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Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about international business
- O Be able to write a fax
- O Be able to use gerunds and infinitives
- O Be able to express their opinions about making business appointments

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
	Lead-in	Extended Book
	Students discuss different international business activities	Reading
	and distinguish imported and exported goods from China.	
Section I-II	Reading	
	Allow students some minutes to go through the text and	
	finish comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language focus	Extended Book
	Vocabulary	Vocabulary
Students finish vocabulary task and are offered some m		Grammar
	information about these key words.	Translation
Section III-IV	Grammar focus	
	Teacher explains gerunds and infinitives with some	
	examples; students finish exercises.	
	Translation	
	Students finish translation task.	
	Business Writing	Extended Book
	Students discuss how to write a fax. Teacher provides more	Oral practice
	information and asks students to write a fax according to the	
	model.	
	Listening and Speaking	
Section V-VI	Listening	
	Students finish listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

The Definition of International Business

1. Transaction

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals, companies and organizations. These transactions take on various forms, which are often interrelated: primary types of international business are export-import trade and direct foreign investment. The latter is carried out in varied forms, including wholly owned subsidiaries and joint ventures. Additional types of international businesses are licensing, franchising, and management contracts.

2. Activity

The use of international business recognizes that doing business internationally is an

activity. Subject to constant change, international business is as much an art as science. Yet success in the art of business depends on a firm grounding in its scientific aspects. Individual consumers, policy makers and business executives with an understanding of both aspects will be able to incorporate international business considerations into their thinking and planning.

3. Satisfaction

As for any kind of domestic business, satisfaction remains a key tenet of international business. The fact that the transactions are across national borders highlights the difference between domestic and international business. The international executive is subject to a new set of macro-environmental factors, to different constraints, and to quite frequent conflicts resulting from different laws, cultures and societies. The basic principles of business still apply, but their application, complexity, and intensity vary substantially.

Supplier Corporation Customers Thorough flow Inbound Materials **Outbound Materials** Domestic/ Import Sourcing Order Processing Order Order Processing Processing Transportation Order Placement Physical Distribution Transportation Material Customer Physical Management Management Service Transportation Distribution Management Storage Inventory Inventory Management Management Storage Management Storage

The International Supply Chain

The Need of International Business

1. Offer New Markets

International business offers companies new markets. The growth of international trade and investment has been substantially larger than growth of domestic economics. A combination of domestic and international business presents more opportunities for expansion, growth and income than does domestic alone. International business causes the flow of ideas, services and capital across the world. International business also offers consumers new choices. It can permit the acquisition of a wider range of products,

both in terms of quantity and quality, and do so at reduced price through international competition.

2. Preparation for a Future Career

On an individual level, most students of international business are likely to work for a multinational organization at one point in their careers. Many of them come from around the world. In an era of open borders, niche marketing, instant communications, and virtually free ways of reaching millions of people, there emerges an unprecedented opportunity of individuals to enter the international business arena. Understanding international business is therefore crucial in preparing for the opportunities, challenges, and requirements of a future career.

3. Economic Isolationism is Impossible

International business is exciting because it combines the science and the art of business with many other disciplines, such as economics, anthropology, geography, history, language, jurisprudence, statistics and demography. International business is important and necessary because economic isolationism has become impossible. Failure to become a part of the global market assures a nation of declining economic influence and a deteriorating standard of living for its citizens. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world.

3 The Field of International Business

- 1. The large volumes of trade, the existence of huge multinational business entities, and the rapidly changing international business environment merely emphasize the fundamental interrelationships of business firms, governments, economics and markets in the world today. Thus, the international business has direct implications for everyone in the modern world.
- 2. The international business, however, does not merely expand the parameters of the external environment of the modern business firm. It stimulates a more basic, attitudinal change in doing business in this large environment. The business manager is exposed to the problems that inward looking attitudes—ethnocentrism and parochialism—can and do create for international business. The business manager is encouraged to become aware of these constraints and to overcome them by seeking practical solutions in the real world.

4 Methods of Going International

1. Licensing

Through licensing, a firm grants a foreign entity some type of intangible rights, which could be the rights to a process, a patent, a program, a trademark, a copyright, or expertise. In essence, the license is buying the assets of another firm in the form of know-how or

R&D. The licensor can grant these rights exclusively to one licensee or nonexclusively to several licensees.

2. Direct Investment

When a company invests directly within foreign shores, it is making a very real commitment of its capital, personnel, and assets beyond domestic borders. While this commitment of resources increases the profit potential of an MNC dramatically by providing greater control over costs and operations of the foreign firms, it is also accompanied by an increase in the risks involved in operating in a foreign country an environment.

3. Globalized Operations

The world is moving toward becoming a global market in which products would be standardized across all countries, which would enable corporations to manufacture and sell low-cost reliable products around the world.

4. Franchising

Franchising is similar to licensing, except that in addition to granting the franchisee permission to use a name, process, method, or trademark, the firm assists the franchisee with the operations of the franchise or supplies raw materials, or both. The franchisor generally also has a larger degree of control over the quality of the product than it does under licensing agreements. Payment under franchising agreements is similar to the payment scheme in licensing agreements in that the franchisee pays an initial fee and a proportion of its sales or revenues to the franchising firm.

5. Exporting

Exporting requires the least amount of involvement by a firm in terms of resources needed and allocated to serving an overseas market. The prime advantage of exporting is that it involves very little risk and low allocation of resources for the exporter, who is able to use domestic production toward foreign markets and thus increase sales and reduce inventories. Exporting also provides an easy way to identify market potential and establish recognition of a name brand.

6. Management Contracts

Management contracts are contracts under which a firm basically rents its expertise or know-how to a government or company in the form of personnel who enter the foreign environment and run the concern. This method of involvement in foreign markets is often used with a new facility, after expropriation of a concern by a national government, or when an operation is in trouble.

7. Contract Manufacturing

Contract manufacturing is another method firms use to enter the foreign arena. In this case, an MNC (multinational corporation) contracts with a local firm to provide manufacturing services. It has the advantage of expanding the supply or production expertise of the contracting firm at minimum cost.

8. Wholly Owned Subsidiaries

By establishing its own foreign firm, a firm retains total control over marketing, pricing, and production decisions and maintains greater security over its technological assets. In return, it is entitled to 100 percent of the profits generated by the enterprise.

9. Strategic Alliances

Strategic alliances (or joint venture) are business arrangements in which two or more firms or entities join together to establish some sort of operation. Strategic alliances may be formed by two MNCs, an MNC and a government, or an MNC and local businesspersons. If there are more than two participants in the deal, the relationship can also be called a consortium operation.

International and Global Business Relations

In its most basic definition, globalization of business refers to a qualitative departure from traditional approaches to doing business internationally. Business corporations and the people working for and controlling these entities have been functioning and growing, not only in extent and expanse of their concerns, but also in sophistication and in sociopolitical clout. These groups are effective check and balance entities that are increasingly responsible in reining-in of unbridled business and at times even controlling the ravages of raw capitalism. It is impossible to study globalization and its social impact without a close examination of the development and roles of these powerful bodies. They are significant players in the business game played on the global arena.

Lecturing Hints

Section 1 Lead-in

1 Ask students to work in pairs and describe the international business activities shown in the pictures below.

Suggested answers:

- 1. **Trade fair:** Canton Fair, also called China Import and Export Fair, is the largest trade fair in China. Trade fair is a very common and useful way to promote both the company image and the sales.
- 2. **Business negotiation:** Business negotiation is a very important step to make the final decision about the price, mode of transportation, payment terms, and business is often conducted through discussion, compromise and negotiation.

- 3. **Securities Transaction:** People conduct securities transaction in expectation of a financial return on the investment. They estimate the value of the securities and make the decision whether to purchase or sell according to their judge of the market.
- Work with your group and give the words or phrases according to the clues.

Suggested answers:

Persons	Places	Business activities
salesman	market	sell
manufacturer	factory	manufacture
broker	stock exchange	purchase
merchant	trade fair	exhibit
manager/ operator	meeting room	negotiate
retailer/ distributor	department store	promote

Ask students to discuss the following questions:

Suggested answers:

- Q1: What caused international business?

 The development of economy and the expansion of international market.
- **Q2:** In what aspects can we find business globalization?

 Almost in every aspect of our daily life we can find business globalization.
- Q3: What is the greatest contribution of foreign investment to a country?

 More foreign investment means great opportunity for the development of the country.

 It also stands for the opening level of the country which build up a positive image.

Section (II) Reading

1 Give students 10 minutes to go through the whole text and ask them to finish comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

1 International business can be broken down into four types: foreign trade, trade in

- services, portfolio investments, and direct investments.
- 2 Portfolio investments are financial investments made in foreign countries. The investor purchases debt or equity in the expectation of nothing more than a financial return on the investment.
- 3 International business is not new, having been practiced around the world for thousands of years, although its forms, methods, and importance are constantly evolving.
- 4 Globalization of business is seen by much of the world as creating wealth that benefits nations and individuals worldwide at the expense of the poor; ignores human rights and spoils the environment.
- 5 Further development of globalization of business.
- Exercise 3

1. F

2. F

3. T

4. T

5. F

Teacher analyzes the text and explains difficult sentences and key words.

1. The entities involved in business can be private, governmental, or a mixture of the two. 实业所涉及的实体可以是私人性质的, 政府性质的, 或者是两种的综合体。

Here "entities" refer to the companies, agencies owned and run by individuals, government or a combination of the two. These kinds of entities have some types mentioned above. "Involved in" which means concern or associate significantly is a past participle used to modify the subject.

e.g.: I don't want to get involved in the business you told me about.

A person involved in business is called a businessman.

2. Visible physical goods or commodities moving between countries is exports or imports. 国家间有形货物或商品的流动称之为进口或出口。

visible: capable of being perceived by the eye

e.g.: Visible trade is one form of international trade.

We should try our best to avoid those visible risks during transportation.

3. Exporting and importing comprise the most fundamental, and usually the largest, international business activity in most countries. 进出口贸易构成了大多数国家最基本, 通常也是数额最大的国际贸易活动。

comprise: to include; contain

- e.g.: The committee is comprised of eight members. Industrial unions generally comprise a number of diverse groups.
- 4. The international firm is paid for services it **renders** in another country. 跨国企业因其在

别国提供服务而获取报酬。

render: to present or submit (accounts, etc) for payment, approval, or action

e.g.: The treasurer rendered an account of all the money spent.

We are ready to render them assistance.

5. **Portfolio** investments are financial investments made in foreign countries. 有价证券投资 指在别国进行的金融投资。

portfolio: the complete investments held by an individual investor or by a financial organization

e.g.: Portfolio investment in the form of 'China funds' is also popular.

The term portfolio means the collection of assets one owns.

6. The investor purchases debt or **equity** in the expectation of **nothing more than** a financial return on the investment. 投资者购买债券或股票的目的只不过是想获得更多的投资收益。

equity: the market value of a debtor's property in excess of all debts to which it is liable

e.g.: In an equity joint venture, the profits and risks are shared according to the partners' shares of equity in that venture.

This bank is also prepared to take a small equity stake in private sector ventures.

nothing more than: just, only

e.g.: The success is nothing more than doing well whatever you do without a thought of fame.

Coca-Cola owns nothing more than the recipe for a syrup and the copyright on a logo, yet it is a multi-billion dollar business.

7. Resources such as equipment, time, or personnel **are not contributed to** the overseas venture. 设备,时间,人员等资源并不会对海外投资产生任何作用。

In this sentence, the real subject is "resources". Therefore, no matter what form of nouns follows "such as", the verb form should be plural.

be(not) contributed to: (not)lead to

e.g.: Our company is contributed greatly to this process.

Usually its composition will be in proportion to the capital contributed.

8. The level of control can vary from full control, when a firm owns a foreign **subsidiary** entirely, to partial control, as in arrangements such as joint ventures with other domestic or foreign firms or a foreign government. 对企业的控制程度可以是全部控制,即公司对其海外子公司;也可以是部分控制,如与国内外公司或外国政府合作建成合资企业。

subsidiary: serving to aid or supplement; auxiliary

e.g.: Our company will set up a sale subsidiary in China.

A lack of team spirit made the subsidiary an orphan.

9. International business is not new, having been practiced around the world for thousands of years, although its forms, methods, and importance are constantly evolving. 国际贸易并不是一个新生事物,它已经在全世界经过数千年的实践,尽管其形式,方式和重要性总在不断地演变。

"Having been — years" is a past participle used as a parenthesis to modify "international business".

e.g.: We like the house, painted white, although it is very expensive.

This problem, settled just now, should be reconsidered.

10. The Industrial Revolution further encouraged the growth of international business by providing methods of production for mass markets and more efficient methods of utilizing raw materials. 工业革命提供了大规模生产方式和大规模的市场,以及利用原材料更为有效的方法,从而进一步促进了国际贸易的发展。

"By providing —" is a preposition phrase used as an adverbial of manner to modify the whole sentence.

e.g.: They maintained friendly business relationship by exchanging opinions frequently via e-mail.

We will let you know more about our company by sending you our brochure and some samples.

11. By the 1880s the Industrial Revolution was **in full swing** in Europe and the United States, and production grew to **unprecedented** levels, **abetted** by scientific inventions, the development of new sources of energy, efficiencies achieved in production, and improvements in transportation, such as domestic and international railroad systems. 到了19世纪80年代,工业革命在欧洲和美国全面推行。生产发展到史无前例的水平,这得益于科技发明、新能源的发展和生产效率的提高,以及包括国内外铁路系统在内的运输能力的提高。

This is a compound sentence consisting of two coordinative sentences which are combined by the conjunction "and". "By the 1880s" is an adverbial of time. The subject of the first clause is "the Industrial Revolution", "in Europe and the United States" is an adverbial of place. The subject of the second sentence is "production", and "abetted----railway system" is a past participle modifying the subject, in which "achieved" is also another past participle modifying "efficiencies".

in full swing: at the highest level of activity

e.g.: The meeting was in full swing when we arrived.

The factory was in full swing for the first time in these years.

unprecedented: having no precedent; unparalleled

e.g.: Our firm faced unprecedented difficulties.

The business is conducted on a scale of unprecedented immensity.

abet: to assist or encourage

e.g.: He is abetted in business activities by his wife.

The cashier, abetted by an assistant, misappropriated company funds.

12. Growth continued in an upward **spiral** as **mass production** met and surpassed domestic demand, pushing manufacturers to seek enlarged, foreign markets for their products. 大规模生产满足并超越了国内消费需求,工业革命继续呈现上升趋势,这样就迫使生产者为其产品寻求更为广大的海外市场。

spiral: something that pursues a winding, usually upward, course or that displays a twisting form or shape

e.g.: The company's budgets continued to spiral.

Profits began to spiral up.

mass production: the production of large quantities of a standardized article (often using assembly line techniques)

e.g.: Soon the car will go into mass production.

Having been trial-produced several times, this new product will be put into mass production.

13. Peter Wuck, a managing director of the World Bank, credits globalization with providing the essential **ingredients** of success to **entrepreneurs** and corporations in developing regions. 彼特·乌克,世界银行的常务董事评价说,全球化给发展中地区企业家和公司的成功提供了基本要素。

ingredient: a component of a mixture, compound, etc, esp. in cooking

e.g.: Advertisement is an important ingredient of promotional activities.

What are the ingredients of the product?

entrepreneur: the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits

e.g.: I think my life has already evolved from a "student" to an entrepreneur.

He will not have succeeded in such a risky business if he had not been such a clever entrepreneur.

14. Critics of business globalization, on the other hand, believe that it increases the wealth of corporations and investors at the expense of the poor; ignores human rights and spoils the environment. 另一方面,经济全球化的反对者认为,全球化以牺牲穷人利益、忽视人权以及破坏环境为代价使公司和投资者获得了巨大财富。

at the expense of: at the cost of

e.g.: We strive for property but not at the expense of our lives.

Although we should fulfill these goals, they must not be addressed at the expense of our clients.

15. The causes of poverty are numerous and complex, including war, disease (such as the African AIDS pandemic), **corruption**, illiteracy, and lawlessness. 造成贫困的原因是多样的、复杂的,这其中包括战争因素、疾病因素(比如非洲艾滋病的流行),腐败,文盲以

及法制的缺失。

"including war ..." is a participle used to complement what's mentioned in the sentence. **corruption:** dishonesty, esp. bribery

e.g.: The city is riddled with corruption.

Corruption is one of the causes for the company's bankruptcy.

- **3** Ask students to summarize the text.
- 4 Chinese version.

国际贸易

国际贸易,最原始的含义是用来指任何跨越国界的商务活动。实业所涉及的实体可以是私人性质的,政府性质的,或者是两种的综合体。国际贸易可分为四种形式:对外贸易,服务贸易,有价证券投资和直接投资。

• 对外贸易

国家间有形货物或商品的流动称之为进口或出口。出口由离境商品构成。进口是指跨越国境进入国内的商品。进出口贸易构成了大多数国家最基本的,通常也是数额最大的国际贸易活动。

• 服务贸易

除了有形商品外,国家之间还存在服务领域的交易,比如保险,金融,酒店,咨询,旅游和运输。跨国企业因其在别国提供的服务而获取报酬。

• 有价证券投资

有价证券投资指在别国进行的金融投资。投资者购买债券或股票的目的只不过是想获得更 多的投资收益。设备、时间、人员等资源并不会对海外投资产生任何作用。

• 直接投资

直接投资由于投资者对于项目或企业控制程度的不同而有所差异。对企业的控制程度可以是全部控制,如公司拥有海外子公司;也可以是部分控制,如与国内外公司或外国政府合作建立合资企业。

国际贸易并不是新生事物,它已经在全世界经过数千年的实践,尽管其形式,方式和重要性总在不断地演变。在中古时期,腓尼基人、美索布达米亚人和希腊人就开始沿着地中海已创建的路线进行贸易。工业革命提供了大规模生产方式和大规模的市场,以及利用原材料更为有效的方法,从而进一步促进了国际贸易的发展。

到了19世纪80年代,工业革命在欧洲和美国全面推行。生产发展到史无前例的水平,这得益于科技发明、新能源的发展和生产效率的提高,以及包括国内外铁路系统在内的运输能力的提高。大规模生产满足并超越了国内消费需求,工业革命继续呈现上升趋势,这样就迫使生产者为其产品寻求更广阔的海外市场。

国际贸易充满了机遇与冲突。普遍认为,经济全球化创造了受益于全世界所有国家和个人的财富。彼得·乌克,世界银行的常务董事评价说,全球化给发展中地区企业家和公司的成功提供了基本要素。

- 乌干达一座由跨国水电站建筑商承建的水电站,保证了农民,生产商和服务商所需的可靠电力。
- 厄瓜多尔的一个香蕉种植者在俄罗斯和中国赢得了市场,确保其发展为整合农业经济。 有了利润,种植者资助了学校,并且帮助保护了一片热带雨林。
- 世界银行资助了南非的企业家网络和拉丁美洲的银行服务升级,这样新兴企业的形成就 变得更为容易。

"全球化,"乌克总结道,"可以帮助未来的实业家将所在国家的标签由发展中改为发达。"

另一方面,经济全球化的反对者认为,全球化以牺牲穷人利益,忽视人权以及破坏环境为 代价让公司和投资者获得了巨大财富。他们指向了发展中国家不断增长的债务,并注意到有10 亿人口日平均消费不到一美元。甚至曾经有3万名抗议者在世贸组织召开的会议上上演过"西 雅图斗争"的一幕。第二年,8千名抗议者中断了了国际货币基金组织和世界银行在布拉格举 行的九月会晤。在瑞士达沃斯世界经济论坛上,活动家们表达了他们对于政策制定者的愤怒。

世界银行、国际货币基金组织、世贸组织和其他机构均认为将世界贫困的加剧归结我全球 化是过分简单的。造成贫困的原因是多样、复杂的,这其中包括战争因素、疾病因素(比如非 洲艾滋病的流行)、腐败、文盲以及法制的缺失。事实上,世界绝对贫困人口的比例其实是下 降的。此外,据联合国经济合作与发展组织,世界银行和国际货币基金组织共同发布的联合调 查,实现贫困人口数量减半的目标已经提上日程。

Section III Language Focus

Vocabulary)

1 Ask students to finish Exercise 1.

Suggested answers:

1. A

2. B

3. C

4. D

5. D

6. A

7. B

8. C

9. D

10. A

2 Ask students to work in pairs and finish Exercise 2.

Suggested answers:

1. define

2. serve

3. invest

4. expect

5. is equipped

6. revolutionize

7. will have produced

8. has invented

9. improve

10. arranged

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Ask students to finish Exercise 3.

Suggested answers:

- 1. in full swing
- 4. equivalent of
- 7. in a upward spiral
- 10. voiced outrage
- 2. is differentiated by
- 5. In its purist definition
- 8. in the expectation of
- 3. break down
- 6. blame...for...
- 9. on the other hand

Grammar

Gerunds

1. Gerunds have the features of both verbs and nouns.

Feature of verbs: When gerunds indicate the functions of verbs, usually it can be used as objects or adverbial modifiers, which is just like the verbs.

Examples:

- I hope you don't mind my saying so.
- · Have you finished reading the book?
- Do you find living here boring?
- I hate smoking in public.

Feature of nouns: When gerunds indicate the functions of nouns, usually it can be used as objects or subjects, which is just like the nouns.

Examples:

- · He gave up drinking finally.
- Seeing is believing.
- It is so nice sitting here with you.
- The film is worth watching twice.

2. Special Usages of gerunds

Logistic subject: Add a possessive pronoun or a possessive case of noun to indicate the logistic subject of the gerunds.

Examples:

• Do you mind my coming late?

- The trouble is our not having enough machine tools.
- John's always being late is getting on my nerves.

Verbal nouns: Some of the gerunds are totally changed into nouns. It has the complete feature of nouns, so it has plural form of nouns.

Examples:

- Please take our greetings to your parents.
- The story has a satisfying ending.

Tense of gerunds: Sometimes, when we want to indicate the time of the action or situation, we can change gerunds into some special forms to show the tense.

Examples:

- A job should be finished in **popularizing** education.
- He is not afraid of dying.
- Ella denied having been there.

Voice of gerunds: Gerunds have active and passive voice just as the verbs do. We often use a gerund after the verbs need and require.

Examples:

- This letter requires signing.
- The house needs repairing.
- I have no objection to his **being arrested**.

Negation of gerunds: The negation of gerunds often puts the negative words before the gerunds. We can also change the forms to show both the tense and the voice.

Examples:

- There is **no denying** the fact that he is the thief.
- · He was exciting for having never made a speech before so many people.

2 Infinitives

1. Infinitive have two types. One is with "to", and the other is without it.

Examples:

- My task is **to point out** the mistakes in this composition.
- I am very glad to see you.
- I would rather go than stay here.
- We have nothing to do but wait.

2. Special usages of infinitives

Used after adjectives:

Examples:

- He is always eager to win.
- He is able **to pass** the exam by himself.

Used as absolute construction:

Examples:

- To start with, I don't agree with your plan.
- **To tell the truth**, we will not accept your offer.

Tense of infinitives: Sometimes, when we want to indicate the time of the action or situation, we can change infinitives into some special forms to show the tense.

Examples:

- To have known her is my pleasure.
- There is no need **to have bought** a new coat for him.
- The situation seems to be improving.
- It's time to be backing home.

Voice of infinitives: Infinitives have active and passive voice just as the verbs do.

Examples:

- It is my honor **to be invited** to your birthday party.
- There are some decisions to be made right now.

• I have to shout at my highest voice to be heard by someone else.

3 The differences between gerunds and infinitives.

Gerunds always function as nouns, but infinitives often also serve as nouns. Deciding which to use can be confusing in many situations, especially for people whose first language is not English.

Confusion between gerunds and infinitives occurs primarily in cases in which one or the other functions as the direct object in a sentence. In English some verbs take gerunds as verbal direct objects exclusively while other verbs take only infinitives and still others can take either.

Verbs that take only infinitives as verbal direct objects:

Examples:

- I hope **to go** on a vacation soon.

 I hope going on a vacation soon.
- He promised to go on a diet.
 He promised going on a diet.

Verbs that take only gerunds as verbal direct objects:

Examples:

- They always avoid drinking before driving.
 They always avoid to drink before driving.
- I recall asking her that question.
 I recall to ask her that question.

Verbs that take gerunds or infinitives as verbal direct objects:

Examples:

- She has continued to work at the store.
 She has continued working at the store.
- They like *to go* to the movies.

 They like *going* to the movies.

These two verbs change meaning depending on whether a gerund or infinitive is used as the object.

Examples:

- Jack forgets **to take** out the cat. (He regularly forgets.)

 Jack forgets **taking** out the cat. (He did it, but he doesn't remember now.)
- Jack remembers **to take** out the cat. (He regularly remembers.)

 Jack remembers **taking** out the cat. (He did it, and he remembers now.)

4 Ask students to finish Exercise 4.

Suggested answers:

- 1. He always enjoys reading a detective story.
- 2. It is difficult to make yourself understood in English.
- 3. You should avoid keeping company with such people.
- 4. The idea that learning a foreign language is hard work is realized by every student.
- 5. Lighthouses are set up to warn the passing ships

5 Ask students to finish Exercise 5.

Suggested answers:

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

- 6. A
- 7. C
- 8. A
- 9. A
- 10. D

Translation)

Tell students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. In its purist definition, international business is used to describe any business activity that crosses national boundaries.
- 2. In addition to tangible goods, countries also trade in services, such as insurance, banking, hotels, consulting, travel and transportation.
- 3. The Industrial Revolution further encouraged the growth of international business by providing methods of production to meet mass markets and more efficient methods of utilizing raw materials.
- 4. Production grew to unprecedented levels, abetted by scientific inventions and the developing of new sources of energy.

- 5. Globalization of business is seen by much of the world as creating wealth that benefits nations and individuals worldwide.
- 6. In fact, the percentage of people living in absolute poverty worldwide has actually declined.

Section W Business Communication

Fax

- Ask students to read the fax and discuss the elements.
- **Provide information on how to send a fax.**

Suggested answers:

Step 1:

Note the phone number of the location you are faxing.

Step 2:

Fill out a fax cover letter. A fax cover letter must have the recipient's name and/or business name on it. You must also put your name, your company name and a return phone or fax number on the form as well. It is helpful to note the number of pages included in the fax.

Step 3:

Dial the fax number of the recipient.

Step 4:

Wait until all of the pages have been scanned and the fax machine has finished sending to the recipient. Once the fax has been received on the other end, your fax machine will print a confirmation page, letting you know that the fax is complete.

3 Suggested answers

Exercise 2

Fax

GD Company
Fax: (010) 888231**
212 Wangfujing Street , Beijing, 10005

To: Seattle Textile Import & Export

Date: March 27,2008 Attn: Nausicaa Lee

From: Pam

Your Ref: 5238/nl Our Ref: 052/ef CC: Kate Long

Page:1

Dear Sirs,

We are sending this fax to confirm receiving your catalogue, price list and some samples. We have fully understood the terms mentioned in your former fax, and would like to say, we will accept them finally in view of our long and friendly relationship.

We will place an order soon and remind you to give us enjoy the special that we have discussed.

Looking forward to receiving your good news soon.

Yours,

Pam

Section V Listening & Speaking

Ustening

Suggested answers:

© Exercise 1

BCADA

Exercise 2

- 1. scheduling
- 2. in advance
- 3. unexpected visitors

- 4. daily events
- 5. cultural custom
- 6. his or her secretary

- 7. directly
- 8. full name
- 9. double-checked

10. keeping the appointment

Exercise 1

Dialogue 1

- **A:** I would like to make an appointment with you for next Monday if possible. Are you available?
- **B:** Let me see. Sorry, I have plans to travel around that time.
- A: How about May 22nd? That's next Friday. Is that all right with you?
- **B:** May 22nd is fine with me. What can I do for you concerning accommodation?
- **A:** I will be accompanied by one of my colleagues. Would you be kind enough to reserve two single rooms for us for the nights of May 22 and 23?
- **B:** Sure. I will send you a fax with a confirmation of reservations. Then, let's say you will come to my offices at 10 a.m. on May 22, if that is convenient to you.
- A: Yes. Thank you. See you on May 22.
- **B**: See you.
- **Q1:** Why did the two speakers change their meeting time?
- **Q2:** Who will come to visit the company at 10 a.m. on May 22?
- Q3: What kinds of rooms are required according to the conversation?

Dialogue 2

- A: Good morning, ABC Import & Export Company.
- **B:** Hello, this is Lucy Jackson. I'm calling about the appointment with Mr. Fu tomorrow afternoon. I'm afraid the appointment will have to be rescheduled.
- A: That's all right. Maybe we can change it to another time.
- **B:** It's very kind of you. Do you think next Wednesday would suit him?
- **A:** I'm afraid there's a bit of a problem. In fact, he's booked up the whole week except Thursday afternoon.
- **B:** Thursday afternoon? UM., in that case, I'll have to cancel the appointment then, I'm afraid.
- A: I'm terribly sorry, Sir, but Mr. Fu is really busy this week.
- **B:** I understand. When do you think it is convenient for me to come and see him Thursday afternoon?
- A: Let me check. He'll be free from 2:00. Do you think it's convenient for you?
- **B**: Yes, that's quite all right for me.
- Q4: What does this conversation mainly talk about?
- **Q5:** Why did they finally choose Thursday afternoon?

Exercise 2

Passage

The 1. scheduling of appointments is very important in Western culture. If you want to visit somebody or invite someone to do something, the best way is to make an appointment with him or her 2. in advance, because most Westerners keep a strict personal schedule and they don't welcome 3. unexpected visitors. Usually for a Western businessman three schedules are kept: one for 4. daily events, one for weekly planning, and one for long term planning. You have to show respect for their 5. cultural custom. Often appointments are made on the phone by talking with the person directly or with 6. his or her secretary, who can help to arrange the appointment. Remember to tell him or her 7. directly why you want to meet him or her.

Before making an appointment, you must know the 8. <u>full name</u> and title of the person you want to meet. All the appointments should be 9. <u>double-checked</u> for accuracy. Don't be late for the appointment. You have to get to the meeting place on time. If something urgent happens which prevents you from 10. <u>keeping the appointment</u>, you can reschedule or cancel the appointment immediately. It is very impolite for you to fail to keep an appointment without notice.

Speaking

Ask students to study the sample dialogue and do Exercise 4.

Section W Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

International Trade

International trade is the exchange of goods and services between countries. This type of trade gives rise to a world economy, in which prices, or supply and demand, affect and are affected by global events. Trading globally gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries. Almost every kind of product can be found on the international market. Services are also traded. A product that is sold to the global market is an export, and a product that is bought from the global market is an import. Imports and exports are accounted for in a country's current account in the balance of payments.

2 International Marketing

Marketing is one of the most important areas of operation for international business. With the internationalization of business, firms face increased competition at home from both foreign and domestic competitors and internationally as they seek to enter new markets. In developing a competitive strategy, firms utilize the marketing process to identify, create and deliver products or services that are in demand at prices that customers are willing to pay. When it is performed successfully, the marketing process identifies profitable areas in which resources should be focused, increases sales revenues, generates profits and create a long-term, substantial competitive advantage for the firms. When it is performed inadequately, the results can be disastrous.

Free Trade VS Protectionism

International trade has two contrasting views regarding the level of control placed on

trade: free trade and protectionism. Free trade is the simpler of the two theories: a laissez-faire approach, with no restrictions on trade. The main idea is that supply and demand factors, operating on a global scale, will ensure that production happens efficiently. Therefore, nothing needs to be done to protect or promote trade and growth because market forces will do so automatically.

In contrast, protectionism holds that regulation of international trade is important to ensure that markets function properly. Advocates of this theory believe that market inefficiencies may hamper the benefits of international trade and they aim to guide the market accordingly. Protectionism exists in many different forms, but the most common are tariffs, subsidies and quotas. These strategies attempt to correct any inefficiency in the international market.

4 International Finance

The international finance is far more complex, tricky and challenging task than managing the finances of a domestic business. Several additional considerations and factors that affect finances come into play when a business goes international. Many of these factors are positive, for example, newer, larger and more flexible sources of financing and access to a greater variety of financial instruments for more efficient use of financial resources. On the other hand, financial operations become subject to a variety of new constraints and risks. The task of financial managers in international business, therefore, becomes a twofold operation: minimizing the risks to the finances of a company and maximizing the utilization of the new opportunities presented by the international environment.

International Capital Markets

International capital markets have become increasingly important as a source of financing for the operations of firms, not only because of the decline in bank financing, but also largely because of several developments that have increased the competitiveness, size and sophistication of the financial markets themselves. International capital markets and international financial markets are terms used to describe the three basic types of markets in which firms can raise money: national financial markets, Euromarkets and national stock markets.



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about multinational corporations
- O Be able to write a resume
- O Be able to use participles
- O Be able to take an English interview

Suggested Teaching Schedule

Time schedule	Class Content	Homework
	Lead-in	Extended
	Students discuss multinational corporations and their	Book
	business scope.	Reading
Section I-II	Reading	
	Allow students a few minutes to go through the text and	
	finish comprehension tasks.	
	Explain the key language points.	

Time schedule	Class Content	Homework
	Language focus	Extended
	Vocabulary	Book
	Vocabulary	
	information about the key words.	
Section III-IV	Grammar	Translation
	Teacher explains the participles and offers some examples;	
	students finish exercises.	
	Translation	
	Students finish translation task.	
	Business Writing	Extended
	Students discuss how to write a resume. Teacher provides	Book
	more information and asks students to write a resume	Oral practice
	according to the model.	
	Listening and Speaking	
Section V-VI	Listening	
	Students finish listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

1 Definition of Multinational Corporation (MNC)

Economists are not in agreement as to how multinational or transnational corporations should be defined. Multinational corporations have many dimensions and can be viewed from several perspectives (ownership, management, strategy and structural, etc.)

- Ownership: Some argue that ownership is a key criterion. A firm becomes multinational only when the head quarter or parent company is effectively owned by nationals of two or more countries.
- Management: An international company is multinational if the managers of the parent company are nationals of several countries. Usually, managers of the headquarters are nationals of the home country.

• Strategy: Global profit maximization.

According to Franklin Root (1994), an MNC is a parent company that:

- 1. engages in foreign production through its affiliates located in several countries,
- 2. exercises direct control over the policies of its affiliates,
- 3. implements business strategies in production, marketing, finance and staffing that transcend national boundaries (geocentric).

In other words, MNCs exhibit no loyalty to the country in which they are incorporated.

2 Models of MNC

One common model for the multinational corporation is the positioning of the executive headquarters in one nation, while production facilities are located in one or more other countries. This model often allows the company to take advantage of benefits of incorporating in a given area, while also being able to produce goods and services in areas where the cost of production is lower.

Another structural model for a multinational corporation is to base the parent company in one nation and operate subsidiary companies in other countries around the world. With this model, almost all the functions of the parent are based in the country of origin. The subsidiary companies more or less function independently, outside of a few basic ties to the parent.

A third approach to the setup of an MNC involves the establishment of a headquarters in one country that supervises a distinct conglomeration that extends to many different countries and industries. With this model, the MNC includes affiliated companies, subsidiary companies and possibly even some facilities that report directly to the headquarters.

3 Advantages of a MNC

- 1. MNCs are able to sell far more than other type of company.
- 2. MNCs can avoid transport costs.
- 3. MNCs can take advantage of different wage levels in different countries. (As in some countries only women and children work, so the wages can be low)
 - 4. MNCs can achieve great scale economy.
 - 5. MNCs have less chance of going bankrupt than small companies.
 - 6. MNCs can carry out a lot of research and development.

4 Management of MNC

Most large U.S.-based MNCs have non-Americans serving in their top management and on their boards of directors. For example, a Canadian and an Englishman have been CEOs of Exxon. Serving on IBM's board of directors in 2005 were a Mexican, a Frenchman, a German, and a Japanese, in addition to nine Americans.

For the largest global MNCs the criterion for leadership selection has little to do with the individual's nationality. Instead, it has everything to do with the person's skills and competence and the contribution he or she can make to the company success. This is especially true for U.S.-based MNCs, as well as those based in Canada, Britain, the Netherlands, Belgium, and certain other countries.

5 Effects of MNCs on Social Development

While corporate influence increases and continually drives many aspects of our lives, from influencing and even buying elections, public policy and so on, they still require a government that functions to serve their needs as well. International institutions such as the IMF, World Bank, and World Trade Organization, are also needed. The irony is that by often using tax payer money, the tax payer unwittingly supporting a process that is leading to more exploitation of tax payers. For the poor countries, the multinational corporations of the west are seen as further extensions of those western nations.

As the post September 11, 2001 corporate scandals have shown in the U.S., even U.S. multinationals are not exempt from all issues. Corporate accountability has come to the fore especially for shareholders due to accounting and other scandals (though there are still concerns of corporate welfare going on by using the war on terror as an excuse --sometimes legitimate, sometimes not). As one example, the L.A. Times reported that "In a setback for multinational corporations, a federal appeals panel ruled [18th September 2002] that they can be held liable in U.S. courts for aiding and abetting human rights violations committed by others abroad." A number of multinationals have been accused for gross human rights violations around the world, as briefly discussed in various sections on this site, and as that L.A. Times provides an example of.

It is possible therefore, that with the drive for real democracy and accountability at all levels of society that the interests and influences of big multinationals and others that are currently regarded by many as having a negative impact may be checked appropriately, though history has shown that this is no easy task. The above example from the L.A. Times is just one small step.

Lecturing Hints

Section (1) Lead-in



Work in pairs. Discuss which country the headquarters of the following multinational corporations are located in and what major business they might deal with.

Suggested answers:

Company	Country	Headquarter	Main Business
	U.S.A	Cupertino, California	Scientific Electronics
M 42	Germany	München	Automobile
TOYOTA	Japan	Tokyo	Automobile
HUAWEI	China	Shenzhen, Guangdong Province	Software, Hardware

Company	Country	Headquarter	Main Business
PHILIPS	Netherland	Amsterdam	Home Electronics
LG	South Korea	Seoul	Electronics

Ask the students to work in pairs and list at least 5 multinational corporations.

Suggested answers:

Industry	Company	Country
Supermarket	Wal-Mart/ Carrefour	U.S.A/ France
Mobile Phone	Apple/ Samsung	U.S.A/ South Korea
Telecommunication	China mobile/ Vodaphone	China/Great Britain
Internet	Google/ Baidu	U.S.A/ China
Computer	Lenovo/ IBM	China/ U.S.A

3 Ask students to work in pairs and answer the following quesitons.

Suggested answers:

- Q1: Multinational corporations can have a powerful influence in local economies as well as the world economy and play an important role in international relations and globalization. Multinational Corporations account for 40% of the worlds manufacturing output and almost a quarter of the world trade. About 85% of the world's automobiles, 70% of computer, 35% of toothpaste and 65% of soft drinks are produced and marketed by MNCs.
- Q2: (1) Multinational corporations often have monopoly power which enables them to

make excess profit; (2) Their market dominance makes it difficult for local small firms to thrive; (3) In the pursuit of profit, MNCs often contribute to pollution and use of non renewable resources which is putting the environment under threat; (4) MNCs have been criticized for using "slave labor" workers who are paid a pittance by Western standards.

Section (II) Reading

1 Give students 10 minutes to go through the whole text and ask them to finish comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2:

- 1. In 1905, the Anglo-Swiss Condensed Milk Company and the Nestlé Company merged to become the Nestlé and Anglo-Swiss Condensed Milk Company, retaining that name until 1947, when the name Nestlé Alimentana SA was taken as a result of the acquisition of Fabrique de Produits Maggi SA and its holding company, Alimentana SA. The company's current name was adopted in 1977.
- 2. It means "a commercial or financial transaction".
- 3. The company's current name Nestlé S.A.was adopted in 1977.
- 4. Chocolate.
- In 1905 the Anglo-Swiss Condensed Milk Company and the Nestlé Company merged.
 - In 1947 merged with Alimentana S.A.
 - In 1948 acquired Crosse & Blackwell, Findus frozen foods, Libby's fruit juices, and Stouffer's frozen foods
 - In 1974 became a major shareholder in L'Oréal.
 - In 1977 acquired Alcon Laboratories Inc.
 - In 1984 acquired Carnation.
 - In 1997 acquired San Pellegrino.
 - In 1998 acquired Spillers Petfoods.
 - In 2002 acquired Ralston Purina
 - In 2005 bought the Greek company Delta Ice Cream.

- In 2006 took full ownership of Dreyer's
- In 2007 entered in a strategic partnership with Pierre Marcolini.
- © Exercise 3:

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

The teacher analyzes the text and explains difficult sentences and key words.

- 1. Nestlé S.A. is a multinational packaged food company founded and headquartered in Vevey, Switzerland, and listed on the SWX Swiss Exchange. 雀巢公司是一家生产包装食品的跨国公司,创建并设总部于瑞士的韦维,在瑞士股市交易所上市。
 - SWX Stock Exchange is one of the world most advanced technologically stock exchanges. With the strong support from the Swiss financial market, Swiss Stock Exchange has adopted a strategy for the international. Through collaboration with partner organizations to conduct transactions, SWX stock exchange provides first-class securities trading services. Not only is its broad product portfolio stunning, its fully integrated and automated trading, clearing and settlement systems are also very unique. "founded, headquartered, listed" are past participles used as attributives, modifying company.
 - e.g.: I like reading the novels written by Mark Twain.

 There is much paper broken by me in the room.
- 2. As is usually the case, the company began with a single product invented by its founder and then grew into a multiproduct company with operations first in its domestic market, then expanding internationally and later moving to a global scale. 正如通常的情况一样,该公司依靠其创建者发明的单一产品起家,逐渐发展成为多种产品的生产商,其交易也始由国内市场拓展至国际市场并走向全球。
 - "Invented" is a past participle used as an attributive, modifying "product". "Expanding internationally" and "moving to a global scale" are two present participle phrases used as adverbials of result.
 - e.g. The snow lasted a week, resulting in a serious traffic confusion in the whole area. He bankrupted, leaving his wife with a great deal of debt.
- 3. Nestlé grew primarily by **acquisition**, consolidating its leading position in each national market with a focus on a single industry, in Nestlé case, food. 雀巢最初通过收购得到了发展, 重点发展单一产业,就雀巢而言即食品,巩固了其在各国内市场的领先地位。
 - **acquisition:** the act of acquiring or gaining possession; something or someone acquired or gained
 - e.g.: The company announced two new acquisitions.
 This car is my latest acquisition.

4. In the **succeeding** decades both enterprises aggressively expanded their businesses throughout Europe and the United States. 在随后的数十年中,两家企业迅速将业务拓展至欧洲和美国。

succeeding: coming after or following; success

e.g.: Many more confirmations will be made in succeeding days.

I make no doubt of your succeeding.

5. In 1877 Anglo-Swiss added milk-based baby foods to its products, and in the following year the Nestlé company added condensed milk, so that the firms became direct and **fierce** rivals. 在1877年,英国分公司新增了以奶制品为主的婴幼儿食品,第二年,雀巢公司亦开发了炼乳产品,两家公司因而成为了直接的竞争对手。

fierce: having a violent and unrestrained nature; savage

e.g.: Because there is so much unemployment, the competition for jobs is fierce. Fierce rivalry happened between the two companies.

6. In 1905, however, the companies merged to become the Nestlé and Anglo-Swiss Condensed Milk Company, **retaining** that name until 1947, when the name Nestlé Alimentana SA was taken as a result of the acquisition of Fabrique de Produits Maggi SA and its holding company, Alimentana SA. 1905年,两家企业合并成为雀巢英瑞炼乳公司,并将该名保留至1947年,后因雀巢公司收购马吉及其控股公司而更改为雀巢食品公司。

retain: to be able to hold or contain

e.g.: The hotel retains these rooms for the holidays.

Americans retain a strong prudish streak.

7. The newly formed Nestlé and Anglo-Swiss Milk Company had factories in the United States, Britain, Spain and Germany. 新组建的雀巢英瑞奶制品公司的工厂分布于美国、英国、西班牙和德国。

"newly formed" is a past participle used as an attribute to modify "Nestlé and Anglo-Swiss Milk Company".

e.g.: More and more developing countries established strategic partnership with developed countries.

This is a state-owned factory.

8. The end of World War II marked the beginning of the most **dynamic phase** of Nestlé's history. 二战的结束标志着雀巢公司进入其最具活力的时期。

dynamic: of or concerned with energy or forces that produce motion, as opposed to static

e.g.: We are looking for dynamic persons to be our employees.

He is a dynamic young businessman.

phase: any distinct time period in a sequence of events; stage

e.g.: The company is going through a difficult phase.

The changing phases of society brought in many challenges and opportunities.

9. In 1947, Nestlé **merged with** Alimentana S.A., the manufacturer of Maggi seasonings and soups, becoming Nestlé Alimentana Company. 1947年,雀巢公司兼并了马吉品牌调味品和汤料生产商阿里门塔纳公司,共同组建成了雀巢阿里门塔纳食品公司。

merged with: to meet and join or cause to meet and join

e.g.: The firm merged with its main competitor.

The steel trusts merged various small businesses.

10. That year sales **totaled** Sfr. 8.4 billion, having doubled in a decade. 该年度的销售额达84 亿瑞士法郎,在十年中翻了一番。

total: to amount

e.g.: We have debts totaling 5000 dollars.

The total product of society has been increasing in the recent years.

11. In 1984, Nestlé's improved bottom line allowed the company to launch a new round of acquisitions, **notably** American food giant Carnation. 1984年,雀巢公司改善了财务状况,使其能够发起新一轮的收购行动,尤其是收购了美国康乃馨食品公司。

notably: particularly or especially

e.g.: Loans for financial concerns shrank notably.

Many members were absent, notably the vice-chairman.

12. The first half of the 1990s proved to be a favorable time for Nestlé: trade barriers crumbled and world markets developed into more or less **integrated** trading areas. 20世纪90年代上半叶是雀巢公司发展的大好时机:贸易障碍冰消瓦解,世界市场发展为不同程度的综合贸易区。

integrated: formed or united into a whole

e.g.: Our firm is an integrated oil company.

We will need many integrated soft wares to operate this machine.

13. In December 2007 Nestle entered in a **strategic** partnership with a Belgian chocolate maker Pierre Marcolini. 2007年12月,雀巢公司与比利时巧克力生产商家皮埃尔·马科里尼建立了战略性合作关系。

strategic: relating to or concerned with strategy

e.g.: China is making strategic readjustment to its economic structure.

We are aiming at keeping global strategic balance and stability.

14. Now Nestlé's product lines can be subdivided into the following categories: coffee (Nescafé), bottled water, other beverages, chocolate, ice cream, infant foods, performance and healthcare nutrition, seasonings, frozen and refrigerated foods, confectionery and pet food. 现在,雀巢公司产品可以分为如下类别:雀巢咖啡、瓶装水、其它饮料、巧克力、冰淇淋、婴幼儿食品、保健功能食品、调味品、冷冻食品、糖果和宠物食品。

category: a collection of things sharing a common attribute

e.g.: The two objects fall into the same category.

What category of industry do they belong to?

- 15. Nestlé has over 400 production centers in 50 countries throughout the world, more than 200,000 employees, and 100,000 Swiss and foreign **shareholders**. 雀巢公司拥有遍及全球50多个国家的400多个生产中心,员工多达20 000人,并有着100 000瑞士和外国股东。
 - shareholder: the owner of one or more shares in a company
 - e.g.: Leading shareholder in the firm forces a change in management policy.

 Debenture holder has priority over ordinary shareholder.
- **3** Ask students to summarize the text.

4 Chinese version

雀巢公司

雀巢公司是一家生产包装食品的跨国公司,创建并设立总部于瑞士的韦维,在瑞士股市交易所上市。正如通常的情况一样,该公司依靠其创建者发明的单一产品起家,逐渐发展成为多种产品的生产商,其交易也开始由国内市场拓展至国际市场并走向全球。

雀巢最初通过收购得到了发展,重点发展单一产业,就雀巢而言即食品,巩固了其在各国内市场的领先地位。

雀巢始建于十九世纪六十年代中期的瑞士,后来由两家独立的瑞士公司合并而成。同年八月,来自美国的两兄弟查尔斯和乔治·培智在卡姆创建了英瑞炼乳公司。九月,韦维,亨利·内斯特尔发明了育儿用乳制品并很快上市。在随后的数十年中,两家企业迅速将业务拓展至欧洲和美国。在1877年,英国分公司新增了以奶制品为主的婴幼儿食品,第二年,雀巢公司亦开发了炼乳产品,两家公司因而成为了直接的竞争对手。

1905年,两家企业合并成为雀巢英瑞炼乳公司,并将该名保留至1947年, 后因雀巢公司 收购马吉及其控股公司而更名为雀巢食品公司。公司现在的名称就是1977年开始采用的。新 组建的雀巢英瑞奶制品公司的工厂分布于美国、英国、西班牙和德国。并很快在澳大利亚展开 大规模生产,其店面遍及新加坡、香港和孟买等城市。然而大部分产品依旧出自欧洲。

二十世纪二十年代见证了雀巢首次开展新产品的研发,使巧克力成为该公司的第二大支柱产品。继雀巢奶茶之后,二十世纪三十年代雀巢咖啡的面世再一次拓宽了该公司的生产线。

随着二战的爆发,雀巢公司的盈利从1938年的20,000,000美元降至1939年的6,000,000美元,很多主管人员调任到美国的办事处。由于欧亚国家的销售困境,雀巢不得不在发展中国家尤其是拉美地区开办加工厂。美国参战之后,其生产量激增。雀巢成为欧亚战场上美国服役官兵的主要饮品。从1938年到1945年,其销售总额增加了125,000,000美元。

二战的结束标志着雀巢公司进入其最具活力的时期。迅速发展壮大的同时,兼并了很多公司。1947年,雀巢公司兼并了马吉品牌调味品和汤料生产商阿里门塔纳公司,共同组建成了雀巢阿里门塔纳食品公司。后来,雀巢陆续收购了克莱斯·布莱克维尔公司、芬德斯冷冻食品、利比果汁、和史达佛冷冻食品等公司。

1968年雀巢首度发布其财务报告。该年度的销售额达84亿瑞士法郎,在十年中翻了一番。最终,雀巢管理层达成一致,即首次实现食品行业之外的产业多样化。1974年,它成为世界化妆品生产商的领军人——欧莱雅的主要股东。1977年,雀巢收购了爱尔康公司,实现

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了食品行业之外的第二次投资。

二十世纪80年代,雀巢任命了新的首席执行官。公司致力于改善财务状况和扩大公司规模。1984年,雀巢公司改善了财务状况,使其能够发起新一轮的收购行动,尤其是收购了美国康乃馨食品公司。

20世纪90年代上半叶是雀巢公司发展的大好时机:贸易障碍冰消瓦解,世界市场发展为不同程度的综合贸易区。自1996年以来,又收购了多家企业包括圣培露矿泉水公司(1997)、施佩尔斯宠物食品公司(1998)和罗斯登·普瑞纳公司(2002)。2005年12月,雀巢收购了希腊冰淇淋生产商德尔塔公司。2006年1月,雀巢吞并了德瑞尔公司,以17.5%的市场份额夺取全球冰淇淋盟主的宝座。

2007年12月, 雀巢公司与比利时巧克力生产商家皮埃尔·马科里尼建立了战略性合作关系。现在, 雀巢公司的产品可以分为如下类别: 雀巢咖啡、瓶装水、其它饮料、巧克力、冰淇淋、婴幼儿食品、保健功能食品、调味品、冷冻食品、糖果和宠物食品。

雀巢公司拥有遍及全球50多个国家的400多个生产中心,员工多达20000人,并有着100000瑞士本国和外国股东。经过140年的发展,雀巢已成为全球顶尖公司之一和规模最庞大、管理最成功的跨国公司之一。

Section III Language Focus

Vocabulary)

Ask students to finish Exercise 1.

Suggested answers:

1. D

2. A

3. B

4. D

5. C

6. A

7. C

8. D

9. A

10. D

2 Get students to work in pairs and finish exercise 2.

Suggested answers:

1. operate

2. acquired

3. expanded

4. distributing

5. manage

6. employed

7. is subdivided

8. perform

9. mergence

10. established

Ask students to finish exercise 3.

Suggested answers:

1. focus on

- 2. proves to be
- 3. add to

- 4. with a turnover of
- 5. As is usually the case
- 6. full-scale

7. transfer to

8. merge with

9. With the onset of

10. reached the decision

Grammar

Usage of Participles

1. USE 1: To form tenses

When combined with the auxiliary verb *to have*, a past participle forms the perfect tenses of a verb. When preceded by a form of the verb *to be*, a present participle forms the progressive tenses of a verb.

Examples:

- He is working.
- You have been dreaming.
- **Having finished** his homework, he went out.
- Once **finished** his work, he got off duty.

2. USE 2: As attribute

Present participles and past participles of verbs can be used as attribute. Most of these participles can be used before or after the noun they describe:

Examples:

- The hotel had a welcoming atmosphere.
- I found this **broken** plate in the kitchen cupboard.
- · There is a lady asking to see you.
- She is a nurse **trained** by ourselves.

In formal English, that and those can be used as pronouns before a participle:

Examples:

- The office temperature is lower than those **manufactured** elsewhere.
- He has got higher marks this year than that got last year.

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3. USE 3: As object complement

Examples:

- I saw him standing there today.
- Do you mind me making a suggestion?

4. USE 4: As adverbial

We can use present participle and past participle clauses with an adverbial meaning. Clauses like these often give information about the timing, causes, and results of the events described:

Examples:

- Opening her eyes, the baby began to cry.
- **Faced** with a bill for \$10,0000, John has taken an extra job.
- Having completed the book, he had a holiday.
- Looked after carefully, the plant can live through the winter.

The implied subject of a participle clause (that is, a subject known but not directly mentioned) is usually the same as the subject of the main clause:

· Arriving at the party, we saw Jack standing alone.

(= When we arrived...we saw...)

5. USE 5: As predicative

Examples:

- The news was **exciting**.
- · She was satisfied with her achievements.

6. USE 6: Absolute structure

In formal English, the participle clause sometimes has its own subject, which is often a pronoun or includes one:

Examples:

- The collection of vases is priceless, some being over two thousand years old.
- Her voice breaking with emotion, Jean spoke about her father's illness.
- The job **finished**, we went home straight away.

Negative forms of participles

When we use *not* in a participle clause it usually comes before the participle.

Examples:

- Not wishing to go out that night, I made an excuse.
- Not knowing what to do, he came to me for help.

"-ing" and "having -ed"

We use a clause beginning with having + past participle rather than a present participle if the action in the main clause is the consequence of the event in the participle clause:

Examples:

 Having broken her leg the last time she went, Jane decided not to go on the school skiing trip this year.

We can use either a present participle clause or a having + past participle clause with a similar meaning when the action in the participle clause is complete before the action the main clause begins.

Examples:

• **Taking off /Having taken off** his shoes, Ray walked into the house.

Preposition /Conjunction + Participles

We can use prepositions such as *after, before, besides, by, in, on, since, through, while, with, and without* with a participle clause with an adverbial meaning:

Examples:

- While understanding her problem, I don't know how I can help.
- After spending so much money on the car, I can't afford a holiday.
- Once published, the book caused a remarkable stir.

Ask students to finish Exercise 4.

1. being 2. finished 3. injured 4. Seen 5. considered

- 6 Ask students to finish Exercise 5.
 - 1. C
- 2. B
- 3. A
- 4. D
- 5. D

- 6. D
- 7. A
- 8. A
- 9. D
- 10. B

Translation

Ask students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. This is our lowest FOB price for this kind of commodity
- 2. Here is a price list together with a booklet illustrating our products.
- 3. In spite of the influence of the financial crisis, our products are still best selling lines.
- 4. Our latest goods in stock are very competitive in the international market, and I shall regard it as a favor if you will come and have a look at them.
- 5. Enclosed please find our company's prospectus and catalogue. If you have any particular requirement, please don't hesitate to contact us.
- 6. We are thinking of expanding into the American market through mutual cooperation.

Section W Business Writing

Resume

- Ask students to read a resume and discuss its elements.
- **2** Provide information on how to write a resume.

Resume is a tool with one specific purpose: to win an interview. A resume is an advertisement, nothing more, nothing less. A great resume doesn't just tell them what you have done but makes the same assertion that all good ads do.

The ideal length for a resume is one or two pages. A good resume has two sections: in the first section, you make assertions about your abilities, qualities and achievements. You write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are someone special. The second section, the evidence section, is where you back up your assertions with evidence that you actually did what you said. This is where you list and describe the jobs you have held, your education, etc.

Last not least, even if you think you resume is looking nice, it would be a good idea to get a second and third opinion about it. We usually become blind to our own mistakes or way of reasoning, so another people will be in a good position to evaluate the overall quality of your resume and make appropriate suggestions.

3 Suggested answers



He Jing

129 Luoyu Street Wuhan Hubei Province, China Tele: 027-66597**

Job Objective:

Assistant to the Manager the Good Luck Import and Export Company

Education:

July 2003 Graduated from English Department of Beijing Foreign Languages

University, Bachelor of Arts.

Work experience:

2003 to present Assistant Lecturer, teaching College English at Wuhan University

Personal Data:

Born: February, 1980, in Wuhan, Hubei Province

Sex: Female
Health: Excellent
Marital status: Single

References: References are available upon request.

Section V Listening & Speaking

Listening)

Suggested answers

Exercise 1

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

Exercise 2

6. independently 7. responsibilities 8. previous 9. experience 10. sightseeing 11. rarely 12. salary 13. 1,600 14. raise

15. performance

Exercise 1

Dialogue 1

Mr Johnson, the personnel manager of a large multinational company, is interviewing Li Liang. You will hear Dialogue 1 twice. After that, write down the answers to Mr Johnson's questions.

Mr. Johnson: Good morning, Li Liang. Please have a sit.

Li Liang: Good morning. It's nice to meet you.

Mr. Johnson: Now can you tell me something about your work experience?

Li Liang: I've been a salesman for three years.

Mr. Johnson: Why do you want to leave your present job?

Li Liang: Well, I'd like to work in a large company like yours that offers more

opportunities for professional growth.

Mr. Johnson: What kind of education have you got?

Li Liang: I studied foreign trade at South University, and got a BA degree.

Mr. Johnson: You know this job requires one to take a lot of business trips. Would

that be okay with you?

Li Liang: Yes, no problem.

Mr. Johnson: Fine. If we hire you, how soon can you start?

Li Liang: In two weeks.

Mr. Johnson: Is there anything you'd like to know from us?

Li Liang: Well, what's the salary?

Mr. Johnson: It will be 50, 000 Yuan a year.

Li Liang: Sounds good.

Mr. Johnson: Well, I enjoyed talking with you. You will be hearing from us within

one week.

Li Liang: Thank you for giving me the chance.

Q1. What job did Li Liang do in the past?

Q2. Why does he want to leave the present job?

Q3. What kind of education has he got?

Q4. What does the job require the applicant to do?

Q5. How soon can he start working?

Exercise 2

Dialogue 2

Miss Lin wants to get a job as a secretary to the general manager of ABC Joint Venture. Mr Chen, the assistant to the general manager is interviewing her. Listen to Dialogue 2 twice and fill in the blanks according to what you have heard.

Mr. Chen: What kind of a job are you interested in?

Miss Lin: I'd like to apply for the position of a secretary.

Mr. Chen: Well, I would expect my secretary to be able to work 6. independently

and take over some of my routine responsibilities, such as 7. <u>answering</u> routine correspondence, taking phone calls, and sometimes assisting

me with personal business affairs.

Miss Lin: I see. In my 8. previous job, I did typing and filing every day.

Mr. Chen: Have you had any 9. experience working as a secretary?

Miss Lin: Well, not exactly. But I have done some office work in the past few

years.

Mr. Chen: Once in a while we have visitors from aboard. I hope my secretary can

take them around for shopping and 10. sightseeing.

Miss Lin: I'd like to do those things.

Mr. Chen: I see. And we work five days a week and there is 11. rarely any

overtime. The 12. <u>salary</u> would be \$ 13. $\underline{1600}$ for a start and a 14. <u>raise</u> would be given according to your 15. <u>performance</u>. How do you feel

about the job, Miss Lin?

Miss Lin: It sounds just like what I am looking for.

Mr. Chen: Good. And you will be hearing from us within a few days.

Miss Lin: Thank you, Mr. Chen.

Speaking

Ask students to study the sample dialogue and do Exercise 4.

Section Business Etiquette

Ask students to study these tips one by one and to search more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

10 Ways to Expand Your Business

- **1. Open another location.** The following tips are for anyone considering another location:
- Make sure you're maintaining a consistent bottom-line profit and that you've shown steady growth over the past few years.
- Look at the trends, both economic and consumer, for indications on your Company's staying power.
- Make sure your administrative systems and management team are extraordinary-you'll need them to get a new location up and running.
 - Prepare a complete business plan for a new location.
 - · Determine where and how you'll obtain financing.
 - Choose your location based on what's best for your business, not your wallet.
 - 2. Offer your business as a franchise or business opportunity.

You need to be open to growing and expanding your vision, but at the same time, be a strong leader who knows how to keep the key vision in focus at all times.

- **3. License your product.** This can be an effective, low-cost growth medium, particularly if you have a service product or branded product. You can receive upfront monies and royalties from the continued sales or use of your software, name brand, etc.-if it's successful. Licensing also minimizes your risk and is low cost in comparison to the price of starting your own company to produce and sell your brand or product.
- **4. Form an alliance.** Aligning yourself with a similar type of business can be a powerful way to expand quickly.
- **5. Diversify.** Diversifying is an excellent growth strategy, as it allows you to have multiple streams of income that can often fill seasonal voids and, of course, increase sales and profit margins. The following offers several ideas for diversifying your product or service line:
 - Sell complementary products or services
 - Teach adult education or other types of classes
 - · Import or export yours or others' products
 - · Become a paid speaker or columnist
- **6. Target other markets.** If your consumer market is very various, think about where these people spend most of their time, and introduce your business to those places. You could offer discounts to special-interest clubs or donate part of your profits. Let your imagination take you where you need to be. Then take your product to the markets that

need it.

- **7.** Win a government contract. The best way for a small business to grow is to have the government as a customer. If you can get the support from the government, you can benefit from some invisible aspects, such as policy and special terms.
- **8. Merge with or acquire another business.** The following are the four key aspects you should pay attention to if we want to merge with or acquire another business.
 - Customer retention.
 - · Staff retention.
 - · Melding technologies.
 - Focus.
- **9. Expand globally.** You can establish new offices in the foreign countries to possess the increasing market share and to realize sustained growth. But you don't need to acquire another business to expand globally. You just need to prime your offering for an international market. You'll also need a foreign distributor who'll carry an inventory of your product and resell it in their domestic markets.
- 10. Expand to the Internet. There are now more than 4 billion Web pages on the Internet which doubles every 100 days, so making your Web site visible is vital. Design and programming are also important, but it's your content that will draw a visitor into your site and get them to stay. Putting together a content strategy based on user behavior, measuring and tracking visitor click streams, and writing the content based on researched keywords will get you excellent search results and meet the needs of your visitors.

2 Typical Job Interview Types Adopted by Some Multinational Companies

There are a variety of types of interviews that employers may conduct, including behavioral interviews, group interviews, phone and video interviews, second interviews, and even interviews held during a meal.

1. Behavioral Interview

Behavioral based interviewing is interviewing based on discovering how the interviewee acted in specific employment-related situations.

In a behavioral interview, an employer has decided what skills are needed in the person they hire and will ask questions to find out if the candidate has those skills. Instead of asking how you would behave, they will ask how you did behave. The interviewer will want to know how you handled a situation, instead of what you might do in the future.

During the interview, if you are not sure how to answer the question, ask for clarification. Then be sure to include these points in your answer:

- A specific situation
- · The tasks that needed to be done
- The action you took

• The results i.e. what happened

It's important to keep in mind that there are no right or wrong answers. The interviewer is simply trying to understand how you behaved in a given situation. How you respond will determine if there is a fit between your skills and the position the company is seeking to fill. So, listen carefully, be clear and detailed when you respond and, most importantly, be honest. If your answers aren't what the interviewer is looking for, this position may not be the best job for you anyway.

2. Group Interview

There are two types of group interviews. The first is when each job applicant is interviewed by multiple interviewers. The group (or panel) of interviewers typically includes a Human Resources representative, the manager, and possibly co-workers from the department where the applicant would be working, if hired.

The other type of group interview is when a group of applicants for the same position are interviewed together, by the hiring manager. In this scenario, you and other candidates would be interviewed together, in group.

3. Phone Interview

Employers use telephone interviews as a way of identifying and recruiting candidates for employment. Phone interviews are often used to screen candidates in order to narrow the pool of applicants who will be invited for in-person interviews. They are also used as way to minimize the expenses involved in interviewing out-of-town candidates.

Tips:

- · Don't smoke, chew gum, eat, or drink.
- Do keep a glass of water handy, in case you need to wet your mouth.
- Smile. Smiling will project a positive image to the listener and will change the tone of your voice.
- Speak slowly and enunciate clearly.
- Use the person's title (Mr. or Ms. and their last name.) Only use a first name if they ask you to.
- Don't interrupt the interviewer.
- Take your time it's perfectly acceptable to take a moment or two to collect your thoughts.
- Give short answers.
- Remember your goal is to set-up a face-to-face interview. After you thank the interviewer ask if it would be possible to meet in person.



Teaching Objectives

By the end of this unit, students will

- O gain a basic knowledge about business plan
- O be able to write a business plan meeting minutes
- O know the basic structure of inversion sentence
- O know how to express their opinions about business plan meetings

Suggested Teaching Schedule

Time schedule	Class Content	Homework
Section I-II	Lead-in	Extended
	Students voice their opinions on business plan which lie	Book
	in how to define the business objectives, conduct market	Reading
	analysis, and facilitate product promotion.	
	Reading	
	Allow students a few minutes to go through the text and	
	finish the comprehensive tasks.	
	Explain the key language points.	

Time schedule	Class Content	Homework
	Language Focus	Extended
	Vocabulary	Book
	Students finish the vocabulary task and are offered more	Vocabulary
	information about these key words.	Grammar
Section III-IV	Grammar	Translation
	Teacher explains the inversion sentence with some	
	examples; students finish exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended
	Students discuss how to write meeting minutes. Teacher	Book
	provides more information and asks students to write	Oral practice
	meeting minutes according to the model.	
	Listening and Speaking	
SectionV-VI	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

1 Introduction of business plan

Business plans are made up of a number of very specific components, and creating a good one requires the following skills and /or steps outlined here.

- Present your business in the best possible light
- · Put financial requirements and projections in writing
- Define your managements style
- Determine the business structure and type or corporation yours will be
- · Recruit a board of directors
- Research permit and license requirements in your field
- Identify local, state, and federal tax regulations and responsibilities

A business plan is not something you can hire a consultant to prepare and submit to

you. Of course, you can hire a consultant who will spend time with you, asking questions about your plans, your ideas, and your attitudes on different topics. A better (and probably less costly) approach is to organize the information into a rough first draft, then hire the consultant to polish it and make revisions and recommendations.

For a business plan to be useful, it must reflect the business owner's personality, goals, and dreams. It is a way to commit your business ideals to paper (or CD, or disk) and then force yourself to be realistic about them. In so doing, you're more apt to cover all the steps involved in running a successful business and to consider all the relevant factors that you might miss if you simply rolled a great idea around in your head.

Components of a business plan

People are often daunted by the very specific format of most business plans. In fact, there is no absolutely "right" way to write them. However, there are critical elements that must be part of every business plan. Let's look at them one at a time.

The Preview. The preview is the first chance your business plan has to make a good impression, so care must be taken to create it. A preview should consist of the following:

Cover sheet. Books have covers, and so do business plans. Your preview starts with a cover page. It doesn't have to look fancy, but it must look professional and should include the following elements:

Title. For instance, "Business Plan for..." You must use the words Business Plan. Don't try to disguise or change the title, as very few people appreciate that attempt.

Business name. You must have settled on a name. Don't list a few possibilities. By now, you should be sure what you're going to name the enterprise.

Names of the principals. This includes the names of all owners and any key employees who have an impact on the business, with brief descriptions of their backgrounds.

Your business address. An actual address is preferable, but if you don't have one yet, it is also understandable. In that case, use your home address.

Contact information. Include your phone and fax numbers, e-mail address, and Web site. Even if you 're not in business yet, you can still have a one-page Web site. It may just be a "placeholder" indicating that it's the future internet "home" of your business.

The Marketing Plan

The marketing plan starts with three topics:

Positioning. How are you going to be perceived by your customers, your community, and the world? What are you going to do to influence this perception? In this part of your marketing plan, you explain your business' role in the eyes of consumers—as a prestige resource, a low-cost volume retailer, or a convenience source, For example. Describe what the store will look like and the pricing methods you plan to use. If it is being modeled

after another store or business that you hold in high esteem, say so. If it will be a specialty store or fill a particular retail niche, be sure to mention that, too. Finally, don't forget to include your store's signature line (also known as a positioning statement). Present a marketing calendar-a 12-month calendar listing all the advertising and promotional events you will plan. Explain each event on a separate page, its purpose, and the steps required to accomplish it. This requires a description of your ideal customer. Use your own projections along with an explanation of how you've used demographic data to help build your customer base.

Selling and retail: It details the actual methods that will be used to sell the merchandise and services. Discuss your selling strategies within the context of the following: A storefront with customers coming into the store. Catalogue Many retailers supplement the walk-in business by mailing catalogs directly to customers. Is this part your plan?

Advertising. Are you going to place advertising, and if so, what kind? Will you use newspaper, radio, TV, direct mail, or the internet? This is the place to present your attitudes about advertising philosophy—whether to highlight prices, individual items or lines, or sale merchandise, and to what extent the ads should focus on the store's image.

First discuss the size of your advertising budget-how much advertising you are planning and in what months you're planning to spend it. Then provide a detailed list of all your advertising options

4 The Financial Plan

Now it's time to show the monetary figures that prove—if you do all the things you say will—that indeed will be profitable. It is natural for a business to take a few years to become profitable. The important part of the equation is to estimate how long you think that will take and exactly how you plan to repay your lenders.

A profit and loss statement is part of a cash flow projection, but don't confuse the two. Cash flow is the actual tracking of money coming in and going out of the business. A profit and loss statement might reflect some non-cash items, such as depreciation and cost of goods sold. They can be similar, but they're not, the same.

The profit and loss statement is a summary of your financial activity over a period of time, generally one year, but it can cover any time frame you choose—a month or a quarter, for example. If you've been in business for a while, you should also include the figures from the preceding period for comparison. This additional information gives the people who read your business plan a bit of historical perspective.

Your must also include a balance sheet in your financial plan because it shows how much of your business is your own(or your corporation's) and how much belongs to your lender. A balance sheet is especially important when you seek funding because potential investors want to know how heavily invested the owners are in the business. They figure that the more of your own assets are involved, the more likely you're going to work hard to make it successful.

Risk analysis. "What could go wrong with this plan?" Far from being cynical or pessimistic, it is fair question—not only for you, but for suppliers, bankers, landlords, and so on. It's important to list the risks and to show these folks that you are well aware of challenges or problems that could occur and that you have planned for them. Identify each possible pitfall, along with a short paragraph explaining how you would respond to each scenario.

The Management Plan

In your management plan—you describe your background and experience, and explain what qualifiers you to open a retail business. If you lack retail experience, offer a compelling argument for why you want to do this—and, of course, why you will be successful. In addition to education and work experience, include information about any nonprofit or civic groups in which you have held positions of responsibility.

If there are already some key employees lined up, list them and explain why they are keys. What are their special skills? Perhaps they worked for a competing store and truly understand the business of retail; many businesses have been launched on the strengths of a key employee. A big part of this section is to provide proof that you have hired (or plan to hire) a credible (and /or incredible) staff. Also include your planned associations with consultants and experts.

Lecturing Hints

Section 1 Lead-in

1 Ask students to work in pairs and discuss the advantages of the following market investigation methods.

Suggested answers:

Telephone: Direct touch; short period; wide coverage.

E-mail: Cheap; convenient; fast; abundant; modern technology; reduce the impact of the interviewer.

Questionnaire: On the spot reaction; easy to evaluate; direct communication.

2 Students work in pairs and find out the purposes to read the business plan.

Suggested answers:

Readers	Purposes
Entrepreneurs	Investigate the market
Investors	Master the financial situation
Employees	Know the development of the company
Customers	Enhance Company Status

The students will work in pairs and ask each other to answer the questions.

Omitted.

Section (II) Reading

Give students 10 minutes to go through the whole text and ask them to finish comprehension task. Teacher circulates and makes sure that the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

- 1. Three methods.
- 2. The telephone marketing is more popular today. Because it is more popularly used and telephone is cheaper and easy way of contacting customers.
- 3. Number of potential purchasers; Location; Characteristics; Buying patterns.
- 4. Coverage: the market occupation rate, volume of time and space of certain products over the market.
 - Penetration: the degree of influence of a product or service in a certain market.
- 5. Indices of share; indications of retail stock levels; identification of competitors' exposure in the market place; assessment of the value of different methods of reaching customers.

Exercise 3

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

The teacher analyzes the text and explains difficult sentences and key words.

1. There are a number of well-known methods of assessing markets, but it is often not recognized that they can actually **be alternatives** or complements. 评估市场有很多广为人知的方法,但我们通常没有发现这些方法实际上是可以互换或是是相为补充的。

be alternatives: suitable to be used or done instead of something

e.g.: When traffic is bad, we will use the alternative route.

They had no alternatives but resorted to arms.

2. In the last ten to fifteen years, the sources of information and availability have **proliferated** and improved: 过去的十到十五年,信息来源渠道得以拓展,资源利用几率得到提高

proliferate: grow or multiply rapidly.

- e.g.: Fears that nuclear weapons might proliferate have spread all over the world.

 The H1N1 virus has proliferated to many countries, and caused serious concern by the World Health Organization.
- 3. In the field of market assessment there is always a temptation to begin to assess opinions 在市场评估领域,大家总去了解各种观点的愿望。

in the field of: an area or a region where business activities are conducted

e.g.: He has a good command in the field of comparative literature.

They have made the latest creation in the field of computer design.

- 4. Facts can be had here, and there needs to be careful **collation** of facts to establish: Number of potential purchaser/ Location Characteristics/ Buying patterns. 这里我们可以找到事实材料,而且还需要对这些材料进行仔细的整理,用来建立如下数据:潜在购买者数量、地理位置特征和购买方式。
 - **collate:** to examine and compare carefully in order to note points of disagreement, or to assemble in proper or logical sentence; its noun form is collation
 - e.g. The department also strengthened its data collation concerning illegal transshipment of textiles.

Roberts has spent much of his working life collating the data.

5. Small businesses often believe that they cannot **afford** expensive market research, and therefore they are at a disadvantage. 小型企业通常认为他们花不起钱进行昂贵的市场调查,因此,他们处于劣势。

afford: To have the financial means for; be able to meet the cost of

e.g. We can not afford to purchase a car.

They cannot afford expensive foreign travel cost.

6. Small businesses, particularly service companies, are more closely **in touch with** their customers than they believe. 尤其是服务型的小型企业,与顾客的联系比他们想象的要紧密些。

be in touch with: have contact with

touch: The state of being in contact or communication

- e.g. We have always kept in touch with several classmates since graduation.

 She is out of touch with current trends.
- 7. Hotels can use their guest **register**, shops can review their sales slips and consultants can read over their clients' feedback sheets to establish the basis for a market information system. 旅馆可使用其来客登记材料,店铺可查阅其销售单,咨询机构可查询客户意见反馈表,这些都可用来建立市场信息体系。

register: a formal or official recording of items, names, or actions. a book for such entries; an entry in such a record; the act of registering

- e.g. The expert showed the register of patents to the lawyer.

 After purchasing a house, one has to apply for a household register
- 8. **For the most part**, the skill needed here is patience and persistence, to uncover facts. 在极大程度上,这里发掘事实所需的技能就是耐心和韧性。

for the most part: to a significant extent or degree

- e.g.: For the most part, the challenge is to overcome your personal fears. For the most part, the competition today is a multi-functional rival.
- 9. **Motivation** research usually concerns in-depth interviews made up of open-ended questions with small groups of potential customers to uncover motivations that can be used either to segment the market or to broaden the base of the marketing effort: 动机调查一般涉及深度访谈,也即让小群体的潜在顾客自由回答问题来捕获其(消费)动机,这或可用于市场细分,或可用于拓宽营销工作的基础。

This is a complex sentence and the attributive clauses are employed here and there. In order to achieve an appropriate understanding, the teacher may separate it into several parts: Motivation research consists of in-depth interviews, which are conducted with small groups of potential customers by asking open-ended questions. Its purpose is to find motivations for dividing the market or widening the base of the market effort.

motivation: the psychological feature that arouses an organism to action toward a desired goal; the reason for the action; that which gives purpose and direction to behavior

- e.g. Without direction and motivation, a person would not know what to do.

 The most intrinsic motivation for learning is the child's interests
- 10. An important part of market assessment consists of examining market **coverage** and market penetration. 市场占有率和市场渗透力是市场评估的重要组成部分。

coverage: the extent or degree to which something is observed, analyzed, and reported

- e.g. The company carried out a policy with extensive coverage
 - The coverage of the subject in his botany text is inadequate.
- 11. Decisions have to be made as to whether or not the company will increase its coverage or intensify its **penetration** of a market. 公司将不得不就选择提高其(产品的)市场占用

率还是强化其(产品的)市场渗透率作出决定。

penetration: the degree to which a commodity, for example, is sold or recognized in a particular market

e.g.: This proved to be an import penetration to the Asia market.

with attack" serves as a time of adverbial of "look at---".

The market penetration has bee deepened over the last decade.

- 12. Much of the grip on consumer markets now being demonstrated by large chain stores and franchises is due to the unwillingness of manufacturers to look at the possibilities of increasing coverage rather than penetration or reversing the process when faced with attack. 大型连锁店和专卖店正显示出对于消费市场的大量攫取,这是由于生产厂家不愿意在面临打压的情况下考虑扩大市场占有率而不是深化市场渗透率(或相反)的可能性。 This is a complicated sentence with "Much of the grip on—"and "is due to---"as the predicate. "Being demonstrated by---"modifies "much of the grip on" "to look at the possibilities of increasing ---or reversing the ---"modifies "willingness" "when faced
 - e.g.: Three more men are needed to do the work every day.

 Many people were persuaded to leave that region where typhoon was supposed to arrive.
- 13. Products are often selected to strict **specifications**. (市场的)选择导致产品要按严格规格要求(来生产)。
 - **specifications:** A detailed, exact statement of particulars, especially a statement prescribing materials, dimensions, and quality of work for something to be built, installed, or manufactured.
 - e.g. Our product design has been worked out according to the buyer's specifications.

 Study and application of several protocols and specifications for fair exchange has been made by the company's think-tank.
- Ask students to summarize the text.
- 4 Chinese version.

市场评估

评估市场有很多广为人知的方法,但我们常常没有发现这些方法实际上是可以互换或是相互补充的。

该情况取决于市场环境,而我们要做的是,从已获取信息资源中开展案头调研。过去的十 到十五年,信息来源渠道得以拓展,资源获取几率得到提高。一个最佳资料来源就是公共图书 馆,它负责资料搜集与主题检索。多数图书馆现都设有业务资料分区,这样,图书管理员就能 为你在所选领域进行信息检索提供有力支持。

由此,我们就可以开展对当前客户与潜在客户的调研了。近年来产生了专门从事这一活动的机构,规模有大有小,它们开展个人专访,发布消费问卷调查,进行专家组论证,或寻求个

人鉴定推荐。

(以电子问卷形式发送的、或是个人专访形式进行的,或是电话调查方式开展的某个问题,如果调查者意在攻击被问人他/她所持观点,或是聚焦于个人特质进行提问,如漂亮长相、男性风度、诚实、品行——那么,被问者的回答不能指望是可靠的调查材料。)近年来,和现有调查方法并行不悖的,还有电话销售调查。由于大多数美国家庭住户都有电话,打电话就成了联系大量潜在和实际客户的极其廉价而又简便易行的方式,并用以获取信息与想法。因此,这种调查方式切合美国人需要。在市场评估领域,大家总有去了解各种观点的愿望。这里我们可以找到事实材料,而且还需要对这些材料进行仔细的整理,用来建立如下数据:潜在购买者数量、地理位置特征和购买方式。

小型企业通常认为他们花不起钱进行昂贵的市场调查,因此他们处于劣势。这通常只是种假象。尤其是服务型的小型企业,与顾客的联系比他们想象的要紧密些。而解决该问题并不难。我们从现存联系中就可以追根溯源找到大量信息。旅馆可使用其来客登记材料,店铺可查阅其销售单,咨询机构可查阅客户意见反馈表,这些都可用来建立市场信息体系。通过上述方法,我们就可以分析评价顾客对我们的产品以及服务的看法了。在极大程度上,这里发掘事实所需的技能就是耐心和韧性。

属于市场评估的同一领域却更加困难的是对消费者动机的探寻。动机调查一般涉及深度访谈,也即让小群体的潜在顾客自由回答问题来捕获其(消费)动机,这或可用于市场细分,或可用于拓宽营销工作的基础。

市场占有率和市场渗透力是市场评估的重要组成部分。这里谈的是公司本身在市场所处形势。公司将不得不就选择提高其(产品的)市场占用率还是强化其(产品的)市场渗透率作出决定。多数情况下,这种决定靠的是运气;多数情况下赖以作决定的市场资料是不完整的。

大型连锁店和专卖店正显示出对于消费市场的大量攫取,这是由于生产厂家不愿意在面临 打压的情况下考虑扩大市场占有率而不是深化市场渗透率(或相反)的可能性。销售信息这一 部分还应包括:销售渠道的分配指数;零售库存水平指标;现身市场竞争者的身份确认;为工 业企业或投资公司而开展的对客户接触方式的价值进行的评估。

为开展卓有成效的市场调查,需要注意以下几点:

正常情况下,大量的同质顾客群是不存在的。

即使最终购买者可能对你方产品销售给资本货物制造商产生影响,但是产品在进入终端使用者之前,通常是流到资本货物制造商那里,或是进入其他产品生产装配线。

(市场的)选择导致产品要按严格规格要求(来生产)。

采购经理逐渐变得比多数顾客内行, 顾客中间少有人去这么做。

在资本货物(工业用品)市场投资,和表象相比要复杂得多。

即使有标准的客户数,每个人的需求有根本的不同。

Section III Language Focus

Vocabulary

Ask students to finish Exercise 1.

Suggested answers:

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

- 6. B
- 7. C
- 8. A
- 9. B
- 10. C

2 Get students to work in pairs and finish Exercise 2.

Suggested answers:

- 1. complement
- 2. were informed
- 3. referred

- 4. representing
- 5. purchased

6. located

7. consult

8. motivate

9. manufactured

- 10. were distributing
- Ask students to finish Exercise 3.

Suggested answers:

- 1. desk information
- 2. depend on

3. consists of

- 4. is made up of
- 5. refer to

6. has established the basis for

- 7. take your place
- 8. is derived from
- 9. is in touch with

10. conducted interviews

Grammar

In grammar, a reversal of normal word order, especially the placement of a verb ahead of the subject (subject-verb inversion).Questions in English are usually characterized by inversion of the subject and the first verb in the verb phrase.

- 1. Adverbial expressions of negation or near negation with no, not, never, neither, seldom, scarcely, rarely, barely and hardly, etc. The same reversal of word order takes place after negative conjunctions like neither, nor, not only ... but also, no sooner ... than.
 - e.g. In no case can an exception be made.

Never have I seen such beautiful scenery.

Not until he loses all his money will he stop gambling.

Scarcely had he entered the room when he was knocked down by a stranger.

Not only is she beautiful, but she is also very intelligent.

I cannot attend the meeting tonight, and neither can my wife.

- 2. Adverbial expressions with only
- e.g. Only after an operation will he be able to walk again. Only once has he done such a thing.
- 3. Adverbial expressions with so
- e.g. So greatly did he admire the beautiful actress he asked her to marry him.

The word order is also reversed after the conjunction so.

I caught a cold, and so did my wife.

- 4. Adverbial expressions of place
- e.g. There stood the tallest man he had ever seen.

Inside the room were a few pieces of furniture.

But when the subject is a pronoun instead of a noun, the order should not be inverted.

e.g. Here he comes.

Off he ran.

Ask students to finish Exercise 4.

Suggested answers:

- 1. Scarcely **had they settled** themselves in their seats in the theatre when the curtain went up.
- 2. Under no circumstances **should we** do anything that will benefit ourselves but harm the interests of others.
- 3. In front of the house stand two tall trees.
- 4. No sooner did I enter the office **than** the phone rang.
- 5. Hardly **had he** got home when it began to rain.

2 Ask students to finish Exercise 5.

Suggested answers:

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

- 6. A
- 7. A
- 8. D
- 9. A
- 10. C

Translation

Tell students to work on the Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. How to deal with the issue of after sale's service as well as of customers' complaints concerns the company's credit and long term development, which permits no neglect.
- 2. I know you are the representative from the Manchester Branch. I'd like to have your recent report of market research of the local beer consumption.
- 3. The feedback sheet is a dynamic index for market assessment which forms a key basis in judging our competitive edge in the market.
- 4. After comprehensive analysis, we've come to the conclusion that the competitive advantages of transnational companies derive from the monopoly structure and the profits the monopoly structure brings about.
- 5. The so-called desk research refers to the collection and selection of second hand information in order to carry out a research purposely, and thus to determine the partial or whole solution of their problems..
- 6. One advantage of most chain shops is that goods bought in one of the shops can usually be returned to one of the others if there is any problem.

Section W Business Writing

- Ask students to read the meeting minutes and discuss the elements.
- 2 Provide information on how to write meeting minutes.

Suggested answers:

Step 1:

To write down main items under the title.

Step 2:

The writer fills out those items as: time and place; purpose of meeting; presiding; people present. etc.

Step 3:

A plain record on what has happened in the meeting.

Step 4:

Make a summary of the meeting according to the planned agenda: the opening, the main items, the speakers, the conclusion, and so on.

3 Suggested Answer:

MINUTES OF MARKET ASSESSMENT MEETING

TIME AND PLACE: 30 September 2010, Tuesday; 2:30 p.m.—4:00 p.m. at the third

meeting room of ABC Textile Company

PURPOSE: To discuss the market assessment plan of this company and

request the opinions of all the participants.

PRISIDING: Mr. Xing Kai (Sales Manager of the company)

PRESENT: President and board of directors.

SUMMARY OF THE MEETING:

Xing Kai called the meeting to order. He informed all the participants of the participants of the meeting's agenda, which consisted of three parts: the discussion of market assessment plan made by the marketing department by seeking opinions and indepth analysis of the feasibility of the plan; the approval of the implementation of product promotion steps according to the plan.

Yu Ping handed the reports to all the members before the meeting and shed light on some key points including the preliminary investigation, which involved documenting existing systems. He looked at all information sources and the present procedures for planning and control.

Liu Ying argued that the information gathering system was hard to be established since the textile market in China was in less demand and more attention should be paid to the foreign market including Africa markets, so that a foreign-oriented market assessment system was more advisable.

Other members voiced their opinions towards the plan and basically approved the feasibility of the plan.

Xing Kai put forward a product promotion plan, which was later approved by the board of directors.

Section V Listening & Speaking

Listening

Suggested answers:

- © Exercise 1
 - 1. A
- 2. B
- 3. D
- 4. B
- 5. B

- © Exercise 2
 - 1. global
- 2. occasion
- 3. taken
- 4. insult
- 5. handshake

- 6. status
- 7. appreciated 8. accepting
- 9. details
- 10. respect

Script

Exercise 1

Passage 1

How to Hold a Business Plan Meeting

Why should we hold a business plan meeting? It is because we have to seek opinions from others and find defects in our original business plan. Here are some tips for your reference only:

One, a dinner jacket is suggested when organizing a formal business plan meeting. First, decide on how formal your business plan meeting will be. And that's all intended to meet those special requirements such as asking advice from important guests.

Two, many cooks and a lot of dish washers.

Three, make sure you invite the right type of decision makers, experts, implementers, and stake holders to enable post-meeting action. If there rises an occasion that could ruin the pre-planned meeting plan like excessive participants who get the meeting room over-crowded, a friendly solution is that you may add an overflow meeting room. As long as you get 80% of whom you need, you are doing well.

Four, the 37-minute meeting agenda. Prepare a meeting agenda in advance. Remember that meetings can come in many different varieties. So get people's attention by having well-directed meetings. And Meetings should start and finish on time, or even early.

Five, good facilitation skills are important when you have people who are fond of their own voice. Six, stop violent disagreements.

Q1: Why should we hold a business plan meeting?

Q2: What is suggested when organizing a formal business plan meeting?

Q3: Which person is not suitable to attend the business plan meeting?

Q4: If too many persons rush in to the meeting room, what should we do?

Q5: What does violet disagreement mean?

Exercise 2

Passage 2

With the world becoming more of a 1. <u>global</u> village with each passing day, many business people from different parts of the world may have 2. <u>occasion</u> to travel to China to conduct the market investigation and to make deals with their Chinese partners. Thus a business plan meeting is necessary. To ensure that a business plan and proposal are 3. <u>taken</u> seriously, it is wise to observe certain basic business activities that are expected from you by your hosts.

Always arrive on time for a business plan meeting as being late is considered to be an 4. <u>insult</u> to those waiting for you. While a firm handshake is acceptable in the Western world, in China a business plan meeting is started with a short and light handshake and the exchanging of business cards. Make sure you have sufficient business cards as well as your plans and 5. <u>proposal</u> materials to offer each person you meet one copy. Gold engraving on your business card is seen as a symbol of your 6. <u>status</u>, and having your details printed in Chinese on the flip-side of the card is 7. <u>appreciated</u> by the receiver. On 8. <u>receiving</u> a business card offered to you, take some time to note the 9. <u>details</u> on the card before it putting it into your briefcase or wallet as this denotes interest. Putting the business card away without reading it is seen as a lack of 10. <u>respect</u>.

Speaking

Ask students to study the sample dialogue and do Exercise 4.

Section W Business Etiquette

Ask students to study these tips one by one and to search for more on the Internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

How to Create a Marketing Plan

Firms that are successful in marketing invariably start with a marketing plan. Large companies have plans with hundreds of pages; small companies can get by with a half-dozen sheets. Put your marketing plan in a three-ring binder. Refer to it at least quarterly, but better yet monthly. Leave a tab for putting in monthly reports on sales/manufacturing; this will allow you to track performance as you follow the plan.

The plan should cover one year. For small companies, this is often the best way to think about marketing. Things change, people leave, markets evolve, customers come and go. Later on we suggest creating a section of your plan that addresses the medium-term future—two to four years down the road. But the bulk of your plan should focus on the coming year.

You should allow yourself a couple of months to write the plan, even if it's only a few pages long. Developing the plan is the "heavy lifting" of marketing. While executing the plan has its challenges, deciding what to do and how to do it is marketing's greatest challenge. Most marketing plans kick off with the first of the year. All the players in the firms typically keep their marketing plans very, very private for one of two very different reasons: Either they're too skimpy and management would be embarrassed to have them see the light of day, or they're solid and packed with information.

You can't do a marketing plan without getting many people involved. No matter what your size, get feedback from all parts of your company: finance, manufacturing, personnel, supply and so on—in addition to marketing itself. This is especially important because it will take all aspects of your company to make your marketing plan work. Your key people can provide realistic input on what's achievable and how your goals can be reached, and they can share any insights they have on any potential, as-yet-unrealized marketing opportunities, adding another dimension to your plan. If you're essentially a one-person management operation, you'll have to wear all your hats at one time—but at least the meetings will be short!

How Does Market Research Work

Planning your company's marketing program is a process much like the one you go through as a young person deciding what you want to do with your life. You go through phases of: learning and discovery of the world around you development and self-realization of skills, strengths and weaknesses goal setting based on those strengths and weaknesses setting strategies for achieving your goals, planning your attack and working through that plan to make it happen.

How to Plan Online Business Works

With all of the hype about e-commerce and online businesses, taking your business online may sound like a perfect solution to making the big dollar with not so big of an investment. That can be true, but just the opposite may also be true. Going online takes just as much planning and forethought as starting a new brick and mortar business. It may even be a little more frustrating because for most normal business people, it's like entering a new and foreign land. If you're not at the cutting edge of the latest and greatest changes and upgrades, then are you missing the proverbial boat? Does that mean you have to be a techno-geek to set up an online business? Not really. As long as you know the basics of what has to be done, plan well, have a good business idea, and can find good help to implement your plan, you'll be fine.

4 How Online Research Surveys Work

To save time and money, many companies are turning to online market research. Surveys, in particular, can easily be conducted online or over e-mail. The cost of a 200-person, e-mail survey is \$2,500 to \$5,000. To get the same number of responses from a snail mail survey would cost between \$5,000 and \$7,000, and phone surveys can run as high as \$15,000.

As an incentive for consumers to fill out online surveys, companies offer them rewards. At Web sites like e-Rewards and MySurvey, consumers either earn money or points for each survey they fill out and submit. Those points can be redeemed for rewards such as discounts on products, free airline miles or gasoline gift cards.

Online surveys with rewards are a potential win-win situation for companies and consumers. The company gets valuable market research from a targeted survey audience, and the consumer is paid for his time through discounts and freebies on products he likes.

The only problem with rewarding consumers for taking online surveys is that it gives them the incentive to cheat. The more surveys you fill out, the more points you get. So people get creative: They randomly answer survey questions as quickly as possible, establish multiple e-mail addresses to answer the same survey five or six times, or lie about

their demographic (a white male says he's a black female, for example) to participate in surveys for which they otherwise wouldn't qualify.

5 The Marketing Department's Role

The marketing department must act as a guide and lead the company's other departments in developing, producing, fulfilling, and servicing products or services for their customers. Communication is vital. The marketing department typically has a better understanding of the market and customer needs, but should not act independently of product development or customer service. Marketing should be involved, and there should be a meeting of the minds, whenever discussions are held regarding new product development or any customer-related function of the company.

Don't get the idea that marketing should make these plans and recommendations alone. It is very important that the marketing department get input from many people within the company. Not only does providing input help the rest of the company understand and support the marketing efforts, it also provides some invaluable insights into what customers want and new ideas that may have slipped past the rest of the company. For example, your service technicians and your customer service reps will have great insights into customer opinions and needs. Get everyone involved and you'll have a more cohesive effort.

Keys to Review 1–3

Section (1) Vocabulary Review

- Complete the sentences below with the words in the box. Make changes where necessary.
 - 1. was assessed
 - 3. specializing
 - 5 are differentiated
 - 7. are subdivided
 - 9. to diversify

- 2. varies
- 4. abetting
- 6. to demonstrate
- 8. to distribute
- 10. exchanged
- 2 Complete the following sentences by translating the words in the brackets.
 - 1. In its purist definition
 - 3. In addition to
 - 5. focuses on developing
 - 7. at a disadvantage
 - 9. at expense of

- 2. is involved in
- 4. was founded and headquartered
- 6. have witnessed
- 8. derived from
- 10. has great influence on

Section III Grammar Review

- 1 Fill in the blanks with the proper forms of the words given in the brackets.
 - 1. to be discussed
 - 3. not going
 - 5. having witnessed
 - 7. taking
 - 9. had we arrived

- 2. talk
- 4. go
- 6. being fined
- 8. did I realize
- 10. Knowing
- Read the sentence and choose the best answer.
 - 1. C
- 2. B
- 3. B
- 4. C
- 5. A

- 6. C
- 7. C
- 8. B
- 9. A
- 10. C

Section III Business Review

- Read the following passage and answer the following questions.
 - 1. South American bananas, Brazilian coffee and a bottle of South African wine.
 - 2. The market contains greater competition.
 - 3. International trade is the exchange of goods and services between countries.
 - 4. Trading globally gives consumers the opportunity to be exposed to goods and services not available in their own countries.
 - 5. A product that is sold to the global market is an export, and a product that is bought from the global market is an import.
- **Translate the following sentences into English.**
 - 1. We sincerely hope to enter business relations with your company to promote trade between our two countries.
 - 2. We are ready to conduct any further negotiations regarding our qualifications, capabilities and other terms for cooperation.
 - 3. I am confident you will find our quoted price attractive and look forward to receiving your order.
 - 4. Our firm is planning to open a flagship store of 2000m² in the downtown area.
 - 5. With our rich experience and abundant worldwide resources, we are able to offer our clients the best and latest products at most reasonable prices.

Section (V Communication Skills Review

Write a resume according to the following given information.

Resume

Family Name: Li Given Name: Ming

Date of Birth: 5th October, 1982 **Place of Birth:** Guangzhou

Healthy: Excellent

Email: liming@126.com

Career Objective

Desired Industry: Foreign Trading; jobs related to Business English

Desired position: secretary

Educational Background

2004-Present: Hunan University

Major: Business English

Working Experience

Jul., 2005: a part-time salesman with Import and Export Trade Corp

Language & Computer Skills

Certificate of CET 4 & 6

Excellent in listening, speaking, reading and writing

Good command of office software

Hobby / Interest

Music, calligraphy

Self-assessment

Active and broad-minded; adaptable, having good communication skills and team spirit

Work in pairs to make up dialogues according to the information given below.

(Omitted)



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about business relationship
- O Be able to write an invitation letter
- O Master the usage of "it"
- O Be able to write an invitation letter and accept/decline it

Suggested Teaching Schedule

Time schedule	Class Content	Homework
	Lead-in	Extended
	Students discuss different business sponsorships and the	Book
	teacher explains some extra information.	Reading
Section I-II	Reading	
	Allow students a few minutes to go through the text and	
	finish comprehension tasks.	
	Explain the key language points.	

Time schedule	Class Content	Homework
	Language Focus	Extended
	Vocabulary	Book
	Students finish the vocabulary task and are offered some	Vocabulary
	more information about the key words.	Grammar
Section III-IV	Grammar	Translation
	Teacher explains the usage of "it" with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended
	Students discuss how to write an invitation letter. Teacher	Book
	provides more information and asks students to write a reply	Oral practice
	to an invitation letter according to the model.	
	Listening and Speaking	
Section V-VI	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

1 Corporate Sponsorship

Sponsor

In advertising world, the company or organization that pays for advertising is called client or sponsor. If a communication is not paid for, in this sense it's not advertising.

Types of sponsors

- **Title Sponsor-**Sponsor is part of the name of the event.
- **Presenting Sponsor**-Mentioned after the name of the event (Tostitos Fiesta Bowl, presented by AT&T). Not as valuable for the sponsor as title sponsorship, as most times the media in writing about the event will drop the name of the sponsor.
- In-kind Sponsor- Cash is not provided, but service is. This is often as good as cash,

as you are saving money on things you would have purchased anyway (airline tickets, food, beverage, etc.).

- Official Sponsor- A product that is an event's exclusive sponsor.
- Media Sponsor- Print, radio, television, web site sponsors.
- **Co-sponsor-** Company that is part of an event with other sponsors.

Sponsored events

Events that are successful in securing sponsors often a) have a ton of people involved or b) have a very specific focus. Sponsors like the former because they can reach a large audience in one shot. The latter works well for sponsors who are trying to reach a particular target market. Unless your nonprofit has the resources to handle an event with thousands of attendees, you should explore the "specific focus" route.

Sponsored events can serve as an important public relations tool. Sponsorships run the gamut from supporting local community events to sponsoring global events such as World Cup soccer competitions. At the local level, prominent display of the corporate name and logo offers local residents the chance to see that an organization is dedicated to the community.

Another form of sponsorship is the fund-raiser. Fund-raisers of all sorts for non-profit organizations give positive visibility to corporations.

Sponsorship

The essential elements of "sponsorship" as are used in the UK today are:

- a sponsor makes a contribution in cash or kind which may or may not include service and expertise to an activity which is in some measure a leisure pursuit, either sports or arts;
- the sponsored activity does not form part of the main commercial function of the sponsoring body (otherwise it becomes straightforward promotion, rather than sponsorship);
- the sponsor expects a return in terms of publicity and visibility. The subtlety
 of contemporary sponsorship is that sponsorship is often used as one part of an
 integrated communications approach in which the sponsored element raises
 and reinforces brand awareness and positioning in tandem with mainstream
 advertising.

Corporate sponsorship

Corporate sponsorship, known as event marketing or cause marketing is a relatively new way of advertising in which companies pay to be associated with a certain kind of event. In 1981, the men's fragrance company Jovan and the legendary group the Rolling Stones joined together in an historic plunge into the world of sponsorship. At that time, corporate treated sponsorship much like it treated advertising in the newspaper. Corporate sponsorship has been growing rapidly nowadays; actually, it grew at an even faster rate

than the growth in overall corporate advertising in the late 1990s.

Disadvantages of sponsorship

For the sponsors

Poor value — The sponsor may feel they have not received enough publicity in return for its sponsor's fee. Sports sponsorship is rather risky. If the team or event is a failure with little or no media coverage, then the sponsor is really throwing away advertising money.

Bad image — The image of the sport may suffer and thus damage the image of the sponsor.

Only one winner — It is important for the sponsor to choose the potentially successful event or team. Sponsors associated with teams or event that are failures will not get the right kind of return.

For the sports

Dependence on sponsors — Many sports become more and more dependent on sponsorship. For instance, when National League Basketball was televised by Channel 4, the sport was flooded by sponsors and a lot of money, but when Channel 4 pulled out, so did most of the sponsors and almost caused a collapse in the League.

Major-minor gap — The gap between the heavily sponsored major sports (football, basketball, motor Racing, etc.) and the minor sports which attract little or no sponsorship, has grown enormously wide in the last two or three decades. This over-emphasis on a few big sports is bad for the development of sports in a whole.

3 Media sponsorship

At first, sponsorship starts with all kinds of media, because they can help you sell other sponsorships. Radio can produce and broadcast advertising messages repeatedly regarding your event, thus serving as a superior promotion vehicle. It is important for an event manager to ensure that the sponsoring station is permitted to mention the names of other sponsors in its spots. This can help to sell other sponsorships. An effective sponsor augments their tie-in with an event by purchasing time and space from broadcast, radio, television, and printed media and, increasingly, on the Web. If a sponsor chooses to purchase radio time to promote its sponsorship, it is a win-win game. The radio station gets a good promotion and extra advertising income, the sponsor gets additional promotion and enhances its image via the event's radio spots, and the event receives much needed publicity.

Arts sponsorship

Sponsors may take use of the arts to appear philanthropic. A brand name seen in

association with a book award or movie has high-brow reputation that may resonate with the target consumers. Such prestigious promotion can exert a positive influence on the perceptions of other interested communities such as shareholders, local government authorities or the press. Arts sponsorship provides traditionally under-funded arts organizations with funds and so there are social benefits which can yield comprehensive goodwill towards the brand organization. Gaining publicity for the sponsorship among a wider audience may rely largely on whether the sponsored organization can get media coverage or not.

5 Guidelines for event sponsorship

- 1. Match the brand to the event. Make sure the event fits the brand personality.
- 2. Carefully define the target audience. Keep the fact in mind that the best event in the world won't create the greatest impact of a brand if it's the wrong target audience.
 - 3. Stick to a few key messages. Stick to a few key messages and keep mentioning them.
- 4. Develop a plot line. Try to develop a plot line with a beginning, a middle, and an exciting ending.
- 5. Deliver exclusivity. If you are staging a special event, make it by invitation. Or, if you are featured sponsor, invite exclusively the most important.
- 6. Deliver relevance. Events should establish brand reputation, awareness, and relationships with the attendees. Judging the success of an event according to sales is misleading and shortsighted.
- 7. Use the Internet. The Internet has become a great way to promote the event, maintain continuous communication with the target audience, and follow up with the audience after the event.
- 8. Plan for the before and after. The event must be integrated with advertising, sales promotions, and advertising specialty items.

Lecturing Hints

Section (1) Lead-in

1 Ask students to work in pairs and talk about the events shown in the pictures below and identify the sponsors involved.

Suggested answers:

1. Yili Industrial Group Company Limited was the business partner as well as the sponsor of 2008 Beijing Olympics.

Inner Mongolia Yili Industrial Group Company Limited is the only major domestic enterprise in China that serves both the Olympic Games and the World Expo. Given its edges in the industry, Yili Group has been a leading dairy company in China and an icon of sustainable development in the dairy industry with its steady growth.

2. Jiaduobao Group sponsored 2013 Voice of China talent show.

Jiaduobao Group is a large company which is engaged in manufacturing and promoting the beverage with headquarter in Hong Kong. Recently, Jiaduobao Group has set up manufacturing and raw material producing basements in Dongguan, Shaoxing, Bejing, Qinghao and other places in China. The main products are very popular among the domestic market and are also sold to many southeast Asia countries as well as in Europe and U.S.A.

3. Lenovo sponsored 2010 Shanghai EXPO

Lenovo is an international science and technology company; compose y Lenovo and former IBM personal computer department. Lenovo is engaged in the development, manufacture and sales of the most reliable, safe and easy technology products and high quality professional service. Lenovo, is the world's fourth-largest PC maker, has long dominated the Chinese market.

2 Ask students to discuss in groups and give one word to describe the common feature of these sponsors with the sponsored events.

Suggested answers:

Sponsor	Sponsored event	Industry	Common Feature
Li Ning	2013CBA	Sports	Energy/ Vitality/
			Youth
Lexus	China ISU Grand Prix of	Automobile	Speed/Vigor/Flexibility
	Figure Skating2013		

Sponsor	Sponsored event	Industry	Common Feature
Sohu	2008Beijing Olympic Games	Media	Popularity/ Reliability/ Fast
HSBC	2013Brazil Art Festival	Banking	Passion/ Sincere/ Imagination
PICC	The sixth East Asia Games	Insurance	Cooperation/Dependence/ Truly
Wahaha	Manchester United	Food	Pleasure/ Passion/ Youth

3 Ask students to work in pairs and discuss the questions.

Suggested answers:

- **Q1.** Corporate sponsorship seems to be everywhere in today's world. It is beneficial in many aspects. Done correctly, it can make a lot of money and build important relationships. Done poorly, it can cost money and waste time.
- Q2. Generally, there are four steps. 1) Making the contact. Typically a director of development from a charitable organization initiates the contact. They begin by approaching marketing directors of different companies to solicit funding. 2) Outlining the terms. The specific terms of the agreement are then outlined in a written contract. 3) Representation. The company making the donation typically becomes actively involved in the charity after the relationship has been established. 4) Ongoing relationships. Often these agreements can lead to ongoing relationships, where a company pledges to donate an agreed upon sum of monetary support each year. In exchange, the company receives recognition of some sort.

Section Reading

1 Give students 10 minutes to go through the whole text and ask them to finish comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

Corporate sponsorship, known as event marketing or cause marketing, is an
agreement in which a corporation agrees to fund an event, an organization, or an
entity.

- 2. Part of the growth in corporate sponsorship attributes to a large number of small and medium-sized firms that are becoming concerned.
- 3. Sponsorships enhance a corporation's brand recognition, its image and visibility; boost sales; differentiate the company from competitors; develop closer relationships with current and prospective customers; allow the company to compete more effectively against bigger firms. Besides, tickets to sponsored events can be used as incentives for employees, vendors, and customers and to promote worker loyalty. The sponsored entity benefits from the raised capital and can do many things with it. Corporate sponsorships make projects affordable to the public.
- 4. Because the alliance with non-commercial organizations will provide some intangible value for both the sponsors and sponsored organizations. Moreover, it will also offer a good marketing investment to the corporate sponsor.
- 5. They have to examine the potential drawbacks of a sponsorship opportunity and undertake a background check on events or organizations they are considering sponsoring.

© Exercise 3

1. F

2. T

3. F

4. T

5. F

Teacher analyzes the text and explains difficult sentences and key words.

- 1. Corporate **sponsorship**, known as event marketing or cause marketing, is a relatively new way of advertisement where companies pay to be associated with a certain kind of event or cause. 企业赞助,亦称活动营销或公益营销,是一种相对新颖的广告方式,公司通过出资将自已与某项活动或事业联系起来。
 - Here "...known as" meaning called or name, is a past participle used to modify the noun phrase "corporate sponsorship", "Where companies pay to be associated with a certain kind of event or cause" is a relative clause used to modify "a relatively new way of advertisement". Here "where" can be replaced by in which.

sponsorship: the act of sponsoring (either officially or financially).

- e.g.: He carried out a research on ambush marketing in sports sponsorship.

 For more than 25 years, IEG has been the world's leading sponsorship information provider.
- 2. According to Paula Moore of the "Denver Business Journal", part of the growth in corporate sponsorship **attributes to** a large number of small and medium-sized firms that are becoming concerned. 《丹佛商业周报》的保拉·摩尔认为,企业赞助的发展部分

归因于不断受到关注的中小企业的加入。

Here "that are becoming concerned" is a relative clause used to modify "large number of small and medium-sized firms". "

attribute to: to give (support, money, etc) for a common purpose or fund.

e.g.: Manufacturers attribute to diversify into new lines.

David attributed his company's success to the unity of all the staff and their persevering hard work.

3. She once wrote, "not long ago, only large entities...could afford 'cause marketing' as a means of building goodwill and **boosting** revenue." 她曾写道: "在不久以前,还只有大的实体……负担得起'公益营销',通过它们来建立起良好的商誉,并促进收入增长。"

boost: to encourage, assist, or improve

e.g.: The company signed up more workers to boost production.

The company boosted its sales this year.

4. But in today's business world, small companies have **embraced** sponsorship ranging from softball and volleyball teams to festivals and sports meetings as effective ways to increase their **visibility** in their home community. 但在当今商界,小企业不断参与企业赞助。它们通过赞助垒球队、排球队、节日或运动会等有效提升自身在本区域的知名度。Here "ranging from softball and volleyball teams to festivals and sports meeting" is a present participle used to modify "sponsorship".

embrace: (of a person) to take or clasp (another person) in the arms or to comprise or include as an integral part

e.g.: It is easy for a creative enterprise to embrace the new idea.

Inland regions now have much more opportunities to embrace business opportunities.

visibility: the condition or fact of being visible

e.g.: Dishonesty reduced visibility of the company.

He is an executive with high visibility.

5. What's more, they help develop closer relationships with current and **prospective** customers; allow the company to compete more effectively against bigger firms that have much larger advertising budgets. 其次,企业赞助能使企业与其当前客户及潜在客户之间的关系更加紧密。并使企业能够同有着巨额广告预算的大公司展开更为有力的竞争。 Here "that have much larger advertising budgets" is a relative clause used to modify bigger firms.

prospective: anticipated or likely

e.g.: Tom is the prospective buyer of my house.

In addition, the sales managers negotiate business relationships with prospective customers.

6. Besides, tickets to sponsored events can be used as **incentives** for employees, vendors, and customers and to promote worker loyalty. 此外,赞助活动的门票可用于激励员工、经销商和客户,还可用于提升员工对企业的忠诚度。

incentive: a motivating influence or stimulus

e.g.: Some companies offer training as an incentive.

Incentives and employee recognition are effective elements of hiring and retaining agency talent.

7. The public at large often benefits from the fact that corporate sponsorships make projects affordable that would be otherwise. 公众普遍都能受益,因为企业赞助使他们能承担原来无法承担的项目。

Here "at large" means considered altogether. "That corporate sponsorships make projects affordable" is an appositive clause. An appositive that-clause usually follows an abstract noun, such as news, idea, fact, promise, question, doubt, thought, hope, message, suggestion, words, possibility, which is mostly a derivative from a verb or an adjective. "That wouldn't be otherwise" is a relative clause used to modify "projects".

e.g.: The staff at large apposed to the reform in the company.

I've come from Mr. Wang with a message that he won't be able to see you this afternoon.

8. In short, event sponsorship can not only yield eye-to-eye contact with real consumers, but also **link** simultaneous publicity **up** with follow-up publicity. 简而言之,活动赞助不仅能使公司与真正的客户进行面对面交流,同时能将即时广告宣传与后续广告宣传联系起来。

Here "...not only...but also..." used to introduce two correlative constructions. It is used to emphasize something else is also true. It can also be followed by "but".

e.g.: Not only Kathy but also her brothers are going to the party.

Internet business not only got Jeff Paul rich but also earned him self-respect.

link up: to be or become joined or united or linked

e.g.: We must link up theory with practice.

They can be used to connect branch offices within a company, to link up with

business partners or to give remote users access to the company network.

9. For instance, telecommunications' firm Cable and Wireless linked up with the charity Dr Barnardo's, in an **initiative** to prevent some families from having their telephone cut off because of non-payment of bills. 比如,电讯公司英国大东电报局就曾和儿童慈善团体"巴纳德之家"一起赞助一些家庭避免电话因欠费而停机。

Here "Cable and Wireless" is a British telecommunications company, while "Dr Barnardo's" is the largest children charity in Britain. "Have something done" means get somebody else to do something for you. We can also use "have something done" in situations where something bad has happened to people or their possessions. This

is not something they wanted to happen. "having their telephone cut off" refers to the second. It means someone else cut off their telephone.

initiative: first step or action of a matter or the commencing move

e.g.: You don't take initiative in working performance.

The figure is further based on the end result when the initiative is operating at its full capacity after a number of years.

on one's own initiative: without being prompted

e.g. They financed the event on their own initiative.

The President and Chief Executive Officer presented a comprehensive restructuring initiative for the company.

10. Generally speaking, it is important for sponsoring companies to carefully choose events that match well with the image of their products. 一般说来,赞助公司谨慎选取和自己产品形象相配的活动是十分重要的。

Here "it" is served as the former subject, followed by to-infinitive structure "to carefully choose events that match well with the image of their products" as the sentence's notional subject or notional object. "That match well with the image of their products" is a relative clause used to modify "events".

e.g.: It's a waste of money to sponsor such a cause.

It is useless asking Sue to help.

11. Naturally, small businesses should not associate themselves with any cause or event without a serious examination of the **potential drawbacks** of a sponsorship opportunity. 当然,如果小公司没有认真核查某项事业或活动的潜在弊端,就不应该参与其赞助活动。 Here "without a serious examination of the potential drawbacks of a sponsorship opportunity" equals an "if" clause.

potential: possible but not yet actual, capable of being or becoming but not yet in existence

e.g.: The greater a firm's potential, the more risk investors may be willing to take.

The potential market is enormous.

drawback: a disadvantage or hindrance

e.g.: There are possible drawbacks of shared webhosting business.

The high cost is a major drawback.

12. Besides, some companies require active participation on the part of companies and segments of their **workforces**. 此外,有些公司要求公司各部分及所有职工都积极参与。

Here "on the part of" is used when describing a particular person's feelings or actions. **workforce:** the total number of workers employed by a company on a specific job,

project, etc.

e.g.: Our company is a leader in providing a highly skilled and highly trained workforce to the business community.

Highly skilled workforce is badly needed.

13. There are still some companies **shying away** from sponsorship for fears that they would be exposed to litigation or bothered by organizers of other events. 仍有一些公司不愿参与赞助,因为他们担心自己会惹上官司或被其它活动的组织机构所牵连。

Here "for fears that..." conducts an adverbial clause in which subjunctive mood is often used. The subjunctive mood "would be exposed to" is used to indicate that it can't actually happen in reality.

e.g.: Those companies who violate contract regulations should be punished for fear that other businesses would follow their example.

Some water customers are afraid to complain about the company for fear that their water would be cut off.

shy away: to avoid dealing with some unpleasant task

e.g.: Unnecessary psychological factors will cause some of our business partners to shy away from this product.

I would have shied away from this tough business schedule if not for the persuasion of our boss.

14. Finally, **affiliation** with a community event that is poorly organized or violates local standards of good taste can be quite costly to the company. 最后,赞助一个组织不力或不符合当地良好品味标准的社会活动,对公司而言代价是高昂的。

Here "that is poorly organized or violates local standards of good taste" is a relative clause used to modify "community event".

affiliation: asocial or business relationship or the act of becoming formally connected or joined

e.g.: If you are looking to become an affiliate, you have to acquire some technical knowledge on affiliation business.

be affiliated with: to associate (oneself) or be associated with

e.g.: Those two companies are affiliated with the national group.

Risk always has an affiliation with an event in practice.

15. With this in mind, small business owners should always **undertake** a background check on events or organizations they are considering sponsoring. 谨记此条原则,小企业主在考虑赞助时都应对赞助活动和组织进行背景调查。

Here "they are considering sponsoring" is relative clause in which that or which is omitted. It is used to modify events or organizations.

undertake: to contract to or commit oneself to (something) or (to do something)

e.g.: Now they undertake both fanning and stockbreeding.

A small company dares to undertake big business.

- **3** Ask students to summarize the text.
- 4 Chinese version.

企业赞助

尽管企业赞助似乎已经成为当今世界的一个普遍现象,但对于我们大多数人而言它仍是一个陌生的话题。企业赞助,亦称活动营销或公益营销,是一种相对新颖的广告方式,公司通过 出资将自己与某项活动或事业联系起来。它是企业同意赞助某个活动、某个组织或某个实体的 协议。

企业赞助萌芽于1926年左右,当时芝加哥小熊队的主场以其老板威廉·瑞格利及瑞格利 (箭牌)口香糖公司命名为瑞格利球场。现在它获得了快速发展,尤其是在20世纪90年代末 期发展尤为迅速。

《丹佛商业周报》的保拉·摩尔认为,企业赞助的发展部分归因于正不断受到关注的中小企业的加入。她曾写道:"在不久以前,还只有大的实体……负担得起'公益营销',通过它们来建立起良好的商誉,并促进收入增长。"但在当今商界,小企业不断参与企业赞助。它们通过赞助垒球队、排球队、节日或运动会等有效提升自身在本区域的知名度。这种赞助使得许多小公司以相对经济有效的方式提高自身的公众影响力。

企业赞助的好处多种多样且使不同实体从中获益。一方面,赞助可以提升企业的品牌知名度,形象及可见度,增加短期及长期销售额,使该企业具有其竞争者不具备的竞争优势。其次,企业赞助能使企业与其当前客户及潜在客户之间的关系更加紧密。并使企业能够同有着巨额广告预算的大公司展开更为有力的竞争。此外,赞助活动的门票可用于激励员工、经销商和客户,还可用于提升员工对企业的忠诚度。被赞助的实体则可从集资中获益,能够去做那些因无资金而本不能做的事情。公众普遍都能受益,因为企业赞助使得他们可以承担原本无法承担的项目。简而言之,活动赞助不仅能使公司与真正的客户进行面对面交流,同时能将即时广告宣传与后续广告宣传联系起来。

企业赞助有很多种形式,常见形式如:公司或组织通过提供资金或支付赞助费等形式,将自己公司或组织的名称与某活动或其他促销活动挂钩。公司更有可能投入大笔资金来赞助那些备受关注的事件,因为这可以引起更多的公众注意,并带来更多与慈善义举和大众活动相关联的机会。但是还有一些形式的赞助会将公司名称或旗下的产品商标名称和某些非营利性质的组织相关联。他们和公司赞助商合作,因为他们知道这种联合可以为双方带来一些无形价值。而且他们也相信他们为公司赞助商提供了优良的市场投资。比如,贫困家庭因为欠费而断水、断电、断气或电话停机,这会给事业单位带来了负面宣传。于是,电讯公司英国大东电报局就曾和儿童慈善团体"巴纳德之家"一起赞助这些家庭避免电话因欠费而停机。商业组织与非营利性组织之间的赞助关系通常是建立在互惠互利的基础上的:商业组织可以获得良好的商誉和宣传,而非营利性组织则获得资金。

一般说来,赞助公司谨慎选取和自己产品形象相配的活动是十分重要的。当然,如果小公司没有认真核查某项事业或活动的潜在弊端,就不应该参与其赞助活动。有效赞助通常都要确保所赞助的活动与其品牌性质相匹配。此外,有些公司要求公司各部门及所有职工都积极参与。但仍有一些公司不愿参与赞助,因为他们担心自己会惹上官司或被其他活动的组织机构所

牵连。最后, 赞助一个组织不力或不符合当地良好品味标准的社会活动, 对公司而言代价是高 昂的。谨记此条原则,小企业主在考虑赞助时都应对赞助活动和组织进行背景调查。

Section III Language Focus

Vocabulary

1 Ask students to finish Exercise 1.

Suggested answers:

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

- 6. A
- 7. B
- 8. D
- 9. C
- 10. A

Get students to work in pairs and finish Exercise 2.

Suggested answers:

- affiliate
- 2. sponsored 3. compete
- 4. litigate
- 5. participate

- 6. organize 7. examine
- 8. pay
- 9. initiate
- 10. contribute

Ask students to finish Exercise 3.

Suggested answers:

- 1. attribute... to
- 2. at a fast rate
- 3. develop... relationships with

- 4. be associated with
- 5. cut off

6. In addition

- 7. are based on
- 8. in an initiative to
- 9. differentiate... from

10. enable...to

Grammar

- We use an introductory it at the beginning of a sentence.
 - 1. To place long or grammatically complex sentence elements at the end. Compare:

- To drive without a license is illegal.
- It is illegal to drive without a license.
- 2. To focus attention on a sentence element by placing this element at the end.

Compare:

- That she wasn't burnt is a miracle.
- It is a miracle that she wasn't burnt.
- 2 Introductory it is used, when the subject is a wh- or -ing clause.

Examples:

- It is clear why Don decided to leave Spain.
- It is useless asking Sue to help.
- We use introductory it with be+ adjective/noun, but other patterns with an introductory it are possible.

Here are some common Examples:

- --it + verb + to-infinitive clause
- If you want someone to help you, it doesn't do to annoy them just before you ask.
 (not)do=(not)advisable, acceptable or enough)
- --it + verb + object+ to-infinitive clause

Examples:

- It shocked him to see her looking so ill.
- It means a lot to place at university.

Most of the verbs used in this pattern are to do with feelings, and include: **amaze**, **annoy**, **astonish**, **concern**, **frighten**, **hurt**, **scare**, **shock**, **surprise**, **upset**, **worry**. After these verbs the object usually refers to a person.

- --it + take + object + to-infinitive clause
- It took the technician a week to mend our machine.
- -It + verb + that-clause
- It seems that she has lost her control in the company.

Other verbs used in this pattern include appear, come about, follow, happen, transpire.

--it + verb + object + that-clause

Examples:

- It suddenly hit me that Jane wanted to borrow money.
- · It emerged that Jacks had been dishonest before.

Other verbs used in this pattern include those in this pattern include **strike** (**=occur to**) and **turn out**.

We can use a pattern with it... as object of a verb where it refers forward to a clause. It can sometimes be followed directly by a that-, if-or when -clause after can't bear, hate, like, love, resent and can't stand, and by an if-or when-clause after dislike, enjoy, prefer, and understand;

Examples:

- I hate it that you can swim so well and I can't. (not I hate that you can swim...)
- We always enjoy it when they stay with us. (not We always enjoy when they....)
 Other verbs used in this pattern include argue, discover, emphasize, notice, predict, remember.

--...verb + it + as + noun (or adjective) +clause

We use those verbs such as accept, regard, see, take or view here.

Examples:

- We see it as an insult to have received no reply to our letter.
- I take it as an encouragement when all the employees attend my lecture.

 $-\dots$ verb + it + adjective / noun phrase + that-clause / to-infinitive clause / clause beginning when

Examples:

- Scientists believe it unlikely that any lasting damage to the environment has been done.
- I though it a waste of money to throw away so much resource.
 Verbs commonly used here include believe, consider, feel, find, (=discover something from experience), think.

It is/was no...vs. There is/was no...

The sentences with "it is / was no …"have alternatives in which the that-, -ing or to-infinitive clause can be placed at the front, while the sentences with "there is/was no…do not". Compare:

- It's no secret that he wants a new job. (or That he wants a new job is no secret.)
- There's no denying that he's a very good footballer. (not That he's a very good footballer is no denying.)

Here are some common expressions including It is /was no...and There is/was no ...

- It is no secret that the President wants to have a second term of office in the company.
- It's no surprise that his latest production has been successful.
- It's no use telling me now. I needed to know a week ago.
- It's no coincidence (or accident) that they left the party at the same time.
- It's no longer necessary to have a visa to visit the country.
- There's no denying that he's intelligent.
- There's no alternative (or choice) but to ask her to leave.
- There's no hope of getting more money.
- There's no need to explain how it works; I'll read the instruction book.
- There's no point in buying an expensive computer unless you plan to sue it a lot.
- There's no question of agreeing to his demands.
- There's no reason to be punished.
- There's no chance of finding a cure if we don't fund more research.

6 Ask students to finish Exercise 4.

Suggested answers:

- 1. anticipatory it
- 2. referring it

3. anticipatory it

4. prop it

5. cleft it

Ask students to finish Exercise 5.

Suggested answers:

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

- 6. C
- 7. D
- 8. D
- 9. B
- 10. C

Translation

Tell students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. I would like to discuss the matter of the corporate sponsorship if it is convenient to you right now.
- 2. If you have no questions on the details of this proposal, we'll offer free samples in exchange for your feedback.
- 3. I think we can link up the tentative plan with our actual operation now.
- 4. In fact, it's unnecessary psychological factors that cause some of our business partners to shy away from this product.

- 5. Though we had very tight security measures, he still managed to expose the plan to the newspapers.
- 6. I'm afraid that we've to report back to the head office.

Section W Business Writing

Invitation Letter

- Ask students to read the letter and discuss its elements.
- Provide information on how to write an invitation letter.

A business invitation letter is a formal way to invite peers and clients to events which are being hosted by the company and are one of the most popular ways of inviting guests to functions. The professional invitation should be written in a formal tone, even when being sent to friends and family members, if the letter is also being sent to professional contacts.

How to write an invitation letter:

The tone of an invitation should be always positive, in anticipation of a pleasant occasion. Present your guests smiling face when they read your letter of invitation. Nifty phrasing, poetry or a themed approach may be appropriate for an informal occasion, but you should express the details clearly.

Extend the invitation, naming the event and including the date, time, and place. If the event has a special purpose, such as honoring someone or celebrating an anniversary, state this.

Indicate if a gift is not expected if the event is a retirement, an anniversary, or a reception. If a gift is welcome, it is usually best to say nothing, except in the case of bridal or baby showers.

Indicate the appropriate dress, if there is any reason for question.

Express anticipation.

Ask for a response by a specific date.

Try to send your invitation letter two weeks or more in advance.

Suggested answers:

June 18th

Dear Mr. Louise,

Thank you for inviting me to your company's cocktail party in Sunshine Holiday Inn on Friday, June 21st. I would love to come. However, I regret to inform you that owing to a previous engagement I shall not be able to make it.

We hope to see you on some future occasion.

Yours truly, James Smith

Section V Listening & Speaking

Listening

Suggested answers

- Exercise 1
 - 1. B
- 2. C
- 3. A
- 4. C
- 5. C

- Exercise 2
 - 1. commencing
 - 4. continued demand
 - 7. compliments
 - 10. expense

- 2. mark the occasion
- 5. distinct advantages over
- 8. advising us

- 3. milestone
- 6. individuals
- 9. stay overnight

- 2 Scripts
 - Exercise 1

Dialogue

Beth and Sally are discussing the plan for the weekend. Listen to the dialogue and try to answer the following questions.

Beth: Sally, Good to see you. Haven't seen you for a long time.

Sally: Indeed. it has been three months since our last meeting. How's everything?

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Beth: Couldn't be better. Do you have any plans for this weekend?

Sally: Why?

Beth: Our company is going to have a new product releasing meeting in the Beijing

Hotel. I wonder if you could go with me.

Sally: That would be great. You know our company has coorperated with yours for

quite a while. Could you tell me the exact time?

Beth: It is at 7:00 Saturday evening.

Sally: Saturday evening would be fine. Where shall we meet?

Beth: What do you think it I pick you up about 6:00 p.m. at your place?

Sally: Great.

Beth: Ok. See you then.

Sally: Thank you for inviting me. See you.

Q1: When did the two speakers last meet?

Q2: What is the relationship between the two speakers?

Q3: What's the purpose of the meeting?

Q4: When will they meet?

Q5: Where is the meeting to be held?

Exercise 2

Listen to the passage and fill in the blanks according to what you have heard.

Passage

Our new factory will be 1. <u>commencing</u> production on April 10th and we would like to invite you and your colleagues to be present at a celebration to 2. <u>mark the</u> occasion.

As you will appreciate, this is an important 3. <u>milestone</u> for this organization, and is the result of 4. <u>continued demand</u> for our products, both at home and overseas. Their new features give them 5. <u>distinct advantages over</u> similar products from other manufacturers. We are inviting all those 6. <u>individuals</u> and trust that you will pay us the 7. <u>compliment</u> of accepting.

Please confirm that you will be able to attend by 8. <u>advising us</u> of your time so that we can arrange for you to be met. All arrangements for your 9. <u>stay overnight</u> on April 10th will, of course, be made by us at our 10. <u>expense</u>.

Speaking

Ask students to study the sample dialogue and do the Exercise 4.

Section M Business Etiquette

Ask students to study these rules one by one and to search for more on the Internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

Forms of event sponsorship

Event sponsorship takes many forms. The event can be international in scope, as in the Olympics, with big name sponsors like Coca Cola, Kodak, and Adidas. They may have a distinctive local flavor. Local events provide sponsorship opportunities for organizations. The event funded by marketers on one hand can be existing. On the other hand, the marketers may create an event, so that they can sponsor in hope of attracting a specific segment of their customers.

Investment in event sponsorship

The fees involved in event marketing can range from a few hundred dollars to hundreds of thousands of dollars, depending on the scale of the event and the level of the sponsor's involvement. In addition to the cost of staging the event itself, there are also associated advertising, publicity, and administrative costs to consider. Many small businesses choose to begin as a co-sponsor of an existing event, which allows them to take advantage of the other sponsors' experience. It may also be possible for a small business to underwrite a new event and share advertising costs with a co-sponsor. Some businesses find it difficult to justify the expense of corporate sponsorship because it can be difficult to gauge the results in monetary terms. But it is often possible to conduct before and after interviews with attendees of the event, or to give away coupons and then track redemption rates. Some businesses also attempt to gauge the success of an event by providing a toll-free telephone number for attendees to call for more information about their products or services.

3 How to assess the effect of a sponsorship

- 1. Establishing an evaluation procedure that tracks awareness generated from sponsorships.
 - 2. Establishing an event-tracking model that can identify target audience attitudes and

purchase behavior.

- 3. Identifying the components of the sponsorship that were most effective in achieving awareness and attitude goals.
 - 4. Opportunity to create long-term value.
 - 5. Opportunity to reach targeted audiences and build relationships.
 - 6. Positive exposure consistent with the brand.
 - 7. Ability to create cross-promotional initiatives.
 - 8. Potential for long-term, sustainable partnerships and/or relationships.

Three keys to developing a good sponsorship marketing plan

- 1. Learn which of the ten reasons for sponsoring an event motivates a potential company, and then develop your sales pitch around those reasons.
- 2. Determine the right fit for a sponsor in your event. Make sure your demographic matches the company's demographic.
- 3. Determine which companies are already sponsors in your community, both locally and nationally; then you do not have to sell them on sponsorship in general, but just on sponsoring your event.

Patronage, Advertising vs. Sponsorship

Patronage is centuries old. The goal of patronage was not to achieve a certain product, but rather to support the artist as a provider of a cultural product. It determines the artist's social status, constituted a traditional way of financing artists, and glorified the patron.

Adverting is a one-way business street. We advertise products, services, and activities in order to maximize sales and profits. Advertising is considered a quantitative medium, whereas sponsorship is considered a qualitative medium. It promotes a company in association with the sponsee.

Sponsorship is also more than advertising. Sponsorship can be defined as financial aid to cultural activities, with the expectation of a return on the investment. Sponsorship is a two-way business activity, mutually beneficial to the sponsor on one hand, and to the event on the other. It combines commercial and charitable activity, providing for profit goals and non-profit intentions at the same time. The sponsorship market consists of cultural institutions and events as properties and corporations as providers. The greatest difficulty of sponsorship is the potential for both sides to fail to understand each other and underestimate the management problems of sponsorship. The first condition for an effective sponsorship is a clear identification of the objectives that both parties wish to achieve.



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about marketing and marketing research
- O Be able to write marketing research questionnaires
- O Be able to use Existential Sentence
- O Be able to describe a graph

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
	Lead-in	Extended Book
	Students discuss different market and marketing research	Reading
	activities.	
Sections I-II	Reading	
	Allow students a few minutes to go through the text and	
	finish the comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Vocabulary	Vocabulary
	Students finish the vocabulary task and are offered information	Grammar
	about the key words.	Translation
Section III-IV	Grammar	
	Teacher explains the existential sentence with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write a marketing research	Oral practice
	questionnaire. Teacher provides more information and	
	asks students to write a marketing research questionnaire	
	according to the model.	
Sections V-VI	Listening and Speaking	
Sections v-vi	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

Marketing Research

Managers need information in order to introduce products and services that create value in the mind of the customer. But the perception of value is a subjective one, and what customers' value this year may be quite different from what they value next year. As such, the attributes that create value cannot simply be deduced from common knowledge. Rather, data must be collected and analyzed. The goal of marketing research is to provide the facts and direction that managers need to make their more important marketing decisions. To maximize the benefit of marketing research, those who use it need to understand the research process and its limitations.

2 Characteristics of Marketing Research

Firstly, marketing research is systematic. Thus systematic planning is required at all the stages of the marketing research process. The procedures followed at each stage are methodologically sound, well documented, and as much as possible, planned in advance. Marketing research uses the scientific method in that data are collected and analyzed to test prior notions or hypotheses.

Secondly, marketing research is objective. It attempts to provide accurate information that reflects a true state of affairs. It should be conducted impartially. While research is always influenced by the researcher's research philosophy, it should be free from the personal or political biases of the researcher or the management. Research which is motivated by personal or political gain involves a breach of professional standards. Such research is deliberately biased so as to result in predetermined findings. The motto of every researcher should be, "Find it and tell it like it is." The objective nature of marketing research underscores the importance of ethical considerations.

Finally, marketing research involves the identification, collection, analysis, and dissemination of information. Each phase of this process is important. We identify or define the marketing research problem or opportunity and then determine what information is needed to investigate it, and inferences are drawn. Finally, the findings, implications and recommendations are provided in a format that allows the information to be used for management decision-making and to be acted upon directly.

Marketing Research vs. Market Research

These terms often are used interchangeably, but technically there is a difference. Market research deals specifically with the gathering of information about a market's size and trends. Marketing research covers a wider range of activities. While it may involve market research, marketing research is a more general systematic process that can be applied to a variety of marketing problems.

The Marketing Research Process

Once the need for marketing research has been established, most marketing research projects involve these steps:

- Define the problem
- Determine research design
- Identify data types and sources
- · Design data collection forms and questionnaires
- Determine sample plan and size
- · Collect the data
- Analyze and interpret the data
- Prepare the research report

Problem Definition

The decision problem faced by management must be translated into a market research problem in the form of questions that define the information that is required to make the decision and how this information can be obtained. Thus, the decision problem is translated into a research problem. For example, a decision problem may be whether to launch a new product. The corresponding research problem might be to assess whether the market would accept the new product.

The objective of the research should be defined clearly. To ensure that the true decision problem is addressed, it is useful for the researcher to outline possible scenarios of the research results and then for the decision maker to formulate plans of action under each scenario. The use of such scenarios can ensure that the purpose of the research is agreed upon before it commences.

Lecturing Hints

Section (1) Lead-in

1 Ask students to work in pairs and describe the graphs shown in the pictures.

Suggested answers:

Picture 1

Students are required to describe the sales of Apple Decoration Company in 2012 and analyze the reason.

Picture 2

Students are required to describe the top reason for choosing mobile phone and analyze the reason.

Related words and expressions:

graph/ table/ data/ statistics/show/ indicate/ increase/ rose/ decline/ amount to/ add up to/ come to/ sum up to/ compared with

2 Ask students to work in groups and list more than 5 questions to do a market research for Quan Ju De Roast Duck Restaurant.

Suggested answers:

Questions:

- 1. How often do you visit us?
- 2. What attract you to them?
- 3. Which kind of product do you prefer?
- 4. What is your opinion about the price?
- 5. Through which approach do you know our new product?
- 6. How much could you afford to consume in our restaurant each time?
- 7. Do you want to be one of our VIP members?
- Work in groups, try to find out the steps of marketing research, list them and pay attention to their order.

Suggested answers:

- 1. Define marketing problems and opportunities.
- 2. Set objectives, budget, and timetables.
- 3. Select research types, methods, and techniques.
- 4. Design research instruments.
- 5. Collect data.
- 6. Organize and analyze the data.
- 7. Present and use market research findings.

Section Reading

1 Give students 10 minutes to go through the whole text and ask them to finish the comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

- 1. Market research is simply research into a specific market, while marketing research has a much broader concept.
- 2. Marketing research is an effective tool companies use to discover consumers' wants and needs so that they can satisfy those wants and needs with their product offerings. To some extent, marketing research is the marketing manager's source of information about market conditions.
- 3. Marketing research is not a perfect science. It deals with people and their constantly changing feelings and behaviors, which are influenced by countless subjective factors.
- 4. There are 7 processes involved in marketing research: The first step of the research process, defining the problem or opportunity, is often overlooked, but it is crucial.
- 5. Before considering surveys or field experiments, one should look at currently held information: sales records, complaints, receipts and any other records that can show where customers live and work, and how and what they buy.

Exercise 3

1. F

2. T

3. F

4. F

5. F

- **2** The teacher analyzes the text and explains difficult sentences and key words.
 - 1. Marketing research is the **systematic** gathering, recording, and analyzing of data about problems related to the marketing of goods and services. 营销调研是针对商品或服务销售的相关问题的数据进行系统性的收集、记录以及分析。

"related to..." is a participle, which functions as an attribute of the sentence and modifies "problems".

systematic: characterized by order and planning

e.g.: The systematic arrangement of our new products makes the hall look spacious. The way he works isn't very systematic.

2. Marketing research is an effective tool companies use to discover consumers' wants and needs so that they can **satisfy** those wants and needs with their product offerings. 营销调研是一种行之有效的方法,公司通过这种方法来发掘客户需求从而提供满足其需求的产品。

"companies used to discover consumers' wants and needs" is an attributive clause to modify "tool" . "so that" introduces an adverbial clause of purpose

satisfy: fulfill the requirements or expectations of

e.g.: I had to explain the reasons to satisfy his curiosity.The whole team is working flat out to satisfy demand.

3. It covers topics ranging from long-range planning to short-term **tactical** decisions. 营销 调研包含了从长期市场计划到短期市场决策等各项主题。

range from....to....: vary from....to....

e.g.: The price of their shirts range from \$25 to \$50.

The products provided by Siemens range from cell phone to domestic electrical apparatus.

tactical: of or relating to tactic or tactics

e.g.: Reducing some market quotas is their tactical strategy in the recent market competition.

Making some advertisements on TV for the new products is their tactical thinking to deal with the fierce market fighting.

4. Every business manager must ask the following questions to **devise** effective marketing strategies. 为了设计出有效的市场策略,每个商务经理都必须思考如下问题。

devise: design, come up with (an idea, plan, explanation, theory, or principle) after a mental effort

e.g.: He devises a training program for his employees to improve their professional abilities.

He devised a brilliant plan to explore new customers.

5. Are my prices **consistent** with what buyers view as the product's value? 我方定价是否符合顾客对于商品价值的判断?

consistent: showing consistency, not self-contradictory; in agreement or harmony

e.g.: What you're saying now is not consistent with what you said in your contract.

The products received by the customers are not consistent with their desires.

6. Small business has an edge over larger concerns **in this regard**. 在这方面小公司比大公司 更有优势。

in this regard: on this point, in this field

e.g.: I feel quite satisfactory in this regard of our company.

Hua Wei is a renowned company in the regard of telecommunication.

7. It ensures that such information is timely and permits entrepreneurs to reduce **business risks**, spot current and upcoming problems in the current market, identify sales opportunities, and develop plans of action. 营销调研保障了信息的及时性,使企业能够降低商业风险,并发现市场当前及潜在的问题,识别销售机会及制定行动计划。

In this coordinate sentence, "It" refers to marketing research.

business risks: a source of danger; a possibility of incurring loss or misfortune

e.g: Nokia is considered as a prominent enterprise with small business risk. Enterprises face huge business risks without sufficient cash.

8. Without **being aware of** it, most business owners do market research every day. 绝大多数经营者并没有意识到他们每天都在做营销调研。

be aware of: realize, recognize, identify

e.g.: John has been aware of having done something wrong.

No one has been aware of the change brought by the internet.

9. The root cause of the problem is harder to identify than its obvious **manifestations**. 相对于其显而易见的表象,这类问题的根源更难识别。

manifestation: a manifest indication of the existence or presence or nature of some person or thing

e.g: This riot is only one manifestation of people's discontent.

The first manifestation of crisis is that the cash decreases.

10. To define the problem, list every factor that may have influenced it, then **eliminate** any that cannot be measured. 为阐明问题,首先要列出所有影响该问题的因素,然后剔除那些无法评估的。

eliminate: terminate or take out, get rid of

e.g.: Let us eliminate all uncertain on thought.

The manager asked the engineers to eliminate all the problems of this product.

11. Weigh the cost of gathering more information against its **potential** usefulness. 要在收集更多信息所需的代价以及这些信息的潜在价值之间做出权衡。

potential: existing in possibility

e.g.: Among the three managers, she was the first to realize the potential risks in their cooperation.

The business managers cast a campaign to woo potential customers.

12. One small business owner found that addresses on cash receipts allowed him to **pinpoint** customers in his market area. 一位小企业主根据现金收据上的地址能够帮他精确定位到身处其市场区域内的客户。

pinpoint: locate exactly

e.g.: Can you pinpoint the position of our main marketing opponents? It is difficult to pinpoint the source of sales declination.

- **3** Ask students to summarize the text.
- 4 Chinese version.

营销调研

市场调查与营销调研这两个概念经常被混淆。市场调查是针对某种特定市场进行的简单调查,是一个非常狭窄的概念。而营销调研要广泛得多。它不仅包括市场调查,还包括对新产品以及产品发布模式(如通过因特网)等领域的探究。

根据美国营销协会的界定,营销调研是针对商品或服务销售的相关问题的数据进行系统性的收集、记录以及分析。营销调研是一种行之有效的方法,公司通过这种方法来发掘客户需求从而提供满足其需求的产品。从某种程度上来说,营销调研是市场经理获取市场状况的信息来源。营销调研包含了从长期市场计划到短期市场决策等各项主题。为了设计出有效的营销策略,每个商务经理都必须思考如下问题:

谁是我的客户? 谁是我的潜在客户?

他们是什么样的人?

他们住在哪里?

他们能够或者愿意购买某种产品或服务吗?

我公司能在最好的时间,最好的地点及按合适的量给他们提供需要的产品或服务吗?

我方定价是否符合顾客对于商品价值的判断?

我公司的促销方案是否有效?

客户会如何看待我公司的业务?

我公司的业务和我的竞争对手相比如何?

营销调研不是一门精确的科学。它的研究对象是人以及其不断变化的感觉和行为,而这些都会受到不计其数的主观因素的影响。为了进行营销调研,你必须用客观有序的方法去收集事实和想法,并从中发现人们想要买什么,而不仅仅是你要卖给他们什么。

客户不想要的产品或服务是不可能卖出去的。营销调研要求了解客户所需,以及如何开展有吸引力的展示。在这方面小公司比大公司更有优势。大公司需要雇用专家去调查巨大的市场,而小企业家更接近客户,所以能更迅速地获悉客户的购买习惯。通过多年积累的经验,小经营者有一种对客户需求的直觉,但是这种非正式的信息可能不及时或者与当前市场相关性不大。

营销调研善于聚焦和组织营销信息。营销调研保障了信息的及时性, 使企业能够降低商业风险, 并发现市场当前及潜在的问题, 识别销售机遇并制定行动计划。

绝大多数经营者并没有意识到他们每天都在做营销调研。分析返回的市场信息,询问昔日客户转变的原因,查询竞争者的价格,这些都是市场调查。正式的营销调研则要简单地将这些熟悉的过程排序,并为统筹市场信息提供框架:

Career Express Business English—Teacher's Manual 2

第一步	明确营销问题与机遇
第二步	制定营销目标,预算及相关计划表
第三步	选择调研类别、方法和技术
第四步	设计调研工具
第五步	收集数据
第六步	组织并分析数据
第七步	发布并运用市场调查的结论

调研过程的第一步——明确营销问题与机遇,常常被人们忽略,但它却是整个调研过程中非常重要的一环。相对于其显而易见的表象,这类问题的根源更难识别。例如,销量下滑只是一个问题,但其根本原因在于某些东西必须得到改进。为阐明问题,首先要列出所有影响该问题的因素,然后剔除那些无法评估的。做调研时不断地检查这个清单以确定是否有新的因素要增加,但不要过度,以免影响到数据收集。

对可用的信息进行即时评估。在这个过程中,当前的知识可能支持一种或多种假设,在明确问题的过程中有时就可以轻易地发现解决问题的办法。要在收集更多信息所需的代价以及这些信息的潜在价值之间做出权衡。

在考虑进行调查或现场试验之前,先检查手头的信息:销售记录、客诉、发票以及其他任何一切能提示你的客户的住址和工作地点、他们买什么及如何购买的记录。一位小企业主发现现金收据上的地址能够帮他精确定位到身处其市场区域内的客户。

Section III Language Focus

Vocabulary

Ask students to finish Exercise 1.

Suggested answers:

1. A

2. D

3. B

4. D

5. A

6. B

7. C

8. C

9. A

10. C

2 Get students to work in pairs and finish Exercise 2.

Suggested answers:

1. effective

2. system

3. satisfy

4. solution

5. competition

6. consistently

7. assessment

8. underlying

9. executives

10. behavior

Ask students to finish Exercise 3.

Suggested answers:

- 1. specialized in
- 2. relevant to

3. was consistent with

- 4. been aware of
- 5. close to

6. to some extent

- 7. play a key role in
- 8. In this regard
- 9. bridge the gap

10. drive the need for

Crammar

1 Use of Existential Sentence

1. The general pattern of an existential sentence: There + be + NP + locative / temporal adverbial

Examples:

- There oughtn't to be too much discrepancy in our views.
- There is no money in his pocket.
- There have been a few changes in recent years.
- There was also an apple tree.
- There are two hundred students in our department.
- **Are there** any pictures on the wall?
- 2. Three structural properties of existential sentences.

1) Introductory there

Introductory *there* functions as formal subject and it needn't stress in existential sentences.

Examples:

- Once **there lived** an old fisherman in a village by the sea.
- There is sure to be a friend of mine in the hotel.
- **There happened to be** no people in the room.
- There doesn't seem to be anything wrong with the radio.

2) Notional subject

The notional subject also is called real subject, which is usually a noun phrase with indefinite specific reference. The noun phrases also are composed of some-, any-, no-compounds. In addition, any statement with an indefinite noun phrase as subject and a verb phrase containing the verb be can be transformed into an existential sentence.

Examples:

- There was no one waiting.
- There must be something wrong.
- There are plenty of people getting promotion
- There have been two bulldozers knocking the place flat.

3) Predicator in existential sentence

The predicator in existential sentence is mainly a form of *be*. Sometimes, *be* can be substituted by some intransitive verbs with existential meaning, such as come, occur, remain, etc. Next, non-finite existential clause. It is one whose predicate verb is non-finite verb phrase. There are two types of non-finite existential clause as follows:

There to be /to have been + NP +locative / temporal adverbial

There being /having been + NP + locative / temporal adverbial

These forms can be used as prepositional complementation, object, subject and adverbial.

Examples:

- For **there to be** so few people in the streets was unusual.
- John was relying on there being another opportunity.
- Mothers like **there to be** plenty of choice.
- **There having been** no rain, the ground was dry.

2 Ask students to finish Exercise 4.

- 1. There will be some new products displayed on the marketing exhibition.
- 2. There came a client to see you.
- 3. There must be something wrong in your marketing report.
- 4. There are plenty of employees getting promotion.
- 5. There having been no rain, the ground was dry.

Ask students to finish Exercise 5.

1. C

2. A

3. D

4. A

5. D

6. B

7. A 8. C

9. B

10. D

Translation

Tell students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. There are bound to be some business risks for us to deal with in the process of marketing development.
- 2. There happened to be a marketing seminar in the club.
- 3. I expect there to be no argument about the result of this marketing research.
- 4. There is no use in hiding that fact from the sales manager.
- 5. It isn't much tactical awarding for there to be so few latest products in the exhibition.
- 6. There being no bus to take near the marketing department, so we had to take a taxi.

Section W Business Writing

Marketing Research Questionnaire

- 1 Ask students to read the questionnaire and discuss the elements of a market research questionnaire.
- Provide information on how to write a market research questionnaire.

Suggested answers:

Questionnaires are one of the main tools in the use of field research. A questionnaire contains a series of questions which gather primary marketing research data for the business. Questionnaires need to be designed carefully. The design of the questionnaire depends on the following:

Objectives of the questionnaire: what information is needed, at a minimum, from customers who complete the questions?

The type of person: who is going to be asked — questions need be easy to understand and also easy to answer depending on the person who is answering.

How the questionnaire is going to be taken: A face-to-face questionnaire might include different questions to an emailed questionnaire. An interviewer will be filling in a face-to-face questionnaire and the person may be able to ask for the question to be rephrased if they do not understand it the first time.

The types of questions that can be asked can be split into three groups:

- 1. Simple Yes/No answers e.g. Have you seen the new advert for cornflakes?
- 2. Multiple choice a number of options are available to the answer.
- 3. Sliding scale a value is placed on an answer e.g. how do rate the performance of this product less than satisfactory, satisfactory, excellent (or could use a scale of 1-10 with 10 being excellent and 1 being dreadful).

Once the questionnaires are complete, the data is collated and analyzed.

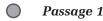
3 Suggested answers:

Exercise 2
A Marketing Research Questionnaire for Readers
Please complete the questionnaire and send it back by E-mail: <u>zhang@163.com</u>
I want catalogues of □Books □Magazines □Newspaper
I want catalogues about □Traditional Chinese Medicine □Literature & Arts
☐ History & Culture ☐ Chinese Learning ☐ Natural Science ☐ Others
Thank you for your kind cooperation again!
 How many books would you like to buy approximately each year?
$\Box 1-10$ $\Box 11-20$ $\Box 21-30$ \Box more than 30
• Which kinds of books do you prefer?
□Natural Science □Literature □Art □History □Culture □Economy
\square Law \square Politics \square Others
Where do you usually buy books, journals and periodicals?
□Book Store □Internet Book Store □Mailed by Publishers
□Convenient Chain Stores □Others
Through which approach do you know about China?
□Broadcast & TV □Journals & Periodicals □Books □Internet
□Exhibition □Others
 Have you ever bought or subscribed books, journals or periodicals from China?
□Yes □No
• If your answer is YES, where did you get them?
☐Chinese Book Store in your country ☐General Book Store

□Internet				
	Book Store		□Mail from China	
\Box Convenie	ent Chain Stores			
□Purchase	from China dire	ctly by yourself or	your friends	
\square Others				
• If you'd	like to buy Chin	ese books, journal	s and periodicals, l	now much could you
afford on c	onsumption each	year?		
• Do you w	ant our catalogu	es of Chinese books	, journals and perio	dicals?
□Yes			□No	
	wers:			
	wers:			
	wers:			
Suggested ans	wers:	3. A	4. D	5. A
Suggested ans		3. A	4. D	5. A
Suggested ans Exercise 1 1. A Exercise 2		3. A	4. D	5. A
Suggested ans Exercise 1 1. A Exercise 2	2. C on campaign	3. A	4. D	5. A
Exercise 1 1. A Exercise 2 6. promoti 7. March 2	2. C on campaign		4. D	5. A
Exercise 1 1. A Exercise 2 6. promoti 7. March 2	2. C on campaign		4. D	5. A

Script

Suggested answers:



Listen to the passage and answer the questions.

If we pay attention to this chart, we may find that dramatic changes have taken place in the daily expense in people's life from 2002 to 2012. The expenses of food have declined by 30% while those on clothing and recreation have increased respectively by 9% and 7%. The statistics of rise and fall seem to exist in isolation but are closely related to one another.

There are two factors accounting for these changes. Development in economy is an essential one in the ten years. people's living stands have greatly improved. Hence, a small percentage of total income is enough to cover food expense. Another is the changes in life style. When food presents no worry for the average, people begin to focus more of interest on happy leisure time, such as clothing and recreation.

From the analysis above, we may come to the conclusion that people's living standards have been constantly improved. With the further growth in economy and more changes in life style, the tendency indicated will continue in the better direction.

Questions:

- 1. What changes have taken place in terms of expenses of food?
- 2. What is the increased percentage of the expenses of clothing?
- 3. What is the major reason for these changes?
- 4. Besides food, what aspects did people spend their money for?
- 5. What conclusion can be drawn according to the passage?

Passage 2

Listen to the passage and fill in the blanks.

Recently, we have conducted an investigation about the categories of books people bought within a month to give some reference for our next year's promotion campaign. The table shows the sales figures of novels, books of philosophy and science, foreign languages and computer science in a college bookshop for March 2012.

Obviously, books of foreign languages and computer science are the most popular among different readers. The total number of foreign language books sold for the month reached 882. Among them, 480 are sold to college students, 68 to staff and 332 to the public. And the number of computer science was 828. Of this figure, college students bought 324, staff 216 and public 288.

Except those best sellers, however, different readers also have their own particular taste

according to the table. While college students and staff bought 366 philosophy and society, only 12 general readers bought this kind of books. However the latter showed much interest in novels and bought 242, more than the twice bought by college students and staff.

- 6. What is the purpose of the investigation?
- 7. Which month did the investigation aim at?
- 8. Which books are the most popular among the readers?
- 9. What is the total number of foreign language books sold for the month?
- 10. Which books are the general readers more interested in?

Speaking

Ask students to study the sample presentation and do Exercise 4.

Section M Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

Steps of marketing research by questionnaire

1. Questionnaire Design

The questionnaire is an important tool for gathering primary data. Poorly constructed questions can result in large errors and invalidate the research data, so significant effort should be put into the questionnaire design. The questionnaire should be tested thoroughly prior to conducting the survey.

2. Measurement Scales

Attributes can be measured on nominal, ordinal, interval, and ratio scales:

Nominal numbers are simply identifiers, with the only permissible mathematical use being for counting. Example: social security numbers.

Ordinal scales are used for ranking. The interval between the numbers conveys no meaning. Median and mode calculations can be performed on ordinal numbers. Example: class ranking.

Interval scales maintain an equal interval between numbers. These scales can be used for ranking and for measuring the interval between two numbers. Since the zero point is arbitrary, ratios cannot be taken between numbers on an interval scale; however, mean, median, and mode are all valid. Example: temperature scale.

Ratio scales are referenced to absolute zero values, so ratios between numbers on the scale are meaningful. In addition to mean, median, and mode, geometric averages also are valid. Example: weight.

3. Validity and Reliability

The validity of a test is the extent to which differences in scores reflect differences in the measured characteristic. Predictive validity is a measure of the usefulness of a measuring instrument as a predictor. Proof of predictive validity is determined by the correlation between results and actual behavior.

Construct validity is the extent to which a measuring instrument measures what it intends to measure.

Reliability is the extent to which a measurement is repeatable with the same results. A measurement may be reliable and not valid. However, if a measurement is valid, then it also is reliable and if it is not reliable, then it cannot be valid. One way to show reliability is to show stability by repeating the test with the same results.

4. Sampling Plan

The sampling frame is the pool from which the interviewees are chosen. The telephone book is often used as a sampling frame, but it has some shortcomings.

Telephone books exclude those households that do not have telephones and those households with unlisted numbers. Since a certain percentage of the numbers listed in a phone book are out of service, there are many people who have just moved who are not sampled. Such sampling biases can be overcome by using random digit dialing. Mall intercepts represent another sampling frame, though there are many people who do not shop at malls and those who shop more often will be over-represented unless their answers are weighted in inverse proportion to their frequency of mall shopping.

In designing the research study, one should consider the potential errors. Two sources of errors are random sampling error and non-sampling error. Sampling errors are those due to the fact that there is a non-zero confidence interval of the results because of the sample size being less than the population being studied. Non-sampling errors are those caused by faulty coding, untruthful responses, respondent fatigue, etc.

There is a tradeoff between sample size and cost. The larger the sample size, the smaller the sampling error but the higher the cost. After a certain point the smaller sampling error cannot be justified by the additional cost.

While a larger sample size may reduce sampling error, it actually may increase the total error. There are two reasons for this effect. First, a larger sample size may reduce the ability to follow up

on non-responses. Second, even if there are a sufficient number of interviewers for follow-ups, a larger number of interviewers may result in a less uniform interview process.

5. Data Collection

In addition to the intrinsic sampling error, the actual data collection process will introduce additional errors. These errors are called non-sampling errors.

Some non-sampling errors may be intentional on the part of the interviewer, who may introduce a bias by leading the respondent to provide a certain response.

The interviewer also may introduce unintentional errors, for example, due to not having a clear understanding of the interview process or due to fatigue.

Respondents also may introduce errors. A respondent may introduce intentional errors by lying or simply by not responding to a question. A respondent may introduce unintentional errors by not understanding the question, guessing, not paying close attention, and being fatigued or distracted.

Such non-sampling errors can be reduced through quality control techniques.

6. Data Analysis — Preliminary Steps

Before analysis can be performed, raw data must be transformed into the right format. First, it must be edited so that errors can be corrected or omitted. The data must then be coded; this procedure converts the edited raw data into numbers or symbols. A codebook is created to document how the data was coded.

Finally, the data is tabulated to count the number of samples falling into various categories. Simple tabulations count the occurrences of each variable independently of the other variables. Cross tabulations, also known as contingency tables or cross tabs, treats two or more variables simultaneously. However, since the variables are in a two-dimensional table, cross tabbing more than two variables is difficult to visualize since more than two dimensions would be required. Cross tabulation can be performed for nominal and ordinal variables.

Cross tabulation is the most commonly utilized data analysis method in marketing research. Many studies take the analysis no further than cross tabulation. This technique divides the sample into sub-groups to show how the dependent variable varies from one subgroup to another. A third variable can be introduced to uncover a relationship that initially was not evident.

2 More useful words and expressions in marketing graph describing

1. Nouns:

 table chart diagram graph column chart pie graph fluctuation average tendency trend inclination prediction...

2. Verbs or Phrases:

- show describe illustrate can be seen from mount to mean
- increase rise ascend core surge go up climb mount level up
- decrease fall drop descend decline reduce lessen level down remain maintain keep

stay be the same as be similar to fluctuate occupy take up account for gain peaked reached a peak/high(point) bottomed out reached the bottom recover gain the percentage of compared with...

- 3. Adjectives or Adverbs:
 - · clear apparent reveal represent
 - steady/stable little/hardly sudden/suddenly rapid/rapidly dramatic/dramatically significant/significantly sharp/sharply steep/steeply gradual/gradually slow/slowly slight/slightly exactly/precisely approximately...
- 4. Prepositions:
 - from...to... between...and... for to at by about over up and down...
- 5. Conjunctions:
 - while however whereas on the other hand by contract on the contrary likewise...

3 More useful sentences in graph describing

- The number of students has reached 500, indicating a rise of 20%, compared to last semester.
- It picked up speed at the end of this month.
- The pie charts show the changes on... in some place in 2000.
- From this year on, there was a gradual declined reduction in the..., reaching a figure
 of...
- There are a lot of similarities/differences between...and...
- It can be drawn from the chart that the proportions of A and B are going down, though the falling level of the latter is a lot lower/higher than that of the former.
- The increase/decrease is more noticeable during the second half of the 5-year period.
- It falls from 50% in 2000 to 30% in 2004, and then the trend reverse, finishing at 58% in 2005.
- The table shows the changes in the number of...over the period from...to...
- As can be seen from the graph, the two curves show the fluctuation of...
- From the analyses above, we can draw the conclusion that...
- To reverse the trend is not an easy job, and it requires a keen consciousness of...



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about corporate advertising
- O Be able to write a business short report
- O Be able to use nominal clauses
- O Be able to make successful business telephone calls

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
	Lead-in	Extended Book
	Students discuss different ways of promoting the image	Reading
Sections I-II	of a firm, and distinguish corporate advertising and brand	
	advertising.	
	Reading	
	Allow students some minutes to go through the text and	
	finish comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Vocabulary	Vocabulary
	Students finish the vocabulary task and are offered some more	Grammar
	information about the key words.	Translation
Section III-IV	Grammar	
	Teacher explains nominal clauses with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write a business short report.	Oral practice
	Teacher provides more information and asks students to	
	write a business report according to the model.	
	Listening and Speaking	
Sections V-VI	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

Advertisements and Advertising Campaigns

An advertisement refers to a specific message that someone or some organization has placed to persuade an audience. An advertising campaign is a series of coordinated advertisements and other promotional efforts that communicate a reasonably cohesive and integrated theme. The theme may be made up of several claims or points but should advance an essentially singular theme. Successful advertising campaign can be developed around a single advertisement placed in multiple media, or they can be made up of several different advertisements (more typically) with a similar look, feel, and message. The advertising campaign is, in many ways, the most challenging aspect of advertising execution. It requires a keen sense of the complex environments within which an advertiser must communicate to different audiences.

Most individual ads would make little sense without the knowledge that audience

members have accumulated from previous ads for a particular brand. Ads are interpreted by consumers through their experiences with a brand and previous ads for the brand. Even ads for a new brand or a new product are suited within audiences' broader knowledge of products, brands, and advertising. After years of viewing ads and buying brands, audiences bring a rich history and knowledge base to every communications encounter.

2 Types of Advertising

To truly understand advertising, we should understand the types of advertising. According to fundamental approaches to communication, we use some very basic typologies that categorize advertising.

1. Primary Demand Stimulation Advertising

In primary demand stimulation, an advertisement is trying to create demand for an entire product category. Primary demand stimulation is challenging and costly, and research evidence suggests that it is likely to have an impact only for totally products on the market—not brand extension or product categories that has been around a long time (known as mature products).

2. Selective Demand Stimulation Advertising

The purpose of selective demand stimulation advertising is to point out a brand's unique benefits compared to the competition.

3. Direct response advertising

Direct response advertising asks consumers to act immediately and is most often used for products that consumers are familiar with, that do not require inspection at the point of purchase, and that are relatively low-cost. The proliferation of toll-free numbers and the widespread use of credit cards have a boon to direct response advertisers.

4. Delayed Response Advertising

Delayed response advertising relies on imagery and message themes that emphasize the benefits and satisfying characteristics of a brand. Rather than trying to stimulate an immediate action from an audience, delayed response advertising attempts to develop awareness and preference for a brand over time. In general, delayed response advertising attempts to create brand awareness, reinforce the benefits of using a brand, develop a general liking for the brand, and create an image for a brand. When a consumer enters the purchase process, the information from delayed response advertising comes into play. Most advertisements we see on television and in magazines are of this type.

5. Corporate Advertising

Corporate advertising is not designed to promote a specific brand, but is meant to create a favorable attitude toward a company as a whole. Prominent users of corporate advertising are Microsoft, Phillips Petroleum, General Electric, and IBM.

6. Brand Advertising

Brand advertising communicates the specific features, values, and benefits of a

particular brand offered for sale by a particular organization. The firms that have long-established corporate campaigns are designed to generate favorable public opinion toward the corporation and its products. This type of advertising can also have an effect on the shareholders of a firm. When shareholders see good corporate advertising, it instills confidence and, ultimately, long-term commitment to the firm and its stock.

3 The Economic Effects of Advertising

You can not truly understand advertising until you know something about how advertising has effects across the entire economic system of a country.

1. Advertising's Effect on Gross Domestic Product

Gross domestic product (GDP) is the measure of the total value of goods and services produced within an economic system. It can contribute to sales along with the right product, the right price, and the right distribution. Because of this role, advertising is related to GDP in that it can contribute to levels of overall consumer demand when it plays a key role in introducing new products, such as VCRs, microcomputers, the Internet, or alternative energy sources. As demand for these new products grows, the resultant consumer spending fuels retail sales, housing starts, and corporate investment in finished goods and capital equipment. Consequently, GDP is affected by sales of products in new, innovative product categories.

2. Advertising's Effect on Business Cycles

Advertising can have a stabilizing effect on downturns in business activity. There is evidence that many firms increase advertising during times of recession in an effort to spend their way out of a business downturn.

3. Advertising's Effect on Competition

Advertising is alleged to stimulate competition and therefore motivate firms to strive for better products, better production methods, and other competitive advantages that ultimately benefit the economy as a whole. Additionally, when advertising serves as a way to enter new markets, competition across the economic system is fostered. Advertising is not universally hailed as a stimulant to competition. Critics point out that the amount of advertising dollars needed to compete effectively in many industries is often prohibitive. As such, advertising can act as a barrier to entry into an industry; that is, a firm may have the capability to compete in an industry in every way expect that the advertising dollars needed to compete are so great that the firm cannot afford to get into the business. In this way, advertising can actually serve to decrease the overall amount of competition in an economy.

4. Advertising's Effect on Prices

One of the debated effects of advertising has to do with its effect on the prices consumers pay for products and services.

First, across all industries, advertising costs incurred by firms range from about 1 percent of sales in the automobile and retail industries to about 15 percent of sales in the personal care and luxury products businesses.

It is true that the cost of advertising is built into product costs, which are ultimately passed on to consumers. But this effect on price must be judged against a couple of cost savings that lower the price. First, there is the reduced time and effort a consumer has to spend in searching for a product or service. Second, economies of scale, have a direct impact on cost and then on prices.

5. Advertising's effect on value

Value is the password for successful marketing. Value, in modern marketing and advertising, refers to perception by consumers that a brand provides satisfaction beyond the cost incurred to obtain that brand. The value perspective of the modern consumer is based on wanting every purchase to be a "good deal." Value can be added to the consumption experience by advertising. Advertising helps create enough value in the mind of consumers.

Advertising also affects a consumer's perception of value by contributing to the symbol value and the social meaning of a brand.

Types of Corporate Advertising

There basic types of corporate advertising dominate the campaigns run by organizations: image advertising, advocacy advertising, and cause-related advertising.

1. Corporate Image Advertising

See the passage in the Students' Book.

2. Advocacy Advertising

Advocacy advertising attempts to establish an organization's position on important social, political, or environmental issues. Advocacy advertising is advertising that attempts to influence public opinion on issues of concern to a firm and the nature of its brands. Typically, the issue in advocacy advertising is directly relevant to the business operations of the organization.

3. Cause-related Advertising

Cause-related advertising features a firm's affiliation with an important social cause-reducing poverty, increasing literacy, and curbing drug abuse are examples- and takes place as part of the cause-related marketing efforts undertaken by a firm. The idea behind cause-related marketing and advertising is that a firm donates money to a nonprofit organization in exchange for using the company name in connection with a promotional campaign. The purpose of cause-related advertising is that a firm's association with a worthy cause enhances the image of the firm in the minds of consumers. Cause-related advertising is thus advertising that identifies corporate sponsorship of philanthropic activities.

Lecturing Hints

Section 1 Lead-in

Ask students to work in pairs and find the famous advertising slogans of the companies.

Suggested answers:

- 1. Maxwell: Good to the last drop. 滴滴香浓,意犹未尽。
- 2. Nike: Just Do It. 只管去做。
- 3. Pepsi: Ask for more. 渴望无限。
- 4. M&Ms: Melt in your mouth, not in your hand. 只融在口,不融在手。
- 5. Philips: Let's make things better. 让我们做得更好。
- 6. IBM: No business too small, no problem too big. 没有不做的小生意,没有解决不了的大问题。
- 2 Ask the students to work in groups. Search more advertisements of world-famous companies on the Internet, and finish the classification task.

Suggested answers:

(Open.) For example: Toyota and Hewlett-Packard have invested in corporate advertising, while Marlboro valued brand advertising.

3 Ask students to work in pairs and discuss the pros and cons of the radio, TV and Internet as the advertising channel.

Suggested answers:

Advertising Channel	Pros	Cons
Radio	Cheap, Convenient, Fast	Lack of visibility
TV	Vivid, Direct, Dynamic	Expensive, Short
Internet	Cheap, Interactive, Flexible	Limited coverage

Section (II) Reading

1 Give students 10 minutes to go through the whole text and ask them to finish the comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:



- 1. A variety of highly regarded and highly successful firms.
- 2. To build the image of the firm among customers, shareholders, the financial community, and the general public; To boast employee morale or attract new employees; To communicate an organization's views on social, political, or environmental issues; To better position the firm's products against competition, particularly foreign competition, which is often perceived to be of higher quality; To play a role in the overall integrated brand promotion of an organization as support for main product or service advertising.
- 3. Image advertising, advocacy advertising, and cause-related advertising.
- 4. It refers to institutional advertising.
- 5. The main purpose is to get the audience to shop at their store.

\bigcirc EX 2

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

- The teacher analyzes the text and explains difficult sentences and key words.
 - 1. Corporate advertising is not designed to promote a specific brand but rather is intended to establish a favorable attitude toward a firm **as a whole**. 企业广告不是为促销某一具体品牌而设计的,而旨在建立顾客对公司整体形象的好看法。

This sentence can be paraphrased as: Advertising for firms is not used to improve the sale of a concrete brand of goods. It aims at getting the customers to have a good opinion of the whole firm.

as a whole: all the parts of something are being considered

e.g.: This rule does not only apply to seniors, but to the school as a whole.

c.f.: on the whole: something is generally true

e.g.: On the whole, life was much quieter after John left.

2. **In terms of** media use, firms have found both magazine and television media to be well suited to corporate advertising efforts. 在媒体使用方面,公司发现杂志和电视是很适合企

业广告的。

in terms of: as expressed by; in connection with

- e.g. In terms of customer satisfaction, the policy cannot be criticized.
- c.f.: in financial/ artistic etc terms, in somebody's terms
- e.g. In artistic terms, the movie was revolutionary.

 In their terms, cutting the spending of the Board is the most important thing.
- 3. Corporate advertising appearing in magazines has the advantage of being able to target particular constituent groups with image-or issue-related messages. 登载在杂志上的企业广告在通过相关图、文信息来锁定特定的顾客群方面占有优势。

have the advantage of: have a good or useful quality or condition to do sth.

- e.g.: For children of this age, cereals have the advantage of being rich in iron.
- c.f.: take advantage of sb./sth.: to treat someone unfairly to get what you want, especially someone who is generous or easily persuaded; to use a particular situation to do or get what you want
- e.g.: Don't lend your money to them— they are taking advantage of you! I took advantage of the good weather to paint the shed.
- 4. Magazines also provide the space for **lengthy** copy, which is often needed to achieve corporate advertising **objectives**. 杂志还为长篇的广告提供篇幅,而这些通常是实现企业广告目标所必需的。

lengthy: (here) long and often contains too many details

e.g.: Yesterday afternoon, the president gave us a lengthy speech about the prospect of the company.

This advertising is too lengthy for an average audience to finish reading it. **objective:** a goal that you are trying to achieve, especially in business or politics

e.g.: The main objective of this policy is to reduce unemployment.

There are several objectives for corporate advertising.

5. Television is a popular choice for corporate campaigns, especially **image-oriented** campaigns, because the creative opportunities provided by television can **deliver** a powerful, emotional message. 电视为企业(广告)活动,特别是那些以形象为导向的(广告)活动所欢迎。因为电视所提供的创造性机会能传递强烈的且激发情感的信息。

image-oriented: treating image as the very important thing

...- oriented: treating... as the very important thing

 ${\it c.f.:} \quad {\it student-oriented/customer-oriented/economy-oriented}$

"provided by..." is a past participle phrase modifying "opportunities".

deliver: send goods, letters, messages etc to the place or the person they intend to

e.g.: Could you please deliver a message to the Nancy?

6. In fact, corporate advertising **shares** similar purposes **with** proactive public relations **when it comes to** what firms hope to accomplish with the effort. 实际上,企业广告与积

极的公共关系在所希望努力达到的结果方面目标基本一致。

share with:

- ① to have or use something that other people also have or use at the same time
- e.g.: I shared an apartment with her at college.
- ② to let someone have or use something that belong to you
- e.g.: I shared my pleasure with my family when I won the game.

when it comes to...:

- ① on the subject to
- e.g.: I can operate a computer, but when it comes to repairing it, I know nothing.
- ② when you are dealing with something
- e.g.: When it comes to public relations, everyone makes mistake.
- 7. Notice that corporate advertising is not always **targeted** strictly **at** consumers. 请注意,企业广告并不总是严格地瞄准消费者。
 - target at/on: to aim something as a target, to choose someone or something as your target
 - e.g.: They target their products on the American and European markets.

 Their new products target at disabled old people.
- 8. The majority of corporate advertising efforts **focus on enhancing** the overall image of a firm among important constituents—typically customers, employees, and the general public. 绝大多数的公司广告旨在提高其在重点人群,尤其是顾客、雇员和普通民众中的企业整体形象。

focus on: to pay special attention to a particular person or thing instead of others

e.g.: Modern marketing has tended to focus too much on developing new markets. When you are dealing with issues of corporate advertising, try to focus your attention on the main problems.

enhance: to improve something

e.g.: Corporate advertising enhance the public's understanding of the image and its products of the corporation.

What the president emphasized was to enhance the principles of the company.

- 9. A **distinguishing** feature of corporate image advertising is that it is not designed to directly or immediately influence consumer brand choice. 企业形象广告的一个与众不同的特征就是它不是为了直接或立即影响消费者的品牌选择而设计的。
 - **distinguish:** *v.* to be able to recognize and understand the difference between to similar things or people
 - e.g.: It's important to distinguish between corporate advertising and brand advertising.

 There isn't much to distinguish this advertising from other ones.

distinguishing: adj.

e.g.: distinguishing feature/mark (=a feature or mark that makes someone or

something look different)

"Influence" in this sentence is used as a verb. "Influence" can be used as noun and verb. It means "power to have an effect or to have an effect on the way someone or something develops, behaves, or thinks without using direct force or commands" when used as a noun.

e.g.: The firm's distinguishing advertising has a major influence on the sale of the products.

The effect of the advertising can influence the image of the firm.

- 10. I can't imagine me without my car. 没有车子我无法想象我自己(会是什么样子)
 This is a double negative sentence. In Standard English, double negatives usually have positive implications.
 - e.g.: There isn't a day when I don't think about her.

 The firm doesn't appear before the public without advertising its image and products.
- 11. The newspaper has spent \$1 million on print and outdoor ads that **highlight** the four color-coded sections of the newspaper: National, Money, Sports, and Life. 这家报纸花费一百万美元用于印刷文字和户外广告,推出了引人注目的四个彩色版面: 国内版、财富版、运动版和生活版。

highlight: to make a problem or subject easy to notice so that people pay attention to it e.g.: The large donation to the earthquake-struck area highlighted the image of the firm.

The tall building is highlighted by designing colorful outer walls.

12. When corporate advertising takes place in a trade channel it is **referred to** as institutional advertising. 当企业广告出现在贸易渠道中,它被视为机构信誉广告。

refer to:

- ① to mention or speak about someone or something
- e.g.: We agreed never to refer to the matter again.
- 2 about someone or something
- e.g.: The figures in the left-hand column refer to our sales abroad.
- ③ to look at a book, map, piece of paper etc for information
- e.g.: Let me refer to the report for the exact figures.
- 13. While these retailers may occasionally **feature** a particular manufacturer's brand in the advertising, the main purpose of the advertising is to get the audience to shop at their store. 尽管有时这些零售商有时会在广告中对某一生产商的品牌进行特写,但广告的主要目的还是让看到广告的观众到他们的商场中去购物。

feature: v.

- ① to show a particular person or thing in a film, magazine, show etc
- e.g.: This article features the historic events in 1910s.

- 2 to be included in something and be the important part of it
- e.g.: Patience seems to feature heavily in his character.
- ③ to include something new or unusual, used especially in advertising
- e.g. The car features an anti-lock braking system.
- Ask students to summarize the text.
- 4 Chinese version.

企业广告

企业广告不是为促销某一具体品牌而设计的,而旨在建立顾客对公司整体形象的好看法。 这是美国各组织在整个广告界推出的一支重要力量。每年数十亿美元投入媒体用于企业广告活动。有趣的是,多数消费商品制造商进行的企业活动是由采购公司承办的,如电器和汽车。研究还发现,大公司(以总销售额衡量)比小公司更普遍地采用了企业广告。大概是因为这些企业在投资广告方面有着更大范围的传播规划和更多的资金投入。

在媒体使用方面,公司发现杂志和电视都是很适合企业广告的。登载在杂志上的企业广告 在通过相关图、文信息来锁定特定顾客群方面占有优势。杂志还为长篇的广告提供篇幅,而这 些通常是实现企业广告目标所必需的。电视为企业(广告)活动,特别是那些以形象为导向的 (广告)活动所欢迎。因为电视所提供的创造性机会能传递强烈且激发情感的信息。

企业广告的目标是很集中的。 实际上,企业广告与积极的公共关系在公司所希望达成的结果方面目标基本一致。尽管企业经理们可能对企业广告的目的有些模糊,但下面这些目标是普遍认定的:

- 为了建立公司在客户、股东、财政社区和一般公众中的形象
- 为了鼓舞员工士气或吸引新的员工
- 为了传达企业对社会、政治或环境问题的观点
- 为了更好地确立本公司产品在竞争,特别是国外竞争中的地位(国外竞争通常被视为高质量的竞争)
- 为了在集成品牌推广活动中扮演一个主要产品或服务广告支持者的角色

请注意,企业广告并不总是严格地瞄准消费者。企业广告力求面向广泛的消费者。例如,葛兰素威康(glaxo wellcome)和史克必成(SmithKline Beecham)合并成为拥有七十三亿美元资产的制药巨头时,名为葛兰素史克公司的新公司针对怀疑新公司结构可行性的投资者们发起了国际性的推广活动。该活动主要以形象为导向,以"疾病不能等,我们也不能等"作为主题而开展。但2013年的行贿丑闻使得该公司的企业形象受到负面影响。

在所进行的广告活动中,三类基本企业广告形式占主要地位:形象广告、宣传广告和善因广告。绝大多数的公司广告旨在提高其在重点人群,尤其是顾客、雇员和普通民众中的企业整体形象。当IBM公司以 "为小行星提供解决方案"的定位宣传自己时,或是当丰田汽车公司使用"投资我们都关心的事情"的广告语来宣传其五家美国制造工厂时,目标都是为了提升公司的总体形象。巩固公司形象也许不能对销售产生直接影响,但是它可以对消费者的决策发挥重要的指导作用。公司整体形象的改善很可能会影响消费者在品牌选择方面的判断。

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企业形象广告的一个与众不同的特征就是它并不是为了直接或立即影响消费者的品牌选择 而设计的。能源巨头制作电视和宣传广告,特写真人在街上开诚布公地回答环境、污染以及自 然资源使用的问题,说诸如"我想要一个更清洁的环境,但是没有车我无法想象我自己(会是 什么样子)"的话语。

尽管大多数的形象广告要传达的是笼统的良好形象,但是有些公司形象广告活动已很具体清楚。匹兹堡工业公司进行企业形象宣传来推广它的公众身份时,公司发现五年之中,声称听说过匹兹堡公司的消费者数量从39.1%提高到了79.5%。在同期,人们对公司产品质量、新产品的领先和对环境问题的关注的认知都大大增强。另一个肯定形象广告是值得的组织是国报《今日美国》。这家报纸花费一百万美元用于印刷文字和户外广告,推出了引人注目的四个彩色版面:国内版、财富版、运动版和生活版。

另一种企业广告形式是由贸易渠道的成员,主要是零售商,来实现的。当企业广告出现在贸易渠道中时,它被视为机构信誉广告。像诺德斯道姆、家庭工厂、沃尔玛等零售商们用广告宣传说服消费者在他们的商店购物。尽管这些零售商有时会在广告中对某一生产商的品牌进行特写,但广告的主要目的还是让看到广告的观众到他们的商场中去购物。

Section III Language Focus

Vocabulary

Ask students to finish Exercise 1.

Suggested answers:

1. A

2. C

3. D

4. C

5. D

6. A

7. D

8. C

9. B

10. A

2 Ask students to work in pairs and finish Exercise 2.

Suggested answers:

1. choice

2. competitors

3. investments

4. financial

5. viability

6. major

7. objectives

8. retailer

9. accomplishment

10. persuaded

Ask students to finish Exercise 3.

Suggested answers:

1. In terms of

2. As a whole

3. have the advantage of

4. share ...with

5. focus on

6. target... at

- 7. when it comes to
- 8. be suited to

9. has a... effect on

10. be run by

Crammar

Complete List of Nominal Clauses

1. Subject Clauses

1) A Subject clause is a subject of a predicate in the form of a clause. It can be introduced by subordinate conjunction (that, whether), conjunctive pronouns (who, whom, whose, what, etc), relative pronouns, conjunctive adverbs(when, where, how, why), which can not be omitted.

Examples:

That he finished writing the composition in such a short time surprised us all.

Who will be our monitor hasn't been decided yet.

Whom we must work for is a question of great importance.

What caused the accident remains unknown.

Whatever you did is right.

Whose watch was lost is unknown.

Whether we will go for an outing tomorrow remains unknown.

2) Sometimes we use "it" as the form subject, while put the real subject to the end of the sentence to keep the balance of the sentence.

Examples:

It is certain that he will win the match.

It is true that he has made a very important discovery in chemistry.

It is very likely that they will hold a meeting.

It is strange that he should do that.

2. Object Clauses

An object clause is a subordinate clause that functions as an object of the main clause. It can be the object of a predicate of a verb, a preposition, an infinitive and a present participle, introduced by subordinate conjunctions, conjunctive pronouns and conjunctive adverbs.

Examples:

I'm sorry (that) you didn't pass the exam.

I don't know if he will come.

I want to know when the meeting will begin.

I'm thinking about whether we should go fishing.

She told me (that) she would come here for a conference.

We found it important that we should help one another.

3. Predictive Clauses

A predictive clause is a subordinate clause that functions as a predictive after such link verbs as *be, seem, look* etc. It has the same introductory words as those in the subject clauses. It can be also introduced by *because, as if/though* etc.

Examples:

The question is who can complete the difficult task.

Your greatest fault is (that) you think too much of yourself.

This is where our problem lies.

That's why she is absent from the meeting that day.

He stared at me as if we hadn't seen each other before.

4. Appositive Clauses

An appositive clause is a clause often introduced by *that*, defining and post-modifying a noun phrase, and sharing identity of reference with it. The words that can be followed by an appositive clause are: *idea*, *fact*, *hope*, *belief*, *message*, *truth*, *doubt*, *suggestion*, *opinion*, *proposal*, *decision*, *conclusion*, *evidence*, *rumor*, *news*, etc.

Examples:

They had the idea that everything would be all right in the end.

No one can deny the fact that he has made great achievements in his work.

There can be no doubt that we'll finish in time.

The suggestion that the hotel should be converted into an office-block impressed the manager.

The belief that students can become independent learners is common among teachers.

My feeling that students can become independent learners is shared by many other teachers.

2 Appositive Clauses vs. Attributive Clauses introduced by that

Appositive clauses look a lot like attributive clauses. In contrast to an attributive clause, an appositive clause involves a simple connection: that connects a clause without being a part of the subordinate clause.

1 The appositive clause is a clause used as an appositive. The clause is an explanation to the noun before it.

Examples:

Word came that Napoleon would come and inspect his grand army.

The news that our team has won the match is true.

We expressed the hope that they would come to visit China again.

It is a fact that she has done her best.

2 An attributive clause is included in its internal structure with the same noun that it attaches to. The relative pronoun means the same thing as the noun that the clause is attached to; the relative pronoun has a grammatical role as well as a syntax role.

Examples:

I've read all the books that you gave me.

He keeps a record of everything that he had seen there.

There is no difficulty that can't be overcome in the world.

The house that the capitalist used to live in is now a nursery.

3 Ask students to work in pairs and finish Exercise 4.

Suggested answers:

1-a 2-c 3-e 4-b d

Ask students to finish Exercise 5.

Suggested answers:

1.	how	2.	where	3.	Whether
4.	that	5.	what, that	6.	why
7.	whoever	8.	why, that	9.	how
	**** 1				

10. Which

Translation)

Tell students to work on the Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. Economy crisis affected social business as a whole, and advertising business had also been affected greatly.
- 2. It's impossible for you to beat him when it comes to advertising design.
- 3. He should share the profit with you since you are cooperators.
- 4. Our advertising campaign targets at teenagers this time.
- 5. The social image of this corporation obviously has the advantage of its brand image.
- 6. Corporate image advertising dominates the corporate advertising.

Section N Business Communication

Short Reports

- 1 Ask students to read the short report and discuss its elements.
- Provide information on how to write a business short report.

Suggested answers:

What is a Good Report?

How can you make your report more likely to be read? The following are a few tips on making better reports. An effective report is one that is read; and that stimulates some sort of an action as a result of being read.

Very importantly, your reports should be concise. To be concise means that they should be both brief and complete. Short reports are more likely to be read than long reports. But reports that most important information are disappointing. One important way to shorten your reports is to omit unnecessary phrases (such as "During the reporting period ...") and repetitions of things included elsewhere.

A report is easier to read when it is written in simple, straightforward language, with correct grammar and words easily to recognize. Do not try to impress anyone with flowery language, esoteric vocabulary, or long and convoluted sentences. Use short paragraphs and avoid the passive voice.

Remember that many of those who should read your report know English as a second

language. Always use the famous "KISS" principle ("Keep It Simple, Sweetheart...") when you write any report.

A Report Must Be Easy to Read

The following suggestions can tell you how to write report easy to read:

- Short but complete (concise);
- Containing only what is necessary;
- Simple; written in good language;
- Having no repetition, no redundancy;
- · Including no preaching, lecturing;
- · Containing interesting and relevant information;
- Well structured and organized;
- Neat and tidy (typed or well printed/written).

3 Suggested Answers:

To: Mr. David White From: John Smith Date: 6 July, 2013

Subject: Report on Comparison Between Brand Advertising and Corporate Advertising in the Dairy Industry

Introduction

Upon the request of the New Sun International Advertising Company, we have conducted a survey of the changes between brand advertising and corporate advertising of dairy industry in 2006, 2008, 2010 and 2012.

Findings

In 2006, more money invested in brand advertising than in corporate advertising. While in 2008, we can see a little more increase in corporate advertising than in brand advertising. However, in 2010, we found the money invested in corporate advertising doubled that of two years ago. While in 2012, only six years later, the money for corporate advertising increased rapidly, reaching 73 million, more than three times than that of 2006. The reasons for the increase lie in many aspects, one of which is that companies attach more importance to their corporate image.

Conclusion and Recommendations

There is a predictable good market for corporate advertising business. We now recommend that more efforts should be given to the design and development of corporate advertising.

Section V Listening & Speaking

Listening)

Suggested answers:

Exercise 1

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

5. B

Exercise 2

- 6. Since the market is targeted at young adults
- 7. get our brand name out there
- 8. we would be well over our budget
- 9. What about radio advertising?
- 10. could reach a lot of young people

Script

Suggested answers:

Exercise 1

Dialogue 1

Rocky Simmons is the manager of an advertising company. He is having a telephoning conversation with Jacque Rivera, the owner of a small company manufacturing office equipment. Listen to the dialogue (Dialogue 1) and answer the questions according to what you have heard.

Rocky: Good morning, Jacques. Nice talking to you again. How can I help you this time?

Jacques: I need someone to design and help undertake a corporate advertising campaign for

our company.

Rocky: Then you've found the right person. I've got ten years' experience in the advertising

field. What's the main goal you want to achieve?

Jacques: We'd like to improve our image as well as to increase awareness of our brand.

Rocky: What kind of image would you like to develop?

Jacques: We want to create an image which symbolizes modern efficiency, elegance,

prosperity and product reliability as well.

Rocky: I see, And what kind of target audience would you like to reach?

Jacques: Business executives, corporate businessmen and self-employed professionals.

Rocky: What kind of message do you want to send to your potential customers?

Jacques: We'd like to ensure them that we're the best manufacturer of office equipments and

that we produce products successful people dream of.

Rocky: Well, could you tell me what your budget is?

Jacques: Certainly. We'd like to cover all the costs of design and marketing under sixty

thousand dollars. And July 18th is the deadline.

Rocky: I see. I'll offer you three alternative drafts for you to choose from within next month.

But first I need some material from your company. Could you please send us some

within two days?

Jacques: Yes, of course. Thank you. Bye!

Rocky: Bye!

Questions:

- 1. What did Jacques' company want to do?
- 2. What main goals does Jacques' company want to achieve?
- 3. What kind of image does Jacques' company want to develop?
- 4. What's the most probable budget for the campaign?
- 5. What should be prepared before draft was offered?

Exercise 2

Dialogue 2

Listen to the dialogue and fill in the blanks according to what you have heard.

Brain: Hello, Robert! This is Brain speaking! Is it convenient for you to talk with me now?

Robert: Sure! Brian. What's up?

Brain: Let's talk about how we're going to advertise our new products. 6. <u>Since the market</u> is targeted at young adults, what approaches could we choose to appeal to them?

Robert: Well, I think we really need to 7. get our brand name out there. We could increase visibility with TV commercials.

Brain: Yes, but it's too expensive. If we bought TV time slot, 8. <u>we would be well over our budget.</u>

Robert: Yeah. 9. What about radio advertising? That's cheaper.

Brain: Radio advertising might work if we placed the ads well. But that would still be too expensive given our budget.

Robert: What if we advertise on the Internet?

Brain: Well, advertising on the Internet 10. <u>could reach a lot of young people</u>. That's a good

idea.

Speaking

Ask students to study the sample dialogue and do the oral practice.

Section W Business Etiquette

Ask students to study these rules one by one and to search for more on the Internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

The Historical Development of Advertising

The reality is that advertising is not a new phenomenon. In one form or another, advertising has been with us for centuries. Advertising as we know it can be dated back at least some 300 years. Newspapers of the early eighteenth century carried whole pages of test-based advertisements, very similar to the lineage advertising with which we are familiar today.

The post-war period in the West witnessed a considerable boom in consumer affluence and with it an increased desire for material possessions. However, advertising remained somewhat constrained. Firstly, there were limits on the breadth of the media. The most powerful advertising medium, television, although available, was only installed in the homes of the few. Even then, in the UK, commercial television did not commence until 1955. So advertising was limited to printed media.

Secondly, people were dismissive of advertising, regarding it as possessing no redeeming qualities. In the eyes of many it contributed nothing to society as a whole. Instead, it was seen as "stirring the dormant, unconscious desires of civil society".

Advertising, in turn, became a primary means of achieving marketing goals. It moved from the simple task of conveying information about products to integrating image dimensions to enhance its appeal to consumers. The evolution of marketing is seen most vividly in the way that advertising has developed to respond to changes in the level of consumer sophistication.

The Relationship Between Advertising and Marketing

Marketing is the process by which companies satisfy consumer needs through the

provision of products and services. It is most aptly described using the definition provided by the Chartered Institute of Marketing: "The management process responsible for indentifying, anticipating and satisfying consumer needs, profitably."

Marketing uses a variety of tools, known collectively as the fours Ps. These are the product, the place, the price and promotion. The latter consists of a series of communication techniques which includes advertising, sales promotion, direct marketing and public relations. The specific task of advertising is to deliver persuasive messages to a target audience that may comprise actual and potential users of the product or services.

The fundamental aim of marketing is to create and maintain offerings of products and services that satisfy the needs of consumers. Consumers communicate their needs, wants and desire through various forms of market research. Marketers communicate information about their products through forms of marketing communications, including advertising. The goals of advertising are to stimulate interest in the brand, create positive brand value, demonstrate how a product can satisfy consumers' wants, differentiate between their brands and those of their competitors and persuade consumers to respond in particular ways — to try a new product, to make a purchase, visit a particular retail outlet, etc.

Tips for Business Telephone Calls in Different Situations

Tips for the enquiry about products or service:

- 1) Handling an incoming enquiry about your goods or service seems easy—and it is, but only if it is approached correctly. Unfortunately, many people try too hard to make an immediate sale and, as a consequence, drive a prospective customer away. It is far better simply to follow their lead, to give them the information they seek and, if possible some details about them so that you can follow up this call later if an order is not received shortly afterwards. If you are too insistent at the outset, they will exercise the ultimate rebuff and put down the phone.
- 2) Answer the phone as specified by your company—that is, promptly and giving clearly your extension number and name followed by a greeting such as "How can I help you?" Have the information they request readily available (or return their call as soon as you have obtained it). Provide brief details in response to their questions, mentioning the benefits for them., but without laboring the points. Encourage them to place an order now or soon by referring to any special offers, time limits, and the like. Conclude by offering to send further details or arranging for a representative to call. At the very least, obtain their name and phone number so that you can follow up the call, as necessary. Always set up that follow-through opportunity.

Tips for Making a Sales Presentation

1. You should able to follow your original canvassing call to a prospective customer or

an introduction via an intermediary with a more detailed call presenting you products or service for sale. As with all calls, it is important that you are well prepared, but especially so in this situation, not least by having the facts and figures about the product (or whatever) to hand, along with a list of its key benefits for this customer.

- 2. Reinforce yourself, state that you are telephoning as agreed, and check that any information sent has been received. Say that you would like to go over what was discussed preciously, emphasizing your intention to do the swiftly. Then do it.
- 3. Ask further questions as and when appropriate to ascertain the customer's exact wants and needs as closely as you can. Then match the benefits that are offered by your goods or services with these specific wants and needs, explaining briefly how they will be satisfied by them. Concentrate exclusively on these matching benefits, rather than on other (interesting but) irrelevant ones.
- 4. Be ready to handle any queries or objections. Typically, these are about the price, the reliability of a product, and/or your ability to deliver a quality service, as and when agreed. This is where your presentations and those facts, figures and notes will prove invaluable to you. For example, you might refer to discounts that can be offered, or other well-known customers who can youch for you.
- 5. Sometimes, the recipient of your call will be willing to place an order or buy goods by credits card over the phone; if so, you should take the necessary details, follow this with written confirmation, and then process the transaction as promptly as possible. However, it is more likely that they will want to take time to think about it, or perhaps they will decline your offer immediately. If this happens, you can probe gently to uncover their concerns and try to resolve them. Alternatively, you can arrange to speak again at a later date.

Business Telephone Etiquette

Telephone Etiquette for Businesses

This list was initially written for dental and medical healthcare professionals but is applicable to any business.

Make sure you speak clearly and are smiling as you answer the phone.

Before placing a caller on hold, ask their permission first and thank them.

It is better to return a call than to keep someone on hold too long.

Do not forget to return the call as you promised.

Do not permit the phone to ring more than three times.

Always use a pleasant, congenial and friendly tone.

Never interrupt the person while he/she is talking to you.

Never engage in an argument with the caller.

Do not handle an unhappy caller's concern openly at the reception desk.

Do not make it a habit of receiving personal calls at work.

Do not answer the phone if you are eating or chewing gum.

Do not give the impression that you are rushing. It is better to return the call when you can give the person the time they need to handle the reason for their call.

Learn how to handle several callers simultaneously with ease and grace.

Return calls promptly that have been left on voice mail.

Always make collection calls in private and away from the public areas.

If possible, provide a telephone for patients/customers/clients to use. An area providing privacy is preferred.

Do not call to a customer or client's home before 8:00a.m. or after 9:00p.m., unless they've given you a permission to do so.

When hanging up the phone, make sure the caller or person called hangs up first.

Keys to Review 4–6

Section 1 Vocabulary Review

- Complete the sentences below, using the words in the box with their correct forms.
 - 1. to enhance
 - 3. initiative
 - 5. simultaneous
 - 7. eliminate
 - 9. match

- 2. consistent with
- 4. overlook
- 6. assess
- 8. shying away
- 10. attribute
- **2** Complete the following sentences by translating the words in the brackets.
 - 1. in exchange for
 - 3. With this in mind
 - 5. have an edge over
 - 7. as a whole
 - 9. have a sense

- 2. for fear that
- 4. To some extent
- 6. common phenomenon
- 8. In terms of
- 10. when it comes to

Section II Grammar Review

- Read the sentence and correct the mistakes.
 - 1. This is the factory that we visited last week.
 - 2. This is the best film that I have ever seen.
 - 3. He is the only one of the students that have been invited to the English Evening.
 - 4. It is said that this novel has been translated into several languages.
 - 5. The United States is composed of fifty states, two of which are separated from the others by land or water.
 - 6. My roommate lives in a small town in central Missouri, a quiet town where I would like to live myself.
 - 7. The problem is that more and more young people are getting into the habit of smoking.
 - 8. At the meeting he raised a question whether the project would be cancelled.

- 9. The reason why he failed in the exam was that he was too careless.
- 10. It depends on whether it's going to rain.
- Read the sentence and choose the best answer.
 - 1. D
- 2. D
- 3. B
- 4. D
- 5. C

- 6. D
- 7. D
- 8. D
- 9. D
- 10. C

Section III Business Review

Part A Read the following passage

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

Part B

- 1. I take the responsibility of developing and implementing PR projects in China.
- 2. Prior experience in media or PR consultancy will be an advantage.
- 3. Thank you for inviting me to participate in the Shared Service survey.
- 4. Please support this strategic effort by completing the brief survey.
- 5. We expect the advertising campaign will generate a lot of extra sales.

Section Communication Skills Review

1 Write a business report that can be developed in the following way:

A Business Report on the Drops on the Sales

To: Hal, General Manager

From: David, Sales Manager

Date: August 25, 2012

Subject: The drops on the Third Quarterly Sales

Introduction

The third quarterly sales this year was falling, 31% less than that of the same

period last year. The sales of the third quarter last year were \$ 10 million while those of the third quarter this year were 6.9 million.

Sales Figures

Our most important markets are in the Southeast, Southwest and South regions. The sales in these regions account for two thirds of the whole sales. The following is their third quarter sales:

Region	Target Sales	Actual Sales
The Southeast	3.4 million	2.3 million
The Southwest	3.3 million	2.4 million
The South	3.3 million	2.2 million

Causes of drop

We ascribe the drops to the following factors:

- The long rainy weather. This should be taken into consideration on the drops on sales.
- · The financial crisis and the pressing market competition.

Conclusion

The market is slow but competition is pressing. Even if the sales dropped this year, it is no doubt that our products still have a good market share, as we have established so many clients and distributors. We might get over the fierce competition as long as we could offer strong support and better after sales service.

However, in order to deal with the rainy season, we should develop a wider range of products to adjust it.

Recommendation

- · A promotion campaign is needed.
- After-sales team should be strengthened.
- New products should be researched and developed.
- Work in pairs to practice making a phone call according to the following clues give below.

(Omitted)



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about import and export
- O Be able to write a letter to establish business relations
- O Be able to use relative clauses
- O Be able to express their opinions in business negotiation

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
	Lead-in	Extended Book
	Students discuss different international trade business and	Reading
	distinguish import goods from export goods.	
Sections I-II	Reading	
	Allow students a few minutes to go through the text and	
	finish the comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Vocabulary	Vocabulary
	Students finish the vocabulary task and are offered some	Grammar
	more information about the key words.	Translation
Section III-IV	Grammar focus	
	Teacher explains the relative clauses with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write a letter to establish business	Oral practice
	relations. Teacher provides more information and asks	
	students to write a letter to establish business relations	
	according to the model.	
Sections V-VI	Listening and Speaking	
Sections 4-41	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

Reasons for Forming a Joint Venture

Internal reasons

Building on company's strengths

Spreading costs and risks

Improving access to financial resources

Economies of scale and advantages of size

Access to new technologies and customers

Access to innovative managerial practices

Competitive goals

Influencing structural evolution of the industry

Pre-empting competition

Defensive response to blurring industry boundaries

Creation of stronger competitive units

Speeding to market

Improved agility

Strategic goals

Synergies

Transfer of technology/skills

Diversification

The World Trade Organization

The World Trade Organization (WTO) is an international group of many countries. There are 153 countries who are members of WTO. In WTO, agreements are made on trade between countries. The "GATT" agreement means that countries have to lower barriers to international trade, such as tax on goods crossing borders. This means that businesses can operate in many different countries.

There are about 30 such agreements. Following these agreements, the member countries do business with each other. They conduct trade with each other and follow a set of rules.

3 Trade Barrier

A trade barrier is a general term that describes any government policy or regulation that restricts international trade. The barriers can take many forms, including the following terms that include many restrictions in international trade within multiple countries that import and export any items of trade.

- · Import duty
- Import licenses
- Export licenses
- Import quotas
- Tariffs
- Subsidies
- · Non-tariff barriers to trade
- Voluntary export restraints
- Local content requirements
- Embargo

Most trade barriers work on the same principle— the imposition of some sort of cost on trade that raises the price of the traded products. If two or more nations repeatedly use trade barriers against each other, then a trade war results. Economists generally agree that trade barriers are detrimental and decrease overall economic efficiency, which can be explained by the theory of comparative advantage. In theory, free trade involves the removal of all such barriers, except perhaps those considered necessary for health or national security. In practice, however, even those countries promoting free trade heavily subsidize certain industries, such as agriculture and steel.

4 Non-tariff Barriers to Trade

Non-tariff barriers to trade (NTB's) are trade barriers that restrict imports but are not in the usual form of a tariff.

In some forms, they are criticized as a means to evade free trade rules such as those of the World Trade Organization (WTO), the European Union (EU), or North American Free Trade Agreement (NAFTA) that restrict the use of tariffs. Some common examples of NTB's are anti-dumping measures and countervailing duties, which, although they are called "non-tariff" barriers, have the effect of tariffs once they are enacted. Their use has risen sharply after the WTO rules led to a very significant reduction in tariff use.

Some non-tariff trade barriers are expressly permitted in very limited circumstances, when they are deemed necessary to protect health, safety, or sanitation, or to protect natural resources.

Tariff Barriers

Tariff barriers are the most common form of trade restriction. A tariff is a tax levied on a commodity when it crosses the boundary of a customs area which usually coincides with the area of a country. A customs area extending beyond national boundaries to include two or more independent nations is called a customs union.

Import duties are tariffs levied on goods entering an area while export duties are taxes levied on goods leaving an area. The former type is more common than the latter as most nations want to expand exports and increase their foreign exchange earrings. Import duties may be either specific, or a combination of the tow-compound duties.

The term drawback refers to duties paid on imported goods that are refunded if the goods are re-exported. The term most-favored-nation (MFN) treatment refers to a tariff treatment under which a country is required to extend to all signatories any tariff concessions granted to any participating country. However, MFN treatment is not really special but is just normal trading status. It gives a country the lowest tariffs only within the tariff's schedule, but it is still possible to have lower tariffs.

Lecturing Hints

Section 1 Lead-in

1 Ask students to work in pairs and explain the mode of transportation shown in the pictures.

Suggested answers:

- 1. Water transport is the process of transport a watercraft, such as a barge, boat, ship or sailboat, makes over a body of water, such as a sea, ocean, lake, canal or river. Slow as it is, modern water transport is a highly effective method of transporting large quantities of non-perishable goods. Transport by water is significantly less costly than air transport for trans-continental shipping; short sea shipping and ferries remain viable in coastal areas.
- 2. **Intercity trains** are long-haul services connecting cities; modern high-speed rail is capable of speeds up to 350 km/h (220 mph), but this requires special track. Regional and commuter trains feed cities from suburbs and surrounding areas, while intra-urban transport is performed by high-capacity tramways and rapid transits, often making up the backbone of a city's public transport.
- 3. The most common road vehicle is the **automobile**; a wheeled passenger vehicle that carries its own motor. Automobiles offer high flexibility and with low capacity, but are deemed with high energy and area use, and the main source of noise and air pollution in cities; buses allow for more efficient travel at the cost of reduced flexibility.
- 4. The aircraft is the second fastest method of transport, only after the rocket. Commercial jets can reach up to 875 kilometers per hour (544 mph), single-engine aircraft 175 kilometers per hour (109 mph). Aviation is able to quickly transport people and limited amounts of cargo over longer distances, but incur high costs and energy use; for short distances or in inaccessible places helicopters can be used.
- 2 International trade consists of import and export. Divide the following imported and exported goods of China.

Suggested answers:

1. The exported products of China include **embroidery**, **porcelain**, **tea**, and so on. For example, Chinese embroidery is nominated as Chinese Intangible Cultural Heritage. Beautiful outlook and satin feeling attract foreign tourists. Porcelain, especially

Jingdezhen porcelain has been famous not only in China but internationally. Foreigners love Jingdezhen porcelain for its artistic features. Chinese tea is also a mainly exported product of China. The practice of drinking tea has had a long history in China. It is deeply woven into the history and culture of China. Due to the traditional culture and attracting price, the above products are popular all over the world.

- 2. The imported products of China include **computer clips**, **scientific instruments**, **cars**, etc. For example, Intel CPU clips are popular in China because of their high-performance and compatibility; Chinese scientists favor exported scientific instruments due to the precision and stability. Since some foreign high-tech and sophistic products are difficult to be manufactured in China, the above products are necessary to be imported.
- **3** Ask students to work in pairs and discuss the following questions.

Suggested answers:

- 1: How would you define international trade?

 International trade can be defined as the exchange of good and services produced in one country with those produced in another.
- 2: Why did internal trade first begin? Because the distribution of natural resources is uneven. Some countries have abundant resources while others have little. A country may be rich in some resources but poor in others.
- 3: What is the definition of tariff barriers?

 Tariff barriers are the most common forms of trade restriction. A tariff is a tax levied on a commodity when it crosses the boundary of a customs area which usually coincides with the area of a country.

Section 🕕 Reading

1 Give students 10 minutes to go through the whole text and ask them to finish comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested Answers:

Exercise 2

1. If the goods are brought into the country, it is known as import trade. If the goods are sent to another country, it is known as export trade.

2. Some goods are not available locally.

Sometimes, products are produced more cheaply overseas.

They are even of better quality.

It complements existing goods.

Reciprocal trading or buy back.

Availability of new products from other countries.

Helps to improve the standard of living.

3. Export brings in revenue for the country.

It creates wider opportunities for the exporter.

It lessens the dependency on local market.

The life span of the product can be extended.

Manufacturers can keep the production going.

- 4. If the buyer is unable to settle the full payment, he may apply for a Trust Receipt. The purpose of the Trust Receipt is to enable the buyer to collect the document. Buyers will use the documents to clear the cargo first and then pay the bank at a late date.
- 5. The reason being that the duration of the journey can last from a few days to a few weeks. In case of delay, it may even take months. The goods, while in transit, are often subjected to risk of being lost or damaged. Neither of the parties will want to bear responsibility for such loss or damage.

Exercise 3

1. F

2. F

3. T

4. F

5. F

2 The teacher analyzes the text and explains some difficult sentences and key words.

1. Every country **is dependent on** each other for a variety of products that they cannot produce locally. 国与国之间因本国存在多种不能够自主生产的货物而相互依赖。

The sentence can be paraphrased as: "Each country has to cooperate with the other for the products they don't produce."

be dependent on: rely on

e.g.: We hope for foreign aid but cannot be dependent on it.

The country is heavily dependent on its exports of agricultural commodities.

2. International trade is **essentially** the buying and selling of goods across different countries and boundaries. 国际贸易本质上就是跨国的商品买卖。

essentially: basically

e.g.: He's essentially a very generous man.

The culture areas are essentially coincident with language areas.

3. A country that has more import than export is known to have a **trade deficit**. Vice versa, if the country's export were more than import, the country would have a **trade surplus**. 当一国的进口额超过出口额便是贸易逆差;反过来,如果一个国家的出口额超过了进口额,就是贸易顺差。

In this sentence, the real subject is "a country", however, "has more import than export" serves as attributive to it. "Vice versa" means "on the contrary". We can paraphrase this sentence as "if one country has more export than import, it is known to have a trade surplus.

trade deficit: an excess of imports over exports

e.g.: That would still leave a substantial trade deficit.

That reduced the monthly trade deficit to the lowest level in 5 years.

trade surplus: an excess of exports over imports

e.g.: We have a trade surplus of 400 million.

In the first half of 2008 China's trade surplus did indeed shrink.

4. In addition, international trade also requires other forms of arrangement such as the **mode of payment**, types of cargo, insurance for the goods, **warehousing**, and packing. 此外,国际贸易还需要其它形式的协议,如:付款方式、货物种类、货物保险、仓储及包装等。

mode of payment: means by which a payment is made, such as by cash, check, or credit card

e.g.: What is the mode of payment you want to employ?

We still want to use letter of credit as the mode of payment.

warehousing: store in a warehouse

e.g.: Arrange warehousing of the goods, if necessary.

Outreach to a new source of warehousing resulted in immediate offers of space.

5. Products are produced more cheaply **overseas**. Sometimes, there are even of better quality. 海外生产的产品更为廉价,有时甚至质量更好。

This sentence can be paraphrased as: "The cost of the goods produced overseas is cheap and the quality is even better."

overseas: abroad; in a foreign country

e.g.: The Chinese overseas helped us a lot.

He has been sent overseas by his employer.

6. If importing, know which products or services are performing well in your own country, and again seek the guidance of the American Consulate in your country to obtain reputable sources. 如果要进口,应了解哪些产品在本国市场销售行情不错,也可以向本国的美国使馆咨询以获取可信的信息来源。

reputable sources: reliable sources of information

e.g.: Only download files from reputable sources.

Few sightings of a bear-hound come from reputable sources.

7. Whichever path you choose, and you may find both **lucrative**, do not start your own export-import USA business until you have identified the legal requirements for doing business in your country. 无论选择进口或出口,你或许会发现都有利可图;但在开始从事美国进出口贸易之前一定要先弄清楚本国开展贸易的法律规定。

"legal requirements" here means requirements set out by the law.

lucrative: adj., producing wealth or profit; profitable

e.g.: Private banks have even turned this into a lucrative line of business.

Her husband is reaching after a more lucrative situation.

8. This is usually before the **expiry** of the **Letter of Credit** 这通常是在信用证到期之前使用的一种方式。

Letter of Credit: A letter of credit is a promise to pay. Banks issue letters of credit as a way to ensure sellers that they will get paid as long as they've agreed to. Letters of credit are common in international trade because the bank acts as an uninterested party between buyers and sellers. For example, importers and exporters might use letters of credit to protect themselves. In addition, communication can be difficult across thousands of miles and different time zones. A letter of credit spells out the details so that everybody's on the same page.

expiry: coming to an end of a contract period

e.g.: Only seven minutes remained before the expiry of the deadline.

Check the expiry date for all foam extinguisher.

9. The goods, while in transit, **are** often **subject to** risk of being lost or damaged. Neither of the parties will want to **bear responsibility** for such loss or damage. 在运输中,货物常常会有受损或是丢失的风险。买卖双方都不想承担诸如此类的责任。

This sentence can be paraphrased as: "When the goods are in transit, the commodities may be damaged or lost. But neither parties want to undertake such a liability.

be subject to: liable to, susceptible

e.g.: I had to subject to a series of tests.

Peasants used to be subject to the local landowner.

bear responsibility: undertake

e.g.: We should bear responsibility for our own health.

Who will bear responsibility for the accident?

10. Both the buyer and seller will not wish to have their money **tied up** in the goods while they are **in transit**. 买卖双方均不希望在货物运输中积压资金。

tied up: invest so as to make unavailable for other purposes

e.g.: Most of his money's tied up in property.

The ships are tied up at Boston.

in transit: during transport

e.g.: A part of the goods were damaged in transit.

The goods are now in transit.

11. The seller, while he is interested in ensuring that he is being paid, may not **be familiar with** the buyer's background such as **creditworthiness**, integrity, solvency, and reliability. 尽管卖方感兴趣的是确保其能得到货款,但卖方也许并不了解买方诸如声誉、诚信、偿付能力及可信度等等背景情况。

This complex sentence can be paraphrased as: "Though the seller is not acquainted well with the buyer, he is only interested in the buyer's ability to pay."

creditworthiness: a creditor's measure of an individual's or company's ability to meet debt obligations

e.g.: The banks did not need to be as concerned about creditworthiness as they used to be, given they would be quickly selling the loan.

At the time of making arrangements for the lease, lessee should show lesser a proof of creditworthiness.

be familiar with: to know well

e.g.: The machine operator must be familiar with the main structure of shears, performance and use.

Staffers, managers and advanced supervisors who want to be familiar with the arts of colleagues' communication.

12. He may not even be familiar with the **jurisdiction** and laws of the buyer's country. This may cause complication **in case** the seller wants to take up **legal proceeding** against the buyer. 他甚至还不熟悉买方所在国家的法律、法规。一旦卖方想要对买方采取法律程序,也许会引发新问题。

This sentence can be paraphrased as: "The seller is not acquainted with the laws of the buyer's country. It may cause lots of problems if the seller wants to bring a lawsuit against the buyer."

in case: even if, if there happens to be need

e.g.: This morning I brought an umbrella in case of rain.

How can my family contact me in case of an emergency?

jurisdiction: the right and power to interpret and apply the law

e.g.: The court has no jurisdiction over foreign diplomats living in this country.

Fairness and justice in a jurisdiction are realized case by case being settled properly.

legal proceeding: the institution of a sequence of steps by which legal judgments are invoked

e.g.: Is this application involved in legal proceeding?

We should settle the dispute through negotiations without resorting to legal proceeding.

- **3** Ask students to summarize the text.
- 4 Chinese Version.

进出口贸易

如同俗语所说,"没有国家是孤岛"。国与国之间都因本国存在多种不能够自主生产的货物而相互依赖。

国际贸易本质上就是跨国的商品买卖。这涉及到商品在不同地区间的运输流通。当一国的进口额超过出口额便是贸易逆差;反过来,如果一个国家的出口额超过了进口额,就是贸易顺差。

运输方式包括海运、空运、地面交通和铁路运输等多种方式。此外,国际贸易还需要其他 形式的协议,如:付款方式、货物种类、货物保险、仓储及包装等。

• 为什么要讲出口?

为什么进出口对国际贸易是如此的重要?这其中有众多的原因。下面是其中的一些:为什么要进口?

有些商品本地区没有。

海外生产的产品更为廉价,有时甚至质量更好。

进口可以补充已有商品的缺口。

互惠贸易或产品返销。

从其它国家获得新产品。

有助于提高生活水平。

为什么要出口?

出口为国家创税。

为出口商带来大量的商机。

减少对本地市场的依赖。

延长产品的市场周期。

制造商可以进行持续生产。

• 进出口商务

在美国, 开办你自己的进出口商务, 你将在哪些方面获益? 是的, 你可以享受:

• 更多的自由

如果你没有认真对待自己的工作,一定要在这方面做好准备,因为"更多的自由"并不意味着你可以为所欲为。如同任何商务一样,如果你没有出名以及确保你的收益比支出大,你就不能享受成功。

• 财务独立

在美国开办你自己的进出口业务意味着你的命运不再被那些一心争第一的公司领导所掌控。而是取决于你自己。最重要的是,你为自己的努力挣得更多的经济收入。

如果要向美国出口,一定要和在你国家的美国领事馆沟通,了解你的哪些产品和服务是美国需要的。如果要进口,应了解哪些产品或服务在本国市场销售行情不错,也可以向本国的美国领事馆咨询以获取可信的信息来源。

Pareer Express Business English—Teacher's Manual 2

无论选择进口或出口, 你或许会发现它们都有利可图; 但在开始从事美国进出口贸易之 前,一定要先弄清楚本国开展贸易的法律规定。美国的进出口贸易会为那些愿意研究乐于冒险 的人带来回报。只要拥有自由和财务独立便足够了。你只要自己明白这不是一个快速致富的计 划,而是用来实现你的商务及人生目标的可行之道。

出口商接下来就要开始备货装船。准备妥当之后,货物就会择期装运。这通常是在信用证 到期之前使用的一种方式。

在装运之前,出口商要准备必要的装运单据,比如发票和装箱单等。装运单据必须交议付 行以备议付。这些文件中不要有自相矛盾的地方,这一点很重要。否则,银行将拒绝付款。

如果买方不能全额付款,他/她还可以申请信托收据。信托收据的目的就是让买家能拿到 单据。买家会使用这些单据首先办理货物出关手续,然后再支付给银行相关费用。这其中通常 包含本金和利息。

• 买家和卖家的信用

买卖双方均不希望在货物运输过程中积压资金。

原因是货运时间通常会从数天到数周不等。发生延迟的话,时间甚至会延长到数月。在运 输中,货物常常会有受损或是丢失的风险。买卖双方都不想承担诸如此类的责任。

在国际贸易中,买卖双方通常来自不同的国家,而且拥有不同的社会背景。甚至可以说买 卖双方都不太了解对方。尽管卖方感兴趣的是确保其能得到货款,但卖方也许并不了解买方诸 如资信声誉、资信、偿付能力及可信度等背景情况。他甚至还不熟悉买方所在国家的法律、法 规。一旦卖方想要对买方采取法律程序,也许会引发新问题。

Section III Language Focus

Vocabulary)

1 Ask students to finish Exercise 1.

Suggested answers:

1. B

2. B

3. C

4. B

5. D

6. B

7. A

8. C

9. A

10. D

2 Ask students to work in pairs and finish Exercise 2.

Suggested answers:

1. export

2. transportation

3. communicate

4. financial

5. import

6. payment

7. Corporate 10. reliability

8. integrity

9. creditworthiness

3 Ask students to finish Exercise 3.

Suggested answers:

1. r--sandom

2. genuine

3. In that

4. enlightened

5. dominates

6. starts off

7. underlying

8. conversely

9. automatically

10. acquired

Grammar

A **relative clause** is a subordinate clause that begins with a question word (e.g. who, which, where) or the word that. You can use it to modify a noun or pronoun (i.e. to identify or give more information about it).

Students who can develop independent learning skills often achieve good academic results.

There is a new book that investigates the controversy over political reforms in Hong Kong.

A university is a place where people pursue advanced knowledge in specific academic disciplines.

The lecture theatre in which the inauguration ceremony will be held is now being cleaned.

Relative Pronouns

Words like *who, that and when* are often referred to as relative pronouns when they are used to introduce relative clauses. You use:

who for people, which for things, and that for both people and things.

whom as the object of a relative clause (in more formal English), though it is increasingly common to replace it with who.

whose to indicate possession, as a determiner before nouns.

Examples:

What's the name of the person who/that first landed on the moon?

This is Dr. Perkins, whom we met at a conference in Canada last year.

All students **whose** registration numbers begin with 374 should immediately go to the library for a tour.

Types of Relative Clause

There are two types of relative clause: defining clause and non-defining one. You use a defining (or restrictive) relative clause to "identify" or "restrict the reference of" a noun. You do not separate it from the rest of the sentence by commas (in text) or pauses (in speech).

The student **who** achieves the highest GPA score in this department will be awarded a prize of \$20,000.

Computer games **that** involve fighting and shooting apparently have a negative effect on young people.

You use a non-defining (or non-restrictive) relative clause to supply additional information about the noun, whose identity or reference is already established. You can also use it to comment on the whole situation described in a main clause.

Examples:

Albert Einstein, **who** put forward the theory of relativity, is considered by many as the most intelligent person in human history.

The ELC, **which** provides language support to PolyU students, is located in the AG wing. You should not use the relative pronoun *that* in non-defining relative clauses.

Reduction of Relative Clauses

You can sometimes reduce a defining relative clause to create a more concise style. You cannot reduce a non-defining clause.

Examples:

Half of the training sessions (that are) arranged for the athletes have been cancelled due to bad weather.

The foreigner (who/whom) you saw at the party last night is Giorgio Armani!

The Use of Where, Why and When

Where refers to a place, why to a reason, and when to a time, can be used instead of a relative pronoun after a noun.

In defining relative clauses why and when can be omitted, unlike where.

Examples:

I'd like to know the reason (why) he decided not to come.

February is the month (when) many of my colleagues take skiing holidays.

She always had wanted to go to a place where (should not be omitted) she could speak

her native tongue.

When, where and why are not omitted in non-defining relative clauses.

Examples:

I come from the Seattle area, **where** many successful companies such as Microsoft and Boeing are located.

He likes shopping between one and three, **when** most people are at home.

NOTE: When speaking, we often omit the relative pronoun. *Whom* is formal and most often used when writing compared to *who* serving as the object.

Relative Clauses and Prepositions

In formal English prepositions can come before the relative pronoun. However, it much more common to place prepositions at the end of the relative clause, especially in informal spoken English.

Examples:

John Robbins, **whom** I spoke to by telephone, instructed me to buy 200 shares of WAKO. (*formal*)

The Ritz, which was stayed at in New York, was extremely expensive.

Defining Relative Clauses

	Formal	Informal
Person	whom	Ø
Object	which	Ø

Examples:

The banker to **whom** I gave my check was quite friendly. (formal)

The woman I talked to was very pleasant indeed. (informal)

The book **which** I received for my birthday was excellent. (formal)

The car he drove was really fast. (informal)

Non-Defining Relative Clauses

	Formal	Informal
Person	whom	who
Object	which	which

Examples:

The bank manager, to **whom** he addressed his complaints, was very unhelpful. (*formal*)

The local branch manager, **who** I talked to about my problems, was very helpful. (*informal*)

6 How to Use a Defining or Non-Defining Relative Clause

1. Defining Relative Clauses

The information provided in a defining relative clause is crucial in understanding the meaning of the sentence.

Examples:

The woman who lives in apartment No. 34 has been arrested.

The document that I need has 'important' written at the top.

The purpose of a defining relative clause is to clearly define who or what we are talking about. Without this information, it would be difficult to know who or what is meant.

Example:

The house is being renovated. (In this case it is not necessary clear which house is being renovated)

2. Non-defining Relative Clauses

Non-defining relative clauses provide interesting additional information which is not essential to understanding the meaning of the sentence.

Example:

Mrs. Jackson, who is very intelligent, lives on the corner.

Correct punctuation is essential in non-defining relative clauses. If the non-defining relative clause occurs in the middle of a sentence, a comma is put before the relative pronoun and at the end of the clause. If the non-defining relative clause occurs at the end of a sentence, a comma is put before the relative pronoun.

NOTE: In defining relative clauses there are no commas.

3 Ask students to finish Exercise 4.

Suggested answers:

1. This is the most exciting thing that I have ever experienced.

- 2. They talked for about an hour of things and persons that they remembered in the school.
- 3. Chapin, for **whom** money was now not a problem, start a new film company with his friends.
- 4. The weather turned out to be very good, which was more than we could expect.
- 5. The visitor asked the guide to take him to the place where stands the famous tower.
- Ask students to finish Exercise 5.

Suggested answers:

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

- 6. D
- 7. D
- 8. A
- 9. C
- 10. D

Translation)

Tell students to work on the Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. Porland is highly dependent on import to satisfy the requirements in the domestic market.
- 2. We have a variety of products for customers to choose from.
- 3. We can hope for the best but should be prepared for the worst.
- 4. Three-quarters of resources are in the hands of emerging economies.
- 5. It's unwise to tie up all capital in one enterprise.
- 6. They set up a situation almost all of us would be familiar with.

Section W Business Writing

Letter to Establish Business Relations

- Ask students to read the letter and discuss the contents.
- Provide information on how to write a letter to establish business relations.

There are several prerequisites that exporters have to satisfy before they actually sell commodities abroad among which the establishment of business relations with potential customers deserves special attention. Generally, exporters can obtain information about prospect customers overseas through the following channels:

Banks in the buyer's country

Chambers of Commerce abroad

Consulates stationed abroad

Various trade associations

A Trade directory

Newspapers and advertisement

Having obtained the name and address of the prospect 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.

Very often, it is the importer who initiates such an inquiry letter to the exporter to seek for information about the products he is interested in. In such a case, the letter should be answered promptly and explicitly to create goodwill and leave a good impression on the reader. If the inquiry is from a regular customer, a direct and polite reply, with an expression of thanks, is all that is necessary. But if you reply to an inquiry from a new source, you will naturally approach it more carefully. For example, you may add a favorable comment on the goods inquired about and draw attention to other products likely to be of interest.

Suggested answers:

Dec 25th, 2015

Dear Mr. Pan,

We get news from the Weekly of July 10th that you were importers of ample textile, cloth and leather. We are exporting first-class products of that kind. And they are very popular in Europe, Africa, and South-America. Now we are ready to enter the market of the United States.

If you are interested in our products, we will immediately send a sample to you. We can assure you of the quality, favorable terms and credit. As to our credit, you can refer to Chamber of Commerce and the Bank of China, Shanghai Branch.

Looking forward to your reply.

Sincerely,
Dior (Signature)
Dior

Section V Listening & Speaking

Listening

1 Suggested answers

- Exercise 1
 - 1. offer

2. goods

3. a firm offer

4. non-firm

- 5. quality or specifications
- 6. details of prices

- 7. terms of payment
- 10. counter-offer
- 8. packing

9. buyer

- Exercise 2
 - 1. A
- 2. C
- 3. C
- 4. A
- 5. A

2 Script

Exercise 1

Listen to the passage and fill in the blanks according to what you have heard.

An 1 offer is a promise to supply 2 goods on the terms and conditions stated. It can be 3 a firm offer which is a promise to sell goods at a stated price, usually within a stated period of time or a 4 non-firm offer which is made without engagement and is subject to the seller's confirmation. Usually an offer includes the following items: A. name of the goods, B. 5 quality or specifications, C. quantity, D. 6 details of prices, E. discount, F. 7 terms of payment, G. time of shipment, and H. 8 packing, so as to enable the buyer to make a decision. A 9 buyer may reject the terms and conditions in the non-firm offer and 10 counter-offer his own terms and conditions. This process of offer—counter-offer—counter-counter-offer is the process of bargaining.

Exercise 2

Listen to the dialogue and choose the best answer.

- A: Good morning, Mr. Huang. I'm Daniel Black from FMC Corporation. This is my card.
- **B:** Good morning! Mr. Black. Here is my card.
- **A:** We've come to know your name and address from a business partner in our local commercial association and we are willing to enter into business relations with your firm.

- **B:** We are so glad to hear that and hope this negotiation can be very successful.
- **A:** Our Corporation is a chemical company serving global agricultural and industrial markets. We have great interest in concluding a deal with your firm and it would be very helpful if you could introduce your products.
- B: Certainly. Please have a look at our product catalogue and price list.
- A: Thank you. Your price seems on the high end, I'm afraid.
- **B:** As you know, our products are very popular overseas and are always in great demand. Compared with other competitors, the price is quite competitive.
- **A:** That sounds reasonable. I'll send a fax home. As soon as I receive a definite answer, I'll make a specific inquiry.
- **B:** We'll then make an offer as soon as possible. I hope a lot of business will be conducted between us.
- A: So do I.

Questions:

- 1. How did Mr. Black get to know Mr. Huang's company?
- 2. What field does Mr. Black's company engage in?
- 3. How did Mr. Black think of the price at first?
- 4. On what condition will Mr. Black send a specific inquiry?
- 5. What will Mr. Huang do when he receives the inquiry?

Speaking

Ask students to study the sample dialogue and do Exercise 3 & 4.

Section M Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

1 Reasons of Foreign Trade

There are various reasons for conducting business on an international scale. Trade between countries arises because it is to their mutual advantage. If a country is enjoying a monopoly in the production of a certain commodity, it will have an absolute advantage in the production of that commodity over other countries. The other nations have to import that commodity. International trade arises because some countries have a comparative advantage in the production of some goods over other goods.

Different countries concentrate on the production of those commodities and trade for other goods which they need from other countries. There are countries which are capable of producing raw material. The other nations have no other alternative but to import them. There are many goods which can be produced by sophisticated equipment. The countries which do not have advance technology are compelled to import such equipments from advanced industrial nations of the world. If a country exports goods to other countries it earns foreign exchange. The country utilizes this foreign exchange to pay the imports of goods and meet its production and development needs. There are many special incentives and privileges which are given by a government to an exporter. These privileges are not available to other traders.

Three Reasons Why Tariffs Are Preferable to Quotas

1. Tariffs Generate Revenue for the Government

If the U.S. government puts a 20% tariffs on imported Indian cricket bats they will collect \$10 million dollars from \$50 million worth of Indian cricket bats are imported in a year. That may sound trifle for a government, but given the millions of different goods which are imported into a country, the numbers can get staggering high. The Progressive Policy Institute has found that the United States collects 20 billion dollars a year in tariff revenue. This is revenue that would be lost to the government unless their import quota system charged a licensing fee on importers.

2. Import Quotas Can Lead to Administrative Corruption

Suppose that there is currently no restriction on importing Indian cricket bats and 30 000 are sold in the U.S. each year. For some reason the United States decides that they only want 5 000 Indian cricket bats sold per year. They could set an import quota at 5 000 to achieve this objective. The problem is: How do they decide which 5 000 bats get in the market? The government now has to tell some importer that their cricket bats will be let

into the country and tell some other importer the bad news. This gives the customs officials a lot of power as they can now give access to favored corporations and deny access to those who are not favored. This can cause a serious corruption problem in countries with import quotas as the importers chosen to meet the quota are the ones who can provide the most favors to the customs officers.

3. Import Quotas Are More Likely to Cause Smuggling

Both tariffs and import quotas will cause smuggling if they are set at unreasonable levels. If the tariff on cricket bats is set at 95% then it's likely that people will try to sneak the bats into the country illegally, just as they would if the import quota is only a small fraction of the demand for the product. So governments have to set the tariff or the import quota at a reasonable level.

But what if the demand changes? Suppose cricket becomes a big fad in the United States and everybody and their neighbor wants to buy an Indian cricket bat? An import quota of 5 000 might be reasonable if the demand for the product would otherwise be 6 000. Overnight, though, the demand has now jumped to 60 000. With an import quota there will be massive shortages and smuggling in cricket bats will become quite profitable.

What is a Sole Agency?

A vendor can list their property with as many agents as they wish, but listing with only one agent is not necessarily a sole agency. Authority for the agent to sell as the "sole agent" must be given by the vendor, in writing. A specified time period for the sole agency should be clearly defined.

A sole agency precludes all other agents from working on the sale of the property, although another agent may approach the sole agent if they have a suitable client. Even then the sole agent would tie up the deal.

The type of property being offered and the demand for it at the time dictates the length of time for which a sole agency is given. On a healthy market it may be no more than a month. However, where the market is slack, or the home is of a special type such as a large house with a multitude of rooms, the period of time may be three or four months.

The main benefit of a sole agency is the obligation it places on the agent to provide a sale. The agent is bound to work harder to sell the property and, according to a code of ethics, to use skilled and energetic services. If an agent is unable to perform in this manner then the sole agency should not be accepted.

Another aspect of a sole agency is that the selling agent and staff are the only people who will bring clients through. This may be desirable where the vendor wants the utmost discretion and privacy while the sale is taking place.

4 What is a Joint venture?

A joint venture is an entity formed between two or more parties to undertake economic activity together. The parties agree to create a new entity by both contributing equity, and they then share in the revenues, expenses, and control of the enterprise. The venture can be for one specific project only, or a continuing business relationship such as the Fuji Xerox joint venture. This is in contrast to a strategic alliance, which involves no equity stake by the participants, and is a much less rigid arrangement.

Joint ventures are not uncommon in the oil and gas industry, and are often cooperations between a local and foreign company (about 3/4 are international). It is also known that joint ventures in low-developed countries show a greater instability, and that JVs involving government partners have higher incidence of failure. Furthermore, JVs have shown to fail miserably under highly volatile demand and rapid changes in product technology.

Business Etiquette in International Trade

Etiquette in global business is essentially about building relationship between/among parties. Most negotiations have two main goals: creating strong deals and building good relationships. In today's business climate, it is critical that negotiators achieve both goals. And etiquette plays an important role in helping achieve the goals.

1. Etiquette for Greeting & Send-off

The level of greeting and send-off are determined by three factors: 1) the rank and the purpose of the negotiators; 2) the relationship between the negotiators; and 3) the usual practice. It is appropriate to have someone in the same business with the same or similar rank, title or status in charge of the greeting and send-off. If the designated person cannot go, someone with a similar position or a deputy of the designee can act on his behalf. An explanation to the visitors may be necessary on such an occasion. Higher level and bigger size for greeting and send-off may be arranged only when you have an exceptionally close relationship with the other party or you have a special reason to do so.

2. Business Meeting Etiquette

Meeting is an important activity in business negotiation. There are three types of meeting: courtesy, political and transactional. A meeting related to business negotiation is a businesslike meeting. Business meetings are one arena where poor etiquette can have negative effects. By improving your business meeting etiquette you automatically improve your chances of success. Comfort, trust, attentiveness and clear communication are examples of the positive results for demonstrating good etiquette.

Informal meetings are generally more relaxed and may not necessarily take place in the office or meeting room. Even so a sense of professionalism and good business etiquette are still necessary.

3. Dinner Party Etiquette

Many American negotiators prefer to maintain a separation between their professional and private lives as well as between business and pleasure. If invited to the cocktail party, one expects to mix informally with large number of complete strangers.

Smart visitors rely on local advisers or culture-specific guides about food and drink taboos.

- Observant Muslims do not drink alcohol or eat any pork product. Many avoid shellfish as well. Jews share some of these food taboos.
- Buddhists are often strict vegetarians, but many Thai Buddhists enjoy beef as long as someone else has done the slaughtering for them.

Some food and drink taboos are really serious, such as offering the Muslim guest a pork chop or the Indian friend a T-bone steak. Other taboos are simply amusing.

4. Business Gifts

In Europe, gifts are given after the agreement is signed. In Japan and most other Asian countries, gifts are given at the end of the meeting. Note that North America is not a gift-giving culture. Many companies have strict policies concerning gifts, especially for people with purchasing responsibilities. Many American negotiators feel uncomfortable if presented with an expensive gift.

In Japan the wrapping the gift is at least as important as the gift itself. In Asian countries, one should present and receive any gift with both hands, except in Thailand where the present is handed over with one right hand supported by the left.



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about investment
- O Be able to write a credit inquiry letter
- O Be able to use adverbial clauses
- O Be able to express their opinions in a discussion

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
	Lead-in	Extended Book
	Students discuss different investment activities and	Reading
	distinguish property or securities.	
Sections I-II	Reading	
	Allow students a few minutes to go through the text and	
	finish comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Students finish the vocabulary task and are offered some more	Vocabulary
	information about the key words.	Grammar
Section III-IV	Grammar	Translation
Section III-1V	Teacher explains adverbial clause with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write a credit inquiry letter. Teacher	Oral practice
	provides more information and asks students to write a credit	
Sections V-VI	inquiry letter according to the model.	
	Listening and Speaking	
	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

1 Types of investments

- 1. Securities: instruments of markets that represent a claim on, or an interest in other assets. The most common types of securities are stocks, bonds, and options. Securities simplify the investment process, but do not remove all problems. Analysis of securities, and their combination into portfolios, requires a high level of expertise. Additionally, the investor must be concerned with risk, or uncertainty about the anticipated returns.
- 2. Property: any physical or virtual entity that is owned by an individual or jointly by a group of individuals. An owner of property has the right to consume, sell, rent, mortgage, transfer and exchange his or her property. Important widely-recognized types of property include real property (land), personal property (physical possessions belonging to an individual), private property (property owned by legal persons or business entities), public property (state owned or publicly owned and available possessions) and intellectual

property (ownership rights over artistic creations, inventions, etc.)

- **3. Direct investment:** investment in which an investor directly acquires a claim on a security or property. If you buy a stock or bond in order to earn income or preserve value, you have made a direct investment.
- **4. Indirect investment:** investment made in a collection of securities or properties, typically constructed to meet one or more investment goals.
- **5. Debt:** funds lent in exchange for interest income and the promised repayment of the loan at a given future date.
- **6. Equity:** ongoing ownership in a business or property. An equity investment may be held as a security or by title to a specified property. The most popular type of equity security is common stock.

Types of investors

- 1. Individual Investors: investors who manage their own funds to achieve their financial goals. Individual investors usually concentrate on earning a return on idle funds, building a source of retirement income, and providing security for their families.
- **2. Institutional Investors:** investment professionals who are paid to manage other people's money. Institutional investors include financial institutions—banks, life insurance companies, mutual funds, and pension funds.

Investment vehicles

- 1. Short-Term Vehicles: short-term vehicles include saving instruments that usually have lives of one year or less. They generally carry little or no risk. Short-term vehicles also provide liquidity. That is, they can be converted into cash quickly and with little or no loss in value.
- 2. Common Stock: an equity investment that represents ownership in a corporation. Each share of common stock represents a fractional ownership interest in the firm. The return on investment in common stock comes from either of two sources: dividends or capital gains.
- **3. Fixed-Income Securities:** investment vehicles that offer a fixed periodic return. Some offer contractually guaranteed returns, others have specified, but not guaranteed returns.
- 4. Mutual Funds: a company that raises money from sale of its shares and invests and professionally manages a diversified group of securities is called a mutual fund. All mutual funds issue and repurchase shares of the fund at a price that reflects the value of the portfolio at the time the transaction is made. Money market mutual funds are mutual funds that invest solely in short-term investment vehicles.

5. Derivative securities: securities that are structured exhibit characteristics similar to those of an underlying security or asset and that derive their value from an underlying security or asset.

6. Other popular investment vehicles

Investors also use various other investment vehicles. The most common are taxadvantaged investments, real estate, and tangibles.

4 Bonds

Bonds: unlike equity securities, the cash flows to fixed-income securities are fixed or specified in advance and are a contractual obligation. The cash flows are the interest payments, generally paid semiannually, and the repayment of principal at maturity. Purchase of a bond is considered a form of lending. The investor must still bear credit risk which is the risk that the issuer will default by failing to meet some or all of the obligations. Bonds are often separated by issuer into governments, municipals, and corporations.

- 1. Government Bonds: securities issued by the government. Treasury securities are backed by the full faith and credit of the government, and are considered to have no credit risk. Treasury securities enjoy one of the most active markets, and are highly liquid.
- 2. Corporate Bonds: bonds issued by corporations, typically with fixed interest payments and maturity. The credit risk of a corporate bond is a reflection of the viability of the issuer, and variations are wide. Beyond the credit risk there are a number of characteristics and arrangements which affect the risk of the bond. These characteristics and arrangements are spelled out in the indenture, or legal agreement under which the bond is issued.
- 3. Mortgage Bonds: secured by a claim on a specific asset, usually real property. They may be: open end, limited open end, or closed end, depending on the extent to which the collateral can be used as security for other issues. Equipment trust certificates are a variation of mortgage bond using equipment as security, while collateral trust certificates use securities of other entities as security.
- 4. Callable bonds: a bond that can be repurchased by the firm at its option. The call price at which the forced repurchase is carried out includes a call premium, which is often equal to one year's interest. The call premium may vary over the life of the bond, typically becoming smaller as maturity nears. The premium may also vary in size depending on the reason underlying the call. This feature is to the benefit of the firm, primarily if the firm desires to refund the issue by replacing it with an issue with lower interest cost. Despite the attraction of receiving the call premium, the investor faces the prospect of being forced to replace the investment with a security of lower yield. This will be the case since the firm will only recall the issue when recall is to

its advantage — i.e., when yields are low. Further, the call price becomes in effect an upper limit to the price of the bond. Since this feature is disagreeable to investors, callable bonds typically have a higher yield than similar non-callable bonds. Bonds are often call protected for a certain period to make the feature more acceptable to investors and allow issue at a lower yield.

5 Mutural funds

Mutual fund is an investment trust that issues units for public sale, the holders of which are creditors and not shareholders with their interests represented by a trust company independent of the issuing agency.

Types of Mutual Funds

Mutual funds may be classified into types, according to organization, fees charged, methods of trading funds, and investment objectives. Two general types of mutual funds: open-end funds and closed-end funds.

- 1. Open-End Funds: an investor in an open-end fund may request at any time that the fund buy back, or redeem, that investor's shares. The price of shares in an open-end fund is based on the market value of the fund's portfolio of investments. Investors in open-end funds may be charged additional fees known as loads. Front-end loads are charged when the investor purchases shares in a mutual fund; back-end loads are subtracted from the redemption price. Open-end funds are sold by securities dealers and brokers and financial planners, or they are sold directly to the investor by the fund's sales staff.
- 2. Closed-End Funds: closed-end funds are traded on stock exchanges or the over-the-counter market. Unlike open-end funds, closed-end funds usually have a fixed number of shares, which are purchased and redeemed at their market price plus a commission.
- **3. Bond Funds:** bond funds carry more risks than money market funds are often used to produce income (useful in retirement) or to help stabilize a portfolio (diversification). The primary types of bond funds are:
 - Municipal Bond Funds uses tax-exempt bonds issued by state and local governments (these funds are non-taxable).
 - Corporate Bond Funds uses the debt obligations of U. S. corporations.
 - Mortgage-Backed Securities Funds uses securities representing residential mortgages.

Another way bond funds are often classified is by maturity, or the date the borrower (whether it be the bank, the government, a corporation or an individual) must pay back the money borrowed. Using this classification bonds are often called short-term bonds, intermediate-term bonds, or long-term bonds.

Bond funds generally have higher risks than money market funds, largely because they typically pursue strategies aimed at producing higher yields. Unlike money market funds, the SEC's rules do not restrict bond funds to high-quality or short-term investments. Because there are many different types of bonds, bond funds can vary dramatically in their risks and rewards.

4. Money-Market Funds in U.S.A.

These funds are a great place to park your money. Whether you're storing money for emergencies, saving for the short-term, or looking for a place to store cash from the sale of an investment, money market funds are a safe place to invest. These funds invest in short-term debt instruments and typically produce interest rates that double what a bank can offer in a checking account or savings account and rival the returns of a CD (Certificate of Deposit). The beauty of money market funds is that you can often write checks out of your account and they provide a high amount of liquidity (ability to cash out quickly) not found in CD's. These funds are not FDIC insured, but in the history of money market funds no money market fund has ever folded, yet many banks have failed and many investors with over \$100,000 lost out.

5. Stock Funds

Although a stock fund's value can rise and fall quickly (and dramatically) over the short term, historically stocks have performed better over the long term than other types of investments including corporate bonds, government bonds, and treasury securities. Overall *Market Risk* poses the greatest potential danger for investors in stocks funds. Stock prices can fluctuate for a broad range of reasons, such as the overall strength of the economy or demand for particular products or services. Money market funds and bond funds typically provide returns just a percentage or two above inflation, but stock funds should do much better over long periods of time.

6. Sector Funds

Sector funds choose to invest in a particular industry or segment of the market. Examples of sectors include automotive, technology, baking, air transportation, biotechnology, health care and utilities.

Lecturing Hints

Section 1 Lead-in

Ask students to work in pairs and talk about investment activities shown in the pictures.

Suggested answers:

- 1. Savings and loans: This picture demonstrates the full name and logo of an important national bank in China, Bank of China. Nowadays banks are important players in financial markets and offer financial services such as investment funds.
- 2. **Insurance investment:** This picture demonstrates a very famous insurance company in China, Ping An of China. People choose insurance investment either to insure against any risk or accident, or finance children's education or make a savings plan for the future.
- 3. **Investment in real estate:** This picture shows a famous real estate company in China, Evergrande Real Estate Group. Real estate is like other types of ownership investment. Those who invest in real estate expect to generate capital gains as property values increase over time.
- 2 Ask the students to discuss in groups the differences between securities and property, then finish the classification task.

Suggested answers:

Securities: shares / bonds / futures / funds

Property: antiques / land / gold / artwork / house / coins

3 Students work in pairs and discuss what type of business the following organizations are engaged in.

Suggested answers:

- 1. **Foreign Investment:** The US-China Business Council, Inc. (USCBC) is a private, nonprofit organization of roughly 220 American companies that do business with China. Founded in 1973, USCBC has provided unmatched information, advisory, advocacy, and program services to its membership for more than three decades.
- 2. **Insurance services:** China Pacific Insurance Co. Ltd (CPIC) is a national commercial insurance company. It consists of the Pacific Life Insurance, Pacific Insurance, Pacific Asset Management and the Pacific (Hong Kong) and other subsidiaries.

- 3. **Investment in securities:** The New York Stock Exchange (NYSE) is a stock exchange located at 11 Wall Street in lower Manhattan, New York City. It is the largest stock exchange in the world by United States dollar value of its listed companies' securities.
- 4. **Bank service:** China Merchants Bank is the sixth largest commercial bank by assets in China and is currently among the top 100 banks in the world. It is recognized by both domestic and international media as well as the general public as China's Best Retail Bank and Best Bank overall.

Section 🕕 Reading

1 Give students 10 minutes to go through the whole text and ask them to finish the comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

- 1. The two basic rewards from investing are current income and increased value.
- 2. Derivative securities derive their value from an underlying security or asset. They typically possess high levels of risk, but also have high levels of expected return.
- 3. Stock markets, bond markets, and options markets.
- 4. In the process of investment, the suppliers of funds may transfer their resources to the demanders through financial institutions, financial markets, or in direct transactions. Financial institutions can function as either suppliers or demanders of funds.
- 5. Financial markets streamline the process of bringing together suppliers and demanders of funds, and they allow transactions to be made quickly and at a fair price.

Exercise 3

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

- **2** The teacher analyzes the text and explains difficult sentences and key words.
 - 1. If you have money in a savings account, you already have at least one **investment** to your name. 如果你在储蓄账户上存有一笔钱,至少在你名下已经有了一项投资。

investment: the act of investing money in something.

e.g.: I tried some investments in stocks and shares but I burned my fingers and lost a lot of money.

The country needs investment in education.

2. A share of common stock **purchased** as an investment **is expected to** offer increased value from the time it is purchased to the time it is sold. 投资者购买普通股,以期股票在 持股期间能够增值。

purchase: to obtain in exchange for money or its equivalent; buy

e.g.: Most of those shares were purchased from brokers.

The state will purchase farm and sideline products at reasonable prices.

be expected to do: should do; be supposed to do

e.g.: How much do you think the painting will be expected to fetch at auction?

The owner of the company is expected to improve the working conditions.

3. In the case of investment, **rather than** store the goods produced or its money equivalent, the investor chooses to use the goods either to create a durable consumer goods, or to lend the original saved goods to another in exchange for either interest or a share of the profits. 就投资而言,投资者不是将生产的商品或出售商品的钱储存起来,而是选择用商品去购置耐用消费品,或是将原先储存的商品借与他人以换取利息或利润分成。

rather than: instead of

e.g.: Rather than travel by air, I'd prefer to travel a week on a big liner.

It was you, rather than I who should be responsible for the financial loss.

4. In the first case, the individual creates durable consumer goods, hoping the services from the goods will make his life better. 在第一种情况下,投资者购置耐用消费品,希望通过它们来改善生活。

"hoping the services from the goods will make his life better" in this sentence is a present participle used as an adverbial of purpose.

e.g.: The little boy cried harder and harder, expecting his mother to pay attention to him.

The child fell, striking his head against the door and hurting it slightly.

5. In fact, if the money kept in a checking account is **in excess of** the amount needed to pay bills or if the interest rate is high, its value is likely to decrease, because it is **eroded** over time by inflation. 事实上,如果支票账户里的金额超出所需支付账单,或者说账户中的钱因银行利率较高而发生贬值,都是由于一段时间的通货膨胀所致。

This is a complex sentence. "If" introduces an adverbial clause of condition, while "because" introduces an adverbial clause of cause to explain why its value is likely to decrease. "kept" here is used as a past participle modifying "the money".

in excess of: greater than; more than

e.g.: He advised his son never to spend in excess of his income.Quantities in excess of twenty-five kilos are charged at a higher rate.

erode: to wear (something) away by or as if by abrasion

e.g.: The sea has eroded the cliff over the years.

The value of the dollar began to erode rapidly just around this time.

6. **In terms of** money borrowed or lent, an investment usually represents either a debt or an equity interest. 就资金借入还是借出而言,投资往往指的是债务或股权。

in terms of: as for, when it comes to

e.g.: In terms of money, we're quite rich, but not in terms of happiness.

In terms of culture, there exist differences between western and eastern countries.

7. Debt **represents** funds lent in exchange for interest income and the promised repayment of the loan at a given future date. 债务指借出资金以获取利息,并承诺在将来某一约定日期偿还。

represent: to stand for; symbolize

e.g.: The museum had several paintings representing the artist's early style.

What do you think represents power, status, and wealth in our society?

8. The issuer agrees to pay you a stated rate of interest over a specified period of time, at the end of which the issuer will return the original sum. 债券发行人同意在规定的期间内支付固定的利息,并在债券到期时返还本金。

In this sentence, "a stated rate of interest" means a fixed rate of interest. "at the end of which the issuer will return the original sum" is a non-restrictive relative clause modifying "a specified period of time".

e.g.: The audience, most of whom were high school students, enjoyed the performance very much.

Living in the central Australian desert has its problems, of which obtaining water is not the least.

9. An equity investment may be held as a security or by **title to** a specified property. 股权 投资可以看作是持有某种证券或对特定财产的所有权。

title to something.: the legal ownership of something, especially land or property

e.g.: We should establish multiple investment system to clear the title to property. The title to the property is being discussed in the board meeting.

10. **Derivative** securities are neither debt nor equity. 衍生证券既不是债务,也不是股权。 **derivative**: resulting from or employing derivation; copied or adapted from others

e.g.: This isn't an entirely new car, but a new derivative of the Citroen XM. His paintings are really quite derivative.

11. They **derive** their value **from** an underlying security or asset. 它们的价值源于证券或资产。

derive from: to obtain or receive from

e.g.: He derives his income from freelance work.

The competitive advantages derive from the monopoly structure and the profits

the monopoly structure brings about.

12. Suppliers and demanders of funds most often come together **by means of** a **financial** institution or a financial market. 资金供求双方通常是通过金融机构或金融市场聚集在一起。

financial: of, relating to, or involving finance, finances, or financiers

e.g.: His company went bankrupt during the Asian Financial Crisis.

The whole country is in financial difficulties.

by means of: with the use of; owing to

e.g.: They succeeded at last by means of patience and sacrifice.

It has become the fundamental measure for commercial banks to prevent and defuse financial risks by means of law.

13. Financial institutions are organizations that channel the savings of governments, businesses and individuals into loans or investments. 金融机构是把政府、企业和个人的储蓄用于贷款或投资的机构。

In this sentence, "that channel the savings of governments, businesses and individuals into loans or investments" is a relative clause modifying "organizations".

e.g.: I have explained everything that I know to you.

There have been complaints about the food that is served in the restaurant.

14. Their common feature is that the price of an investment vehicle at any point in time **results from** an equilibrium between the forces of supply and demand. 他们的共同特点是,投资工具在不同时段的价格是由供需平衡所决定的。

In this sentence, "that" introduces a predicative clause "the price of an investment vehicle at any point in time results from an equilibrium between the forces of supply and demand". "Equilibrium" here means "balance".

results from: be caused by, be the result of

e.g.: His failure resulted from ignorance and negligence.

Such effect may result from reduced production of consumer goods.

15. Financial markets **streamline** the process of bringing together suppliers and demanders of funds, and they allow transactions to be made quickly and at a fair price. 金融市场使得资金供求双方能够有效地相互联系,并使交易按照公正的价格快捷地进行。

streamline: make more efficient by removing unnecessary parts of it; enhance the efficiency of

e.g.: He endeavored to streamline the plant organization.

They're making efforts to streamline their normally cumbersome bureaucracy.

Ask students to summarize the text.

4 Chinese Version.

投资及投资过程

如果你在储蓄账户上存有一笔钱,至少在你名下已经有了一项投资。投资是指任何一种能 使资金产生预期收入和/或保存其价值的渠道。

投资者可以获得两种基本形式的回报:目前收入和增加值。投资在储蓄帐户的资金以定期 支付利息的形式来提供目前收入。投资者购买普通股,以期股票在持有期间能够增值。

就投资而言,投资者不是将生产的商品或出售商品的钱储存起来,而是选择用商品去购置耐用消费品,或是将原先存储的商品借与他人以换取利息或利润分成。在第一种情况下,投资者购置耐用消费品,希望通过它们来改善生活。第二种情况下,投资者转而成为实业家,利用资源为他人生产商品和提供服务而获得利润。

将现金存入无息的支票帐户是否属于投资呢?不属于,因为它没有满足投资的两个标准:它既不提供额外收入,也没有增值。事实上,如果支票账户里的金额超出所需支付账单,或者说账户中的钱因银行利率较高而发生贬值,都是由于一段时期的通货膨胀所致。

就资金借入还是借出而言,投资往往指的是债务或股权。债务指借出资金以获取利息,并 承诺在将来某一约定日期偿还。投资者购买债券,实际是借钱给发行人。债券发行人同意在规定 的期间内支付固定的利息,并在债券到期时返还本金。股权指的是对某种生意或财产的持续所有 权。股权投资可以看作是持有某种证券或对特定财产的所有权。最常见的股权证券是普通股。

衍生证券既不是债务,也不是股权。它们的价值源于证券或资产。衍生证券通常因为不确定的收益或不稳定的市场价值而具有较高的风险。但是,正是因为风险高,他们也可获得较高的预期回报。主要的衍生证券有期货和期权。

在采用投资策略时,投资者需要了解投资过程——投资市场如何运作。投资过程汇集了资金供应商和需求者。资金供求双方通常是通过金融机构或金融市场聚集在一起(有时,特别是在财产交易中,买家和卖家彼此直接交易)。金融机构是把政府、企业和个人的储蓄用于贷款或投资的机构。银行和保险公司属于金融机构。金融市场是资金供应商和需求者进行金融交易的场所,该交易往往是通过中介机构来完成。金融市场包括证券、商品和外汇市场。

在全球各大主要经济实体中占优势的金融市场是证券市场。它包括股票市场、债券市场和 期权市场。他们的共同特点是,投资工具在不同时期的价格是由供需平衡所决定的。因为能够 得到有关回报和风险的信息,供需关系的改变可能导致产生新的均衡机制或者形成新的市场价 格。金融市场使得资金供求双方能够有效地相互联系,并使交易按照公平的价格快捷地进行。 金融市场同时还公布证券价格。

Section III Language Focus

Vocabulary

Ask students to finish Exercise 1.

Suggested answers:

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

- 6. C
- 7. A
- 8. B
- 9. C
- 10. A

2 Ask students to work in pairs and finish Exercise 2.

Suggested answers:

- 1. generates
- 4. original
- 7. inflation10. derivative

- 2. economy
- 5. investors
- 8. represent

- 3. current
- 6. financial
- 9. transaction

Ask students to finish Exercise 3.

Suggested answers:

1. in excess of

2. in effect

3. by means of

4. result from

- 5. are expected to
- 6. in exchange for

7. at least

8. is likely to

9. similar to

10. are brought together

Crammer

Definition

Adverbial clauses are dependent clauses that modify verbs and verb phrases. Adverbial clauses answer questions about the verb phrase that relate to time, location, purpose, and condition. When teaching students to identify adverbial clauses, you should ask them to consider what kinds of questions the clause answers. If the clause they are trying to identify answers the question "why?", "when?", "where?", "to what degree?", or "under what conditions?" then it is an adverbial clause.

2 Types of adverbial clauses

Kind of Clause	Usual Conjunction	Function	Example
Adverbial clauses of time	when, while, as, before, after, since, until, as soon as, once, the moment, the minute	These clauses are used to say when something happens by referring to a period of time or to another event.	Her father died when she was young.
Adverbial clauses of condition	if, unless, in case, provided that, as long as, on condition that, providing that, supposing	These clauses are used to talk about a possible situation and its consequences.	If they lose weight during an illness, they soon regain it afterwards.
Adverbial clauses of purpose	in case, so that, in order that, lest	These clauses are used to indicate the purpose of an action.	They had to take some of his land so that they could extend the churchyard.
Adverbial clauses of cause	because, since, as, seeing that, in that	These clauses are used to indicate the reason for something.	I couldn't feel anger against him because <i>I liked him</i> <i>too much</i> .
Adverbial clauses of result	sothat such that so that	These clauses are used to indicate the result of something.	My suitcase had become so damaged on the journey home that the lid would not stay closed.
Adverbial clauses of concession	though/although even if/even though as no matter(what, when, who) whatever (whenever, whoever)	These clauses are used to make two statements, one of which contrasts with the other or makes it seem surprising.	I used to read a lot although I don't get much time for books now

Kind of Clause	Usual Conjunction	Function	Example
Adverbial clauses of place	where, wherever	These clauses are used to talk about the location or position of something.	He said he was happy <i>where he</i> <i>was.</i>
Adverbial clauses of manner	as, as if, as though, the way	These clauses are used to talk about someone's behavior or the way something is done.	I was never allowed to do things the way I wanted to do them.
Adverbial clauses of comparison	asas, than, not as/ so as	Those states are assa	He's <i>not so</i> foolish as <i>I thought. The</i> more he eats, the <i>fatter</i> he gets.

Adverbial Clauses Are Movable

A useful tool to employ when teaching adverbial and adjective clauses to students is to demonstrate how adverbial clauses are more easily movable within sentences than adjective clauses. The following examples from above can be restructured and still be grammatical:

- Whatever reason you may give, you ought not to have left homework unfinished.
- → You ought not to have left homework unfinished, whatever reason you may give.
- Robert is good at languages, as we all know.
- \rightarrow **As we all know**, Robert is good at languages.

It is important to note that when an adverbial clause precedes the sentence's independent clause, it is always separated with a comma.

4 Ask students to finish Exercise 4.

Suggested answers:

- 1. Wherever there is plenty of sun and rain, the fields are green.
- 2. He told me that I'd probably have a heart attack unless I started eating less.
- 3. The train had just started when John and his friend arrived at the station.
- 4. He goes fishing whenever he has time, which is not often.
- 5. When you read a book, you'd better make a mark where you have any questions.

5 Ask students to finish Exercise 5.

Suggested answers:

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

- 6. D
- 7. D
- 8. A
- 9. B
- 10. A

Translation

Tell students to work on the Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. The company planned to invest in overseas real estate in a variety of forms.
- 2. It is the high profits and risk in derivative securities that decide the importance of inner control and risk management.
- 3. Most bonds allow the issuer to take them back at any time before the expiry date.
- 4. In effect, unanticipated inflation would erode the real value of wages.
- 5. The local government is willing to provide favorable investment environment for foreign investors.
- 6. The survey indicates that more elderly people prefer to deposit money in a bank rather than put it in the stock market.

Section W Business Writing

Gredit Inquiry Letter

- 1 Ask students to read the credit survey letter and discuss its elements.
- 2 Provide information on how to write a credit inquiry letter.

Be courteous. Remember, by making this credit inquiry you are imposing on the reader's time and/or resources.

Clearly state what it is that you are inquiring about and what you would like the recipient of your letter to do. Make your inquiry as specific as possible.

Generally, give at least a couple of weeks for the person, company, or organization to respond to your inquiry before you send a follow-up letter or make a follow-up phone call.

If appropriate, you may want to mention that you will keep confidential any information

provided. (This may increase the likelihood that the reader will respond to your inquiry.)

Make it as easy as possible for the person to respond to your request. This might mean offering to pay for any needed photocopies or mailing costs, or perhaps including a self-addressed, stamped envelope; necessary forms, questionnaires, or other documents; and so forth.

Make sure to include contact information so that the person can easily get in touch with you if necessary, such as your cell or home phone number or e-mail address.

When the person responds to your inquiry, it is a good idea to send a quick note of thanks expressing your appreciation and telling how the information helped (or can help) you. If appropriate, you may want to offer to return the favor in the future.

Thank the person for his/her time and patience.

Suggested answers:



Credit Inquiry letter

Dear Sirs,

We have received a letter from the Auto Engineering Co. Ltd. in Nigeria, expressing their desire to enter into business relations with us on condition that we allow them a standing credit of US \$ 6 000 to start business. As stated in their letter, their reference is the National Bank of Nigeria.

It is our principle to establish more connections abroad. However, we would like to know the financial and credit standing of the above-mentioned company, especially when they have requested us for a standing credit.

We should be very pleased if you would assist us in this respect, and we can assure you that any information that you may give us will be treated in absolute confidence.

Look forward to your early reply.

Yours faithfully,
Central China Import and Export
Corp.
Kenny Gao
Manager

Section V Listening and Speaking

Listening

1 Suggested answers:

- Exercise 1
 - 1. 100 points.
- 2. About 3.2 percent.
- 3. Futures and bonds.

- 4. Four years.
- 5. If the situation doesn't go well.

- Exercise 2
 - 1. US \$ 5 million
- 2. US \$ 2.5 million
- 3. 50 percent

4. 30 years

5. board of directors

2 Scripts

Exercise 1

Listen to the dialogue and answer the following questions.

Dialogue 1

- **Jim:** Stacy, the stock market has lost one-hundred points today. I'm worried about my money.
- **Stacy:** Yes, Jim. I hear a lot about the stock market instability these days. I have sold some of my stocks and put some of my money in the futures and bonds market.
 - Jim: The interest rates of futures are only about 3.2 percent for a one-year investment. For the bonds, the interest is just a little bit higher. And you have to pay taxes for both futures and bonds.
- **Stacy:** Yeah. You're right. But you bear great risks if you put a large sum of money in the stock market.
 - Jim: Stacy, without taking risks, you cannot make profit in any business.
- **Stacy:** But we should have the ability to afford the risk. In the last four years the stock market has earned almost nothing.
 - Jim: I didn't make up my mind yet.
- Stacy: Your hesitation worries me. How long will that last? Until you lose your shirt?
 - **Jim:** OK. I will wait till next week. If the situation doesn't go well, I will consider investing in futures and bonds.
- Stacy: I promise you won't be regretted.

Questions:

- 1. How many points has the stock market lost today?
- 2. What are the interest rates for one-year investment in futures?
- 3. What field does Stacy put money into?
- 4. How long did Jim invest in the stock market?
- 5. On what condition will Jim consider changing his investment?

Dialogue 2

- A: Nice to meet you!
- B: Glad to meet you.
- **A:** Well. Let's talk about our cooperation. I propose to sign an agreement for a project developing computer software.
- **B:** Sounds interesting. Now would you please tell me the total investment of such a project?
- **A:** I think this joint venture should be of a moderate size. The total investment would be US \$ 5 million.
- **B:** Then how much would the registered capital be?
- A: It will be US \$ 2.5 million.
- **B**: Sounds reasonable. Now what's the percentage of your contribution?
- **A:** 50% of the total investment.
- **B:** Good! So we will provide the other 50 percent.
- **A:** That's right.
- **B:** Now what about the term of this joint venture? I mean when it will expire.
- **A:** How about 30 years? As a small enterprise, I think this limit is acceptable to both of us.
- **B:** Deal. Another question is about the personnel system, wage system and the organizational structure. As I understand, it should be discussed and agreed upon by both parties through consultations.
- **A:** That's right. And the whole joint venture is to be put under the guidance of the board of directors.

Speaking

Ask students to study the sample dialogue and do Exercise 3 & 4.

Section W Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

1 Real Estate

Real estate is land and all that is permanently a part of it, either on or under, including water, trees, buildings, minerals, oil. "Real estate", also called "real property", is a term that developed in medieval times. When contests were held over the title of a piece of land, the person judged as rightful owner received the real (actual) property as the settlement of the dispute. The term "real estate" today, is used to refer to land and the property on it, and to the real estate industry — including both domestic and commercial land, appurtenant property, the leasing of same, and financing of and investment in same.

2 International Investment

1. Ways to Invest in Foreign Securities

Investors can make foreign transactions either directly or indirectly. One form of indirect investment is to purchase shares of a U.S.-based multinational with substantial foreign operations. Many U.S.-based multinational firms, such as Exxon Mobile, IBM, Coca-Cola, receive more than 50% of their revenues from overseas operations. To make direct investments in foreign companies, investors have three options: They can purchase securities on foreign exchanges, buy securities of foreign companies that trade on U.S. exchanges, or buy American depositary receipts (ADRs).

2. Risk of Investing Internationally

Investing abroad is not without pitfalls. In addition to the usual risks involved in any security transaction, investors must consider the risks of doing business in a particular foreign country. Changes in trade policies, labor laws, and taxation may affect operating conditions for the country's firms. The government itself may not be stable. You must track similar environmental factors in each foreign market in which you invest. This is clearly more difficult than following your home market.

3 Finimical Market

1. Financial Markets

A financial market is a mechanism that allows people to easily buy and sell financial securities (such as stocks and bonds), commodities (such as precious metals or agricultural goods), and other fungible items of value at low transaction costs and at prices that reflect the efficient-market hypothesis. Financial markets have evolved significantly over several hundred years and are undergoing constant innovation to improve liquidity.

Both general markets (where many commodities are traded) and specialized markets (where only one commodity is traded) exist. Markets work by placing many interested buyers and sellers in one "place", thus making it easier for them to find each other.

2. Primary Markets

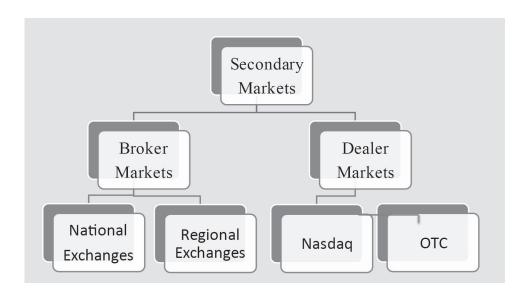
The primary market is the financial market where the securities are sold for the first time. Therefore it is also called the new issue market (NIM). In a primary issue, the securities are issued by the company directly to investors. The company receives the money and issues new security certificates to the investors.

3. Secondary Markets

The secondary market, or the aftermarket, is the financial market in which securities are traded after they have been issued. It permits an investor to easily sell his or her holdings to someone else. Unlike the primary market, secondary-market transactions do not involve the corporation that issued the securities. The secondary market gives securities purchasers liquidity. It also provides a mechanism for continuous pricing of securities to reflect their value at each point in time, on the basis of the best information then available.

One major segment of secondary markets consists of the various securities exchanges, which are forums where the buyers and sellers of securities are brought together to exchange trades. Another major segment of the market is made up of those securities that are listed and traded on the Nasdaq market, which employs an all-electronic trading platform to execute trades. Finally, there is the over-the-counter (OTC) market, which involves trading in smaller, unlisted securities.

The secondary markets can be divided into broker markets and dealer markets on the basis of how securities are traded. When a trade occurs in a broker market, the two sides to the transaction, the buyer and the seller, are brought together and the trade takes place at that point: Party A sells his or her securities directly to the buyer. In contrast, when trades are made in a dealer market, the buyer and the seller are never brought together directly. Instead, their buy/sell orders are executed by market makers, who are securities dealers that make markets by offering to buy or sell certain securities at stated prices.



4. Steps in Investing:

Investing can be conducted on a strictly intuitive basis or on the basis of plans carefully developed to achieve specific goals. Evidence favors the planned approach. It begins with establishing a set of overall financial goals and then develops and executes an investment program consistent with these goals.

Step 1: Meeting Investment Prerequisites

Before investing, you must make certain that you have adequately provided for the necessity of life. Another prerequisite is adequate protection against various "common" risks.

Step 2: Establishing Investment Goals

Once you have satisfied the prerequisites, the next step is to establish investment goals. Investment goals are the financial objectives you wish to achieve by investing. Common investment goals include:

- 1. Accumulating retirement funds
- 2. Enhancing current income
- 3. Saving for major expenditures
- 4. Sheltering income from taxes

Steps 3: Adopting an Investment Plan

Once you have established your general goals, you should adopt an investment plan—a written document describing how you will invest funds. You can develop a series of supporting investment goals for each long-term goal. For each goal, specify the target date for achieving it and the amount of tolerable risk.

Step 4: Evaluating Investment Vehicles

Next you will have to evaluate investment vehicles by assessing each vehicle's potential return and risk.

Step 5: Selecting Suitable Investment

You now gather additional information and use it to select specific investment vehicles consistent with your goals.

Step 6: Constructing a Diversified Portfolio

To achieve your investment goals, you will assemble an investment portfolio of suitable investments. You will use diversification to earn higher returns or be exposed to less risk than if you limited your investments to just one or two vehicles.

Step 7: Managing the Portfolio

Once you have constructed your portfolio, you should measure its actual behavior in relation to expected performance.



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about exhibitions and trade fairs
- O Be able to write an application letter
- O Be able to use subjunctive mood
- O Have a good command of questioning and listening skills

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
Sections I-II	Lead-in	Extended Book
	Students discuss different exhibition activities and the	Reading
	procedure of exhibition planning.	
	Reading	
	Allow students a few minutes to go through the text and	
	finish comprehension tasks. Explain some key language	
	points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Vocabulary	Vocabulary
	Students finish the vocabulary task and are offered some more	Grammar
	information about the key words.	Translation
Section III-IV	Grammar	
	Teacher explains the subjunctive mood with some examples;	
	students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write an application letter. Teacher	Oral practice
	provides more information about it and asks students to	
	write an application letter according to the model.	
	Listening and Speaking	
Sections V-VI	Listening	
	Students finish the listening task.	
	Communication Skills	
	Students study the sentence patterns together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

The Definition of Exhibitions and Trade Fairs

There is no unanimous definition of exhibitions. The representative definitions are listed as follows:

Trade shows and exhibitions are specialist market places that allow exhibitors to promote their products and services, reach new customers and generate new sales. They also give visitors the opportunity to find out about the products and services on display.

Exhibition is a presentation of products or services to an invited audience with the object of inducing a sale or informing the audience.

A trade fair (or trade show) is an exhibition held so that companies in a specific industry can promote and demonstrate their new products and services.

Role of Exhibitions in Business Activities

The trade show industry has tremendous potential and plays a significant role in the international trade and tourism industry. The trade show industry has an important impact on various related industries and promotes the nation as well. Many countries throughout the world benefit from trade shows in diverse fields such as politics, economics, and culture.

The primary role of trade shows in the marketing strategy is that of a selling medium. Today, trade shows and exhibitions provide a forum for companies to display and demonstrate their products to their potential buyers. Trade shows and exhibitions can also provide business people with the opportunity to network and make useful contacts with other people working in their industry. Trade shows are beneficial since they facilitate open communication, enabling companies and consumers to interact directly. Additionally, trade shows can be utilized as a marketing tactic to influence various groups of people, including existing customers, potential customers, buyers, and even shareholders.

Exhibitions provide a natural and nearly perfect platform for the delivery of solutions to the buyers. More and more exhibition organizers are providing learning content, demonstration theaters, and consultative opportunities as important features of their events. More and more exhibiting companies are taking full advantage of these opportunities.

Trade shows also serve as vehicles for advertising and publicity. Exhibits can be very effective three-dimensional ads, and they can also attract the attention of the media. New customer contact, corporate image building, customer relationships, promoting sales of existing products, and introduction of new products are some important reasons why companies attend a trade show; while actual sales at the trade show or contact with new manufacturers may be less important factor to be concerned.

3 Characteristics of Exhibitions

Exhibitions are unique in combing all these elements to create an environment in which a diverse range of sales and marketing activities can be carried out from direct selling to gathering sale leads, from launching a new product to boosting sales of an existing one, and from entering a new market to protecting an established market position.

Highly Targeted

They are targeted to wholesalers and retailers with the intent of pushing products through the channel of distribution. Trade exhibitions, with their focused profiles and carefully targeted audiences, are ideally suited to niche marketing. They enable exhibitors to reach a large number of sales prospects with minimum wastage—simply by attending, visitors are including a specific interest in the products and services on show.

The Buyer Comes to You

Exhibitions are unique in being the only marketing medium in which the buyer comes to you, the audience is a proactive rather than a reactive recipient of your marketing message. Visitors make a conscious decision to attend exhibitions and set aside valuable time to do so. They are there by choice, and at their own expense, and attend in a relaxed and receptive frame of mind.

A Three-dimensional Sales Environment

An exhibition is a three-dimensional sales environment in which potential customers can see, touch, taste, smell and hear your products for themselves.

Face-to-face Contact

Face-to-face contact is the most effective way to sell products and establish and build business relationships. Questions can be answered and reactions can be noted. Individual problems can be addressed and specific solutions discussed. Although trade shows may not lead to direct sales conversions, they help to identify and build a network of buyer contacts. Thus, trade shows are advantageous for developing and strengthening relationships through strategic networking in order to increase potential sales opportunities.

Fast Market Penetration

Exhibitions enable you to reach a large proportion of the marketplace in a short space of time. Whether you are looking to raise your company profile, change market perceptions or generate qualified sales leads, you can achieve more in four days at an exhibition than you might otherwise achieve in months.

Cost-effective

Despite the difficulty of putting a value on such achievements, exhibitions are regarded by the vast majority of participants as being cost-effective. Exhibitions are more than just a sales medium; they are an extremely cost-effective way to establish and develop business contacts. The compacted time frame and concentrated location of trade shows are cost-effective for exhibiting companies and convenient for buyers.

4 Types of Exhibitions

Generally, there are two basic kinds of shows: trade and consumer, either of which can be vertical or horizontal. Let's look into them each in turn.

Consumer Shows

They are open to the general public, who pay admission charge. Exhibitors sell directly to the public; in this way, this is retail trade between exhibitors and visitors. This kind of shows is suitable for the consumer-based companies to expand market. It is also useful for them to introduce new products and improve public relations efforts. For the convenience of the working public, most consumer shows are held on weekends or will last three to four days, starting on a Thursday and ending on a Sunday.

Industry Shows

Industry shows or trade shows are open only to those individuals and companies that deal with the trade of a specific industry; they are closed to the public and mainly deal with wholesale trade. Attendees are generally members of an industry or trade association. Industry shows are usually held annually or semi-annually and last three or four days, though some last seven to ten days.

Horizontal Shows

A horizontal show highlights all products from a specific industry. For instance, a hardware store show would display nails, paint, plumbing equipment, gardening tools, fencing and more. A grocery store show provides limitless buying and selling options, offering food, cosmetics, video rental, motor oil and more.

Vertical Shows

Compared with horizontal shows, a vertical show highlights a specific product of a specific industry. For example, a hard ware store show might provide hammers and nails only; a vertical grocery store show might display only fruits.

The Significance of Exhibitions

- 1. Many companies use exhibitions in the selling process more than they do business-to-business advertising, direct mail, or public relations.
- 2. Exhibitions are more effective than advertising, direct mail, and other marketing media components in generating sales leads, introducing new products, and resulting in orders.
- 3. Exhibition is a direct way to test new markets or launch new products and services. At a trade show, exhibitors promote their products and services, reach new customers and generate new sales while giving the visitors the opportunity to find out about the products and services on display.
- 4. Exhibitors who integrate marketing tools in their trade show activities, as well as set, measure, and quantify objectives, are more successful than those who don't.
- 5. Exhibitions help companies to reach new prospective customers. Since many potential suppliers and customers are also concentrated in one place in trade shows, trade shows and exhibitions can provide business people with the opportunity to network and make useful contacts with other people from the same industry.
- 6. Exhibitors who integrate marketing components into a total exhibition program increase both their visitor attraction and lead conversion efficiency.

Lecturing Hints

Section **1** Lead-in

1 Ask students to work in pairs and discuss the detailed information about Canton Fair.

Suggested answers:



2 Ask students to work in pairs and discuss the right order in planning an exhibition.

Suggested answers:

$$c \rightarrow b \rightarrow e \rightarrow a \rightarrow f \rightarrow d$$

3 Discuss the purposes of exhibitions from the perspective of the exhibitors.

Suggested answers:

- · launching a new product or service
- penetrating a new market
- · carrying out market research
- · recruiting new agents or distributors
- building customer loyalty

- · achieving immediate sales
- · changing/enhancing the company image
- obtaining competitive intelligence

Section Reading

1 Give students 10 minutes to go through the whole text and ask them to finish the comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 2

- 1. Trade shows, trade fairs, exhibits and expositions.
- 2. The business of trade exhibitions was not considered an industry to itself; rather trade shows were regarded as an adjunct to other industries with which it is inextricably linked—travel, hotel, and food service. However, the exhibition is emerging as separate business genre now.
- 3. The high-tech electronic systems lack one important element: human contact. In contrast, it is the forming of human relationships that makes trade shows work now and in the predictable future. Trade exhibitions provide a chance for exhibitors to demonstrate products or services to customers face-to-face and get the response and feedback of your product on the spot.
- 4. First, trade fairs allow attendees to gather a wide range of competitive information on products and services in a concentrated period of time; second, they can play an important role in strategic planning and ideas generation; third, they provide a showcase for new products; fourth, they serve as vehicles for advertising and publicity; finally, they allow participating companies to accomplish nonpromotional marketing objectives at trade shows.
- 5. Their basic appeal has always been the same: their ability to create a dynamic marketplace in which many thousands of people with shared interests can come together to do business.

Exercise 3

1. F

2. T

3. F

4. F

5. F

The teacher analyzes the text and explains difficult sentences and key words.

1. They had their origins in the merchant **caravans** that **wended** their way across Europe. 它们的起源可以追溯到穿越欧洲的旅行商队。

caravan: a procession (of wagons or mules or camels) traveling together in single file

e.g.: The caravan traveled by night and day in order to reach the destination on time.

There was a wedding caravan involving 12 horses and 60 camel carts and fireworks in the evening.

wend: direct one's course or way

e.g.: We wend our way through downtown.The procession wended its way through the forest.

2. However, it was the French who set the fashion for national exhibitions of industrial products on a grand scale in 1798. 然而,是法国人在1798年掀起了全国工业产品展销会的风潮。

Here "the French" is emphasized and this kind of sentence structure is called a cleft sentence.

e.g.: It is from this company that we get many opportunities.It is the forming of human relationships that makes trade shows work now and in the predictable future.

3. Until recently, the business of trade exhibitions was not considered an industry to itself; rather trade shows were regarded as functions of other industries they served to promote or as an adjunct to other industries with which it is inextricably linked—travel, hotel, and food service. 直到近些年,展销会才被视为一个独立的产业;之前,人们认为展销会只是用来促进其他行业的发展,或是将其看成是旅游业、酒店业、饮食业这些与之密切相关行业的附属物。

There are two attributive clauses in this sentence. The first one is "they served to promote", which modifies the antecedent "other industries"; the second one is "with which it is inextricably linked", which modifies the second "other industries".

e.g.: I can remember well the clients I saw at the trade show.

She was pleased with the way in which he had accepted her criticism.

4. In today's global marketplace, we communicate more than ever through **impersonal** means, using high-tech electronic systems. 在今天的国际市场上,通过高科技电子系统,我们无需面对面接触就能比以往更加频繁地互相联系。

impersonal: not relating to or responsive to individual persons.

e.g.: High-tech impersonal means generate greater efficiency in the business world. The health service has been criticized for being too impersonal.

5. Though convenient and effective, these systems lack one important element: human contact. 虽然方便有效,但是这些高科技电子系统缺乏一个重要的元素,即人际交往。
"Though convenient and effective" is an adverbial clause of concession, with "being"

omitted. Its logical subject is consistent with the subject of the sentence.

e.g.: Be sure not to lose confidence when confronted with difficulties.

If given the same treatment, he will be satisfied.

6. It is human nature to interact; we are, for the most part, **collegial** creatures. 人际交往是人的天性;我们在很大程度上,都是社交型动物。

collegial: characterized by mutual consideration and respect among colleagues

e.g.: The collegial panel shall execute the decision of the judicial committee.

Congress is a collegial and not a hierarchical body.

In this sense trade exhibitions provide a chance for exhi-

7. In this sense, trade exhibitions provide a chance for exhibitors to demonstrate products or services to customers face-to-face and get the response and feedback of your product on the spot. 从这个意义上说,贸易展销会为展销商们提供了一个向顾客面对面展示产品和服务、并当场获得对其反馈意见的机会。

on the spot: at the scene of action

e.g.: The exhibition is held to receive inquires and reports from customers on the spot.

All services are all available on the spot.

8. In most respects, trade exhibitions are identified as the preferred sources of information on products, services and suppliers. 从大多数方面来看,展销会被认为是获得产品、服务及供应商信息的首选来源。

be identified as: having the identity known or established

e.g.: We believe that the pursuit of mental health should be identified as life goal.

The clerk identified the bike as being his.

9. As a domestic and international stage for suppliers and buyers, the expositions are singled out as offering the following unique benefits: 作为一个服务于供应商和采购商的国内和国际平台,展销会因其具备以下这些独特的优势而与众不同。

single out: pick up

e.g.: There have been many great things in my career that I think it would be impossible to single out just one.

They all did wrong, why single him out for punishment?

10. They can play an important role in **strategic** planning and ideas **generation**. 他们在战略 策划和理念生成方面起着重要的作用。

strategic: relating to or concerned with strategy

e.g.: I bring strategic vision, which HP need.

Its strategic significance is obvious.

generation: a coming into being

e.g.: Is there a generation system?

Japan has announced plans for a sharp rise in its nuclear power generation.

11. As a result, many attendees put off important purchases in anticipation of an exhibition, in which they can see, touch, taste, smell and hear the products for themselves. 结果, 因为期待展销会,许多与会商家推迟了重要采购,就为了在展销会上亲自看见、接触、品

尝,闻到和听到展销产品。

in anticipation of: wishing with confidence of fulfillment

e.g.: A hush fell in anticipation of the world's greatest businessman.

Thank you in anticipation of your kind cooperation.

12. They serve as vehicles for advertising and **publicity**. 展销会用于广告和知名度的宣传。 **publicity:** the dissemination of information or promotional material

e.g.: The newspaper gave much publicity to the conference.

Mr. White takes care of marketing and publicity.

13. Exhibits can be very effective three-dimensional ads, and provide an excellent opportunity to give customers the most memorable and consistent look to increase brand **exposure**. 展销会可以成为非常有效的三维广告,不仅为顾客提供了绝好的、难以忘怀的参观体验,而且还提高了品牌知名度。

exposure: the condition of being presented to view or made known

e.g.: How can I limit my exposure to financial problems?

The board would likely reduce companies' exposure to foreign exchange risks.

14. Especially, with e-commerce **dominating** the business process, there are fewer opportunities for face-to-face business development. 尤其是在电子商务主导业务流程的今天,面对面发展业务的机会较少。

dominate: be larger in number, quantity, power, status or importance

e.g.: Price tends to dominate all other considerations.

She dominated the meeting by sheer force of character.

15. Under this circumstance, trade shows are considered as a key opportunity for personal **encounters**. 在这种情况下,展销会被视为是一个重要的发展人际交往的机会。

encounter: a casual meeting with a person or thing

e.g.: It grows more abundant with each new encounter.

Every business encounter starts with the exchange of business cards.

- Ask students to summarize the text.
- Chinese Version.

贸易展销发展趋势

贸易展销一直在我们身边,只是有时,它以一种我们无法立刻察觉的方式存在。它们的起源可以追溯到穿越欧洲的旅行商队。然而,是法国人在1798年掀起了全国工业产品展销会的风潮。直到近些年,展销会才被视为一个独立的产业;之前,人们认为展销会只是用来促进其他行业的发展,或是将其看成是旅游业、酒店业、饮食业这些与之密切相关的行业的附属物。而如今,贸易展销正成为一个独立的新兴商业类型,它不仅促进了经济各领域贸易的开展,而且拓宽了自制造商到批发商、到零售商、直至消费者的各级新市场。

在今天的国际市场上,通过高科技电子系统,我们无需面对面接触就能比以往更加频繁地互相联系。虽然方便有效,但是这些高科技电子系统缺乏一个重要的元素,即人际交往。人际交往是人的天性;我们在很大程度上,都是社交型生物。我们喜欢会聚一堂,开展生意、交流思想、谈论事情。因此,展览、贸易展销会——随你怎么叫——存在至今。人际关系的存在使得贸易展销会在今天和可以预见的未来会一直存在。从这个意义上说,贸易展销会为展销商们提供了一个向顾客面对面展示产品和服务、并当场获得产品反馈意见的机会。

从大多数方面来看,展销会被认为是获得产品、服务及供应商信息的首选来源。展销会是获取采购信息的极其有用的来源,在获取信息方面,名列所有销售方法和营销手段榜首。 作为一个服务于供应商和采购商的国内和国际平台,展销会因具有以下这些独特的优势而与 众不同:

- 展销会允许参与者在一个集中的时期收集到广泛的产品和服务的竞争信息。也为买方 提供了一个天然的、几近完美的解决方案传递平台。越来越多的展销会组织者正把提 供学习内容,现场展示和咨询机会作为他们展览的重要特色。
- 他们在战略策划和理念生成方面起着重要的作用。作为前沿技术和产业发展的橱窗, 贸易展销也应该与时俱进,推陈出新。展销会互动的特质深受欢迎,与会者不仅能在 此获得新想法,还能当场和专家就这些想法进行交流。
- 展销会为新产品提供了展示平台。通过把来自同一行业各方面的众人聚集在一起,展销会为新产品的发布提供了一次独一无二的展示。结果,因为期待展销会,许多与会商家推迟了重要采购,就为了在展销会上亲自看见、接触、品尝、闻到和听到展销产品。
- 展销会用于广告和知名度的宣传。展销会可以成为非常有效的三维广告,不仅为顾客提供绝好的、难以忘怀的参观体验,而且还提高了品牌知名度。除了买卖双方,贸易展销会也能吸引新闻记者、媒体和政客。总的来说,与其他促销手段相比,展销会集众优点于一身——广告的受众面广泛,直邮广告的针对性强,个人推销的面对面接触——提供了一个有力灵活的环境,使各种各样的营销目标在最小的代价下得以实现。
- 展销会允许参展公司实现非促销的营销目标。参展公司能从参观者身上收集市场调查的数据,以及与潜在供货商和销售代表建立联系。尤其是在电子商务主导业务流程的今天,面对面开展业务的机会较少。在这种情况下,展销会被视为一个重要的发展人际交往的机会。

贸易展销近年来发生了巨大改变,它将继作出调整来满足所服务市场的需求。毫无疑问, 会展业进一步专业化的大趋势将会继续,但无论在怎样的外表包装下,其根本的吸引力是不变 的:那就是具备创造一个有活力的市场的能力,在该市场中,成千上万有着共同利益的商人能 够在一起做生意。

Section III Language Focus

Vocabulary

Ask students to finish Exercise 1.

Suggested answers:

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

- 6. C
- 7. B
- 8. D
- 9. C
- 10. A

2 Get students to work in pairs and finish Exercise 2.

Suggested answers:

1. interactive

2. original

3. inextricable

4. anticipate

- 5. appreciation
- 6. appealing

7. emergence

- 8. concentration
- 9. expansion

- 10. dynamism
- 3 Ask students to finish Exercise 3.

Suggested answers:

1. talk over

- 2. a wide range of
- 3. put off

4. on the spot

5. adapt to

6. singled out

- 7. be regarded as
- 8. In most respects
- 9. be identified as

10. in anticipation of

Grammar

1 Subjunctive Mood

The subjunctive mood is a verb mood which expresses action or being, not as a fact, but as merely conceived of in the mind. Generally speaking, the subjunctive mood can be used in the following situations:

1. To Express A Condition that Does Not Exist (is contrary to fact)

Examples:

- If you had taken my advice earlier, you would have passed the exam.
- If I had time now, I would attend the meeting.

• If it rained/were to / should/ rain tomorrow, we would put off the meeting.

If the conditional clause includes auxiliary verb (had, should, were), we can omit the word "if", and then put the auxiliary verb before the subject.

Examples:

- Had you taken my advice earlier, you would have passed the exam.
- Should it rain tomorrow, we would put off the meeting.

NOTE: The use of conditional sentences of mixed time

Examples:

- If you had worked hard, you would be very tired now.
- If he were a good student, he would have studied for the test yesterday.

2. To Express A Wish

Examples:

- I wish I had not made so many mistakes in the last exam.
- I wish it weren't raining now.
- I wish I could /would / might meet you tomorrow at the party.

3. To Express A Demand, Requirement, Request, or Suggestion

Examples:

- He suggested we (should) start off early the next day.
- The suggestion is that the meeting (should) be held.
- We insisted they (should) not be present at such gathering.
- He ordered that all **(should) take** part in the work.
- They requested that we (should) have lunch with them.

4. Special Sentence Types

1) It is suggested/requested/demanded/desired ...+ that...

Examples:

- It's suggested that the meeting (should) be put off till next week.
- It was required that the crops (should) be harvested at once.
- 2) It is natural/important/strange/necessary...+ that...

Examples:

- It was necessary that the wounded soldiers (should) be sent to the hospital at once.
- It is strange that we (should) meet here.
- 3) It is (about/high) time that...

Examples:

- It is (high) time that we **started** out.
- It is (about) time that class began.
- 4) as if/ as though

Examples:

- She looks as though she were going to kill him.
- He talked about Rome as if he had been there.
- 5) would rather

Examples:

- I'd rather you had returned the book yesterday.
- I'd rather you **posted** the letter right away.
- I'd rather you painted the wall green next time.
- 6) if only

Examples:

- If only I had known the answer!
- If only I knew the answer!
- If only he could come!
- 7) in case/ lest/ for fear that

Examples:

- I shall ring you up lest you (should) forget to come.
- · He is working hard for fear that he (should) fail.

8) without, but, but for, but that

Examples:

- Without you, I would never know him.
- But for your cooperation, we wouldn't have done the work so well.
- But that she was afraid, she would have said no.
- 9) in simple sentences expressing one's wish

Examples:

• May you succeed in your work!

5. Difficult Grammatical Points

Examples:

- I insisted that John (should) do it.
- I insisted that the earth moves round the sun.
- 2) suggest to put forward (a plan, idea, etc)

 The Subjunctive Mood

 To give an indirect or vague hint of

 The Indicative Mood

Examples:

- He suggested that we (should) go to school at once.
- Her expression suggested that she was angry.

2 Ask students to finish the Exercise 4.

Suggested answers:

1. will go

2. would go

3. would have gone

4. had been; would have visited

5. hesitated; would suffer

3 Ask students to finish Exercise 5.

Suggested answers:

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

6. D 7. B 8. C 9. C 10. C

Translation)

Tell students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. These foreigners took part in Hong Kong Electronics Exhibition in anticipation of getting the profits.
- 2. As an excellent exhibition executive, he is good at singling out the primary problems.
- 3. If you come to our booth at the trade show, I will demonstrate our latest technology.
- 4. Our company has demonstrated a wide range of the latest house-hold appliances at this trade fair.
- 5. An outstanding exhibition designer will adapt his style to the local customs.
- 6. This interactive trade show is expected to draw over 3,000 small business owners.

Section W Business Writing

A Letter of Application

- **1** Ask students to read the application letter and discuss its elements.
- 2 Provide information on how to write an application letter.

A job application letter consists of three parts: the introduction, body, and conclusion.

The purpose of the introduction is to specify why you are writing and to say a few things about yourself, such as, where you are going to school and what your major is. The introduction gives you the opportunity to praise to the company for some specific qualities it possesses. This praise can serve to answer the silent question as to why you have chosen their company.

The body of your letter should be used to answer any questions your employer might have about how you feel that your education and background pertain to the job you are seeking. Here you want to draw connections from your past experiences and education to the specific skills required for the job you are seeking.

In planning your letter's conclusion, you must decide exactly how you intend to follow

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up your letter. Will you call within a specified period of time or will you await a telephone call or letter? In the end, always ask for a follow-up interview.

To sum up, the major steps of writing an application letter are:

Step 1 A short introduction stating where the applicant gets the information and the post he or she is applying for.

Useful expressions:

I am writing to apply for the post of ... advertised in...

I would like to apply for the post of ...

I am interested in your advertisement for the position of ...

I have heard of a vacancy of ... in your company from ...

Step 2 A statement of the applicant's age, education, experience and so on.

Useful expressions:

I graduated from..., and I can speak both English and French well.

I believe my ability and experience will fully qualify me for this position.

Step 3 An expression stating specifically what the applicant hopes his reader will do and ending with a goodwill statement.

Useful expressions:

I hope you will sincerely consider my application.

I should be pleased to attend for an interview at your convenience.

Suggested answers:

Dear Sir/Madam,

I am writing to apply for the position of Exhibition Director you advertised in the March 12th edition of China Daily. It appears that my professional qualifications and career interests are very much in line with your requirements.

Throughout my five years as an exhibition manager, I have developed a variety of capabilities that in most cases have proven even more valuable than the specific training I have had. I also have extensive business and management experience, which has broadened both my perspective and abilities. If you are looking for someone who is motivated, self-reliant, capable, and able to get the job done efficiently in the least possible time, I am that person.

Enclosed is my resume, and my references are available upon request. I would very much like an opportunity to discuss the possibility of working with your company. You can reach me at 1381731****. Thank you.

Sincerely Yours,

Liu Fang

Section V Listening & Speaking

Listening)

1 Suggested answers:

Exercise 1

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

Exercise 2

generates
 focus
 identify
 appropriate
 target
 budget

7. captain 8. relevant 9. contact

10. beneficial

2 Scripts

Exercise 1

Listen to the dialogue and decide whether the following statements are true (T) or false (F).

Li Ming: Hi, Wu Wei. What brings you here?

Wu Wei: Eric and I are working part-time at the trade fair. I am introducing new products to visitors.

Li Ming: Cool! What's the routine arrangement of the fair?

 $\boldsymbol{Wu\;Wei:}\;$ Well, it opens at 9:00 a.m. and closes at 4:30 p.m. There is a press conference

at 9:30 a.m. every morning. Thousands of attendees come to visit the fair every

day.

Li Ming: Are there any special activities here?

Wu Wei: Yes, a lot of them. There is a fashion show today. Eric is preparing for the

necessary equipment and services, and I am in charge of running the whole

show smoothly. Oh, a fashion designing contest is going on in Hall 2.

Li Ming: Great, I will go and see it. Thank you for telling me all this. See you later.

Wu Wei: See you.

Exercise 2

Listen to the passage and fill in the blanks according to what you have heard.

A trade show starts with an idea and the exhibition manager is the person who

1 generates that idea. The exhibition manager should have a clear idea of what he wants to show and what messages he wants to put across. Once the 2 focus of the show has been established, the exhibition manager must 3 identify who will make up the audience for the show. Without a clear understanding of a show's audience, any trade show is doomed to fail, because, simply, without an 4 appropriate audience, the show will generate little or no profit for the rest of the players. After defining the 5 target audience, it is vital for the manager to set precise objectives against which the 6 budget can be set, results measured and costs justified.

The exhibition manager is regarded as the 7 <u>captain</u> of the team. He organizes all projects by collecting all 8 <u>relevant</u> information, and assigns display space in accordance with the benefit of the exhibitor or for the betterment of the exhibition. Besides, he should conceptualize the show, bring the other players together, and 9 <u>contact</u> the other parties. During the whole process, creative capabilities are required to make the show unique and 10 beneficial to both attendees and exhibitors.

Speaking

Ask students to study the sample dialogue and do Exercise 3 & 4.

Section W Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

The Major Players in an Exhibition

There are six major players in the exhibition industry, that is, exhibition managers, exhibitors, venue managers and staff; convention and visitors bureau staff, general service contractors and attendees.

1. Exhibition Managers

Exhibition managers are regarded as the captain of the team who focuses on collaborations between different parties. Their responsibilities include the following: conceptualize the show, bring the other players together, and contact with the other players.

2. Exhibitors

Exhibitors are the heart of any show. They are individuals, groups, or companies that have the products, services, or ideas to sell or promote. They not only set up and decorate their booths, but also work directly with the attendees to sell or promote goods, products or services.

3. Venue Managers and Staff

The venue is the building or other construct where the exhibition is held, the venue manger and staff are in charge of running the activities. The exhibition venue could be a convention center, a hotel ballroom, county fairgrounds, a park, a shopping mall— any place exhibitors have chosen to set up their booths. A venue manager is in charge of the following things: generate new business; meet the needs and concerns of the customers and staff.

4. Convention and Visitors Bureau Staff

Convention and visitors bureau staff are the agencies that represent the hotels, services and attractions in a venue site. They are responsible for the following things: assist individuals and groups to book rooms and make suggestions for dining and entertainment options.

5. General Service Contractors

General service contractors supply the equipments and services necessary to ensure that the show runs smoothly. To be specific, they supply labor and equipments to decorate the venue; they design, install, dismantle booths.

6. Attendees

Attendees are the show audience, that is, the people who purchase or order products, goods, and services from exhibitors, or at least collect information. They are not a single organized group, though a number of groups may occupy a considerable percentage of the total number of attendees.

Trade Show Promotions

The trade show marketing initiatives enable you to pro-actively engage prospects with a personalized, multi-step strategy designed to enhance revenue and event outcomes. If you are exhibiting some products, you should start by making a profile of the customers you want to reach, then identify their special interests and where they are located and then look at the most likely trade fairs for your industry sector, and try to match them with these customers. Specifically, the trade show promotion covers three areas:

- Personalized contact with your target audience before the event. This includes preselling attendees through phone calls, personalized invitations and direct mails to introduce your products and encourage conference registrants to visit your booth.
- Marketing activities during the event to attract crowd to your exhibit booth. This
 includes live entertainment, hands-on activities, and unique trade show booth
 attractions.
- Follow-up initiatives after the show with each individual who visited your booth

to help turn leads into sales. Send a personalized handwritten note, along with a customized company information packet or other appropriate material, within a week following the trade show event.

In all, warm, personal contact is the consistent thread in every aspect of marketing and trade show promotions. Strong, thoughtful relationship-building strategies can effectively separate you from your competitors. Each contact you make reinforces your company's commitment to quality and customer care, which are paramount attributes in the competitive marketplace.

How to Attract a Crowd at a Trade Show

High quality service of trade shows can attract many customers and thus enhance the exhibitors' show performance. More and more trade show exhibitors are finding that a great way to get noticed is to introduce an element of show business into their trade show display appearance. Here are the six ways to attract the crowd.

- Hire show stoppers, and sometimes the smiling, energetic and well trained booth staff can do the job of attracting attention.
- Make your trade show exhibit exciting by incorporating movement, color, lights and action.
- Display a sense of humor. Have your trade show booth staff prepare a few funny things to say when they meet and greet attendees. Remember that humor sells and it also helps to break the ice and get your crew off to a friendly start.
- Bring Internet access into your booth that showcases your professionally designed company website. Be sure to take into consideration your trade show exhibit supplier's advice and expertise on graphics, portability and trade show cost management.
- Make your booth exhibit interactive so that you can involve people with a touch, feel, sight and sound experience. Experiential activity is better and longer lasting than passive involvement.
- Provide exciting, fun giveaways—large or small, everyone likes to win something.
 By offering a drawing on a glitzy prize—perhaps a two night free stay at the luxury
 resort—would make it fun for your trade show attendees to allow them to have the
 "magic continue".

4 The Prospects of Trade Shows

Trade shows are one successful investment used by industries and companies to showcase, advertise, connect, and grow. It would seem likely this would be one of the first marketing tools to transfer to an online setting—providing easier access to more people worldwide. And in fact, that is one of the leading reasons for the emergence of virtual trade shows.

A trade show is also a venue to meet people you might not have looked for or encountered otherwise. There will always be different methods of communication, different ways to reach out to other businesses and industries that work better for some people rather than others. But many people still know that there's an added touch about a personal interaction—sometimes a more convincing way to sell your product or tell your story, maybe an opportunity to meet someone in a profession you would not have considered.

People and companies are more than a few words can say about them, and trade shows are one way of getting a feel for the attitude of a company, and the kinds of people who work for it. At least for now, the business world is still continuing to overlap with the real world, and succeeding from whatever degree of face-to-face interaction works best for each company. With the growing use of technology, event solution providers are one way to incorporate the digital world, and ensure your trade show display is up to the latest technology, and the most convenient to suit your needs. With the numerous versatile displays available to rent or purchase, your booth can be anything you want it to be, allowing your personal needs to be met successfully.

5 Tips for Attending a Trade Show

When you attend a trade fair as a customer, work out what you want to achieve before you go as to what kinds of products or services you want to find out about or who do you want to meet. Match your requirements against what the most likely trade shows have to offer. You should be able to get a list of the companies planning to exhibit before you attend. This will help you avoid a wasted journey.

There are even many web sites which provide the list of products and their trade fairs and exhibitions. You can also contact specific venues, or ask a relevant trade. Before booking, find out more about the characteristics of any fairs that look promising—for example, who goes, their spending power, who exhibits, any data from past events. The organizers of a good trade show should be able to supply this kind of information.



Teaching Objectives

By the end of this unit, students will

- O Gain a basic knowledge about CRM
- O Be able to write a letter of appreciation
- O Be able to keep the agreement of Subject and Verbs
- O Be able to recognize communication skills in CRM

Suggested Teaching Schedule

Time Schedule	Class Content	Homework
Sections I-II	Lead-in	Extended Book
	Students discuss different marketing activities and learn	Reading
	about some basic knowledge of customer relationship	
	management.	
	Reading	
	Allow students a few minutes to go through the text and	
	finish the comprehension tasks.	
	Explain the key language points.	

Time Schedule	Class Content	Homework
	Language Focus	Extended Book
	Students finish the vocabulary task and are offered some	Vocabulary
	more information about the key words.	Grammar
Section III-IV	Grammar	Translation
Section III-1V	Teacher explains the agreement of subject and verb with	
	some examples; students finish the exercises.	
	Translation	
	Students finish the translation task.	
	Business Writing	Extended Book
	Students discuss how to write a letter of appreciation.	Oral practice
Sections V-VI	Teacher provides more information and asks students to	
	write a letter of appreciation according to the model.	
	Listening and Speaking	
	Listening	
	Students finish the listening task.	
	Communication Skills	
	Student study the sentence pattern together.	
	Speaking	
	Students study the sample dialogue and practice it.	

Background Information

What is Customer Relationship Management (CRM)?

Customer relationship management (CRM) is about understanding the nature of the exchange between customer and supplier and managing it appropriately. The exchange contains not only monetary consideration between supplier and customer, but also communication. The challenge to all supplier organizations is to optimize communication between parties to ensure profitable long-term relationships.

Features of CRM

CRM is a corporate philosophy because it is a fundamental approach to doing business. That approach is to be customer-focused and customer-driven, running all aspects of a business to satisfy customers by addressing their requirements for products and by providing high-quality, and responsive service.

CRM is not part of the sales process and shouldn't be confused with sales relationship management (SRM), which often assumes that every prospect should buy from the company. Salespeople are rewarded for sales, not for the long- term cost to their company. If a customer turns out to be a drain on the company, it's not the sales department's problem, but it becomes a customer service problem.

The asymmetry of the relationship differentiates CRM from partnership relationship management (PRM). In PRM, the relationship is generated between equal partners, as defined by a written contractual agreement. In contrast, the customer-company relationship is usually established by law.

3 How Does CRM Work?

CRM works by gathering information about customers and analyzing the information collected. An example of this would be supermarket discount cards. When a consumer scans his or her card, and then his or her items, the items that the customer bought are entered into a database. This gives businesses accurate information of which customers buy what. Businesses then analyze this information. After analyzing the data collected, businesses can adjust their marketing campaigns and increase sales. Customer Relationship Management brings the company closer to the customer. CRM closes a relationship gap that can be formed between the business and its customers.

Successful Customer Relationship Management navigation is becoming increasingly important in today's competitive business world. Customer expectations are always increasing, and business services must increase along with these expectations. CRM is the method through which businesses can connect with their customers and therefore serve them better. Businesses with successful CRM strategy and applications will notice a large increase in sales, customer satisfaction, and simply the overall success of the business applied to business-type careers.

4 Key Steps in CRM

1. Collect Information About Your Customers

Information about your customers and what they want is available from many sources, including:

- 1) Their order history
- 2) Records of their contacts with your business-phone calls, meetings and so on
- 3) Direct feedback-if you ask them, customers will usually tell you what they want
- 4) Changes in individual customers' order patterns
- 5) Changes in the overall success of specific products or services
- 6) Feedback about your existing range-what it does and doesn't do

- 7) Enquiries about possible new products or services
- 8) Feedback from your customers about things they buy from other businesses
- 9) Changes in the goods and services your competitors are selling
- 10) Feedback and referrals from other, non-competitive suppliers

2. Manage Your Customer Information

It's important that you draw up a plan about how customer information is to be gathered and used in your business. Establish a customer-care policy. Assign a senior manager as the policy's champion but make sure that all your staff are involved—often the lower down the scale you go, the more direct contact with customers there is. You can manage your customer records using a database system or with customer relationship management software.

3. Measure Your Customer Service Levels

You might track:

- 1) Sales renewal rates
- 2) The number of queries or complaints about your products or services
- 3) The number of complaints about your employees
- 4) The number of damaged or faulty goods returned
- 5) Average order-fulfillment times
- 6) The number of contacts with a customer each month
- 7) The volume of marketing material sent out and responses generated
- 8) Time taken from order to delivery
- 9) Customer Feedback and Contact Programs

4. Customer Loyalty Schemes

These are programs that use fixed or percentage discounts, extra goods or prizes to reward customers for behavior that benefits your business. They can also be used to persuade customers to give you another try if you feel you have successfully tackled past problems with your customer service. You can decide to offer rewards on the basis of:

- 1) Repeat custom
- 2) Cumulative spend
- 3) Orders for large quantities or with a high value
- 4) Prompt payment
- 5) Length of relationship

5. Use Customer Care to Increase Sales

There are a number of techniques you can employ, including:

- 1) Providing a free customer helpline
- 2) Answering frequently asked questions on your website
- 3) Following up sales with a courtesy call
- 4) Providing free products that will help customers look after or make the most of

their purchases

- 5) Sending reminders when services or check-ups are due
- 6) Offering preferential discounts to existing customers on further purchases

Lecturing Hints

Section **1** Lead-in

1 Ask students to work in pairs and talk about activities concerning customer relationships shown in the pictures.

Suggested answers:

- 1. **Customer survey.** The way to get feedback in business activities from customers concerning quality, price, service, etc. of tangible and intangible products.
- 2. **Promotion with reward to customers.** One way of marketing to get more customers to improve the volume of selling.
- 3. **Customer service.** The key section in business activities, to some extent, the touchstone of some products, usually including before-sale, mid-sale and after-sale services.
- 4. **Quality guarantee.** A very important aspect of customer service of products, visible or invisible, in the large degree, the decisive role of products' destiny.
- 5. **Assessment of status quo of customers.** An indispensible part of marketing, which is helpful to adopt appreciate way to enlarge the markets of products.
- 6. **Retaining customers.** The most important goal in the customer relationship management process, depending on quality, service, recognition of customers, etc. of certain products.
- Work in pairs. Discuss whether or not you like the following products or services. Give some reasons.

Suggested answers:

The answers may be very different according to different understandings of whether companies can provide promotion, good products or services and after-sale customer services.

- Work in groups. Discuss the following questions.
 - 1. What does 4S mean?

4S means Sales, Spare-part, Service and Survey.

- 2. How to approach the customers?
 - 1) The introductory approach
 - 2) The product approach
 - 3) The benefit approach
 - 4) The shock approach
 - 5) The question approach
 - 6) The statement approach
 - 7) The premium approach
 - 8) The survey approach
 - 9) The compliment approach

Section (II) Reading

1 Give students 10 minutes to go through the whole text and ask them to finish the comprehension task. Teacher circulates and makes sure the students do not turn to any dictionaries during their reading.

Suggested Answers:

- © Exercise 2
 - How well your product or service matches customer needs; the value for money
 you offer; your efficiency and reliability in fulfilling orders; the professionalism,
 friendliness and expertise of your employees; how well you keep your customers
 informed; the after-sales service you provide.
 - 2. Once you have identified your most valuable customers or best potential customers, you can target your highest levels of customer care towards them.
 - 3. Customer feedback can provide you with detailed information about how your business is perceived.
 - 4. Keeping their custom costs far less than attracting new business.
 - 5. To retain your customers' trust, never try to sell them something that clearly doesn't meet their needs.
- Exercise 3
 - 1. T
- 2. T
- 3. T
- 4. F
- 5. T

2 The teacher analyzes the text and explains difficult sentences and key words.

1. Customer care involves **putting** systems **in place** to maximize your customers' satisfaction with your business: 客户关怀涉及建立体系来使客户的满意度最大化。
This sentence can be paraphrased as: "Customer care relates making use of systems properly to increase customers' satisfaction as much as possible with your business." **put in place:** put into practice

e.g.: But the U.S.A. does need to put in place an effective scheme for emissions control that can be linked to a global one.

After the financial crisis broke out, China was quick to put in place a decisive plan to boost domestic demand, advance economic restructuring and improve people's wellbeing.

2. Customer care should be a core element of their job description and training, and a core criterion when you're **recruiting**: 客户关怀应该是员工职责描述和培训的核心要素,是你在招聘时的核心标准。

recruit: to find new people to join a company, an organization, etc.

e.g.: They recruited several new members to the club.

These appointies begin to recruit students payt year

These specialties begin to recruit students next year.

3. A huge range of factors can contribute to customer satisfaction, but your customers—both consumers and other businesses—are likely to **take into account**: 众多因素有助于提高客户满意度,但是你的客户——包括消费者和其他公司客户——都应该考虑在内。

take into account: to consider particular facts, circumstances, etc. when making a decision about something.

e.g.: Coursework is taken into account as well as exam results.

I think you have to take into account that he's younger than the rest of us.

4. Once you have identified your most valuable customers or best potential customers, you can target your highest levels of customer care towards them: 一旦确认了最有价值或者最佳潜在客户,你就能够给与他们最高层次的客户关怀。

"Once", followed with an adverbial clause of time, means "as soon as" or "when".

e.g.: We didn't know how we would cope once the money had gone. Physics is easy to learn once you understand the rules.

5. Make sure the things you measure are driven not by how your business currently runs, but by how your customers would like to see it run: 要明白你要测量的关键绩效指标不是由公司目前的运转情况所决定,而是由客户希望公司如何运转来决定的。

This sentence can be paraphrased as: "Make clear that the driving force to know about the things (KPIs) comes from customers' expectation of the development rather than current situation of your business."

"Make sure" takes an objective clause with omitted "that" as a whole. In the part of subordinate clause, "the things" serves as the subject modified by a relative clause "you measure—" "by" introduces two coordinate objective clauses headed by "low" and linked with "not but—" to express contrast.

e.g.: Not the students, but the teacher is hoping to go there.

Not that I want to do it, but it is my field of studies.

6. Customer surveys, feedback programs and occasional phone calls to key customers can be useful ways of **gauging** how customer service levels in your business are perceived: 客户调查、反馈项目以及偶尔给重要客户的致电都能够成为判断公司客户服务水平的有效手段。

"Gauging", acting as the object of "of", is followed by an objective clause introduced by "how".

gauge: to make a judgment about something, epically people's feeling or attitudes

e.g.: He tried to gauge her mood.

We were able to gauge the strength of the wind from the movement of the trees.

7. It's a chance for customers to voice objections, suggest changes or **endorse** your existing processes, and for you to listen to what they say and act upon it: 这是一个机会,对于客户来说,可以表达意见、建议或是对于目前某项目的支持;对于商家来说,可以倾听客户的建议并采取相应的行动。

In this sentence, "voice objection, suggest changes, endorse your existing processes" are formed a short parallel structure. "Listen to" and "act upon" are also of the same function.

endorse:

- ① to say publicly that you support a person, statement or course of action or to say in an advertisement that you use and like a particular product so that other people will want to buy it
- e.g.: G8 ministers endorsed global financial regulation.

I wonder how many celebrities actually use the products they endorse.

- ② to write your name on the back of a check so that can be paid into a bank account
- e.g.: She has already endorsed the check.

Once endorsed, the Letter of Credit can be transferred.

8. The purpose of customer contact programs is to help you deliver **tailored** information to your customers: 客户联络项目的目的是给客户提供适合他们的信息。

tailored: *adj.* (of clothes) made to fit well or closely or made for a particular person or purpose

e.g.: He wore a tailored jacket for the party.

This is a tailored program for our company.

9. Contact programs are particularly useful for **reactivating** relationships with lapsed customers: 联络项目对于重新建立与流失客户之间的关系非常有用。

reactivate: to make something start working or happening again after a period of time

- e.g.: You must reactivate this product in order to use it.

 Reactivating those inactive accounts is one of the easiest and fastest ways to reenergize your business.
- 10. Do your best to make sure that your customers feel the extra contact is relevant and beneficial to them **bombarding** customers with unwanted calls or marketing material can be counter-productive: 尽你最大可能让客户认为多多联系与他们是息息相关并能让他们受益的——用无关电话或者营销材料对客户持续地骚扰只会适得其反。

bombard somebody./ **something. (with something):** attack sb. with a lot of questions, criticism, etc. or by giving them too much information

e.g.: Everybody bombarded with series of questions.

We have been bombarded with letters of complaint.

11. While good overall service is the best way of generating customer loyalty, sometimes new relationships can be strengthened or old ones refreshed, using customer loyalty schemes: 虽然全方位的优质服务是激发客户忠诚度的最好方式,但有时运用客户忠诚度计划,新的关系能够得到强化,旧的关系得以重新注入活力。

scheme: a plan or system for doing or organizing sth.

e.g.: This is the local scheme for recycling newspapers
A training scheme is decided by the board of directors.

12. Employees who deal with customers' orders should **be** fully **aware** of current offers and keep customers informed: 处理客户订单的雇员应该充分了解当前的供货信息,并且使客户也了解相关情况。

be aware: knowing or realizing something

e.g.: He was well aware of the problems.

Were you aware that something was wrong?

13. Sometimes brochures and other marketing materials are the best way of **getting** word **out** about a new customer incentive: 有时小册子或其它的营销材料是传播有关新客户激励信息的最好方式。

get out: to produce or publish

e.g.: Will we get the book out by the end of the year?
She managed to get out a few words of thanks.

14. To **retain** your customers' trust, however, never try to sell them something that clearly doesn't meet their needs: 然而,要保持客户的信任,就永远不要试图向他们出售明显不适合他们需要的东西。

retain: to keep something.; to continue to have something

e.g.: He struggled to retain control of the situation.

She has lost her battle to retain control of the company.

15. Your aim is to build a solid long-term relationship with your customers rather than to make quick **one-off** profits: 记住,你的目的不是赚取一次性的利润,而是与客户建立巩固的长期关系。

one-off: used as an adj. meaning made or happening only once and not regularly or used as a n. meaning a thing that is made or that happens only once and not regularly

e.g.: a one-off payment (used as an adj.)

It was just a one-off; it won't happen again. (used as a n.)

- Ask students to summarize the text.
- 4 Chinese Version.

客户关怀管理

客户关怀涉及建立体系来使客户的满意度最大化。 这对于每一个企业来说应该是首要考虑的问题——因为你的销售量和利润是建立在使客户满意的基础之上的。

客户关怀在某些方面扮演着比其他更至关重要的角色。对于接待人员、销售人员和其他面向顾客的员工角色,客户关怀应该是员工职责描述和培训的核心要素,是你在招聘时的核心标准。但是不要忽视客户关怀在企业其他方面的重要性。比如,你的仓储和配送部门和客户联系很少,但是他们完成订单的表现会严重影响顾客对企业的满意度。

众多因素有助于提高客户满意度,但是你的客户 —— 包括消费者和其他企业客户 —— 都 应该考虑在内:

如何使产品或服务满足客户需求

所提供产品的价值

完成订单的效率和可信度

员工的专业、友善、专业技能

如何更好地告知客户信息

所提供的售后服务

在企业对企业的交易中,提供高水准的客户关怀要求你知道你的客户需要什么。一旦确认 了最有价值或是最佳潜在客户,你就能够给予他们最高层次的客户关怀。再一种方式,尤其是 在消费者市场,就是以最高标准关怀所有消费者。

可能的话,以健全的体系来评估自己在商业领域中的表现,以甄别哪些能严重影响客户的满意度。确定关键绩效指标(KPI),它能反馈你满足客户期望的程度;你的客户和员工是这一指标有用的信息来源。要明白你要衡量的关键绩效指标不是由公司目前的运转情况所决定,而是由客户希望公司如何运转来决定的。

客户服务的某些重要方面是难以衡量的。其中很多关乎人为因素,诸如接线员的态度、销售人员接待客户时的举止等。在这些方面,从客户那里获得关于你所提供服务印象的反馈是关键的。

客户调查、反馈项目以及偶尔给重要客户的致电都能够成为判断公司客户服务水平的有效 手段。客户反馈和联络项目是增加与客户交流的两种方式。这些方式可以提供大量的机会来倾 听顾客的声音,并且让他们对你所提供的产品和服务有更多的了解。

客户反馈能够给你提供客户对于企业印象的详细信息。这是一个机会,对于客户来说,可以表达意见、建议,或是对于目前某项目的支持;对于商家来说,可以倾听客户的呼声并采取

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相应的行动。搜集反馈信息最常用的方法是通过登门、电话或邮寄的方式进行问卷调查。

客户联络项目的目的是给客户提供适合他们的信息。 一个例子就是与已经结束的采购相 关的优惠信息;另一个例子就是在老客户每年下订单之时要给予提醒。联络项目对于重新建立 与流失客户之间的关系非常有用。

尽你最大可能让客户认为多多联系与他们息息相关并能让他们受益——用无关电话或者营 销材料对客户持续地骚扰只会适得其反。 新闻简报和电子邮件公告使你可以接触到有用的信 息。虽然全方位的优质服务是激发客户忠诚度的最好方式,但有时运用客户忠诚度计划,新的 关系能够得到强化, 旧的关系得以重新注入活力。

处理客户订单的雇员应该充分了解当前的供货信息,并且使客户也了解相关情况。 有时 小册子或其他的营销材料是传播有关新客户激励信息的最好方式。记住,客户对于所提供的全 方位服务的看法对忠诚度的影响要比短期的奖励更大。

你的现有客户是企业的重要财产——他们已经选择你而不是你的竞争者。留住你的客户的 成本远比吸引新的客户低,因此,采取措施保证客户获得满意的服务是值得的。现有客户关系 是增加销售额的机会,因为客户会对你的建议有一定程度的信任。

交叉销售和向上销售是拓展所售产品范围和增加收益的途径,这是通过向这些客户指出新 的购买的可能性来实现的。当有新的、升级或免费赠品时,提醒客户——或许通过定期的邮件 或简报——是增加销售量的一种方式。

然而,要保持客户的信任,就永远不要试图向他们出售明显不适应他们需要的东西。 记 住,你的目的不是赚取一次性的利润,而是与客户建立巩固的长期关系。通过他们的购买和对 你的企业的推荐和转介,满意的客户有助于企业的长久发展。

Section III Language Focus

Vocabulary]

Ask students to finish Exercise 1.

Suggested answers:

1. C

2. A

3. B

4. D

5. C

6. A

7. C

8. B

9. C

10. D

2 Ask students to finish Exercise 2.

Suggested answers:

1. appreciate

2. requires

3. generating

4. expects

5. refers

6. served

7. was assessed

8. have been delivered 9. endorsed

10. benefit

Ask students to finish Exercise 3.

Suggested answers:

1. take into account

2. rather than

3. contribute to

4. put... in place

5. make sure

6. keep in touch with

7. be worth

8. be aware of

9. get... out

10. do our best

Grammar

Agreement of Subject and Verb

The verb in every sentence or clause must agree with its person in subject and number. If you can recognize the subject and the verb, you should be able to make the two agree.

1. Intervening Phrases (words placed between the subject and the verb)

The choice of singular or plural verb is determined entirely by the number of the subject. Ignore words or phrases between the subject and the verb.

Examples:

- The *evidence* he submitted to the judges *was* (not were) convincing. (*Evidence* is the subject of the verb *was*.)
- The new *library* with its many books and its quiet reading rooms *fills* (not fill) a long-felt need.

(Library is the subject of the verb fill; the phrase with its many books has nothing to do with the verb.)

2. Verb Preceding the Subject

In some sentences the verb precedes the subject. The reversal of common order frequently leads to error in agreement.

Examples:

- There *is* (not *are*) in many countries much unrest today. (*Unrest* is the subject of the verb *is*.)
- There *is* (not *are*) a *table*, two *couches*, four *chairs*, and a *desk*. (*Table* is the subject closest to the verb.)

Where are (not is) Bob and his friends going?
 (Bob and friends are subjects of the verb are going.)

3. Indefinite Pronouns

The indefinite pronouns *either*, *neither*, and *each*, as well as such compounds as *everybody*, *anybody*, *everyone*, *anyone*, are always singular. *None* may be singular or plural although the singular usage is more common.

Examples:

- Each of the plans has (not have) its advantages.
- Everyone who heard the speech was (not were) impressed by it.
- Every bud, stalk, flower, and seed **reveals** (not reveal) a workmanship beyond the power of man.
- Is (not are) either of you ready to report?
- None of the three is (or are) ready to go.
- None of the men has (or have) brought a raincoat.

4. Compound Subjects

Compound subjects joined by and normally require a plural verb.

Examples:

- Correctness and precision are required in all good writing.
- Where *are* the books and papers?

Note: When nouns joined by and are thought of as a unit, the verb is normally singular.

Examples:

- The sum and substance of the matter *is* (not *are*) hardly worth considering.
- My friend and co-worker Mr. Jones *has* (not *have*) gone abroad.

5. Subjects joined by OR and NOR

Singular subjects joined by *or* or *nor* take a singular verb. If one subject, however, is singular and one is plural, the verb agrees in number and person with the subject closest to the verb.

Examples:

- Either the *coach* or the *player* was (not were) at fault.
- Neither the cat nor the kittens have been fed.

(The plural word kittens in the compound subject stands next to the verb have been fed.)

- Neither the kittens nor the cat has been fed.
 (The singular subject cat stands next to the verb, which is therefore singular.)
- Neither my brothers nor I am going.
 (Note that the verb agrees with the nearer subject in person as well as in number.)

Nouns Plural in Form

As a general rule use a singular verb with nouns that are plural in form but singular in meaning. The following nouns are usually singular in meaning: news, economics, ethics, physics, mathematics, gallows, mumps, measles, shambles, and whereabouts.

Examples:

- The news was eagerly received.
- Measles is a contagious disease.

The following nouns are usually plural: gymnastics, tactics, trousers, scissors, athletics, tidings, acoustics, riches, and barracks.

Examples:

- Athletics attract him.
- The scissors are sharp.
- Riches often take wing and fly away.

Plural nouns describing a mass, a quantity, or a number require a singular verb when the subject is regarded as a unit.

Examples:

- Five dollars is too much for her to pay.
- Fifty bushels was all the bin would hold.

6. Notes Regarding Phrases and Expressions

Phrases involving addition, multiplication, subtraction, and division of numbers normally take the singular.

Examples:

- Two and two is four.
- Twelve divided by six is two.

In expressions like *part* of the apple, *some* of the pie, and *all* of the money, the choice of singular or plural verb is determined by the number of the noun in the prepositional phrase.

Examples:

- Some of the pie is missing.
- Some of the pies are missing.

7. Subject and Complement of TO BE Verbs

When one noun precedes and another noun follows a form of the verb **to be**, the first noun is the subject, and the verb agrees with it and not with the complement, even if the complement is different in number.

Examples:

- The only fruit on the market is peaches.
- *Peaches are* the only fruit on the market.

 (In the first sentence, fruit is the subject; in the second, peaches is the subject.)

8. Relative Pronoun as Subject

When a relative pronoun (who, which, or that) is used as the subject of a clause, the number and person of the verb are determined by the antecedent of the pronoun, the word to which the pronoun refers.

Examples:

- This is the student who is to be promoted.
 (The antecedent of who is the singular noun student; therefore, who is singular.)
- These are the *students* who *are* to be promoted.

 (The antecedent of who is the plural noun students.)
- Should *I*, who *am* a stranger, be allowed to enter the contest? (Who refers to I; I is the first person, singular number.)
- She is one of these irresponsible *persons* who *are* always late. (The antecedent of who is persons.)

If sentences such as the last one give you trouble, try beginning the sentence with the "of" phrase, and you will readily see that the antecedent of *who* is *persons* and not *one*.

Examples:

• Of those irresponsible *persons* who *are* always late, she is one.

9. Collective Nouns

Some nouns are singular in form but plural in meaning. They are called **collective nouns** and include such words as **team**, **class**, **committee**, **crowd**, and **crew**. These nouns

may take either a singular or plural verb: if you are thinking of the group as a unit, you must use a singular verb; if you are thinking of the individual members of the group, you must use a plural verb.

Examples:

- The crew *is* striking for higher pay. (The crew is acting as a unit.)
- The crew *are* writing reports of the shipwreck.

 (The members of the crew are acting individually.)

Practice

1 Ask students to finish Exercise 4.

Suggested answers:

- 1. run
- 2. are
- 3. plans
- 4. prepares
- 5. was

2 Ask students to finish Exercise 5.

Suggested answers:

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

- 6. B
- 7. B
- 8. A
- 9. C
- 10. B

Translation)

Tell students to work on Exercise 6. Go through the exercise with the whole class, explaining any difficulties.

- 1. Customer care involves putting systems in place to maximize customers' satisfaction.
- 2. Customer survey can be a useful way of gauging how customer service levels are perceived.
- 3. Efficient customer relationship management can contribute to the increase of sales.
- 4. Why should a retained customer be more profitable than a new one?
- 5. Loyal customers were often less price-sensitive and would be less inclined to switch suppliers because of price rises.
- 6. Customer expectations are always increasing, and business services must increase along with it.

Section N Business Writing

Letters of Appreciation

- Ask students to read the letter of appreciation and discuss its elements.
- **2** Provide information on how to write an appreciation letter.

State what you appreciate and briefly explain why. Do not add other news or information not related to the appreciative gesture, the message of appreciation should stand alone. Do not use too many general sentences. Be more specific. You should never give the impression that you are using a form-letter to reply. Recall as many specific events as possible. Write one or two of those specific events down. Your letter must remove the suspicion from the reader's mind that he is reading a form-letter. Remember that most people dislike receiving the same letter that a hundred other people are going to get. There is nothing special about it, and they feel like a fool, thinking you are trying to deceive them by saying how grateful you are. Be brief, warm, and sincere. Postcards may be used for short notes. Personal notes should be handwritten. Business letters should be typed on letterhead stationary or memo paper.

Suggested answers:

July 22, 2015 Dear Sir.

Thank you for your letter concerning services of our company. We have investigated what you mentioned that you were mistreated by one of our attendants and realized that it's the fault of our side, for which, we'd like to make an apology, and ensure the same incident will never repeat. Meanwhile we appreciated some suggestions you gave to our flight services which are definitely helpful to improve our services. We will adhere to "customer first, service foremost" to serve our clients.

We look forward to seeing you on our flights again.

Sincerely yours,
Edward
General manager of EVA Airlines

Section V Listening and Speaking

Listening

1 Suggested answers:

Exercise 1

- 1. A clearly defined description of the product or service you sell must be constructed.
- Because a potential customer needs to know exactly what it is that you're talking about within three seconds.
- 3. You must define your target market.
- 4. It must be definable, sizable, reachable, and measurable.
- 5. The best way to determine how to approach your customers is to develop a survey.

Exercise 2

- 1. vital
- 3. The relationship
- 5. respect
- 7. appreciation
- 9. defection effect

- 2. The purchase or transaction
- 4. excellent
- 6. a quick response
- 8. a positive feeling
- 10. disappointment

2 Scripts

Exercise 1

Listen to the passage and answer the following questions.

How to approach customers? Two things must be done before approaching customers. First, a clearly defined description of the product or service you sell must be constructed. This message must be conveyed in the first three seconds of your conversation; plain, simple and easy to understand. A long description does nothing for your customers and basically it's pointless. We need to make sure that they are able to understand clearly and concisely what the message is. Within three seconds, it's essential because a potential customer needs to know exactly what it is that you're talking about. After you've developed your clearly defined message, you must define your target market. Not everyone is your customer, and therefore, you cannot market

to everyone, and you probably cannot afford to market to everyone. Your target market should incorporate four key components and those components are that it must be definable, sizable, reachable, and measurable. You can best find ways to connect with your customers once you're able to define your market. Each target market is different and may not respond to the same method of communication. So, you must determine how to approach your target market and your customer base. The best way to determine how to approach your customers is to develop a survey. This will allow you to ask questions and to begin to fit the criteria of your target market, and it is within these answers that you will find the correct approach to specified customers in your target area.

Exercise 2

Listen to the passage and fill in the blanks according to what you have heard.

Customer service is the most 1 <u>vital</u> asset for business, either online or offline. It's the critical factor which determines whether your business has a future or not. There are two vital components to every interaction you have with a customer:

- 1. 2 The purchase or transaction
- 2. 3 The relationship.

In order to distinguish yourself among your competition, providing just good service is not enough. Your competitors do the same. You must provide 4 <u>excellent</u> service, and that will happen if you follow these rules:

- 1. Solve your customer's problems as fast as you can.
- 2. Your employees should know their stuff and be well trained.
- 3. Treat customers with 5 respect, 6 a quick response and 7 appreciation.
- 4. Authorize employees to provide information as accurate as they can and make things happen for customers.
 - 5. The customer should leave with 8 a positive feeling.

One of the most serious problems corporations and small businesses deal with is the 9 <u>defection effect</u>. It is the silent process where the customer takes his business from you and start dealing with your competitor. This happens without yelling or showing 10 <u>disappointment</u> for your service up front.

That process applies to many industries and trade sections. It's an epidemic. The cure here is to do the best you can in order that the customers come back again and again.

Most of your profits will come from a few large accounts ordering continuously.

Speaking

Ask students to study the sample dialogue and do Exercise 3 and 4.

Section M Business Etiquette

Ask students to study these rules one by one and to search for more on the internet after class. Their searching results will be graded as a part of their daily performance.

Resource Data

1 Customer Relationship

Customer relationships are at the heart of every business: how the people who keep your company afloat are treated. That's what customers do: they pay your wages. But too often we see customers as a nuisance, as difficult, even as incidental to the business. We all go back to the people and places who make an effort, extend themselves and create some kind of connection with us. When we have been well "managed" we become good customers. Because loyalty and trust are built, dealing with those who treat us well is something we look forward to and appreciate. In turn, when you manage your customers well they will want to come back; they will want to deal with you or your company. They will know that if they present you with a difficulty they're not going to get a blank stare, you won't get defensive or respond with, "Well, it's not really my problem." Actually, we believe that if you create good, healthy customer relationships, people will even forgive you your mistakes (as long as mistakes aren't the norm!).

Customer Facing Skills

In the USA they're now calling it "the human moment" when businesses actually come face to face with people rather than using technology to get their message across. For some companies this can be the most important contact they have with their customers. Thus the proliferation of conferences, exhibitions, road shows, public meetings and other events are the expensive but necessary ones that create an environment where companies and prospective customers can get close up and personal. But even the smaller scale meetings, one-to-one discussions, sales pitches and presentations, these are all customer service opportunities for one live human being to meet another. This is when first impressions are vital. This is the moment when customers (and potential customers) need to feel taken care of, well informed and motivated. Whoever is representing your company needs to have the skills and confidence to handle all manner of customer service situations.

They should be able to offer the best of service tailored to each individual, from the curious to the demanding to the time wasters; from the boffin to the beginner; from the

difficult to the eager. They are all potential customers looking for someone to make contact with. It's no longer enough for staff to know their kit and be able to talk at length about what the organization does. This is selling. Real customer relationship and customer service is far more than selling. It's 'the human moment' when customers can actually experience what it would be like working with you and your people. Those "human moments" are opportunities to create relationships for the future of your business. They are opportunities to demonstrate efficient customer service. Opportunities to create an "Ah! At last someone who can help me." moment in a potential customer.

Methods for Approaching Customers

The importance of the approach varies with the type of selling. It is most critical when you are calling on the prospect for the first time to sell a fairly big proposition. It is least important when calling upon regular customers with a relatively minor product or service. In the former situation,

Careful approach should be utilized, because if the approach fails to do its job, your chance of telling your story at all becomes very small. Let us look at nine of the methods for approaching customers. The nine methods are:

- 1. The introductory approach
- 2. The product approach
- 3. The benefit approach
- 4. The shock approach
- 5. The question approach
- 6. The statement approach
- 7. The premium approach
- 8. The survey approach
- 9. The compliment approach.

A key is to put yourself in the prospect's place when planning your approach and ask yourself, "Would this interest me and cause me to listen to the presentation?" One way of finding out is to give each approach a try. Let me know your results.

4 Key Concepts in CRM

1. Pro-active Customer Care

Anticipating and meeting customer needs at critical points of the customer life-cycle. This includes periodic follow-up, customer rewards, other perks, providing VIP and other membership privileges, and in some cases, personalized service (e.g. sending out birthday/anniversary cards).

2. Follow-up

The process or act of returning a customer's call on an issue or executing a task to address a customer's concern. It is usually a feedback-soliciting process to determine the effectiveness of customer service and delivery

3. Feedback

The process of giving and receiving input in the form of comments, opinions, observations, and analysis to either validate or invalidate the customer service system.

4. Customer Touch-points

Specific actions that are carried out at measurable intervals during a customer lifecycle. It's a tool to ensure that the customer feels cared about, and that the company values his or her business.

5. Customer Loyalty

Condition where a customer, since of favorable experiences with a product, service, or company, voluntarily and gladly chooses to remain a loyal consumer of those product, service, or company. He or she is unwilling to switch brands in spite of marketing and advertising campaigns by competitors.

6. Value Proposition

The characteristic of enhancing the desirability of a product, service, or brand identity by adding further intrinsic value to the existing package. It is applying did in the form of an offer to the customer which incorporates a call to action to which the customer responds favorably to.

7. Tracking & Absorbing

Process of measuring the entire customer-care life-cycle and system including all its critical way points, to modify, improve, or remove any touch points necessary to improve the process even further. The lessons learned from this assessment are used to validate or invalidate components of the system. The ones which are useful are kept; the ones which aren't are discarded or modified.

8. Best Practices / World-class Practices

These are practices or ways of meeting or exceeding customers' expectations, which have evolved to such a high standard that no immediate changes need to be made to the process or system. They are the yardstick or role model which other systems, companies, etc. try to match.

Key to Review 7–10

Section (1) Vocabulary Review

- Complete the sentences below, using the words in the box with their correct forms.
 - 1. maximize
 - 3. recruit
 - 5. specify
 - 7. Derivative
 - 9. predictable

- 2. feedback
- 4. intermediary
- 6. generate
- 8. is eroded
- 10. anticipation
- Complete the following sentences by translating the words in the brackets.
 - 1. goes the common saying.
 - 3. be subject to
 - 5. set fashion
 - 7. on the spot
 - 9. take into account

- 2. vice versa
- 4. in the form of
- 6. In this sense
- 8. all corners of the world
- 10. The launch of the new products

Section (1) Grammar Review

- **1** Fill in the blanks with the proper forms of the words given in the brackets.
 - 1. would have dropped
 - 3. would not have succeeded
 - 5. had seen
 - 7. would have passed
 - 9. were

- 2. were to come
- 4. calls
- 6. had been
- 8. would hold
- 10. were
- Read the sentence and choose the best answer.
 - 1. D
- 2. A
- 3. D
- 4. B
- 5. C

- 6. B
- 7. C
- 8. D
- 9. A
- 10. B

Section III Business Review

Read the following passage and answer the questions.

- 1. Neither individuals nor nations are self-sufficient and different economic resources different skills are developed.
- 2. International trade takes place for 4 reasons. First, no nation has all of the commodities that it needs and raw materials are scattered around the world. Second, international trade occurs when a country does not have enough of a particular item to meet its needs. Third, one nation can sell items at a lower cost than other countries. Finally, international trade takes place because of innovation or style.
- 3. Each country has to import the articles and commodities it does not itself produce.
- 4. Each country has to earn foreign exchange to pay for imported goods by export.
- 5. Both can have beneficial effects on the home markets to make it more competitive.

2 Translate the following sentences into English.

- 1. Trade shows are always full of fun and are a great time to get a feel for the development of an entire industry.
- 2. Thanks again for stopping by the booth, and it was a pleasure talking with you.
- 3. Please accept our sincere apologies for the rude behavior you experienced while shopping at our store.
- 4. We are extremely enthusiastic about placing our products in your stores in the UK.
- 5. You will be satisfied with our company's products as well as service.

Section 🕜 Communication Skills Review

Write an inquiry.

Dear Sir or Madam,

We have noticed your advertisement in the July 1 *Hunan Daily*. We would appreciate if you could send us the catalogue as well as the price-list and samples of your silk garments.

We have a large chain of retailers and are looking for a manufacturer who can

provide us with a wide range of silk garments for the local market.

We hope you can offer us a large discount, since we are a big potential buyer. Your early reply will be highly appreciated.

Yours cordially, Mike

Work in pairs. You will be asked to make a business conversation with your partner according to the information given in the cue card.

(Omitted)