | | |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. D | 2. C | 3. A | 4. D | 5. C |
|------|------|------|------|------|



Unit 6

Attending Fairs and Exhibitions

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|--------------|-----------|--------------|
| 1. chance | 2. buyers | 3. guarantee |
| 4. attending | 5. goal | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

- | | | |
|-----------------|-----------------|-------------------|
| 1. booth | 2. guarantee | 3. vendor |
| 4. option | 5. professional | 6. specialize |
| 7. compete with | 8. focus on | 9. reap dividends |
| 10. a home show | | |

Activity 2 Read and Think

Related Information:

Attending Fairs

Every year there are thousands of exhibitions and Fairs being organized throughout the

world. There are two main participants in a fair, which are known as Exhibitors and Buyers (or Visitors). In general, take Canton Fair as example, as an Exhibitor, the followings should be done to attend a it:

- To apply for the Stand of the Fair
- To make catalog to introduce your company and your product
- To get ready to receive customers
- To get the Application for Invitation
- To get Visa Application
- To get registration

Canton Fair Complex

China Import and Export Fair Complex (Canton Fair Complex for short), the largest modernized exhibition center in Asia and the venue of Canton Fair, is located on the Pazhou Island, Guangzhou, China.

The first stage project of Pazhou Complex covers a ground area of 430,000 square meters with the structural area of 395,000 square meters. With 13 exhibition halls on the first and second floors, Pazhou Complex has an indoor exhibition area of 130,000 square meters and an outdoor exhibition area of 22,000 square meters, being the largest exhibition center in Asia. The Complex has been in operation since the end of 2002.

Language study:

1. When you are deciding what trade show to attend, the key is to be clear about your goals.

The key is ...: The most important thing is ... 关键是……

For example:

To learn the skill well, the key is to do more practice. 要学好这个技能，关键是要多练。

To promote business, the key is to get more orders. 要繁荣生意，关键是要多弄到些定单。

2. **guarantee:** *v.* to ensure; to promise or make certain 保证，担保

For example:

Good planning will guarantee success. 好的计划是成功的保证。

I guarantee that you'll get useful information in the fair. 我保证你能从这个交易会获得有用的信息。

3. **specific:** *adj.* explicit, particular, or definite 具体的；明确的

For example:

Please be more specific about your requirement 请具体表明你们的要求。

I want a specific answer about the price. 我想要一个明确的价钱答复。

4. **vendor:** *n.* a person who sells something, esp. real property 卖方，小贩

For example:

The vendor signed a contract with the purchaser. 卖方与买方签订了契约。

It is a document sent to a vendor requesting goods or services. 这是一种提交给卖方的, 关于购买货物和服务要求的单据。

5. If you are looking for a specific product, you should choose a trade show with as many vendors as possible for the product you are shopping for.

As ... as possible: 尽可能……

For example:

You are supposed to effect the shipment as soon as possible. 你们应该尽快安排装运。

Please speak as loud as possible. 请尽量说大声一点。

6. **option:** *n.* the act of choosing; the power or liberty to choose 选择; 选择权

For example:

Another option to consider is volunteer work. 另一个可考虑的选择是去做义务工作。

He had no option but to agree. 他除了同意外别无选择。

7. **specialize in:** to concentrate on a particular activity or product 专门从事; 专营

For example:

We specialize in wood furniture. 我们专门经营木家具。

Their company specializes in fireplaces. 他们公司专门经营壁炉。

8. **booth:** *n.* a stall for the display, esp. a temporary one at a fair or market 摊位

For example:

Now when both people and machines are available, it is time to contact the administration and ask them about a free booth for the project. 现在人和机器都有了, 请在适当的时候联系展会的管理者, 请他们为我们提供一个免费的摊位。

Trade show staff is usually responsible for booth setup. 参会工作人员一般都负责设置展台。

9. **compete with:** to make efforts to gain an advantage or win a victory over 与……竞争

For example:

We cannot compete with so experienced a company. 我们无法与经验如此丰富的公司竞争。

Small shops cannot compete in prices with the big companies. 小店是无法在价格上跟大公司进行竞争的。

10. As you see, your product **doesn't necessarily** have to fit the theme of the trade show; it only has to fit the customer.

not necessarily ... 不一定……

For example:

It does not necessarily show you will get the order. 这并不表明你能获得那个订单。

Luxury does not necessarily give you happiness. 奢侈不一定给你快乐。

11. **professional:** *adj.* of, relating to, suitable for, or engaged in as a profession 职业(性)的, 业务的
For example:

So, your first step should be to reach out to professional organizations in your industry. 所以, 你的第一步是找到一个你所在行业的专业的组织。

I am confident in his professional ability. 我对他的业务技能很有信心。

12. **on a ... scale:** at a relative level or to a certain degree 在……层面；以……的规模

For example:

We need to organize a business activity especially one run on a large scale 我们要组织一次大规模的商业活动。

It was a business deal on a trivial scale. 这是一次价值不高的商业交易。

13. **aim at:** to propose to do something; intend 打算；以……为目标

For example:

We must aim at increasing / to increase exports. 我们要力求增加出口货物。

The factory must aim at increasing production. 工厂应该以增加生产为目的。

14. **in depth:** thoroughly; deeply 彻底地；深入地

For example:

He has studied the product in depth 他深入地研究了那个产品。

You should think about the agreement at length and in depth. 你应该充分彻底地考虑那个协议。

15. **ensure:** v. make sure 确保

For example:

Try to ensure that this timetable is strictly kept to. 务必确保严格遵守该时间表。

Please ensure that the goods could be delivered on time. 请确保按时交货。

16. **reap:** v. to gain or get (something) as a reward 收获，获得

For example:

Sow nothing, reap nothing 春不播，秋不收。

We reap the benefits of the deal. 我们在那次交易中获得好处。

17. **focus on:** to concentrate attention or energy on 集中注意力或能力

For example:

Trying to focus on it all is a risk in itself. 因为试图集中在所有事情上本身就是冒险。

The key is to focus on one goal, and to put all your energy into achieving it. 关键在于关注你的一个目标，并且把你的所有精力放到达成它上面。

Chinese translation:

如何选择展会

现代社会里什么样的展会都有。如何选择展会，关键是要清楚你自己的目标，只有这样，才能保证参展给你带来最大的价值。

1. 寻找合适的产品或服务

如果你找的是一个具体的产品，选择一个拥有最多出售你欲购买产品的卖方展会将会给你带来更多的选择和更大的选择范围。

2. 为你的产品或服务寻找买家

如果你想出售产品，清楚了解谁是你的买家将会对你有所帮助。例如，假设你们是一家专业经营壁炉的公司，在国内壁炉展会布展的话，你就必须跟所有其他参展的壁炉商竞争。而在酒类产品展上，你能瞄准相同的客户，竞争却少多了。正如你知道的那样，你的产品不一定要

符合会展的主题，仅需要符合顾客要求。

3. 建立一个本地或全国规模的业务网络

古语说：重要的不是你“懂得什么”而是你“认识谁”。而展会给我们提供了一个很好的认识和了解其他专业人士的平台。首先，选择一个以你的专业人士为目标的会展，在展会上，你要通过提问了解他们的生意，并介绍你的职业以及你能对他们的生意做出的帮助，然后交换名片并要求安排一个正式会议进行更深入的讨论。

上面所述的三个方法，如能正确使用，将确保你参展的费用能有所回报。记住，你必须首先确定你要从展会上得到什么，然后选择一个最能帮助你实现目标的展会。

Key to the exercises:

Task 1 Test your problem-solving ability.

China Import and Export Fair, also called Canton Fair, has been held twice a year in spring and autumn since it was inaugurated in the spring of 1957. It has become a comprehensive international trade event in China with the longest history, the largest scale, the most complete exhibit variety, the broadest distribution of buyers, the biggest buyer attendance, the greatest business turnover, and the soundest credibility.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T 2. F 3. T 4. T 5. F

Task 3 Give brief answers to the following questions.

1. Find products or services to buy; find buyers for products or services that you sell and build a professional network with people on either a local or national scale.
2. When deciding which trade show to attend, the key is to be clear about your goals.
3. We should choose a trade show with as many vendors as possible for the product.
4. It helps to be clear about who the customers are.
5. Trade shows offer an excellent forum to meet and greet other professionals.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. g | 2. b | 3. h | 4. f | 5. j |
| 6. a | 7. i | 8. c | 9. d | 10. e |

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

- | | | |
|-------------------|--------------------|-----------------|
| 1. offers | 2. have guaranteed | 3. specific |
| 4. specializes in | 5. professional | 6. focus on |
| 7. option | 8. reap | 9. compete with |

10. as many ... as possible

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. When making a career plan, the key is to be clear about what you can do.
When looking for a job, the key is to be clear about your interests.
2. If you want to find a good job, you should collect as much relevant information as possible.
If you are a businessman, you should find as many partners as possible.
3. Equipment and technology upgrades do not necessarily solve the problem.
Stress in itself is not necessarily harmful.
4. As the saying goes, it's not the winning or losing but participating that matters.
As the old saying goes, honesty is the best policy.
5. As everybody knows, he is an expert in computer software.
As the proverb says, "you don't get a second chance to make a first impression".
6. I hope this can help ensure that the quality of the product can meet our demand.
These measures can help ensure that the requirements are met.

Section 3 Things to Write

Activity 2 Applied Writing / Translating

Task 2 Complete the catalogue by translating the Chinese given in brackets into English.

1. Registered Capital
2. was established in 1984
3. ranks among China's top 500 enterprises
4. It has mainly been engaged in
5. Place of Origin
6. Contact us

Section 4 After-class Activities: More Things to Do

Chinese translation:

中国进出口商品交易会

每年春秋两季，来自五大洲的 20 万的采购商相约中国最负盛名的展会——中国进出口商

品交易会，开启一次令人神往的财富之旅。

广交会是从 1957 年开始，每年在中国广州举办两次的商品贸易会。它由商务部和广东省人民政府共同主办，中国对外贸易中心承办。它的全名从 2007 年由中国出口商品交易会改成中国进出口商品交易会，也叫广州交易会。广交会春季于 4 月 15 日至 5 月 5 日，秋季于 10 月 15 日至 11 月 4 日举办。每届分三期，广交会第一期主要展出机电、照明和五金建材；广交会第二期主要展出轻工工艺、礼品和家居装饰品；广交会第三期主要展出纺织服装、食品土畜和医药保健品。

在过去的半个世纪，广交会从来没有中断过。它记载了中国的外贸发展，同时见证了中国与世界各国的政治、经济和文化交流。在单展规模上，广交会名列世界第一，是中国历史最长、层次最高、规模最大、商品种类最全、到会采购商最多且国别地区分布最广、成交效果最好的综合性国际贸易盛会。目前广交会展现出旺盛的生命力和蓬勃发展的势头，推动着中国对外贸易悄然实现转型升级。

Key to the exercises:

Activity 1 Read and Complete

Read the passage and fill in the blanks with appropriate words from the box below.

- | | | |
|--------------|--------------------|------------------|
| 1. gather | 2. biannually | 3. organized |
| 4. known as | 5. is divided into | 6. as well as |
| 7. recorded | 8. in terms of | 9. comprehensive |
| 10. greatest | | |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. C | 2. A | 3. B | 4. D | 5. A |
|------|------|------|------|------|

Unit 7

Managing Human Resources

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|--------------------------|------------------|--------------|
| 1. process | 2. transactional | 3. strategic |
| 4. trained professionals | 5. talent | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

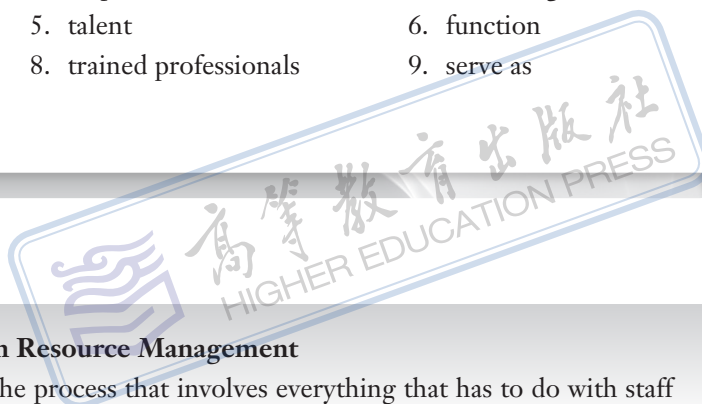
- | | | |
|-------------------|--------------------------|--------------|
| 1. management | 2. responsible | 3. rewarding |
| 4. representative | 5. talent | 6. function |
| 7. human resource | 8. trained professionals | 9. serve as |
| 10. focus on | | |

Activity 2 Read and Think

Related Information:

1. More information about Human Resource Management

Human resource management is the process that involves everything that has to do with staff



in an organization. This includes everything from writing a job advertisement to arranging a golden watch for someone who is leaving after many years of service. Human resources can really be arranged into three main categories: recruitment, induction and retention.

Recruitment

Recruitment is the process of finding new staff. It will start with a manager requesting a new position to be filled, or a position to be filled following someone moving on. Human Resources will then initially review the request. If it is felt that the post is or remains necessary, processes will be followed to write a job description and person specification that is suitable for the position. Then, decisions need to be made about where best to advertise for the role itself.

Induction

Once a person has been appointed, the process of induction will begin. In most organizations, induction is a half day course where the organization is introduced. The remainder of the induction, such as learning about the job role and job location, is left to the line manager. Most organizations will use a check list of points that a new member of staff should be made aware. This process generally takes around six weeks.

Retention

Going through a proper process of recruitment and induction is a real investment in a person, and it then becomes important for an organization to ensure that this person stays within the organization and is allowed to grow to their full potential. An employee should be seen as an asset and needs to be treated as such.

Other Human Resource Related Processes

Human Resources are also involved in payroll processes, although this is usually handled by a separate department. Other issues that Human Resources are heavily involved with are disciplinary and grievance procedures. Retirement and planning for the future is another process that falls on human resources.

2. Succession planning: Succession planning is a process for identifying and developing internal people with the potential to fill key business leadership positions in the company. Succession planning increases the availability of experienced and capable employees that are prepared to assume these roles as they become available.
3. PAYE: A pay-as-you-earn tax (PAYE) is a withholding tax on income payments to employees. Amounts withheld are treated as advance payments of income tax due. They are refundable to the extent they exceed tax as determined on tax returns. PAYE may include withholding the employee portion of insurance contributions or similar social benefit taxes. In most countries, they are determined by employers but subject to government review. PAYE is deducted from each paycheck by the employer and must be remitted promptly to the government. Most countries refer to income tax withholding by other terms, including pay-as-you-go tax.
4. Induction: Once a person has been appointed, the process of induction will begin. In most organizations, induction is a half day course where the organization is introduced. The

remainder of the induction, such as learning about the job role and job location, is left to the line manager. Most organizations will use a check list of points that a new member of staff should be made aware. This process generally takes around six weeks.

Language study:

1. It is also responsible for *overseeing organizational leadership and culture* and *ensuring compliance with employment and labor laws*.

注意此句中斜体部分的并列结构，这两部分都是动名词短语，并列作 be responsible for 的宾语部分。全句翻译：它还负责监管组织机构的领导和文化并确保其符合就业和劳动法规。

oversee: *v.* If someone in authority oversees a job or an activity, they make sure that it is done properly. 监管；监督

For example:

Use a surveyor or architect to oversee and inspect the different stages of the work. 请一位房产检视员或建筑师来监督并检查不同阶段的工作。

We oversee the entire quality-control process for food procurement. 我们全程监督食物采购过程中的质量要求标准。

ensure: *v.* to ensure something, or to ensure that something happens, means to make certain that it happens. 保证；确保；担保

For example:

What we have done is all meant to ensure profitability. 我们所做的那些都是为了确保盈利。

Please ensure that you have read the terms and conditions. 请确保您已阅读本条款和条件。

compliance with: Compliance with something, for example a law, treaty, or agreement means doing what you are required or expected to do. 遵守；服从

For example:

Does the supplier perform quality inspection to ensure compliance with defined quality requirements? 供应商是否进行产品质量检查以确保符合所规定的质量要求？

All the cases are strongly packed in compliance with your request. 所有箱子都按你方要求包装牢固。

2. In circumstances *where employees desire or are legally authorized to enter into a collective bargaining agreement*, HR will then serve as the company's primary liaison with the employees' representatives (which is usually the labor union).

本句中斜体部分 *where employees desire or are legally authorized to enter into a collective bargaining agreement* 为定语从句，修饰 circumstances。此部分的翻译：在职员希望或法律授权进行集体合同谈判的情况下……

serve as: If something serves as a particular thing or serves a particular purpose, it performs a particular function, which is often not its intended function. 起……的作用；充当

For example:

This email can serve as an official receipt for this payment. 这封电子邮件可以充当此笔付款的正

式收据。

Such resistance should serve as a warning to investors. 这样的抵制应当看作是对投资者的警告。

representative: *n.* A representative is a person who has been chosen to act or make decisions on behalf of another person or a group of people. 代表; 代理人

For example:

She is often under great stress as a sales representative. 作为一名销售代表她经常有很大压力。

Employees from each department will elect a representative. 每个部门的员工会选出一名代表。

3. **strategic:** *adj.* Strategic means relating to the most important, general aspects of something such as a military operation or political policy, especially when these are decided in advance. 战略(性)的; 策略(上)的

For example:

Europe's strategic outlook is changing. 欧洲的战略前景在发生变化。

We need time for creative and strategic thinking. 我们需要时间进行创造性和战略性思考。

4. **initially:** *adv.* Initially means soon after the beginning of a process or situation, rather than in the middle or at the end of it. 最初; 开始

For example:

The publishers she contacted all showed great interest initially. 她联系过的出版商一开始都表现出强烈的兴趣。

Initially, they were wary of risks they might face with. 开始时他们小心提防可能遇到的风险。

5. **dominate:** *v.* To dominate a situation means to be the most powerful or important person or thing in it. 支配; 占领

For example:

The book is expected to dominate the best-seller lists. 这本书预计会占据畅销书排行榜的榜首。

The company now aims to dominate its domestic market. 公司现在旨在占据其国内市场。

6. **transactional:** *adj.* 交易的

For example:

Several private banks are recognizing that clients are looking for more than simple, transactional banking. 多家私人银行都已意识到, 客户想要的不仅是简单的交易性银行业服务。

Transactional data helps businesses make money, and the government thinks consumers should profit from it too. 交易数据帮助商人们赚钱, 政府认为客户本身也应该从交易数据中受益。

7. **globalization:** *n.* 全球化

For example:

Can a more balanced globalization be achieved? 可以让全球化现象平衡化么?

Trends toward the globalization of industry have dramatically affected food production in California. 工业全球化的趋势对加利福尼亚的食品生产影响巨大。

8. **advancement:** *n.* Advancement is progress in your job or in your social position. 提升; 晋升

For example:

Numerous studies have shown personalities can impact career advancement. 许多研究表明, 个性能够影响职业晋升。

He cared little for social advancement. 他不太在意社会地位的提升。

9. **initiative**: *n.* An initiative is an important act or statement that is intended to solve a problem. 积极的行动; 倡议

For example:

She was disappointed by his lack of initiative. 她对他缺少进取心感到失望。

She knew she had to take the initiative and maintain an aggressive game throughout. 她知道自己必须采取主动, 并且始终保持咄咄逼人的态势。

10. **dedicate to**: 致力于 If you say that someone has dedicated themselves to something, you approve of the fact that they have decided to give a lot of time and effort to it because they think that it is important.

For example:

I like to work with people who dedicate to their work and have integrity. 我喜欢和工作投入、正直的人一起工作。

Bessie has dedicated her life to caring for others. 贝茜一生都致力于照顾他人。

11. **explicitly**: *adv.* To do something explicitly means to do it clearly and openly, without any attempt to hide anything. 明确地; 毫不隐讳地

For example:

Their intention is not to become involved in explicitly political activities. 他们无意参与到明显具有政治性的活动中。

She has been talking very explicitly about AIDS to these groups. 她一直都在非常坦诚地和这些群体谈论艾滋病问题。

12. **turnover**: *n.* The turnover of people in an organization or place is the rate at which people leave and are replaced. (人员的) 流动率

For example:

Short-term contracts lead to a high staff turnover. 短期合同使得员工流动率增高。

The industry has a high turnover of young people. 该行业的年轻从业者流动率较高。

13. **strive to**: If you strive to do something or strive for something, you make a great effort to do it or get it. 努力; 力求

For example:

Why don't strive to make things easy and simple? 为什么我们不能努力把事情变得简单容易些呢?

I strive to keep a personal atmosphere and writing style. 我尽力保持一种个性的氛围和写作风格。

Chinese translation:

人力资源管理

人力资源管理是对组织机构劳动力或人力资源的管理过程。人力资源管理负责员工的招募、挑选、培训、评估以及奖励, 也负责监管组织机构的领导和文化并确保其符合就业和劳动法规。在职员希望并且法律授权进行集体合同谈判的情况下, 人力资源还起到公司和员工代表(通常

是工会)之间的首要联络人的作用。

人力资源是 20 世纪早期人际关系运动的产品,那时研究人员开始证明一些通过对劳动力的策略性管理而创造商业价值的方法。其职能起初主要是事务性工作,如薪酬与福利管理,但是,由于诸如经济全球化、公司合并、科技发展以及进一步的研究等各种因素,人力资源现在主要关注战略性方案,如兼并与收购、人才管理、接班人计划、劳资关系,以及多元化与包容性。

在初创立的公司,人力资源的职责可以由受过培训的专家来承担。在大型公司里,常常要有一整个职能团队投入其中,有专门人才负责不同人力资源的任务和职能领导,参与贯穿整个业务的策略性决策。为培训这个职业的人员,高等教育机构、专业协会以及公司本身创建了一些明确针对人力资源管理职能的学习课程。学院和实践机构也力图参与和推进人力资源领域,这可从一些相关专门领域的出版物中得以证明。

在当前全球工作的环境下,所有全球化公司都致力于保持其劳动力的才能和知识,都注重降低人员流动和保有才能。这些公司充分意识到雇佣新员工不但需要高额的费用,而且会增加新员工在能力上无法替代其前任员工的风险。他们的人力资源部门也致力于提供一些能够吸引员工的福利,从而降低人才流失的风险。

Key to the exercises:

Task 1 Test your problem-solving ability.

David Olson Ulrich (born 1953) is a university professor, author, speaker, management coach, and management consultant. Ulrich is a professor of business at the Ross School of Business, University of Michigan and co-founder of The RBL Group. He has written numerous books covering topics in human resources and leadership. Ulrich is currently on the Board of Directors for Herman Miller, a Fellow in the National Academy of Human Resources and is on the Board of Trustees of Southern Virginia University.

Dave Ulrich has been ranked the No. 1 Management Educator & Guru by Business Week, selected by Fast Company as one of the 10 most innovative and creative leaders and named the most influential person in HR by HR Magazine for three years.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. T 2. F 3. F 4. F 5. T

Task 3 Give brief answers to the following questions.

- Human resource management is the management process of an organization's workforce, or human resources.
- HR plays several roles in a company:
 - HR is responsible for the attraction, selection, training, assessment, and rewarding of employees;

- HR oversees organizational leadership and culture and ensures compliance with employment and labor laws;
 - In circumstances where employees desire and are legally authorized to enter into a collective bargaining agreement, HR will also serve as the company's primary liaison with the employees' representatives.
3. HR now focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labor relations, and diversity and inclusion.
 4. Trained professionals.
 5. Because new hiring not only entails a high cost but also increases the risk of the newcomer not being able to replace the person who was working in that position before.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. c | 2. f | 3. a | 4. j | 5. h |
| 6. b | 7. e | 8. d | 9. g | 10. i |

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

- | | | |
|--------------|-----------------------|--------------|
| 1. strategic | 2. responsible | 3. process |
| 4. serves as | 5. been authorized to | 6. typically |
| 7. focus on | 8. appeal to | 9. entail |
| 10. preserve | | |

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. The after-sales service department is responsible for offering comprehensive after-sales service and support.
We have a manager who is responsible for the training of new employees.
2. In circumstances where a contract has been signed, the two parties should undertake the obligations.
In circumstances where an economic crisis breaks out, small businesses will face with fierce challenge.
3. The duties of quality inspection are usually performed by quality inspectors.
The duties of the inspection of the safety conditions of a project are performed by safety supervisors.
4. The company is developing quickly, as evidenced by its rising sales.
The company is doing well at its exportation, as evidenced by its global market share.
5. Our advertising dollars will be focused on attracting computer users.
Manufacturers should be more focused on improving the quality of their products.

Section 3 Things to Write

Activity 1 Task-based Writing: A Job Offer Letter

Task 3 Complete a Letter of Job Offer.

1. the ABC company is pleased to offer you the position
2. The starting salary is \$42,000 per year
3. will be effective on March 1
4. If you choose to accept this job offer
5. return it to me at your earliest convenience

Activity 2 Applied Writing / Translating

Task 2 Completing the following passage by translating the Chinese given in brackets into English.

1. accept the position of Advertising Assistant
2. for the opportunity
3. to work with everyone
4. will be provided after 30 days of employment
5. any additional information

Section 4 After-class Activities: More Things to Do

Chinese translation:

如何继续培训员工

嗨，我是 About.com 的 Meghan Lynn Allen，今天我们讨论如何对员工继续进行培训，从而使他们在工作更为出色。

提供继续培训的目标

教育是公司帮助员工发展并使其为公司做贡献的一个持续的责任。而你，作为雇主，能够促成员工发展的成功。给职员提供一个关于为什么有必要提高技能的环境，那会给职员一个奋斗的目标。你也可以列出一些具体的目标，这些目标能够有助于职员达到其培训目标。

组织内部培训

考虑组织非正式的内部培训，如导师指导、工作影子计划和岗位培训。这样的内部培训不仅会在你的员工之间培养一种团队工作精神，还能形成员工之间的交叉培训。因此，如果有一天某一位员工没有你所需要的技能时，你能在身边找到其他的员工帮你。

请一个公司外部的顾问来开展你的一个内部培训。有时这个顾问可能带来某种新的视角，这一新的视角使培训具有迫切性。外来顾问可能带来一些东西使你发现一些你从来没有考虑过的问题。外来顾问的培训不仅可能会加强公司针对当前政策和程序的内部讨论，还可能丰富你的团队建设活动。

让经理参与培训

确保使培训时间相对较短。过多的信息会成为员工的负担，还会使得难以想出将培训结合员工的具体工作职责的方法。让经理参与到培训过程中并对员工进行培训，这样这些经理可以在员工的个人发展中助一臂之力。

Key to the exercises:

Activity 1 Read and Complete

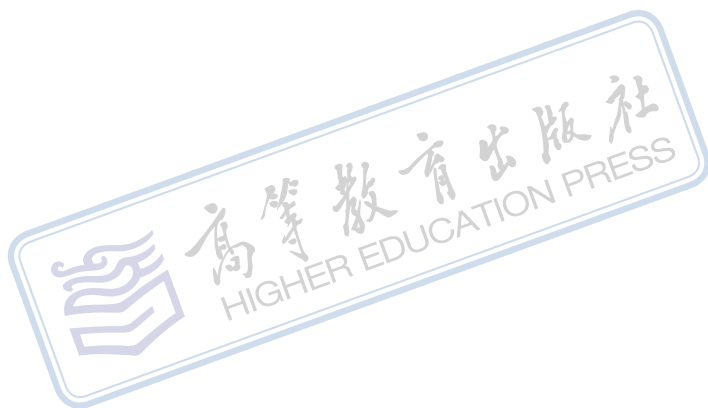
Read the passage and fill in the blanks with appropriate words from the box below.

- | | | | | |
|---------------|---------------|---------------|---------------|-----------------|
| 1. advance | 2. Provide | 3. specific | 4. training | 5. available |
| 6. consultant | 7. procedures | 8. relatively | 9. figure out | 10. development |

Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. C | 2. D | 3. D | 4. B | 5. C |
|------|------|------|------|------|



Unit 8

Starting Your Business Online

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

- | | | |
|-----------------------|------------------|-------------|
| 1. strengths | 2. leverage | 3. stick to |
| 4. customer retention | 5. business plan | |

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Script:

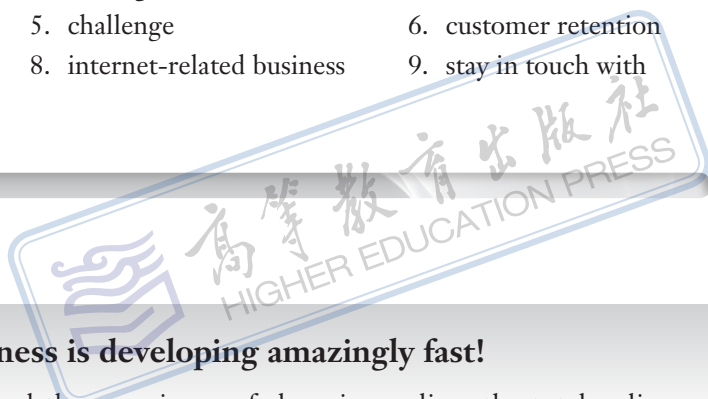
- | | | |
|-------------------|------------------------------|-----------------------|
| 1. category | 2. leverage | 3. niche |
| 4. process | 5. challenge | 6. customer retention |
| 7. time-consuming | 8. internet-related business | 9. stay in touch with |
| 10. figure out | | |

Activity 2 Read and Think

Related Information:

The online business is developing amazingly fast!

In USA, 90% of web surfers had the experience of shopping online, the total online



retail sales in 2006, 2007, and 2008 summed to \$131 billion, \$174.4 billion and \$204 billion respectively.

In China, the total online retail sales in 2006, 2007, and 2008 were over ¥29.5 billion, ¥51.4 billion, and ¥1220 billion. In 2008, the online shops amounted to 100,000.

The rapid development of online business has become a new trend in today's competitive environment. As we know securing an ideal job is not easy. So many people start their business online instead of hunting for a job.

Language study:

1. **revolutionize:** *v.* cause a complete change in; cause a revolution 彻底改变, 使革命化

For example:

The discovery of the new drug has revolutionized the treatment of many diseases. 这种新药的发现彻底改变了许多疾病的治疗方法。

New fuel-cell components will revolutionize the auto industry. 新的燃料电池零组件将为汽车业带来大变革。

2. **category:** *n.* kind, type, classification 类型, 范畴

For example:

The green tea is fresh and fragrant. Longjing and Yunwu belong to this category. 绿茶茶水清新芳香。龙井茶和云雾茶属于这一种。

Which category should this product fall under? 这产品应归入哪一类?

3. **fall into:** be divided into 分成

For example:

The topic falls naturally into five sections. 这个论题可自然地分成五部分。

All the environmental problems fall into three categories. 所有环境问题可分为三类。

4. Developing a business plan is a great way to force you to think about things that you may not otherwise consider.

Doing sth. is a good way that ... may not otherwise do: Doing sth. is helpful, or ... may not do so.

For example:

Reading extensively is a good way for you to meet again some advanced words that you may not otherwise meet. 泛读是个好方法, 能让你再见到某些高级词汇, 否则你可能无法再见到他们。

Rehearsing programs one by one is a good way for the director to keep in mind every detail that he may not otherwise do so.

对节目一一彩排是个好办法, 能让导演记住每个细节, 否则他可能无法记住他们。

5. **set out:** to begin an earnest attempt; undertake 开始; 着手

He set out to understand why the plan had failed. 他开始明白为什么计划失败了。

Once the plan is made we'll set out to carry it out. 一旦计划形成我们将着手实施。

6. **gauge**: *v.* measure; make a judgment about 计量, 估计

For example:

Can you gauge what her reaction is likely to be if you propose a breakup? 如果你提出分手, 你能揣测她的反应可能如何吗?

It's still too early to gauge the outcome. 现在估计结果为时尚早。

7. **figure out**: come to understand or discover by thinking 理解, 想出

For example:

I can not figure him out, because he is a misery! 我捉摸不透他, 他是一个谜!

Have you managed to figure out how to use that scanner yet? 你弄清楚怎样使用那台扫描器了吗?

8. **niche**: *n.* a situation or an activity specially suited to a person's interests, abilities, or nature 合适的环境

For example:

He has found a niche for himself in the book trade. 他在图书行业中找到了合适自己的职位。

As a hard-working stranger in Guangzhou for years, finally she found her niche in life. 在异乡广州打拼多年, 最终她找打了自己的生活定位。

9. **stick to**: keep to; refuse to give up or change 坚持, 信守

For example:

During a business negotiation, you'd better set your own standards and stick to your own principles. 商务谈判中, 你最好设立自己的标准并坚持自己的原则。

We haven't got much time, so please stick to the point. 我们时间不多, 因此谈话请紧扣主题。

10. **from start to finish**: from beginning to end, thoroughly 完全地, 自始至终地

For example:

Whatever difficulty you meet, you have to stick to your dream from start to finish. 无论你碰到什么困难, 你必须自始至终坚持自己的梦想。

Whatever measure you finally take, you can not hurt other people's feelings from start to finish. 无论你最后选择什么方式, 你自始至终都不能伤害别人的感情。

11. **instant**: *n.* a moment of time 片刻

a. happening or produced at once; (of food) which can be very quickly prepared for use 立即的, 即食的

For example:

Wait, I will be back in an instant. 等等, 我立马回来。

Impatience is the biggest enemy for online business, for instant success is not likely to happen. 缺乏耐心是网上创业的天敌, 因为立即成功不太可能发生。

12. **stay in touch with**: keep in contact with 保持联系

For example:

Since the communications system was totally destroyed during the quake, they could not stay in touch with the outside world. 由于地震中通讯系统遭到破坏, 他们无法与外界保持联络。

They have always stayed in touch with each other since they graduated 30 years ago. 自 30 年前

毕业以来，他们一直保持着联系。

13. **retention**: *n.* the state or action of retaining 保持，保留

For example:

The swelling is due to water retention. 肿胀是由于水滞留所致。

The retention of too much oily food will result in indigestion. 太多油腻食物滞留会引起消化不良。

14. **time-consuming**: *a.* taking up or involving a great deal of time 费时的，旷日持久的

For example:

Some time-consuming work can now be done by machines. 有些更费时间的工作现在可以用机器做了。

Planning for every single eventuality is time-consuming and, frankly, unnecessary.

每一件事都要策划，最终会变成耗费时间的差事，说实话也没有必要。

15. **proposition**: *n.* a suggested offer, arrangement, or settlement 提议，主张

For example:

We make him a proposition: he joins us and we support his company. 我们向他提议：他与我们联合，我们就支持他的公司。

He puts forth a proposition that all counties, big or small, shall be equal. 他提出主张，所有国家，不分大小，一律平等。

16. **frequent**: *a.* common; happen or found often 常见的，频繁的

For example:

She is a frequent visitor to our house. 她是我们家的常客。

Sudden rainstorms are frequent on this part of the coast. 突发的暴风雨在这段海岸地区很常见。

Chinese translation:

如何进行网上创业

过去十年里，互联网的发展给许多互联网相关行业带来了巨大的成功。互联网无疑彻底改变了我们的生活方式，并且给个人与跨国公司进行竞争提供了场所。但网上创业究竟有多难？本文将帮你从“我想开公司”类型转到“我正在经营公司”类型。

有商业点子

如果你属于这个类型，那么你已经有网上创业的创意了但你还尚未进行，那么我对你的建议就很简单了——动手干吧！行动起来，看到某些结果，尽管结果不尽如人意，但你确实开始前进了。

写创业计划

写创业计划是个很好的方法，能迫使你思考你可能不会考虑的事情。当你开始筹措资金时，创业计划就会是你重要的工具，它还能指导你去估算成功。写创业计划吧，即使是简单的计划，弄清楚谁是你的买家，你的成本是多少，每年每月你卖什么，还有你的收益是什么。

开始网上创业

看看你拥有什么，学到了什么，以及你认为在哪里可以最好地发挥自己的技能。如果你有

东西可以教人，而且网上网下任何地方都合适，那么也许成立会员服务公司或网上写作是个办法。如果你嫌麻烦不想自己生产产品而中意代销产品，那么网上开店也许比较适合你。

面对风险，坚守事业

最重要的部分是，无论你最后挑了哪个点子，你得自始至终坚守住。面对商业风险，思想上要准备充分。因为创业不是一挥而就的，它需要大量时间和不懈的努力。

与顾客保持联系

任何生意的最大挑战之一就是留住顾客。寻找新顾客可以说是一件既费时又费钱的事情。留住顾客可以说是商业成功最重要的因素之一。所以，通过密切沟通与顾客保持联系是留住顾客行之有效的方法，定期通过电子邮件给顾客和潜在顾客发送含重要信息的购物快讯可以说是很有价值的做法。

Key to the exercises:

Task 1 Test your problem-solving ability.

What is an online business?

An online business (also called an internet based business) is a business that is run using the internet. Just like any other business you will have a product (or service) that you sell to a particular market. There are three main advantages of being online:

1. Your internet business will be open 24 hours a day 7 days a week (this is where the term “make money while you sleep” comes from).
2. It will be available to take orders from people around the world.
3. You can sell products that are delivered immediately to your customers (digital products) through an automated process that you set up, or take orders for a physical product that will be delivered to their door.

Still, the disadvantages may be a few: it is time-consuming and you would face fierce competitions.

Task 2 Tell whether the following statements are true or false. Write T for true and F for false.

1. F 2. F 3. T 4. T 5. F

Task 3 Give brief answers to the following questions.

1. Just do it! Put something into action, get some results even if the result is no result—you can actually start to move forward.
Look at what you have already, what you have learnt and where you think you could best leverage your skills. .

2. You have to stick to it from start to finish. Face the business risks and be fully prepared psychologically. For starting a business isn't an instant process, it requires a lot of time and effort.
3. One of the biggest challenges for any business is customer retention. Finding new customers can be a time-consuming and expensive proposition.
4. Staying in touch through frequent communication is a very effective method for retaining customers, and sending your customers and potential customers regular newsletters by e-mail with important information can be a valuable tool for customer retention.
5. Open.

Task 4 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. j | 2. f | 3. h | 4. b | 5. g |
| 6. d | 7. e | 8. i | 9. c | 10. a |

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

- | | | |
|---------------------------|----------------|---------------------|
| 1. falls into / fell into | 2. niche | 3. instant, instant |
| 4. from start to finish | 5. figure out | 6. time-consuming |
| 7. challenge, challenge | 8. resulted in | 9. categories |
| 10. stay in touch | | |

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. If you want to know about America, then maybe watching American movies is the way to go.
If you want to improve your spoken English in a short time, then maybe taking active part in English Corner is the way to go.
2. Whatever difficulty you meet, you have to stick to your dream from start to finish.
Whatever job you finally do after your graduation, you need professional knowledge and positive mood from start to finish.
3. One of the biggest challenges for a newly established company is competition from its rivals.
One of the biggest worries for people during a financial crisis is unemployment.
4. The cell phone has certainly changed our way of life, and offers a place where people can get online easily.
The English Forum has shortened the distance between students, and offers a place where they can express their opinions.
5. Reading extensively is a good way for you to meet again some advanced words that you may not otherwise memorize.
Sending out free samples is a good way for the potential customers to experience our products directly that they may not otherwise know about.

Section 3 Things to Write

Activity 1 Task-based Writing: Making a Business Plan

Task 3 Write an online business plan.

College Bookstore Online Business Plan

Business Description

The Ufresh.com is the only student-to-student online marketplace providing college students with the opportunity to trade products for the University Town. In addition to used textbooks, students will be able to sell class notes, other used things, tutoring services, etc. The Ufresh will offer other services such as teacher evaluations, weblogs, specialized content and retail as well. Li Zhongping, a graduate from our college, established the trade platform last year. The Ufresh.com set up its goal to be the nationwide leading online student-to-student marketplace creating a win-win solution for students by combining extensive market-specific expertise with Internet technologies.

Marketing

As the only internet marketplace in the university town, the Ufresh.com has the ambition to dominate the market of 80,000 students at present because it aims at a win-win solution for students by providing a ideal trade platform for students sellers to receive more money and the buyers can pay less. In addition to the great variety of service and product, the Ufresh.com will achieve market dominance by utilizing professional knowledge and experience, a local grass roots marketing strategy, an exceptional management team, superior software, memberships and partnerships with companies within the college market. competitors of Ufresh includes Hope Bookstore and Century Service Center in the university town.

Finance

Ufresh achieved its amazing revenue 120,000RMB, 3 times as the set-up expenses at the first half year, and maintains a high rise. According to the opportunities and requirements for Ufresh, they have determined the following financial projections: generate exceptional revenues by the end of year 2 and exceed a 1.5x increase in sales and profits by the end of year 3.

The Ufresh will require a later rounds of investment which will be used for marketing and customer acquisition, software and website development.

Management

The Ufresh is hosted and maintained by Ufresh Service, a Limited Liability Company, solely owned by its founder, Li Zhongping. The strength of The Ufresh's management team stems from the combined expertise in both management and technical areas: a highly qualified business and industry professional along with members of one technical advisor for website architecture and design, a personnel manager with experience in recruiting and training. The majority of

The Ufresh's 30 employees are current college students which enable it to receive inexpensive local employment and valuable market feedback from its target market while also providing real world work experience to college students. These individuals will assist the management team to support senior level management, Web development, marketing, sales, human resources / recruiting, administration, customer support and other critical operational positions.

Activity 2 Applied Writing / Translating

Task 2 Read the following plan and fill in the blanks with appropriate words or phrases.

- | | | |
|---------------------------|------------------|---------------|
| 1. selling / dealing with | 2. jointly owned | 3. purchasing |
| 4. get into the industry | 5. compete with | 6. act |
| 7. taking over | 8. hire / employ | 9. including |
| 10. are financed / paid | | |

Section 4 After-class Activities: More Things to Do

Chinese translation:

今天的互联网已经更易于激励无数的个体寻求独立途径来创造收益。重点之一是，网上创造收益的努力应该当作商业来看待，而非偶然的业余爱好，否则，该生意将无法成长和达到合理的收益水平。

不幸的是，很多人认为，他们只要与某网站签署协议，金钱就会滚滚而来。这是非常不现实的。互联网不是具有某种魔力的印钞机，能马上给你带来钞票。也不要以为，别人会帮你打点一切，使你出类拔萃。

所以，真正做生意就是这样。你要教会自己明白在网上创业和经营需要付出。如果你已经是营销方面的专家，那么你的路就会走得很顺。否则，努力学习营销。做生意，需要向别人卖东西，要么是产品要么是服务；也需要寻找客源来买这些产品或服务。与网下创业的最大区别是，网上创业几乎不用经营管理费就可以开张，寻找买家的广告费要便宜很多。

有多种多样的生意可以在网上做成功。如果你已经在网下经营生意了，那么你也可以开始从网站销售现货，这样就可以极大地扩大你的顾客群，从本地顾客扩大到全球网民。还有一种可能性就是，你可以在很多自由市场的网站登记，并在自己熟悉的领域推出项目。有一种容易的网上创业就是吸纳别人成为会员再销售他们的产品或服务。

如果你没做计划，那么你注定会失败。人的一生，甚至做生意，都会有起起落落。坚持、献身、决心将为你保驾护航。做足调查，乐意了解网上经营所需的付出，致力于长期努力，那么你努力进行的居家网上创业事业就一定会成功。

*Key to the exercises:***Activity 1 Read and Complete**

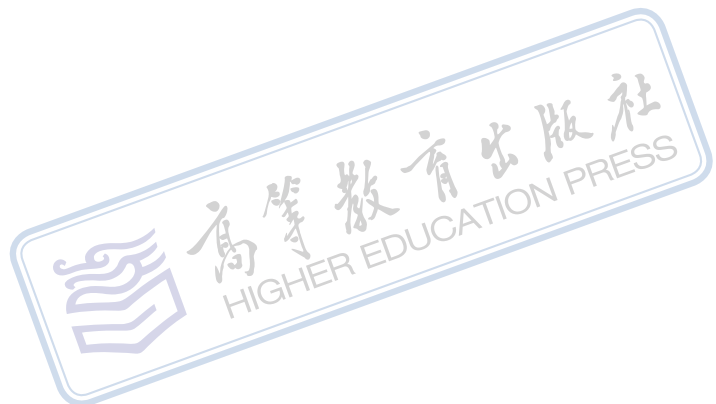
Read the passage and fill in the blanks with appropriate words from the box below.

- | | | | | |
|-----------|---------------|----------------|-----------------|-------------------|
| 1. points | 2. pouring in | 3. unrealistic | 4. instant cash | 5. marketing |
| 6. effort | 7. succeed | 8. expands | 9. plan to fail | 10. ups and downs |

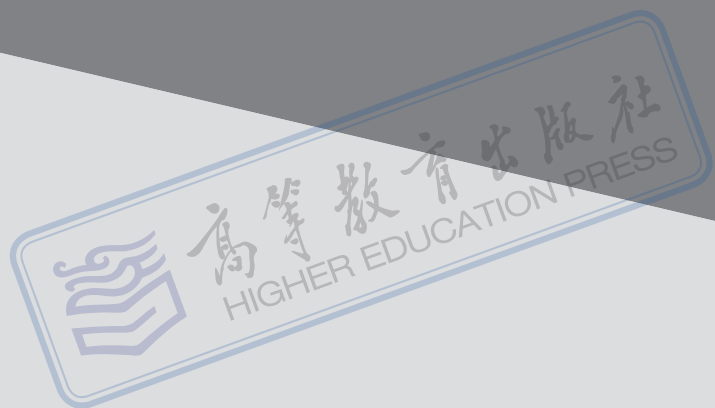
Activity 2 Read and Choose

Choose the answer that best completes each sentence.

- | | | | | |
|------|------|------|------|------|
| 1. C | 2. C | 3. C | 4. D | 5. A |
|------|------|------|------|------|



Listening and Speaking





Unit 1

Understanding Cultural Differences

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

- | | | |
|---|-----------------------------|-------------------------|
| 1. toast | 2. formal | 3. respectful |
| 4. round | 5. diversity | 6. properly |
| 7. occasion | 8. flexible | 9. title |
| 10. global | 11. successful co-operation | 12. on formal occasions |
| 13. propose a toast to | | |
| 14. We should be aware of cultural differences. | | |
| 15. When in Rome, do as the Romans do. | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

At a formal dinner party, a gentleman should wear a black suit and a lady should wear a dress. Guests are expected to arrive on time or a little earlier. Small gifts like a bottle of wine or a bunch of flowers would make the host or hostess happy. When chatting with other guests, remember to keep at least a three feet distance away from them. Talking and eating loudly is considered bad manners in Western countries. You should never pick your teeth in front of others. When someone introduces you, you

should smile, make eye contact and shake hands firmly and briefly. When you are seated at the table, you should put the napkin on your laps and wait until all are served before beginning to eat.

Task 3 Questions and answers.

Questions for the teacher's reference:

1. What are the typical bad table manners we have in China?
2. What clothes are suitable for a formal dinner party?
3. Where should the napkin be placed during a meal?
4. How do you hold the knife and fork when eating a western meal?
5. What do you do and say when you meet a foreign guest for the first time?
6. What shouldn't you talk about when you meet a foreign guest for the first time?
7. How close should you stand to someone when you chat with western people?
8. What do you choose for a gift to a foreign guest?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

1. c 2. e 3. a 4. d 5. b

Dialogue Two

Key:

1. inviting me 2. most distinguished guest 3. How come
4. main dishes 5. propose a toast

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

*Dialogues for the teacher's reference:***Situation 1:**

W: Long time no see!

M: Hi! How was your travel abroad?

M: Exciting. You know it's very exciting to travel around the world and meet different people.

W: I envy you very much. Nowadays, more and more Chinese like you can afford to travel around the world.

M: Yeah, the more Chinese go abroad, the better the world will understand China. But some Chinese left a very poor impression because of their bad manners.

W: Really? What kind of bad manners?

M: Like spitting in streets, talking too loudly, walking around in pajamas, cutting in line, etc.

W: Oh, what a shame! They shouldn't embarrass China with such behaviors.

M: Yeah, it's high time we took measures to get rid of these bad habits and improve our image in the world.

W: Yes, we Chinese are well-known for our refined tastes and manners. Now in the globalized society we should treat others with more courtesy and respect.

Situation 2:

W: Welcome, Mr. White. Please sit down.

M: Thank you very much, Mrs. Yang, for preparing such a splendid dinner especially for us.

W: You are welcome. This is the special local food. Help yourself, please.

M: Thanks.

W: Here, let me propose a toast to our cooperation and to our guests' health.

M: Thank you. I propose a toast to the health of everyone here and to the success of our negotiations.

W: Please try this seafood from Beihai.

M: Thanks. I'd like to thank each and every one of you for your warm treat since our arrival in Guangzhou.

W: Don't mention it. Please let us know if there is anything you need.

M: Thank you very much indeed. And here let's all drink a toast to the success of our future cooperation.

W & M: Cheers!

Task 5 Challenge yourself: Ask questions.*Questions for the teacher's reference:*

A: 1. Where should we place the napkin?

2. What is the appropriate way to use the spoon?

3. What is the appropriate way to use the knife and fork?

4. How much tip should be left for the waitress?

5. Shall I propose a toast to our friendship?
- B: 1. What bad manners should we avoid when we travel around the world?
2. What can we do to stop people from talking so loudly in public?
3. Do you often cut in line?
4. How can we stop people from littering around?
5. What do you think we should do to improve our image?

Activity 3 Listen Out

Task 2 Listen and match.

Script:

A proper handshake is very important for making a good first impression.

1. Table manners tell us how to behave appropriately at the table.
2. Smoking is not allowed in many public places and workplaces.
3. Punctuality is emphasized in many cultures.
4. Dress etiquette tells you how to wear the right clothes at the right time in the right place.
5. Eye contact shows your sincerity and attentiveness.
6. Gift giving is seen as a sign of sincerity and respect in the business world.
7. You should provide a tip to the person when you receive a service in some western countries.

Key:

- | | | | | |
|------|------|------|------|------|
| 1. b | 2. f | 3. g | 4. h | 5. c |
| 6. d | 7. a | 8. e | | |

Task 3 Listen and judge.

Scripts:

1. W: Mr. Bush asked me to have dinner with his family next Friday. What gift should I bring?
- M: Well, it's absolutely unnecessary to bring anything.
- W: No kidding? Are you sure?
- M: Yes, of course. I read a book and it said, "It is unnecessary to bring a gift when invited to dinner in America."
- W: I think I'd better bring something Chinese.
2. M: Mrs. Smith, here's a little present for you from our corporation.
- W: It's very nice of you, Mr. Wang. Wow, a Chinese panda! It's so cute!
- M: I'm glad you like it. It's just a souvenir of our co-operation.
- W: Here's a badge of our company. I hope our business relationship will last for ever.
3. M: Do you prefer Chinese or Western food?
- W: I think Chinese food is delicious but I'd like some Western food for a change.

- M: OK. There is a famous Western restaurant there. Let's go.
4. M: What topics can we talk about when we meet Western people?
W: The most common topics would include weather, sports, and traveling.
M: Can we ask them personal questions to know more about them?
W: No, you'd better not.
5. M: Waitress, can I have the bill?
W: Here it is, sir. Your bill totals 86 dollars.
M: Here is one hundred dollars and you can keep the change.
W: Thank you, sir. Have a nice day.

Key:

1. F 2. T 3. T 4. T 5. F

Task 4 Listen and decide.

Listen to the dialogues and choose the best answer for each question.

Scripts:

Dialogue One

- W: There are many differences between Chinese and Western ways of eating.
- M: Yes. We Chinese use chopsticks while Westerners use a knife and fork.
- W: Don't you think our chopsticks are much easier to handle while knives and forks are so complicated to use?
- M: I'm afraid the Westerners wouldn't agree with you on that. It may take them a long time to learn how to use chopsticks.
- W: What do you think of the food Westerners eat at dinner? A Western dinner seems rather simple. There are so few courses.
- M: That's true. Even at a simple family dinner we have at least four dishes.
- W: But the Western style of eating seems to be more hygienic. Everybody eats from his own plate.
- M: Yes, I agree. Westerners usually ask others to pass some food to them if they can't reach it. If you stretch out your arm or stand up to get food, people would think you have very bad manners.
- W: But the dinner table in a Chinese restaurant is so convenient. Just turn the revolving glass piece and you can reach for any dish easily.
- M: Mm... that's true. The different ways of eating just reflect the differences in the two cultures.
- W: You're right. And the important thing is to be aware of the differences so as to avoid misunderstanding.

Q1: Which way of eating seems more hygienic according to the dialogue?

Q2: Which of the following statements is true according to the dialogue?

Dialogue Two

W: David, did you have some embarrassing experiences when you were traveling in other countries?

M: Yes, you know, people shake hands in different ways. When I went to US for the first time, I shook hands gently.

W: What's wrong with it?

M: Later I found out people there consider a gentle handshake a sign of weakness. Apparently, people there tend to shake hands quite firmly.

W: I must remember that. Go ahead, please.

M: Another time in Germany, I was introduced to the boss of the company when he passed us in the corridor.

W: And what happened?

M: I wasn't prepared and when we shook hands I realized my left hand was still in my pocket. Well, that was, you know, very bad manners and I was quite embarrassed.

W: Have you made any other mistakes?

M: Oh yes, you bet I have. When I first went to Italy I thought it was OK to use everyone's first name. And I later found out that in business you shouldn't use someone's first name unless you are invited to and you should always use their title as well.

W: Thank you for sharing your interesting experiences with me.

Q3: Why did David feel embarrassed when he greeted the boss of a company in Germany?

Q4: Which is considered unacceptable in Italy according to the conversation?

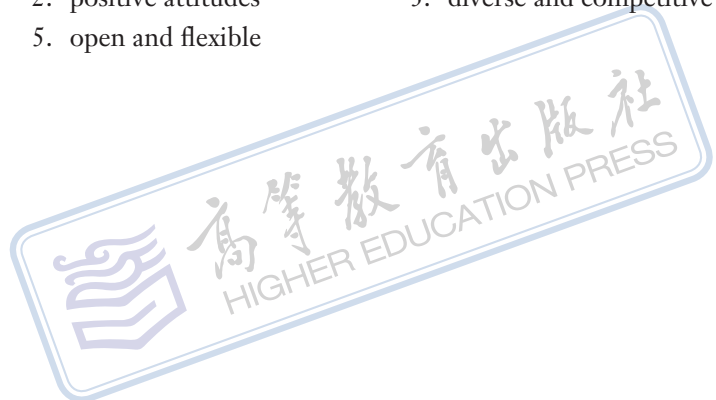
Q5: Which countries has David visited according to the conversation?

Key:

1. A 2. D 3. C 4. C 5. D

Task 5 Listen and complete.**Key:**

1. adjust to 2. positive attitudes 3. diverse and competitive
4. recognize and appreciate 5. open and flexible





Unit 2

Conducting a Survey

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

Script:

- | | | |
|--|------------------|-------------------|
| 1. questionnaire | 2. absolutely | 3. quantitatively |
| 4. reveal | 5. realistic | 6. conclusion |
| 7. analyze | 8. survey | 9. qualitatively |
| 10. essential | 11. collect data | 12. market survey |
| 13. conduct a market research | | |
| 14. a good prospect in the domestic market | | |
| 15. predict at least one year ahead | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

In a personal interview, the interviewer asks the questions face-to-face with the interviewee. It can take place at home, at a shopping mall, on the street, outside a movie theater or polling place, and so on. It lets the interviewee see, feel or taste a product. People may be willing to talk longer face-to-face than to someone on the phone. But they cost more per interview than other methods.

Surveying by telephone is the most popular interviewing method. You can dial random telephone numbers when you do not have the actual telephone numbers of potential respondents. However, many people are reluctant to answer phone interviews and use their answering machines to screen calls. You cannot show your sample products by phone.

Email surveys are both economical and fast. There is practically no cost involved once the set up has been completed. You can attach pictures and sound files. But you must possess a list of email addresses. Furthermore, you may want to send email questionnaires only to people who expect to get email from you.

Task 3 Questions and answers.

Answer the teacher's questions first and then ask each other questions.

Questions for the teacher's reference:

1. What does "market survey" mean?
2. What's the purpose of making a market survey?
3. Why is it necessary to identify the goals of the survey?
4. What is the purpose of creating a questionnaire?
5. What do you do with the data collected during the survey?
6. What do you do with the findings of the survey?
7. Which method do you prefer, personal interviews, phone interviews or email interviews?
8. What do you think we should pay attention to when making a market research?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

1. d 2. a 3. e 4. b 5. c

Dialogue Two

Key:

1. a market survey 2. specializing in 3. national name brands
4. different preferences 5. specialty stores

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

Dialogues for the teacher's reference:**Situation 1**

W: Do you have any particular plan to open up new markets?

M: We plan to conduct a market survey.

W: Would you tell me how to do a good survey?

M: We must follow the 10 steps of market research.

W: What are they?

M: First of all, we'd better identify the goals, determine the samples and choose the research method, then we'll create the questionnaire.

W: What factors should be taken into consideration when we design a questionnaire?

M: A good questionnaire should be brief and to the point.

W: What should we do after that?

M: We should conduct the survey to collect data, and then analyze the data. Finally, we will write a report on the findings.

W: OK, I see. Thank you.

Situation 2

W: In order to improve the quality of our service, would you like to answer some questions about our hotel's service?

M: Yes, no problem.

W: Did you receive polite and efficient service when you arrived?

M: Yes, your employees are very kind to me.

W: Are you satisfied with the room and food services of our hotel?

M: Yes, the room is tidy and clean and the food is delicious but a little too expensive, I'm afraid.

W: I see. Do you have any other suggestions to help us make your stay enjoyable?

M: In view of few commercial facilities nearby and the poor traffic conditions, I'd suggest that the hotel provide the guests with shuttle bus service for shopping.

W: That's a good idea, thank you.

Task 5 Challenge yourself: Ask questions.***Questions for the teacher's reference:***

- A 1. What sports have people become more concerned about?
2. What can we see when comparing the results at different stages?
3. Is there a growing trend or a declining trend for the leisure sports?
4. How many people are involved in cycling so far compared with the figure five years

ago? How much has the figure increased?

5. Are people keen on the mountain-climbing sport? Why?

- B
1. Do you like fast food ?
 2. What kind of hamburger do you prefer?
 3. What soft drink do you prefer, Coca Cola or Pepsi Cola?
 4. What is the deciding factor in choosing the place?
 5. Are you concerned about the fat content of the food?

Activity 3 Listen Out

Task 2 Listen and match.

Key:

- | | | | | |
|------|------|------|------|-------|
| 1. e | 2. c | 3. b | 4. f | 5. d |
| 6. g | 7. a | 8. j | 9. i | 10. h |

Task 3 Listen and judge.

Scripts:

1. A: May I introduce myself? I'm Steve Song, marketing manager from the NBC Company.
B: Glad to meet you, Mr. Song. I'm John Li, sales representative of the Medical Instrument Company. This is my name card.
A: Thanks, and here is mine. I'm conducting a market survey on the information industry. I hope we could cooperate in the future.
2. A: Linda, would you like to give us your opinions about our products and their prices?
B: Well... As a matter of fact, I am not so familiar with them.
A: Then, do you think our prices are too high?
B: Mmm, I wouldn't exactly say that.
3. A: Mr. Liu, what's the purpose of our market survey?
B: One of the objectives is to find out whether there's a market for the new products.
A: Oh, I see. I'm glad to join the team for the survey.
B: Welcome on board.
4. A: What's your main responsibility in your company, Mr. Wood?
B: I am responsible for conducting surveys for our products and services.
A: Did you receive any professional training?
B: Yes. I took several training courses at college, including marketing and sales training.
5. A: Have you sent the questionnaire to our consumers?
B: Yes, and we have received the feedbacks already.
A: What's the result?
B: Hmm, among those who have responded, 30% were satisfied with the performance of our products.

Key:

1. F 2. T 3. T 4. F 5. F

Task 4 Listen and decide.

Listen to the dialogues and choose the best answer for each question.

Dialogue One**Script:**

M: Lily, could you review the results of the survey on the leisure sports activities again?

W: Sure, Mark. I've summarized the results of the questionnaire according to consumer age groups and sports activities.

M: How many people were interviewed in this survey?

W: There were 500 men and women between the ages of 18 and 60 years old interviewed.

M: How did you deal with the data? What are the results?

W: The results are broken down into 4 age groups: 18 to 26, 27 to 35, 36 to 45, and 46 to 60. According to the results, the most active people involved in sports activities are those between 18 to 26 year olds, followed by those aged from 36 to 45.

M: What activities do they go in for?

W: Jogging is their favorite sport, followed by climbing, tennis, swimming and cycling.

M: And what are the results according to gender?

W: Oh, thanks for bringing that up. Men appear to be more active than women in the 18 to 26 age group, but women seem to be more active in the other three age groups.

M: Hmm... Based on what you have said, I think we should target the 18 to 26 age group as our major customers.

W: I think so. I suggest we should increase the number of our chain clubs and advertise for this age group.

M: Good idea.

Q1. What's the focus of the survey?

Q2. How many people were interviewed in this survey?

Q3. In which age group are men more active than women according to the survey?

Dialogue Two**Script:**

M: Hello, Eva. How is your survey going? Have you come up with any results?

W: Yes. According to the latest findings in our survey, our customers are satisfied with the design and the styles of our products. This is quite encouraging.

M: That's good news. Any bad news?

W: Yes. It seems our customers are complaining about our services.

M: Oh, so we've really got to do something about it, otherwise those complaints will spoil

the good reputation our company has.

W: That's right. So we should put forward our suggestions to the company.

Q4. According to the survey on the products, what are the customers satisfied with?

Q5. What are the customers complaining about?

Key:

1. B

2. D

3. C

4. D

5. A

Task 5 Listen and complete.

Key:

1. the latest survey

2. transport

3. underemployment

4. go up

5. economic slowdown





Unit 3

Making a Presentation

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

- | | | |
|--|-------------------|---------------|
| 1. advisable | 2. presentation | 3. conclude |
| 4. effective | 5. visual | 6. deliver |
| 7. outline | 8. conclude | 9. introduce |
| 10. document | 11. body language | 12. in detail |
| 13. There are certain steps to follow. | | |
| 14. sum up the main points | | |
| 15. plan a presentation carefully | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

How to make a presentation? I think it's necessary to remember the basic steps.

First, making a good preparation. Making sure all the necessary documents are in place before starting.

Second, introducing yourself and the subject of the presentation to the audience. Besides, you must tell the audience the purpose and the outline of the presentation.

Third, organizing the presentation. For example, how many points you will cover

in the presentation; how long the presentation will last; etc.

Fourth, making use of various skills to make your presentation effective.

Lastly, don't forget to conclude the presentation by summing up the points you've considered.

Task 3 Questions and answers.

Answer the teacher's questions first and then ask each other questions.

Questions for the teacher's reference:

1. How many basic steps are there in making a presentation?
2. Is it necessary to make a list of all the steps for a presentation?
3. How do you usually prepare for your presentation?
4. Do you usually use body language in your presentation?
5. Is it necessary to keep some time for questions in your presentation?
6. How do you begin your presentation?
7. When do you deliver your presentation?
8. What's the purpose of making a presentation?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

1. e 2. c 3. a 4. b 5. d

Dialogue Two

Key:

1. sales strategies 2. effective measures 3. put forward
4. make profits 5. go all out

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

*Dialogues for the teacher's reference:***Situation 1**

M: Hey, Li Hong! You look worried, what's the matter with you?

W: The manager asked me to prepare a presentation about introducing our company, but I have no idea how to do it at all.

M: When will you deliver the presentation?

W: The day after tomorrow.

M: Oh, it's not so bad; you still have enough time.

W: Could you give me some advice?

M: Sure. You have to gather the information about your company, for example, its history, present condition and future development.

W: Well, I think I should make a detailed plan for the presentation.

M: Very good idea! If you are prepared, there is no need to worry.

W: Thank you for your suggestions.

M: It's my pleasure.

Situation 2

S: Good morning, Sir.

T: Good morning Xiao Ling. Have you got ready for the presentation?

S: Yes, but...

T: What difficulties have you come across?

S: I always fail to deliver it effectively even if I make a good preparation.

T: Oh, You should learn how to change the written language into spoken language.

S: Yes, I see. But I always feel nervous that I can not present myself clearly.

T: You need more practice to improve your communicative skills. Beside, confidence is important.

S: Could you give me any other tips for the presentation?

T: Be enthusiastic and have a sense of humor so that you can draw the audience's attention.

S: Oh, I get it. Thanks a lot.

T: You are welcome.

Task 5 Challenge yourself: Ask questions.*Questions for the teacher's reference:*

- A
1. What is the man probably doing?
 2. Do you usually use body language in making presentations?
 3. What is the presentation about?
 4. What measures are usually taken to develop industry?
 5. What impact will it bring on environment to develop industry?
- B
1. What is the girl doing?
 2. What is she using to make her presentation?

3. Do you have any experience of making a presentation?
4. Are you nervous when making a presentation?
5. How would you design your presentation?

Activity 3 Listen Out**Task 2 Listen and match.****Script:**

1. You had better make a full preparation before starting a presentation.
2. It's necessary to introduce the subject and the outline of a presentation to the audience.
3. Learn to organize a presentation. For example, tell the audience the points you will cover in the presentation.
4. Proper delivery will make a presentation livelier.
5. End your presentation by restating your main supporting points.
6. Leave time for questions so that you will have a good interaction with your audience.
7. Draw a conclusion after interactive activities.
8. Don't forget to make a brief summary of your presentation at last.

Key:

- | | | | | |
|------|------|------|------|------|
| 1. b | 2. c | 3. h | 4. d | 5. g |
| 6. e | 7. f | 8. a | | |

Task 3 Listen and judge.**Scripts:**

1. M: Lily, do you know the first step to an effective presentation?
W: Well, I'd say it's important for you to make a good preparation.
M: What should we do to catch the audience's attention?
W: Gather as much information as possible and learn some skills of making a presentation.
2. W1: Joan, how often are you supposed to make a presentation?
W2: Once a month.
W1: What kind of presentation do you usually make?
W2: We usually make some training presentations.
W1: I see.
3. M: What's the first thing to do when you prepare your presentation?
W: Making sure all the necessary documents are in place before starting.
M: Do you know how many basic steps are needed in making a presentation?
W: Generally speaking, it consists of eight basic steps.
4. W: Wang Li, what should we pay attention to when delivering a presentation?
M: Confidence, body language, eye contact, humour ...
W: So it's not so easy to make a good presentation, isn't it?

5. M: What do you think of using visual aids in making a presentation?

W: They are very useful, because visual aids can help to make a presentation livelier so that the audience can follow the speaker more easily.

Key:

1. T 2. F 3. T 4. T 5. T

Task 4 Listen and decide.

Listen to the dialogues and choose the best answer for each question.

Dialogue One

Script:

(Here is a conversation about a chart of Preferences in Music among Young Students 14–19.)

T: Will you tell us what the chart is about, Lily?

S: Let me see. It's about music preferences among young students between 14 and 19 years old.

T: Yes, you are right. Could you give us a detailed description?

S: The pie chart above conveys a clear message that 50% of the young people like rap best.

T: What about the other students' preferences to music according to this chart?

S: The remaining students prefer other types of music, such as alternative (25%), rock and roll (13%), country (10%) and classical (only 2%).

T: From this chart we know that few young adults like classical music. Could you tell me why?

S: Generally speaking, most young adults prefer pop music to classical music, which is related to their ages and personalities, I think.

T: Very good! Thank you for your excellent description.

S: Thank you!

Q1. How many young adults prefer country music according to the chart?

Q2. What kind of music do most of the young adults prefer?

Q3. What kind of music is the least popular among the young students?

Dialogue Two

Script:

W: As a sales representative, you are required to learn how to make an effective presentation.

M: Yes, I suppose so. Could you give me some advice?

W: Certainly, first you must remember the eight basic steps of making a presentation.

M: What are they?

W: Preparation, introduction, organization, delivery, end, interaction, conclusion and summary.

M: Well, it seems rather complicated. By the way, which step do you think is the most

important?

W: Delivery, I think. It requires many different skills to deliver a presentation.

M: Will you name some of the skills, please?

W: Body language, use of visual aids, a sense of humour, and so on.

M: Thank you for your advice.

W: It's my pleasure.

Q4. What's the first step of making an effective presentation?

Q5. Of all the steps, which one is the most important according to the speaker?

Key:

1. D

2. A

3. B

4. D

5. B

Task 5 Listen and complete.

Key:

1. sales manager

2. silk products

3. reasonable

4. soft and cool

5. attention





Unit 4

Establishing Business Relations

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

- | | | |
|---|--------------------------|---------------------|
| 1. obtain | 2. embassy | 3. consulate |
| 4. source | 5. explore | 6. channel |
| 7. conference | 8. desired | 9. commodity |
| 10. abroad | 11. chambers of commerce | 12. target customer |
| 13. open up a new market | | |
| 14. There is a variety of sources of information. | | |
| 15. No customer, no business. | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

Usually, the information of the target customers can be obtained through different channels. Attending all kinds of commodity fairs and exhibitions held both at home and abroad is a direct way to collect the names and addresses of other companies. Embassies and consulates are usually able to provide the information you want. Ads in newspapers and on TV provide another useful source of information. Chambers of commerce can also play an important role. After you have obtained all the necessary information, you

should try to get in touch with the target partners to explore the possibilities of setting up business relations.

Task 3 Questions and answers.

Questions for the teacher's reference:

1. What should a business person keep in mind?
2. Why does a businessperson need the detailed information about potential customers?
3. How can a businessperson obtain the necessary information about new customers?
4. What should a businessperson do after he's obtained the desired names and addresses of the potential partners?
5. What else can a businessperson do to establish business relations with another company?
6. What's the meaning of target customers?
7. Why is it important for a businessperson to set up business relations?
8. How would explain the saying "No customer, no business"?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

1. c 2. d 3. a 4. e 5. b

Dialogue Two

Key:

1. scope 2. newly-developed 3. designs
4. customer satisfaction 5. hesitate

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

*Dialogues for the teacher's reference:***Situation 1:**

Talk about how to make business liaisons.

M: Business relations are of great value to firms. But how can we establish new business relations?

W: First of all, you should collect all the necessary information about your potential partners.

M: Could you introduce information channels for potential customers and target markets?

W: There are many channels to get the desired information, such as chambers of commerce at home and abroad, Internet communications and advertisements.

M: What about commodity fairs and exhibitions held in many cities?

W: They are convenient ways to make direct business contacts. You may meet many visiting trade groups and delegations there.

M: What should we do next?

W: Then you should try to get in touch with them to explore the possibilities of doing business with them.

Situation 2:

A sales clerk is introducing the products and services of his company to a foreign importer.

M: You know, our company manufactures various hi-tech products.

W: Really? What line of products do you make?

M: Mainly communications devices, such as mobile phones, satellite signal receivers, blue-tooth devices, etc.

W: That's interesting. What about the prices and after-sale services?

M: Our prices are very reasonable and we offer three years' free services.

W: That sounds good. Perhaps I'll go and have a look.

M: You're welcome any time.

Task 5 Challenge yourself: Ask questions.*Questions for the teacher's reference:*

- A
1. What should a company do if it wishes to open up new markets?
 2. Where does the business representative of a firm collect necessary information concerning the new customer and new market?
 3. What does a company usually do after the necessary information is obtained?
 4. What's the best way to contact a potential business partner?
 5. Where can we find information for opening up new markets abroad?
- B
1. What should you do to contact a potential business partner?
 2. Why are business letters important?
 3. What main points should a business letter include?
 4. What's the best way to send out business liaison letters?
 5. What would you do to contact a potential customer, to phone him or email him?

Activity 3 Listen Out

Task 2 Listen and match.

Script:

The following sources of information can help us develop new business relations:

1. chambers of commerce
2. conferences and meetings
3. websites
4. pamphlets and brochures
5. advertisements
6. embassies and consulates
7. trade fairs and exhibitions
8. market investigations

Key:

- | | | | | |
|------|------|------|------|------|
| 1. f | 2. e | 3. i | 4. d | 5. g |
| 6. b | 7. a | 8. c | | |

Task 3 Listen and judge.

Scripts:

- 1 M: Welcome to our stand. What can I do for you?
W: Thanks. I'm just looking around.
M: Maybe I could show you around and introduce some of our new products to you.
W: That's fine.
- 2 M: We have developed solid business relations with many importers from USA, Canada, Japan and Singapore.
W: Well, I'd like to go over your catalogue and price lists first.
M: OK, here you are. We have a good variety for you to choose from and the prices are competitive.
W: Thank you. I hope we will become partners for our mutual benefits.
- 3 W: We have developed a new type of electronic products. They have a good reception in both the national and international markets.
M: Would you please give me the latest quotations on these products?
W: Here is a complete set of our latest catalogues. May I have your contact number for further information?
M: Sure. This is my card with my telephone number.
- 4 M: We would like to develop business relations with you for our mutual benefits.
W: Would you please introduce your products to me?
M: Our goods are popular among customers because of the high quality and competitive prices. Here is our catalogue and some samples.
W: Thanks. And I hope we will have the opportunity for cooperation.

5 M: We have learnt that you are a leading importer of electrical fans. We have been in this line of business for many years.

W: I know your products. Will you tell me something about your after-sale services?

M: We offer a three-year free service to our customers.

W: That sounds good.

Key:

1. T 2. T 3. F 4. F 5. F

Task 4 Listen and decide.

Dialogue One

Script:

M: Good morning. I'm a sales representative of Yijia Electronic Toy Co. Here is my business card.

W: Thanks. Nice to meet you. This is mine.

M: Thanks. We learnt from Mr. Harrison that you are a leading dealer of electronic toys in USA. So my visit here is to explore the possibility of establishing direct business relations for our mutual benefits.

W: That's fine. Would you like to give me a general view of your products?

M: Our products have been exported to Japan, Singapore and France. They are well received for their designs and reasonable prices.

W: Could I have your catalogue for further consideration?

M: Here you are. They are our illustrated catalogues with the latest prices. I am sure they will sell well in your market.

W: I'm interested in these items. Thank you for your visit. I believe we can cooperate well.

Q1: What do you know about the sales representative from the toy company?

Q2: What do you know about the products of the toy company?

Dialogue Two

Script:

M: Very nice to meet you at the fair, Mrs. Johnson. It's so crowded.

W: Glad to meet you again, Mr. Li. Your e-mail informed me you would attend the Canton Fair with your new products.

M: Yes. Would you like to have a look at them? We have a good variety of new products displayed here. They are available in various designs, materials and sizes.

W: Indeed, they are very impressive. If the prices are moderate, I believe there will be a promising market in our region.

M: Here are our current catalogues and the latest quotations. Considering our well-established business relations, we could offer you very favorable prices.

W: I'm very glad to hear it.

Q3: What is the probable relationship between the two speakers?

Q4: Where did the conversation take place?

Q5: What kind of prices could Mr. Li offer?

Key:

1. C

2. D

3. B

4. A

5. D

Task 5 Listen and complete.

Script:

Dear Sirs,

We have your name and address from your chamber of commerce stationed in Beijing and wish to introduce ourselves in the hope of entering into direct business relations with your company.

The products we are dealing in for over 10 years are electrical appliances. We are in a good position to serve our customers with the most reliable quality and competitive prices.

To give you a general idea of the scope of our business activities, we enclose a complete set of booklets showing the full range of our products.

Our bankers are the bank of Tokyo, Japan. They can provide you with the information of our finances and credit.

We are looking forward to your specific inquiries.

Yours faithfully,
Zhang Wei
Sales Manager

Key:

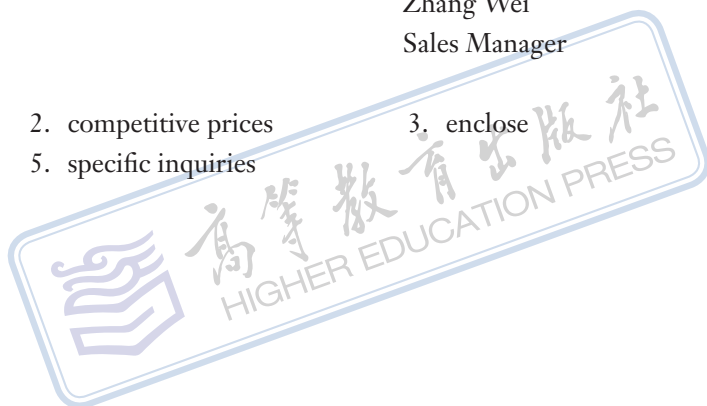
1. business relations

2. competitive prices

3. enclose

4. finances and credit

5. specific inquiries





Unit 5

Promoting Products and Services

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

- | | | |
|---|-----------------|--------------------|
| 1. previous | 2. discount | 3. register |
| 4. considerate | 5. supply | 6. reputation |
| 7. hotline | 8. assure | 9. dial |
| 10. prompt | 11. club member | 12. latest arrival |
| 13. let me assure you ... | | |
| 14. What are the specifications? | | |
| 15. Log on to our website for more information. | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

Hi, everybody! May I have your attention, please? Now, please allow me to show you our latest arrival: the most elegant and delicate handbag of all times! This bag is made of fine, soft genuine leather. Its modern and trendy style in design makes it the most attractive and tasteful bag you can ever imagine! It comes in four different colours: brown, white, pink and purple. Today is our promotion day. If you buy any two together, you have 10% off both products. You will have the best choice and best

discounts here. Carry a Big Beauty in hand and you are the most graceful lady! Thank you!

Task 3 Questions and answers.

Questions for the teacher's reference:

1. What's your favourite brand?
2. Where is it made?
3. What's its advertising slogan?
4. What are the special features of the product?
5. How much does one cost?
6. Are there any special offers for its customers?
7. How long is the guarantee period?
8. What is the after-sales service like?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

- | | | | | |
|------|------|------|------|------|
| 1. c | 2. b | 3. e | 4. a | 5. d |
|------|------|------|------|------|

Dialogue Two

Key:

- | | | |
|--------------|----------------|---------------|
| 1. catalogue | 2. price range | 3. impressive |
| 4. purchases | 5. size | |

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

Dialogues for the teacher's reference:

Situation 1:

M: Nancy, you have been in our company for half a year. Do you have any experiences for

promoting products?

W: Yes, Mr. Edward. There is lots of work to do. Firstly, we should compare our new products with other company's to find out the strengths.

M: That's good. We will focus on the strengths when we do the advertisements.

W: And I think sending out samples is an efficient way to collect public responses and suggestions.

M: Yes, we always do this and then improve our products. Do you think TV is a good channel for advertising?

W: TV is a good medium, but it will increase our cost. Maybe we can put our ads in magazines and newspapers.

M: Ladies usually read entertainment and fashion news, so we can put our ads on those parts.

W: Yes. Housewives are our target consumers.

Situation 2:

M: Miss Liang, thank you for trusting us. Hope has been a leading service provider of immigration solutions for more than 13 years.

W: What kind of service do you offer?

M: We provide the comprehensive immigration, overseas study, temporary visa and work permit services to clients.

W: Could you give me some advice?

M: According to your situation, I consider Singapore a good place for your further study. Many Chinese prefer the reasonable tuition fee and the good education there.

W: I see. Do you offer more service for overseas study?

M: Of course, we offer free consultation and translation service if you choose our overseas study service.

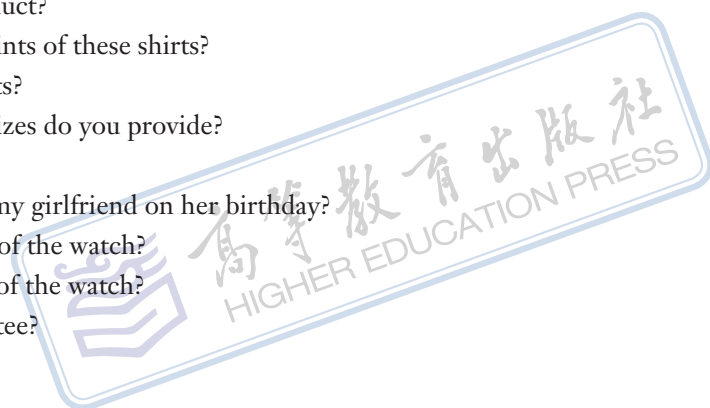
W: How do you charge?

M: Here is the price list. This week is our promotion time. You will get 10% discount.

Task 5 Challenge yourself: Ask questions.

Questions for the teacher's reference:

- A
1. What is your main product?
 2. What are the selling points of these shirts?
 3. How do I wash the shirts?
 4. How many colors and sizes do you provide?
 5. What's the price?
- B
1. What should I buy for my girlfriend on her birthday?
 2. What are the strengths of the watch?
 3. What are the materials of the watch?
 4. How long is the guarantee?
 5. Is there a discount?



Activity 3 Listen Out

Task 2 Listen and match.

Listen and write the corresponding letter in the right place.

Key:

- | | | | | |
|------|------|------|------|-------|
| 1. f | 2. d | 3. a | 4. g | 5. c |
| 6. b | 7. e | 8. i | 9. h | 10. j |

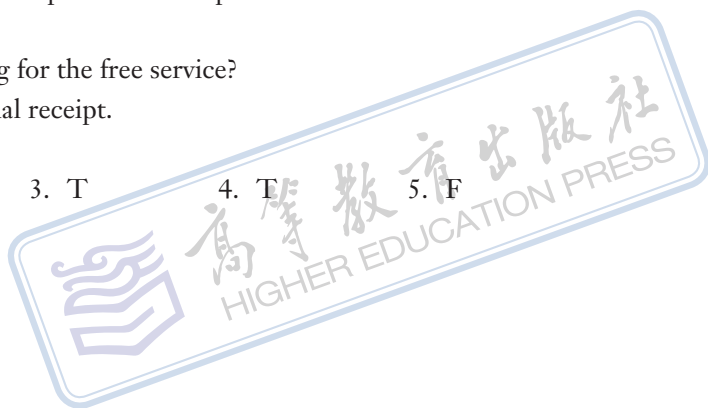
Task 3 Listen and judge.

Scripts:

1. M: Welcome to the BYD Auto 4S shop.
W: Could you show me the F6 series?
M: Sure. The F6 has two more airbags and all the seats are made of genuine leather.
W: Could I have a test drive?
2. M: Good morning, madam. May I take you a few minutes? How do you like B&G shampoo?
W: The quality is good and the price is acceptable. But the plastic bottle is not fashionable.
M: Thank you. Here is the sample of our new shampoo product.
W: Oh, I like the new image.
3. M: China Auto Rental, what can I do for you?
W: Could I rent your car online?
M: Sure. Please log onto: [www. auto-rental. net](http://www.auto-rental.net) and register online. Is this your first time to rent our car?
W: I just returned your car yesterday.
4. M: You can be a VIP member of our fitness center if you pay 500 yuan to join our club.
W: What kind of service does your fitness center offer for VIP members?
M: You could attend a yoga or an aerobic class for free.
W: I'll think about it.
5. M: How long is the guarantee period for this product?
W: One year for free.
M: Should I show anything for the free service?
W: Nothing but the original receipt.

Key:

- | | | | | |
|------|------|------|------|------|
| 1. F | 2. F | 3. T | 4. T | 5. F |
|------|------|------|------|------|



Task 4 Listen and decide.**Dialogue One****Script:**

(Talking about the promotion plan for a new product)

M: So, Carla, do you have a marketing plan for our new sandwich ice-cream?

W: I surely do. I think we're in a good position. High quality, good image and different tastes, I can't see any weaknesses.

M: I'm sure we need to create another new flavor, with summer almost here.

W: That's what I consider now. How about the sandwich ice-cream? No other company sells sandwich ice-cream with a choice of 5 flavors.

M: Right. As for the marketing mix, we'll package it in gold foil with dark brown lettering, and the price is 20% higher than our chocolate-covered ice-cream bar.

W: OK. My team is preparing the advertisement at present. The main promotion will be through TV advertising, using an 'attractive' strategy, of course.

M: Besides the TV ads, we can try other media, such as outdoor posters and the Internet.

W: Sure. Let me check the budget and I'll let you know next week.

Q1. Which is NOT one of the strengths of the company's products?

Q2. What do we know about the price of the sandwich ice-cream?

Q3. Which is NOT mentioned as a medium for advertising the new product?

Dialogue Two**Script:**

M: Good morning. Can I help you?

W: My family is thinking of going somewhere for the Christmas holiday, but we are not sure where to go.

M: I see. What kind of places are you interested in?

W: We want to get away from all the noises in the city, and breathe some fresh air.

M: Then how about Guilin in Guangxi province? We have a special offer for that tour.

W: We went there two years ago, so could you suggest some different places?

M: Let me see. How about Fenghuang Town in Hunan province? It is an old town, very beautiful and quiet. Walk on the stone streets will give you a special feeling.

W: Sounds like a good idea. What about the price?

M: It's 2,400 yuan per person for a seven-day tour, round trip by high-speed railway and half-price for children under 9 years old.

W: That's acceptable. I think I'll discuss it with my family. Thank you for all your information.

M: It's my pleasure.

Q4. What kind of place does the customer want to go to for a holiday?

Q5. How much is the charge of the tour for an eight-year-old child?

Key:

1. A

2. C

3. D

4. D

5. D

Task 5 Listen and complete.

Key:

1. promotion

2. best choice

3. language barriers

4. leaflets

5. discount





Unit 6

Attending Fairs and Exhibitions

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

- | | | |
|---|---------------|--------------------|
| 1. qualification | 2. booth | 3. participation |
| 4. registration | 5. facility | 6. stand |
| 7. cancel | 8. deadline | 9. clarify |
| 10. exhibition | 11. apply for | 12. consumer goods |
| 13. Can you give me some information of the fair? | | |
| 14. What's the price for a booth this year? | | |
| 15. What should we do to book a booth now? | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

The China Import and Export Fair (also known as the Canton Fair) is held twice a year in April and October in Guangzhou. It is the world's largest commodity fair with a history of over 50 years. During the three phases, it shows more than 10 categories of exhibits like Electronics & Household Electrical Appliances, Consumer Goods, Textiles & Garments, etc.

Universal Expo (also known as World Fair) is held in different countries every five

years for 6 months since 1851. It is the world's largest-scale and highest-level fair of the latest achievements of human civilization development in society, economy, culture and science. Universal Expo 2010 was held in Shanghai from May 1 to Oct. 31.

Qingdao International Beer Festival was initiated in 1991, and opens at the second weekend of August each year for 16 days. It is the largest national festival combined with tourism, culture, sports, economy and trade. The theme slogan of the Beer Festival is "Qingdao Toasts with the World!"

Task 3 Questions and answers.

Questions for the teacher's reference:

1. If someone wants to participate in an exhibition, what should he know about the fair?
2. As an exhibitor, what should he do before he can attend an exhibition?
3. When the exhibitor books a booth, what information of the booth should he get?
4. When receiving customer in the booth, what can the exhibitor give to the passing customers?
5. When a buyer is interested in the exhibitor's products, what can he do?
6. What do you know about Canton Fair?

Activity 2 Interactions

Task 2 Listen and complete.

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Dialogue One

Key:

1. d 2. c 3. e 4. a 5. b

Dialogue Two

Key:

1. reservation 2. on the first floor 3. clarify
4. written notice 5. cancellation refund

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

*Dialogues for the teacher's reference:***Situation 1:**

Talk about how to get information about a fair.

M: I saw the news of the Lighting Equipment Fair. Would you give me more information?

W: OK. It will be held in Hall 9.3 & Hall 10.3, Area B, Pazhou Complex in June.

M: I want to participate in the fair. What should I do?

W: You'd apply for participation at first. Then you should reserve booths.

M: What is your booth like?

W: Oh, our booths are standard ones. They are 9 sqm with standard facilities.

M: What is the expense of a booth?

W: A booth in the International Pavilion is 20,000 RMB.

Situation 2:

Talk about how to receive a customer at the fair.

W: You are welcome to our booth. What are you interested in?

M: I want to see some tableware.

W: Here is our brochure for your reference.

M: Thank you very much. Can you show me the samples of these bowls, No.7 and No.10 in your brochure?

W: OK, please come here and have a look. These are the latest design and they are of high quality.

M: Mmm... they look very nice. How much are they?

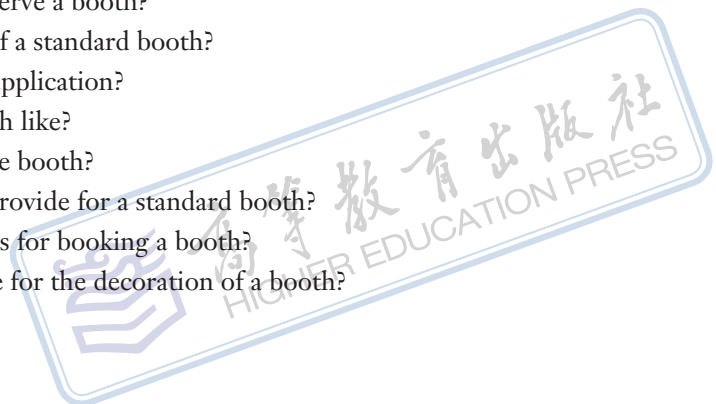
W: We sell them at the whole price of 600 RMB for one set.

M: It's a bit expensive. I'd like to see other kinds of samples, if you don't mind?

W: It's my pleasure to show you more.

Task 5 Challenge yourself: Ask questions.*Questions for the teacher's reference:*

- A
1. Where can I get information about the fair?
 2. What are the expenses for participating in the fair?
 3. What should I do to reserve a booth?
 4. What are the facilities of a standard booth?
 5. What's the deadline of application?
- B
1. What is a standard booth like?
 2. What's the size of a large booth?
 3. What facilities do you provide for a standard booth?
 4. What are the procedures for booking a booth?
 5. Who will be responsible for the decoration of a booth?



Activity 3 Listen Out

Task 2 Listen and match.

Listen and write the corresponding letter in the right place.

Key:

- | | | | | |
|------|------|------|------|------|
| 1. e | 2. g | 3. d | 4. h | 5. c |
| 6. f | 7. a | 8. b | | |

Script:

The following are famous exhibitions held in China:

- a. Universal Expo
- b. Shenzhen Apparel Fair
- c. China Import and Export Fair
- d. Qingdao Beer Festival
- e. CIGCF (China International Consumer Goods Fair)
- f. CIBTM (China Incentive, Business Travel & Meetings Exhibition)
- g. Beijing International Automotive Exhibition
- h. CMEF(China International Medical Equipment Fair)

Task 3 Listen and judge.

Scripts:

1. W: Good morning, sir. Welcome to our exhibition counter. Here is my card.
M: Good morning. I'm just having a look around.
W: May I know what you are interested in, sir?
M: I'm interested in your cameras.
2. W: Can I help you, sir?
M: I want to know when I can transport the display items to your centre.
W: Two days before the exhibition. Do you need us to deliver your display items this year?
M: That's fine.
3. M: What's the price for a booth this year?
W: A standard booth costs 4,500 RMB. However, it is cheaper on the upper floor.
M: Can you give me a special price?
W: Since you are our old customer, you can receive our maximum discount as other regular customers.
4. M: I want to take part in the 15th exhibition to display our products. Will you tell me how to apply?
W: You can apply directly at the China Foreign Trade Center.
M: Is there any other way to apply?
W: Of course. You can go to our website and use the Easy Exhibitor to fill in the Participation Application Form online, but you need to post your company's information to us.

5. M: Would you tell me something about the indoor advertising for the exhibition?

W: The indoor advertisements can be put on the indoor booth billboard, and shown on TV screens.

M: How's the indoor booth billboard?

W: If its style is very interesting, the effect can be quite good. Your regular customers can find you quickly and new customers can see you easily.

Key:

1. T 2. F 3. T 4. T 5. T

Task 4 Listen and decide.

Dialogue One

Script:

M: What are your exhibition stands like?

W: Our modules are of international standard. They are 3-3.5m wide and 2.5-3m deep. That gives a net area of 7.5-9 sqm.

M: Eh... I'm afraid they can't match our products.

W: It does not matter, sir. If necessary, we can extend them according to your requirement, or if you like, you can design your own.

M: That's to say we can design our stands by ourselves?

W: Yes, you are welcome to do that.

M: By the way, when can I come to decorate our booth?

W: As a rule, your decoration team can begin its work two days before the exhibition, but it must leave the exhibition hall before 8:30 p.m. If the team needs additional electric power and water or other tools, they should register at the exhibition information desk.

M: If I cannot finish decorating the booth in two days, what shall I do?

W: You can apply for deferment, but you should pay an additional fee for that.

M: OK, thank you.

Q1. What can we learn from the dialogue?

Q2. What should the man do when decorating the booth?

Dialogue Two

Script:

M: Miss, you seem to be quite interested in our cotton textiles. Is there anything I can do for you?

W: I like cotton textiles from China very much. Could you show me some of your products, please?

M: Fine. What kinds are you interested in? Textiles made from 100% cotton?

W: Yes, 100% cotton. I want to have a look at some samples.

M: This way, please. You see, we have pajamas, bed gowns, bathrobes, undergarments, overcoats and cheongsams.

W: Oh, they are very beautiful. Is this cheongsam made from cotton, too?

M: You are right.

W: It is so pretty. I am interested in it. How much is it?

M: We sell them at the wholesale price of 208 RMB.

W: It's a bit expensive. Would you give me a discount?

M: If you order more than 500, you can get them at the price of 188 RMB for each one.

W: That sounds nice. I'd like to order 600 from size "S" to "XXL".

M: OK, please come this way and fill in the order-form.

Q3. What is the woman interested in?

Q4. What is true of the woman's order?

Q5. At what price does the woman buy the cheongsams?

Key:

1. B

2. D

3. C

4. C

5. B

Task 5 Listen and complete.

Key:

1. was sponsored

2. exhibition space

3. focused on

4. fell into

5. IT Products



Unit 7

Managing Human Resources

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Speak Out

Task 1 Talk to two students about the advantages and disadvantages of online recruitment and complete the table below.

Online Recruitment	
Advantages	Disadvantages
Efficiency	Too many candidates
Larger audience	Doesn't always work
Less costs	

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

1. refer
2. commonly
3. exposition
4. recruiter
5. prospective
6. representative
7. process
8. networking
9. obtain
10. contact
11. interact with
12. a diploma in secretary
13. on-the-job training and off-the-job training

14. The probation period lasts for two months.
15. I've already logged in 20 hours of overtime!

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they have prepared before class. Before doing that, the teacher may play the recording of the following passage to the students as an example.

Online recruiting offers a variety of tools including pre-employment screening, personality assessments and testing for selecting qualified candidates. It also reaches a much larger or more targeted audience than other methods do. Along with reaching job seekers anywhere, you can attract candidates with very specific skills. Moreover, online recruiting involves less human interactions, which can greatly reduce costs. But on the other hand, you may often find there are too many candidates applying for your job. Dealing with inappropriate, irrelevant and bad candidates can waste a lot of time. In addition, online recruitment doesn't always work. There will always be difficult-to-fill jobs that can only be filled by recruitment consultants, headhunters or in other ways. However, online recruitment offers clear advantages over traditional recruitment methods.

Task 3 Questions and answers.

Questions for the teacher's reference:

1. What are the responsibilities of the HR manager? Name three.
2. Can you name some of the recruitment procedures?
3. Can you name some of the requirements for a qualified HR professional?
4. How does a manager evaluate an employee's work?
5. What do you think is the most important element in recruitment?
6. What do you think is more effective in HR management, giving incentives or punishments?
7. What do you think is the most important thing in HR management?

Activity 2 Interactions

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Task 2 Listen and complete.**Dialogue One**

Key:

1. d
2. c
3. a
4. e
5. b

Dialogue Two

Key:

- | | | |
|-------------------------|--------------|-----------------|
| 1. enhance performances | 2. based on | 3. taking place |
| 4. how to perform it | 5. away from | |

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

Dialogues for the teacher's reference:

Situation 1

M: Do you think HR management is an easy job?

W: No, not at all. Since the job is so closely related with people, it is very complicated and involves many aspects.

M: Can you name some?

W: In addition to law and human rights principles, it's also related with sex, age, race and political and religious beliefs.

M: It sounds rather complicated.

W: Indeed, and furthermore, different people have different personalities and some are hot-tempered.

M: Then what do you think is the best way to do the job well?

W: Since the aim is to create a fair working environment for all the employees, the best way is to carry out the organizational policies.

Situation 2

W: Please be seated. Maybe you know why I ask you to come here.

M: No, I don't.

W: I'll tell you directly. You remember we signed a contract when you came here on the first day.

M: Yes?

W: Can you still remember the terms of the contract? We discussed the issues like attendance, absence, punctuality, etc. I think I made it pretty clear it is imperative that you meet those standards.

M: Yes, I'm sorry I was late again.

W: You have violated the company's policy again and again. I have talked about the issue

with you twice. We have given you many opportunities to improve your performance, but unfortunately, you never take the company's regulations seriously, so we have to terminate your services as of today.

M: I'm sorry to hear that. Shall I leave immediately?

W: Take all your belongings and go to the Financial Department to get your salary.

Task 5 Challenge yourself: Ask questions.

Questions for the teacher's reference:

- A
1. What are the employees complaining about?
 2. What should the management do with employee complaints?
 3. What if the employee complaints are reasonable?
 4. What can an HR professional do to handle employee complaints?
 5. What if the employees keep complaining?
- B
1. What can we do to stop people from gossiping about others?
 2. Why do some people keep gossiping around?
 3. What if someone gossips with you?
 4. Should we tell the person about it if he is the subject of a gossip?
 5. What if someone gossips about you?

Activity 3 Listen Out

Task 2 Listen and match.

Listen and write the corresponding letter in the right place.

The recruiting process usually consists of the following steps:

Step 1: Identify vacancies and evaluate needs

Step 2: Develop position descriptions

Step 3: Develop recruitment plans

Step 4: Select search committee

Step 5: Post positions and implement recruitment plans

Step 6: Review applications and develop short lists

Step 7: Conduct interviews

Step 8: Select hire

Step 9: Finalize recruitment

Key:

- | | | | | |
|------|------|------|------|------|
| 1. b | 2. a | 3. e | 4. c | 5. d |
| 6. g | 7. h | 8. i | 9. f | |

Task 3 Listen and judge.

Scripts:

1. W: Could you tell me the difference between salaries and wages? They really confuse me.

- M: Well, a wage is based on hours worked. Employees who receive a wage are often those “non-exempts”.
- W: What is a salary?
- M: A salary is an amount of money paid for a particular job, regardless of hours worked. And these employees are called “exempts”.
2. W: Firing an employee is tough, and there is no guarantee you won’t be sued no matter what you do.
- M: Yes, that’s the last thing I want to do in my job.
- W: So it is for me.
3. W: Bob, you are responsible and hard-working, and you have made a lot of contributions to the company. I want to give you a promotion and a raise.
- M: Thanks for the promotion! By the way, could you give me a week’s unpaid leave before I get that promotion?
- W: Sure, if that’s what it takes for you to be happy.
- M: Thank you for everything!
4. M: I’m afraid to talk with Ms. Huang. She looks so serious and indifferent every day.
- W: Actually, that’s not true. If you know more about her, you’ll find that she is very nice.
- M: How come?
- W: She is sometimes moody, but most of the time she is amicable to everyone here.
5. M: According to the Labor Law, we are entitled to overtime pay for any hours worked over 40 in one week.
- W: Our supervisor said on the first day that once we’re paid on a salary basis, we lose our right to overtime pay.
- M: That isn’t the case. He is in an attempt to use tricks to avoid paying overtime.
- W: Are you sure about it?

Key:

1. F 2. F 3. T 4. T 5. F

Task 4 Listen and decide.

Dialogue One

Script:

- M: Can you tell me the functions of personnel management?
- W: Personnel management starts with the recruiting and hiring of new employees.
- M: What do personnel managers mainly depend on when recruiting new employees?
- W: They depend on the job description and job specification to determine what potential candidates are currently available.
- M: What are the differences between a job description and a job specification?
- W: A job description is a written statement, which defines the duties of each task and other responsibilities of the position while a job specification describes the applicant with his

education, working experience, qualities and abilities needed to perform the job.

M: What other functions should human resource management have in addition to recruiting and hiring qualified employees?

W: Other functions are: to prepare wage and salary scales, to deal with disciplinary problems and manage compensation and benefits programs and so on.

M: I see. So it's not an easy job to do.

Q1: Which of the following is NOT mentioned as one of the functions of personnel management?

Q2: What do personnel managers mainly depend on when selecting new employees?

Dialogue Two

Script:

M: I don't think the newly recruited warehouse keeper, Li Ming, is qualified for the job. I'm thinking of terminating his contract at the end of next month, when his probationary period is over.

W: What's the problem?

M: He drinks too often. Sometimes you can find him a little drunk at work. Furthermore, he seems to be unable to learn the computer skills for our warehouse management.

W: Then have you talked with him about his problems?

M: Not yet. I don't think he can change too much.

W: According to the rules, you should first discuss with him and make every effort to assist him for improvement.

M: What if he can't change?

W: If you finally confirm he can't pass the probation, you can advise me in writing at least 10 business days before the probationary period expires.

M: OK, I'll do that.

Q3: What's Li Ming's job?

Q4: Why is the man unsatisfied with Li Ming's performance?

Q5: What does the woman suggest the man do?

Key:

1. D

2. A

3. C

4. D

5. A

Task 5 Listen and complete.

Key:

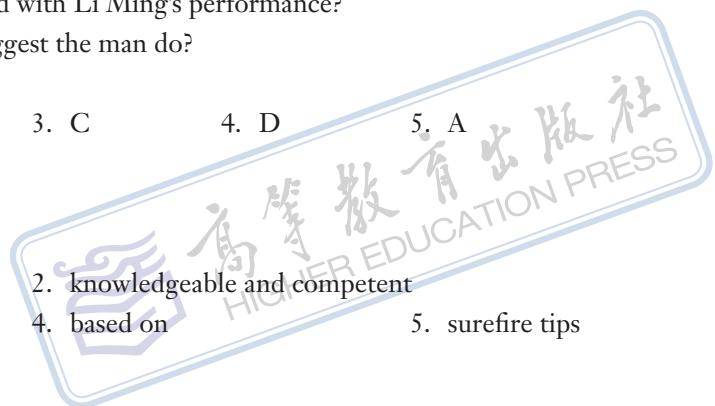
1. regardless of

3. time-efficient

2. knowledgeable and competent

4. based on

5. surefire tips



Unit 8

Starting Your Business Online

Section 1 Before-class Activities: Getting Things Ready

Activity 2 Speak Out

Task 1 Talk to two students about how to start an online business and complete the table below.

- | | | | |
|-----------|------------|-----------|----------|
| 1. market | 2. finance | 3. update | 4. small |
|-----------|------------|-----------|----------|

Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

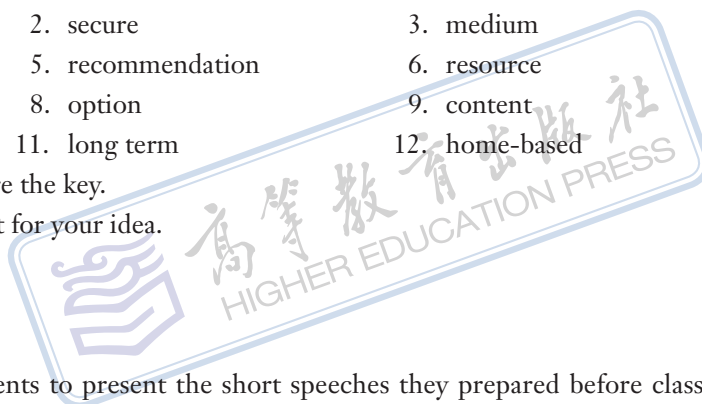
Task 1 Listen and write.

Script:

- | | | |
|--|-------------------|----------------|
| 1. entrepreneur | 2. secure | 3. medium |
| 4. loyalty | 5. recommendation | 6. resource |
| 7. update | 8. option | 9. content |
| 10. constantly | 11. long term | 12. home-based |
| 13. Preparation and research are the key. | | |
| 14. Find out if there is a market for your idea. | | |
| 15. Don't give up too soon. | | |

Task 2 Make a presentation.

The teacher asks several students to present the short speeches they prepared before class.



Before doing that, the teacher may play the recording of the following passage to the students as an example.

Script:

The internet has certainly revolutionized the way we live our lives, and offers a place where individuals can compete with global organizations. But there's more to it than putting up a site and waiting for the money to come pouring in. One of the most important elements of setting up an online business is finding out if there is a market for your idea. Raising funds is one of the ways to finance your business. A website is your battlefield. Keep the site clean and simple and make sure you update your website constantly. Start small and have patience. Don't give up too soon, as it will take time for your internet venture to grow. You'll need lots of energy, enthusiasm, determination and passion. In a word, put in your own time and energy, but other people's money — and take as much advice from other people as you can. From baby steps to big success.

Task 3 Questions and answers.

Questions for the teacher's reference:

1. Do you often surf the Internet? Why or why not?
2. What would you prefer, to be an employee or to be self-employed?
3. Do you plan to start your own online business? Why or why not?
4. What do you think is the most important thing to start an online business?
5. What are the advantages and disadvantages of online businesses?
6. Why do we say your website business is your battlefield?

Activity 2 Interactions

Play the recording 2–3 times. For the last playing, pause after each sentence and tell the students to read aloud after the recording.

Task 2 Listen and complete.

Dialogue One

Key:

1. c 2. a 3. e 4. b 5. d

Dialogue Two

Key:

1. line of business 2. website 3. market
4. mental problems 5. distribute

Task 3 Have a try: Role-play the dialogues.

Have the students work in pairs or groups, with each playing a part. Tell them to read their

parts loudly until they can learn them by heart. Then have some of them demonstrate the dialogues in class.

Task 4 Just do it: Make up your own dialogue.

Have the students work in pairs or groups. Tell them to make up a similar dialogue. Keep practicing it until they can learn it by heart. Then have some of them demonstrate it in class. You may read the following dialogues to them as examples.

Dialogues for the teacher's reference:

Situation 1

M: What do you think of opening an online shop?

W: Think of? I opened one when I was in the middle school.

M: Wow, you started your online business years ago. So now you are a student boss.

W: Sort of. I just choose some brand-name products and sell them online.

M: You mean brand-name products are easier to sell?

W: To some extent, yes. But it's not all that simple.

M: Yes?

W: I think trust is very important. Your online shop will be popular with people once they have confidence in you and your products. And you must be honest if you need others' trust. As the saying goes, "Honesty is the best policy."

M: Yes, I think so. May I have the chance to talk with you over a cup of tea?

W: My pleasure.

Situation 2

M: The Internet has changed the way people do business. You can sit at a desk and click the mouse to have everything done.

W: Yes, indeed. But the disadvantages are equally obvious.

M: What do you think are the biggest drawbacks?

W: Trust and security.

M: Yes?

W: There're some or even many dishonest people who use the Internet to make money by cheating. As a result, many people feel unsafe to do business online.

M: And there've been so many reports about hackers who steal others' credit card information when they make transactions using the online banks.

W: So we have to be extremely cautious when buying and selling online.

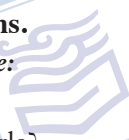
M: I can't agree more.

Task 5 Challenge yourself: Ask questions.

Questions for the teacher's reference:

A 1. Who created Google?

2. What is the function of Google?



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3. What do you know about a search engine?
4. Is it free for you to search the information online?
5. What do you usually do online?
- B 1. What do you know about online companies such as Alibaba.com?
2. What kinds of products do you like to buy online?
3. What are the advantages / disadvantages of shopping online?
4. Do you like to do business online?
5. Are you going to start your own online business?

Activity 3 Listen Out

Task 2 Listen and match.

Script:

1. Choosing the Right Business
2. Raising the Funds
3. Creating the Business Plan
4. Registering the Business
5. Buying Franchise
6. Creating the Website
7. Opening and Marketing
8. Accounting and Cash Flow
9. Protecting Intellectual Property
10. Managing and Expanding

Key:

- | | | | | |
|------|------|------|------|-------|
| 1. d | 2. a | 3. i | 4. g | 5. b |
| 6. h | 7. c | 8. f | 9. e | 10. j |

Task 3 Listen and judge.

Scripts:

1. M: A recent study claimed that 84% of Americans said they had bought at least one holiday gift online.
W: Really? I rarely buy online because I'd like to touch and feel the products before making a purchase decision.
2. M: Have you ever heard of eBay?
W: eBay? No. What is it?
M: It is a well-known online auction company. You can visit their website: www.ebay.com.
W: OK. I'll have a try.
3. W: Hello, Peter. I hear you've opened an online shop.
M: Yes. I sell women's shoes, clothes, handbags and hats online.
W: Oh, really? Can I get a discount if I buy shoes from you?

- M: Sure. You're my VIP client.
4. M: Hello, this is Ken. May I have a word with Eva?
 W1: Hang on a moment, please.
 W2: Hi! Eva's speaking.
 M: Hello, Eva, this is Ken. I have got your e-mail and I want to confirm with you about our sales order.
5. W: John, do you know Jack Ma?
 M: Jack Ma? I have never heard of him. Is he an actor like Jack Chen?
 W: No, he is a business man. He runs a business-to-business or B2B online trading company called Alibaba.

Key:

1. T 2. T 3. F 4. T 5. F

Task 4 Listen and decide.

Dialogue One

Script:

W: Mr. Black, do you always keep in touch with your business partners by e-mail?

M: Yes, you know e-mail is fast, convenient and cheap. But ...

W: But what?

M: Well, I prefer mail safe when I deliver some important business documents.

W: Mail safe? What is it?

M: Mail safe is an online document-delivery system offering standards of reliability, tracking and security.

W: What's the difference between e-mail and mail safe?

M: Mail safe builds upon the universal nature of e-mail. It offers greater control and protection for the delivery of important business and personal documents.

W: Well! It does sound safe!

Q1. Which is NOT true according to the dialogue?

Q2. Why is mail safe considered safer than e-mail?

Dialogue Two

Script:

M: Hi, Sara. Long time no see. How are you doing these days?

W: Not too bad. But I'm a little tired since my part-time job in the trading company requires me to find as many clients as possible.

M: As you are a student, is it difficult for you to find so many clients?

W: To some extent, it is. But what I have to do is to go online and release our information on the Internet. And then establish contacts with new clients.

M: So many people would know your company and products via the Internet, right?

W: Yes. Have you ever heard of Alibaba?

M: Alibaba? You mean the interesting story Ali Baba and the Forty Thieves?

W: Of course not. In fact, Alibaba is one of the biggest online trading companies. It uses the Internet to link Chinese producers with purchasers worldwide. It is my wish to work for it after I graduate.

M: Oh, you know a lot about online businesses.

W: Well, I major in E-business! I wouldn't miss such a great company which has 5.6 million companies registered through its Chinese website and 1.8 million through its international website.

M: Really? That's amazing!

Q3. What do we know about Sara?

Q4. How many companies have been registered through Alibaba's Chinese website?

Q5. What are the speakers talking about?

Key:

1. B

2. D

3. A

4. B

5. C

Task 5 Listen and complete.

Key:

1. perfect time

2. making money

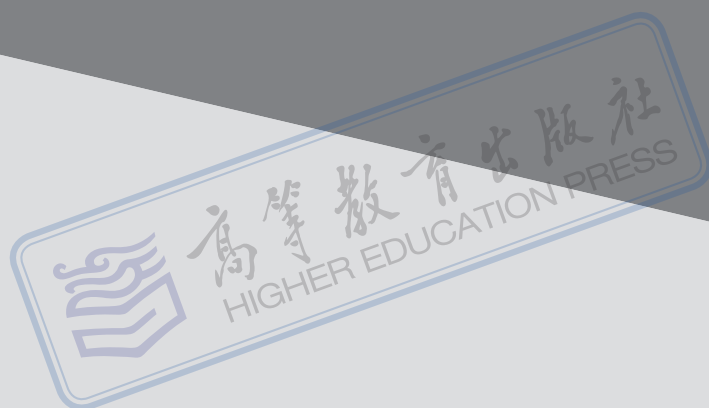
3. limiting factors

4. business owners

5. business landscape



Extended Book





Unit 1

Understanding Cultural Differences

Section 1 More Things to Do

Activity 1 Read More about Understanding Cultural Differences

Chinese translation:

中西文化差异一瞥

随着中国加入世贸组织以及经济全球化的推进，中国与世界各国间的跨文化交往正变得越来越频繁。在当今竞争激烈的全球市场中了解各国间的文化差异是非常有益的。下面是中西文化间的一些差异。

时间取向

不同的文化对时间有着不同的理解。过去导向型的文化，比如中国文化，非常看重过去。对这类文化来说，历史、既定的宗教信仰以及传统都极为重要。正如一句中国谚语所说：“温故而知新”。注重过去的文化比注重未来的文化还更有可能尊老。

拉美人属于现在导向型的，他们强调的是活在当下。这些文化里的人往往更冲动、无拘束，过着一种随意、休闲的生活方式。

未来导向型的文化——例如美国文化——强调未来，期待未来比现在更宏大、更美好。对大多数美国人来说，未来的事物具有最大的吸引力，因为我们现在所做总没有我们将可能要做的那么好。这种未来观让美国人更加乐观。此外，未来导向型的文化会敞开胸怀迎接创新和变化。

好客

在西方，客人受邀赴宴时应准时到达，否则应该提前电话告知主人你会迟到。在就餐交谈时，习惯上要对女主人的厨艺赞赏一番。不过在被赞赏时，美国女主人通常会说：“我真高兴你喜欢我做的菜，我是特意为你做的呢！”与此相反，即使餐桌上的菜可能超过10道，

中国的男女主人也会说些没有为客人准备什么像样的菜之类的话表示歉意！

禁忌

不同的文化有不同的禁忌，不了解这一点有时会使你陷入尴尬或困境。在美国及大多数信奉基督教的国家里，“13”是个不吉利的数字。据史学家说，耶稣的最后的晚餐上有13个人，耶稣也是在星期五、13日这一天被钉死在十字架上的。因此，13日这天如果又是星期五的话就是一个不祥的日子。在中国，“8”和“9”通常被认为是非常幸运的数字而“4”则是不吉利的。因为在汉语里数字“8”和“9”分别意味着“发达”及“长久”而数字“4”用汉语读起来像“死”。在中国，人们不将钟作为送礼之物—因为这个词的汉语读音是一种不祥的预兆。对美国人来说，隐私是极为重要的。因此应避免问一些私人问题（如薪水、年龄、宗教等）。这种情况也适合英国人。在英国，安全的讨论话题就是天气，因为英国人常常抱怨天气。

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|--------------------------------|----------------|-------------------------|
| 1. prior time | 2. respect | 3. living in the moment |
| 4. innovation and change | 5. compliments | 6. apologize |
| 7. 13 | 8. 4 | 9. give/use a clock |
| 10. salary, age, religion etc. | | |

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. e | 2. j | 3. a | 4. g | 5. b |
| 6. h | 7. c | 8. i | 9. f | 10. d |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|------------------|---------------|---------------------|
| 1. perceive | 2. tend to | 3. get into trouble |
| 4. in advance | 5. complain | 6. in addition |
| 7. regard ... as | 8. optimistic | |

Activity 5 Translate a Paragraph

文化和非语言行为都需要习得。尽管许多外在行为（诸如微笑、移动、触摸、目光接触之类）是天生的，我们并非生来就知道那些与非语言信息联系在一起的交际维度。有研究支持如下观点：由于我们都起源于同一物种，于是一种普遍的、共有的基因遗传就产生了全体人类共有的一些面部表情来表达我们大多数的基本情感（例如恐惧、快乐、愤怒、惊讶、厌恶及悲伤）。然而，我们生而会哭，但什么让我们哭以及我们可以让谁看我们哭都需要作为文化“教育”的部分内容去学习。

Section 2 Reading Skill Exploration: Word Attack Skill

- 一石二鸟
- 放松
- 猪流感
- 垃圾食品
- 樱花





Unit 2

Conducting a Survey

Section 1 More Things to Do

Activity 1 Read More about Conducting Surveys

Chinese translation:

做好市场调研好处多

劳丽·贝布对职业生涯做了重大调整：她辞去核安全工程师的工作，转而从事门对门广告业务。知道为什么吗？一年前，在经历了一段挫折之后，她萌生了一个念头，并随后利用夜晚和周末研究起来。

贝布，34岁，随丈夫搬到肯塔基州帕杜卡市之后，发现这里的购物赠券并不随邮件一起投递，为此感到十分气恼。她不想为拿到赠券而另买报纸，故她把这种牢骚演变成一个商业概念。她成立了“精准广告分销公司”，将广告和购物赠券派送到各家各户。

和当初萌生想法相比较，梦想变成现实并非那么容易。

贝布首先上网，搜索提供同类服务公司的信息。结果发现，整个帕杜卡市，还没有一家从事门对门广告生意的。此外，贝布还利用网络学到了诸如街头拦截采访、街头派发广告资料等各类分销技巧。她说：“我喜欢网络，我的信息至少有50%是从网上得到的。”

贝布同时还依赖于朋友和“小型企业管理局（SBA）”的关系，通过他们可以获得从网络无法得到的帮助。早期她在SBA认识了一位女士。这位女士教贝布如何撰写商业计划，并给她不少的灵感。“我正准备离开男性占主导地位的工作环境，所以认识一位智慧型的、在商界具有权威的女士简直太好了，这使我意识到我做得对。”

和当地商界接触后，贝布证实了市场对更多广告公司的需求，如：本地汽车经销商曾因广告费用太高抵制当地的报纸。通过在全市大范围的访谈，贝布同时发现，她有资格申请政府特别贷款，这个贷款项目是专为那些企业主设置的，目的是帮助激励城镇的经济增长。由于公司设在帕杜卡，贝布可以获得5万美元的贷款。

在贝布所有的联系人中，自己丈夫的帮助最大。她丈夫在网上收集本市各社区的收入、教育、户主状况等信息，并借助于软件工具将收集到的信息进行处理，从而帮助妻子向客户提供目标广告业务。这也使得“精准广告分销公司”有别于其他竞争对手。

由于市场调研充分，贝布得以能够完成业务计划，获得资金支持，并在短短几个月之内安排四名雇员带着广告袋开始门对门的业务了。

虽然工作辛苦，但贝布总结说：“做自己的老板是世界上最美好的事。”

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|-------------------------|---------------------|--------------------------|
| 1. advertising business | 2. Market Research | 3. Internet |
| 4. contacts | 5. her husband | 6. local business owners |
| 7. funding | 8. advertising bags | |

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. c | 2. g | 3. j | 4. i | 5. h |
| 6. a | 7. d | 8. e | 9. b | 10. f |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|---------------|----------------------|-------------|
| 1. dominated | 2. Frustration | 3. is based |
| 4. initial | 5. devoted ... to | 6. Dramatic |
| 7. complaints | 8. was qualified for | |

Activity 4 Write a Report

In order to increase environmental protection among the public, we did a survey on Green Purchasing.

In our survey, 85% of our interviewees said they purchased environmentally preferable products. When purchasing, they said, their organizations or they themselves usually include environmental considerations, such as recycled contents, durability, reliable packaging materials, etc. However, up to 70% of the interviewees said they consider cost a prime factor in green purchasing. This means not many people would be willing to pay more for green products. In terms of difficulties of sourcing green products, about 90% of interviewees said the greener the products, the more you have to pay. Finally, almost 100% of the interviewees expressed their desire that the government should take a stronger role on promoting green purchasing, like offering tax concession, increasing more public awareness, offering more loans

to better-behaved enterprises, etc.

From the survey we did, we can conclude that the public is willing to contribute more to the environmental protection and that the government should take more effective measures.

Activity 5 Translate a Paragraph

做调查的第一步是确定你想要了解什么, 调查的目标决定了你的调查对象和要问的问题。如果目标不明确, 结果也会不明确。典型的调查目标包括更多地了解:

- 新产品或服务的潜在市场
- 现有产品或服务的评价
- 职员的态度
- 顾客 / 病人的满意度
- 读者 / 观众 / 听众意见
- 协会成员意见
- 企业形象

这些调查目标只能体现总体的情况。目标越是具体, 就越容易获得有用的答案。

Section 2 Reading Skill Exploration: Propositional Meaning

1. At the beginning of her market research, Bebout searched the Internet for ideas from companies specializing in Precision Advertising Distribution service.
2. Having an idea is one thing; realizing it is another.



Unit 3

Making a Presentation

Section 1 More Things to Do

Activity 1 Read More about Making Presentations

Chinese translation:

利用图表做演示

在信息时代，商界争先恐后地以丰富、强大和刺激的方式来呈现信息。在一间坐满商务专业人士的会议室里展示信息时，我们首先是渴望获取他们的关注，然后是保持他们的关注。我们可以通过诸如柱形表、柱形图、图表及表格等来完成。

柱形表、柱形图能以简单而有意义的方式把信息传递给观众。柱形图表现的对比数据要比幻灯片留给观众的印象持久得多。用柱形图演示，必须在脑海里记住几件事：清楚地标注图形，这样，观众就可以不必花太多时间去领会图形的意思；用强烈的颜色突出柱形的重要性，而用柔和的色彩使其他柱形不那么显眼。尽可能地把相关的信息用图状呈现出来。你的观众将会更欣赏你的演示，同时正如你所希望那样在他们离开时已经掌握了一切信息。线状图表不能过于详细，而应是简单明了，仅仅用来描绘一些概念。不同的图表表示不同的意图：

- 饼形图把一个整体划分成几个部分
- 柱形图显示二个或以上事件的关联
- 线状图表示趋向

记住，线条必须要用粗体。

表格用来表示观点、事实、计划、概念、步骤和顺序。比如：

- 组织结构图
- 流程图
- 甘特图



- 关键途径网络图
- 时间线路图

使用图表和表格时应记住以下基本的原则:

- 选择合适的图形
- 图解说明抽象概念, 而不是具体事实
- 使用标度值
- 柱形图中应在水平线上注明时标, 其他信息应在左边

另外, 在演示时应保持一个整体结构, 用简短的句子, 要有开头、中间和结尾。说明演示是关于什么的: 目的和目标。开场白应抓住观众的注意力, 或用煽动性的语言, 或用幽默的趣闻。中间部分要概述你的观点或者展开你的故事, 但不要叙述过多的内容。结尾要有力而肯定, 简要地总结你的主要观点, 并感谢观众的倾听。

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|---------------------|-----------------------|-------------------------|
| 1. offer a simple | 2. lasting impression | 3. detailed facts |
| 4. Use scale values | 5. horizontal line | 6. audience's attention |
| 7. your story | 8. Briefly summarize | |

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. f | 2. h | 3. e | 4. a | 5. j |
| 6. d | 7. b | 8. i | 9. g | 10. c |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary.

There are more words than you need.

- | | | |
|----------------|------------------------|--------------------|
| 1. rather than | 2. figured out | 3. divide ... into |
| 4. provocative | 5. objectives | 6. conspicuous |
| 7. relay | 8. catch the attention | |

Activity 4 Write a Report

How to make a good product presentation? For that matter, we made a survey for students in our college recently.

In our survey, nearly half of the students said they never had such experiences of doing product presentation while 42% students said they once made the presentation for some trade companies. 85% students are eager to know the technique of making a perfect product presentation. According to the opinions of the interviewees, all of them firstly agree that if you want to make a good product presentation, you should get full preparations in advance.

Furthermore, 35% interviewees find visual aids, such as PowerPoint, Multi-media, charts, graphs and pictures helpful for audiences to understand better. Over 90% of the students agree that making a presentation entails more confidence, interesting examples, and respects for audience. Finally, almost 100% of the interviewees think that the product presentation must be compelling enough to explain the value of your products. In order to promote your product, you should answer all customers' questions completely, accurately and honestly.

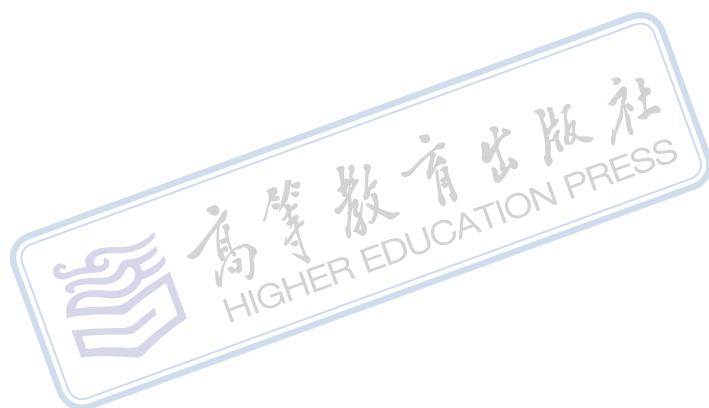
From the survey we did, we can conclude that making a good product presentation is not easy, but if you practice more and catch every chance to do it, you could have full assurance of success.

Activity 5 Translate a Paragraph

假如你在做讲座或在解释一个概念，你要收集有关这一主题的材料，越多越好。你要花大量时间进行研究。然后花大量的时间组织材料，以使你的演讲清楚和易于理解。如果例子和图表有助于你更清楚地阐明你的观点的话，就尽可能多地采用。永远也不要忘记你的听众，不要讲得过于专业或高深，也不要用人人高深的口气讲话，要尊重你的听众。他们会非常欣赏你周到细心的准备。

Section 2 Reading Skill Exploration: Contextual Meaning

1. C (Explanation): It explains what functions bar and bar graphs can play.
2. A (Assumption): It serves as an assumptive condition on which the writer suggests that you gather enough facts.
3. D (Justification): It justifies the writer's instruction that bar should be labeled clearly.
4. B (Reasoning): It gives the reason why you should treat your audience with respect.





Unit 4

Establishing Business Relations

Section 1 More Things to Do

Activity 1 Read More about Establishing Business Relations

Chinese translation:

您能够在下午 4 点联系您的中国供应商吗？

虽说现在世界正在成为地球村，遗憾的是时差仍然存在。很多时候，当你在下午时分联系你的中国供应商时，事无巨细你都无法得到回应，而必须要等到第二天他们起床并上班之后。

我不是这样！

你随时可以联系到我。我的手机昼夜开机，13177779999 是你 24 小时可用的热线。问题不分大小，我会立即为你处理。因为我自己为自己打工，我的客户就是我真正的衣食父母。请点击 PandaPan@hotmail.com，将我加为你的 MSN 好友，或电邮到：PandaPan@200 8.com。

我来自中国四川靠近大熊猫森林保护区的区域，我热爱这些可爱的小家伙，所以我的客户都叫我熊猫潘。

肯德基对待鸡很专业，我们不仅对待鸡专业，我们对待其他动物，包括猫和狗一样很专业。请别误解，我们不是做饮食生意的，我们是为像你一样的客户提供动物时尚配饰的。

我和我的团队共设计过 13518 款配饰，其中 68 款获过奖。在过去的十年中，我们有无数集装箱货物出口海外，单是上个月就出口了 10 个集装箱的配饰到加拿大。

我们会为你指定一位专职跟单人员，确保你的每个订单都得到专业的处理。他（她）会从头到尾跟踪你的订单。这样，你——我们的买主——可以十分放心。你可以至此链接 www.PandaPan.com，看看客户对我们的无差错订单处理系统的赞誉。

请告诉我你想设计怎样的动物配饰，你的样品我们将会两周内完成，我们会做得很出色。

保证百分百无条件退款。

欢迎来我们的网站留言索取 12 个经典的熊猫设计作品，你可以免费保留欣赏。

祝你好运，开心一整天！

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|--------------------|-----------------------|---|
| 1. time difference | 2. bread and butter | 3. Accessories |
| 4. containers | 5. follow every order | 6. guaranteed |
| 7. Masterpieces | 8. 13177779999 | 9. www.PandaPan.com |

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. f | 2. g | 3. a | 4. h | 5. i |
| 6. c | 7. j | 8. d | 9. e | 10. b |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|-------------------|-------------------|------------|
| 1. was designated | 2. guarantee | 3. process |
| 4. add to | 5. handle | 6. classic |
| 7. tons of | 8. under his belt | |

Activity 4 Write a Passage

How to write a good business association letter? We interviewed people in the foreign trade area and try to find out the problems in writing business association letters.

In the interview, the majority of the people said they sent over 100 business association letters, but about 1% of the people replied. About 90% of the people are eager to know the technique of writing a good business association letter. According to the opinions of the interviewees, all of them firstly agree that your letter should follow the principle of customer-orientation. Furthermore, you should express your common ground and state clearly your wish and what you want in your letter. Thirdly, choose lively, active words instead of the industry jargon to hold your readers' attention in your letter. Remember, overall tone of the letter should be confident, courteous and sincere. Finally, make sure that you organize the information in a logical and coherent way. Don't forget to proofread your letter to avoid spelling or punctuation errors before you send the letter.

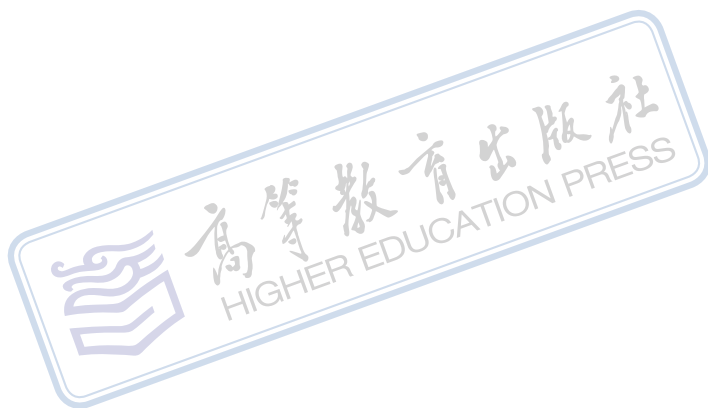
From the survey we did, we can sum up that writing a good business association letter is not an easy task, but if you practice more, you will make it.

Activity 5 Translate a Paragraph

我们是一家专业进出口化学制品的国有企业。为了使您了解我们的业务范围，我们随函附上一份出口产品目录，上面是我们目前主要供应的产品。如果您所需要的产品不在目录上，请向我们详细说明您的要求，我们将尽一切努力满足您对上述产品的需求。

Section 2 Reading Skill Exploration: Key Word Reading

1. We decided to take a taxi back to our hotel from Mong Kok since we estimated the fare to be roughly the same if we were to take the mass transit railway (MTR. and minibus route, given that there were five of us.
2. You will be charged with additional HK\$5 per piece for baggage you place in the trunk of the taxi, no matter how big or small the size will be.
3. The rising birth rate is not due to increased fertility, but to a sharp decline in the death rate.
4. By this time it is about 2:00 p.m. and we are starved and I think my husband is a little drunk from all the tasting.
5. Michael Phelps was driving an SUV that collided with another car in Baltimore Thursday night, but the Olympic gold medal swimmer was not injured, police said.





Unit 5

Promoting Products and Services

Section 1 More Things to Do

Activity 1 Read More about Promoting Products and Services

Chinese translation:

你只花 532 美元就能买到一台价值 7200 元的崭新电动检查台吗？

是的，这绝对是真的。你真的可以换掉已经磨损的旧检查台，只需从口袋里拿出 532 美元。让我为你详细解释一下。

在五月，我们这个小公司冒险参加了电动检查台的优惠活动。参加此优惠活动要求我们进货 5 台，现只卖掉了 3 台，目前还剩 2 台。

我的难题就是你的机会！

为了把这 2 台推销出去，我决定大胆勇敢地行动。

首先，你要知道生产商的优惠活动在 7 月 20 日结束，我的存货可以按批发价格转给其他经销商。但我不这么做，我情愿按批发价格卖给你们从而赢得你们的赞誉口碑。

电动检查台的常规价格是 7200 美元，但我承诺你只用花 532 美元就能拿到，以下是你可以用很小的代价就拿到电动检查台的原因：

通过购买电动检查台，你可以符合美国残疾人法案第 44 条款而有资格获得 50% 的税收抵免。是的，确实是 50%。因为电动检查台可以上下滑动为残疾人或有生理缺陷的病人提供方便。

还没有说完，这里还有几项对你的奖励：我们会按 350 美元的折价收购你的旧检查台，或者你可以捐赠给慈善机构从而获得慈善机构捐款税务抵扣；而且你将免费获得两年的额外产品保修（价值 2000 美元）；此外，我们还免费运送新的检查台和免费收取旧检查台。

棒极了，对吗？等一下，我还有更好的消息。

你可以按三次分期付款，无息。我们可以让你按 30 天一期共分三次付款。

为什么你必须在 8 月 5 日之前行动（我已经将优惠活动延期了两周）？首先我拿不准到 8 月 5 日时检查台还在不在我们这，因为最先支付订金的两位医生将得到这两台检查台。卖掉以后，这些优惠就到期了。

现在你要做的就是拿起电话，拨打 609-7231，用信用卡预定一台。不然，你就会失去以低廉价格轻松便捷地获取这台电动检查台的机会。我真诚希望你就是两个决定把握这个绝佳良机的医生之一。

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|------------------|----------------------|---------------------------|
| 1. goodwill | 2. 50% | 3. another tax break |
| 4. \$2000 | 5. in 3 installments | 6. August 5 th |
| 7. dial 609-7231 | 8. your credit card | |

Task 2 Match A with B

- | | | | | |
|------|------|------|------|-------|
| 1. d | 2. j | 3. f | 4. h | 5. c |
| 6. g | 7. a | 8. i | 9. e | 10. b |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary.

There are more words than you need.

- | | | |
|----------------------|----------------|--------------|
| 1. take advantage of | 2. installment | 3. deposit |
| 4. qualify | 5. glided | 6. incentive |
| 7. donated ... to | 8. gambling | |

Activity 4 Write a Passage

How to promote products and services? We interviewed people in foreign trade area and try to find out the promotion strategies.

In the interview, the majority of the people said their companies occupy below 50% percent of the market in the same industry and products and services are not very popular in the market. Many people are eager to know the strategies to promote products and services. According to the opinions of the interviewees, all of them emphasize that quality is the first and upmost for a company and the company should monitor the quality and services constantly. In addition, your company should have an official website with worldwide exposure to give your customers convenient access to your service and your products. Secondly, you can distribute fliers and business cards door to door in order to enhance the awareness of your products and services. Furthermore, you can choose to attend trade shows and community events to display

your products and services and find more trade chances. You can also try some advertising methods such as classified ads, yellow page ads, television and radio spot, and display ads in magazines or on other websites. Thirdly, try to find some opportunities to support a local charity by sponsoring a fundraising event or host a grand opening or open house to invite local business owners and residents from surrounding neighborhoods. Besides the points we mentioned above, spare much effort in designing of the brochures, posters and packaging.

From the survey we did, we can sum up that promoting products and services require much effort, time and energy. Try a few of these strategies and watch your sales soar.

Activity 5 Translate a Paragraph

互联网已经成为大众购物的信息高速公路。多数人喜欢网上购物，轻松自由地进行交易。事实上，互联网已经成为最强大的销售工具。网络销售为企业提供了降低成本的方法，增强其产品、服务的竞争力。与其他的营销模式相比，网络销售已经呈现出了减少预算和库存费用的优势。

Section 2 Reading Skill Exploration: Identifying Passage Organization

1. The paragraph is organized in time sequence. The signal words are as follows: in, at the age of, then, first, then etc.
2. 1858, born in Germany
1874, studied physics in University of Munich
1879, received a doctorate
1880, taught at the University of Munich
1889, taught at the University of Berlin
1990, set out Planck's radiation formula
1918, received the Nobel Prize for Physics
1927, retired from the University of Berlin





Unit 6

Attending Fairs and Exhibitions

Section 1 More Things to Do

Activity 1 Read More about Attending Fairs and Exhibitions

Chinese translation:

第二十届北京国际图书博览会

第二十届北京国际图书博览会（简称“图博会”）将于2013年8月28日至9月1日在北京国展中心举行。本届图博会总面积达53600平方米，沙特阿拉伯王国将成为本届图博会的主宾国。

图博会的目标是引进高质量的外国图书并向世界介绍中国图书，以此促进国际间的科学、技术和文化交流，加强世界各地人民的了解和友谊，扩大出版和版权交易的中外合作，发展图书贸易业务，尤其是进出口业务。

图博会自1986年创办以来，秉承“把世界的图书引进中国，让中国的图书走向世界”的原则，至今已成功举办十九届。二十多年来，图博会已成为出版界的最为重要的活动，得到国内外图书出版行业的大力支持和积极参与，图博会的国际品牌地位逐步得到确认，已成为兼具版权贸易、图书贸易、文化活动、展览展示、咨询服务、业界沟通等功能于一体的国际出版交流盛会。

本届图博会将扩展去年的创新数字出版展区，并继续开设儿童图书展区、动漫展区、期刊展区和版权中心。图博会展出内容包括国内外出版的书籍、期刊、报纸及其他出版物；教育培训机构、教辅材料、文具、图书馆及其他服务等。

作为2013图博会的主办方，中国图书进出口总公司将继续坚持国际化理念和专业标准，为中外出版机构和合作伙伴提供迅捷高效的信息管理和展会服务，将第二十届北京国际图书博览会的展会服务水平提升到一个新的高度。

Key to the exercises:**Activity 2 Fulfill the Following Tasks****Task 1 Complete the outline with the information from the passage.**

1. September 1
2. China International Exhibition Center (CIEC)
3. China National Publications Import and Export Corporation (CNPIEC)
4. Introducing excellent / high-quality
5. 53 600
6. the Kingdom of Saudi Arabia
7. Digital Publishing Zone
8. Right Centers

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. b | 2. c | 3. e | 4. g | 5. d |
| 6. j | 7. a | 8. i | 9. f | 10. h |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|--------------------------|--------------|----------------|
| 1. digital | 2. promoting | 3. incorporate |
| 4. principle | 5. event | 6. expand |
| 7. domestic and overseas | 8. adhere to | |

Activity 4 Write a Passage

Our company produces a variety of high-quality refrigerators. Let's look at this new model. It is perfect for storing snacks and beverages as well as fresh and frozen food. It is really ideal for bedrooms, offices and dorm rooms. It has an ice compartment, adjustable shelves and 2-liter door storage. The racks behind the door can also hold tall bottles of wine and other beverages. More importantly, it is economical, consuming only 300 kilowatts per hour. This model comes with a 12-month warranty for labor and parts. In fact, if used properly this model can last for a very long time and constantly provides excellent performance. If something really goes wrong with it, just contact our repair shop and they will repair it immediately. Now this model is on sale. It costs only RMB 3,999.

Activity 5 Translate a Paragraph

参展商应该如何准备展览会？他们应该选择一个最能展示他们产品的展位，为参观者准备大量的目录手册、价目单、名片和免费样品。如果没有良好的展示，他们可能会发现参加贸

易展览会既昂贵又没有效果。

Section 2 Reading Skill Exploration: Taking Notes

1. Step 1: Determine what types of account (s. _____) you want.
Step 2: Pick the service you want.
Step 3: Provide your information and get the account you want.
2. The most typical accounts are savings and checking accounts.
3. To open a savings account, you need to fill in an application form, and give slips along with your cash and ID document to the teller. Then the teller will review the information provided and issue you a bankbook once your signature on the slip is confirmed. If you need a password or withdrawal by seal, you must set your password or provide the teller with two cards stamped with your seal.



Unit 7

Managing Human Resources

Section 1 More Things to Do

Activity 1 Read More about Managing Human Resources

Chinese translation:

人力资源专员的工作

人力资源专员是指从事员工招聘、审查、面试与安排工作的专业人员。他们也会在其他广泛领域内处理人力资源管理工作，如员工关系、薪资以及员工培训等。

职责

人力资源专员主要从事以下工作：

- 与雇主协商确定雇佣需求和优先考虑的招聘条件。
- 面试应聘者，了解他们的工作经验、教育背景、培训资质和技能水平。
- 查阅参考资料，对应聘者进行背景调查。
- 通知应聘者有关工作细节事项，如工作职责、福利以及工作条件等。
- 为雇主雇佣或推荐合适人选。
- 引导或帮助新雇员开始工作。
- 书写雇佣记录和处理纸质文本。

许多人力资源专员接受过全套人力资源业务训练，能从事人力资源部的所有业务。除了员工招聘与安排外，他们还通过人力资源管理工作程序协助引导员工并回答与公司规定相关的问题。他们通常还进行薪资核算，并处理与之相关的问题。他们也为所有人力资源管理职能遵守国家和地方法规提供保障。

人力资源专员有以下类型：

面试员在招聘办公室工作，负责对应聘者进行面试并将适合的应聘者名单报雇主参考。

人力资源主管管理人力资源全面工作，负责对招聘、员工关系、薪资福利、培训以及人

力资源管理制度、流程与项目等进行全面管理。

劳资专员负责在员工招聘时研究考虑薪资、福利、医疗保障、养老金、工会与管理事项，并解释与起草雇佣合同。他们也处理申诉的程序，是员工投诉的正规渠道。

安置专员负责为雇主搜寻合适的求职者。他们寻找那些具备职位所需要的工作技能、教育背景和工作经验的人，并尝试安排给雇主。他们也协助安排面试。

招聘专员有时也被称为人才招聘员，负责寻找、审查和面试所需职位的求职应聘者。他们通过发布招聘信息，参加人才招聘会，访问大学校园等方式寻找求职者。他们也会对求职者进行测试和联系推荐人，并提供工作机会。

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|---------------------------------|----------------------------|-----------------------------|
| 1. consult | 2. interview | 3. background |
| 4. details | 5. qualified candidates | 6. orientation |
| 7. employee record | 8. Employment interviewers | 9. Human resources |
| generalists | | |
| 10. Labor relations specialists | 11. Placement specialists | 12. Recruitment specialists |

Task 2 Match A with B.

- | | | | | |
|------|------|------|------|-------|
| 1. c | 2. e | 3. f | 4. h | 5. g |
| 6. d | 7. a | 8. i | 9. b | 10. j |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|----------------|--------------------|---------------|
| 1. preferred | 2. a variety of | 3. administer |
| 4. payroll | 5. discipline | 6. Identify |
| 7. comply with | 8. referred ... to | |

Activity 4 Write a Passage

The objective of this questionnaire is to obtain first-hand information on the college students' tendencies toward getting the job position as a human resources specialist.

The first three questions are about the understanding of the job as a human resources specialist. According to the results of our questionnaire, 70% of our interviewees say that they know just a little about the job and 8% of them even say that they know little or nothing about it. When asked about the responsibilities of the job, 91% of the interviewees choose all the options. When asked about the most important personality needed for the job, 45% of the interviewees answer that being communicative is essential. When asked about the

attitude toward the job, 78% of the interviewees agree that human resources specialist is very important in a company and 36% of them agree that a human resources specialist should have a good command of foreign language. When it comes to the important qualities they have got for the job, 55% of the interviewees choose interpersonal skills and 39% decision-making skills. Finally, only 18% of the interviewees say that they are willing to find a job as a human resources specialist and 48% express that the salary range they expect is from 40,000 RMB to 50,000 RMB per year.

From the survey, we can conclude that most of our interviewees do not have a good understanding of the job as a human resources specialist. As the job is demanding and challenging, few interviewees are willing to get such a job.

Activity 5 Translate a Paragraph

人力资源职业生涯丰富而精彩。你会发现因个人兴趣、教育背景和职业目标的不同，人力资源职业能给你多样的选择和持续的挑战。人力资源总监熟悉人力资源管理领域的各个不同业务，而人力资源专员则选择其中某项业务作为他们的重点。拥有许多人力资源团队成员的较大型的机构会给人力资源专员更多施展才华的机会。

Section 2 Reading Skill Exploration: Outlining

1. Our network is vulnerable to enemy attacks through Internet.
2. Someone could attack the industrial control systems.
3. One of the biggest challenges to better cyber-defense systems is finding the right people to handle the job.
 - 1) The right people are experts in cyber security;
 - 2) The right people can outsmart the cyber bad guys.





Unit 8

Starting Your Business Online

Section 1 More Things to Do

Activity 1 Read More about Starting Your Business Online

Chinese translation:

如何创立成功而又盈利的网上商务

网上创业并非总像听起来那么容易。当你开始在网上创办你的居家企业之前，最好浏览一下网上的一大批商业机会，以决定最适合你的行当。

对个人而言，网上赚钱大有前途，但在迈出这至关重要的一步之前，有一些重要的因素应该考虑。

1. 你该不该做销售服务？

除非你有娴熟的技能，如网页设计、写作或其他创意和艺术才华，否则你必须集中精力寻找或创造一种产品。在销售服务的过程中，你必须先确定你的服务是否有赢利的市场。认真审视现有的竞争，看看他们的工作质量。你能不能做得更好？他们的要价是多少？你能不能做到更便宜？如果你能够有效地做到这两样中的一样，你就算走上了网上致富之道。

2. 你该不该销售产品？

越来越多的人在网上购物，但最主要的考虑是，要出售的产品是实物还是虚拟的。至于销售服务，你必须先确定你的产品是否有市场存在。看看类似的产品然后再决定是否有一个涉足者的空间。实物产品就是可握在手里的东西，因此，这样的产品还需要包装和运输。处理订单非常耗时，但更重要的是，你可能必须保持库存，这可能非常昂贵，并且你需要寻找仓库。

3. 销售他人的产品

一些最佳的网上商业机会非常容易创造和把握，排第一位的当数加盟营销。你只需找到一些正成功地在互联网上出售的产品，并签署他们的加盟计划。基本来说，这是直截了当的

办法。你填写网上申请表，并给你一个参考号码，你便可以把它嵌入到你的营销链接。母公司也将跟踪你的销售情况并支付佣金。你需要做的只是销售他们的产品。

4. 购买专营权

如果你更想要购买现成的业务，有许多可供选择。一些成立已久的盈利的互联网企业将乐意卖给你专营权。这很可能是其现有业务的克隆，但要小心！拥有特许经营业务在互联网上证明是无用的，除非你有领属权利。网上专营权带给你的问题是限制你的销售。必须和特许专营授权公司签订一个协议，并且作为特许经销代理人，你也只能出售他们的产品系列。

Key to the exercises:

Activity 2 Fulfill the Following Tasks

Task 1 Complete the outline with the information from the passage.

- | | | |
|----------------------------|-------------------------|----------------------------------|
| 1. a paying market service | 2. competitors | 3. a virtual one/product/service |
| 4. market | 5. a tangible product | 6. existing products |
| 7. host company | 8. your marketing links | 9. territorial rights |
| 10. range of products | | |

Task 2 Match A with B

- | | | | | |
|------|------|------|------|-------|
| 1. d | 2. i | 3. h | 4. a | 5. f |
| 6. e | 7. j | 8. c | 9. b | 10. g |

Task 3 Fill in the blanks with the right words or phrases. Change the form where necessary. There are more words than you need.

- | | | |
|-------------------|-------------------|--------------|
| 1. advisable | 2. an array of | 3. inventory |
| 4. embedded | 5. concentrate on | 6. virtual |
| 7. time-consuming | 8. affiliate | |

Activity 4 Write a Report

The object of this questionnaire is to obtain first-hand information on the college students' tendencies toward employment and career development.

According to the results of our questionnaire, 85% of our interviewees have not thought of self-employment. It shows that the number of college students who intend to start their own business is relatively small. When asked what encourages them to start their own business, 75% of the interviewees answer that it can solve the problem of their employment. When it comes to the difficulties of SYB, 80% of the interviewees express that lack of finance is the main problem. Almost 100% of the interviewees express their desire that the government should provide financial support. 71% of the interviewees think college students' major is closely

related with their business while 20% of them say the two are hardly related to each other. Finally, 90% of the interviewees emphasize that SYB requires that a college student should be ready to take challenges, own outstanding communicating and socializing abilities, fairly good professional knowledge, managing experience and marketplace consciousness while only 5% of the interviewees believe that strong social background is a must.

From the survey, we can conclude that today's college students need to transform their idea from employment to SYB. At the same time, they should get a good understanding of various procedures and related laws and regulations by which they can start their own business smoothly.

Activity 5 Translate a Paragraph

成功创立自己的企业据说是约 70% 的美国家庭的目标。这个数字近似于许多西方国家。那么你将如何创办一个成功的企业？要达到我们那么多人所渴望实现的那种经济上的独立涉及哪些步骤、秘诀？

我创立居家企业的首选路线是创立网上业务。其原因是，与线下企业相比开办成本最低。因此，即便不成功，你也可以尝试其他网上商务而不至于损失许多钱财。

那么，你可以创立什么样的网上家庭商务呢？下面几个可供选择：

1. 在易趣网上销售物品。
2. 推销加盟的产品。
3. 出售自己的产品——实物的或数字的。

Section 2 Reading Skill Exploration: Summary

Hannibal is the hometown of Mark Twain, a great writer who has created Tom Sawyer and jumping frogs. In order to commemorate Mark Twain, people in Hannibal hold a jumping frog contest and also a fence-painting contest during National Tom Sawyer Days. The story of Tom Sawyer is based on some facts of Mark Twain's boyhood.

