注：大单元请搜索ch0+单元数，如第三单元搜索ch03，其他单元编号暂不清楚，试用答案每部分内容和答案不保证正确，请仔细检查后填写

第 c2 单元

===================================

Starting\_up 部分

第 01 页面

01 2

02 1

03 2

04 1

05 2

06 1

07 1

08 1

09 1

10 1

Vocabulary 部分

01 His company wants to sell its products in Morocco.

02 Through department stores.

03 Distributors for his company.

第 02 页面

01 1. Andrew Morgan should have chosen a pastry, even if he wasn't hungry. <br>2. Before the meeting, Andrew should have learned something about Karim Bensour's business. Karim was disappointed at Andrew's lack of local business knowledge. <br>3. Distributing through department stores is not the right strategy, because there are few department stores outside the large cities in Morocco. The company should start by using a local importer, as the distribution system is complicated in Morocco.<br>4. Andrew did not ask Karim why his company's approach would not work in Morocco. With better information, he might have changed the company's sales strategy. <br>5. Andrew will probably need more time to achieve his company's aims in Morocco. Decision-making and contact-building may take more time in Morocco compared to some other countries. Also, informal agreements are just as common as written contracts. <br>6. Andrew's business card should have had Arabic, French and Spanish translations on the back.

第 03 页面

01 She doesn’t have a sufficient command of Spanish, so she cannot answer questions about her country. She is not used to having business breakfasts, and lunches seem to go on too long. She thinks that colleagues are not interested in her ideas. Instead, they are trying to decide if they like her. There is less eye contact than she is used to, and people stand too close to her when they talk to her.

02 She has tried to overcome some of her difficulties by: <br>• attending classes to improve her Spanish; <br>• asking a lot of questions about Mexican culture when she is invited to dinners.

03 Possible answers: Joanna should make as much effort as possible to improve her Spanish. She should observe how things are done in Mexico and do her best to adapt.

04 This is open to debate. Because she doesn't speak Spanish well and doesn't seem comfortable in Mexican business culture, she isn't very well suited to being there. However, the fact that she's aware that there are cultural differences and that she's trying to improve her Spanish may mean that she can find creative solutions to the challenges.

第 04 页面

01

第 05 页面

01

Video\_Lis 部分

第 02 页面

01 The phenomenon, known as “Hallyu”, or Korean wave, started with popular Korean dramas in the early 2000s. It has recently spread with the emergence of a new hip generation of South Korean musicians, including Psy, Big Bang and Girl’s Generation, whose popularity has given South Korea newfound kudos across the region, improving the country’s global image. As an economic phenomenon, Hallyu has emerged as a boon to South Korea’s slowing economy.

02 Definition of“Cultural Export” A.Transfer of cultural meaning from one cultural sphere to another B.Comprising interaction and cooperation processes C.Intercultural partnership D.Products and productions are reciprocally imported and exported. Cultural exports – including films, comics and computer games etc.

03

第 04 页面

01 The recognition of cultural identity is an important factor. Both China and South Korea belong to Asian countries. Compared to European and American dramas, Korea dramas give people more intimacy. Korean culture is under the tutelage of Chinese culture, focusing on politeness, righteousness, benevolence, filial piety, deeply affected by Confucian cultural. The hero in the “Descendants of the Sun” as a military officer is in the defense of the motherland and keep disciplines. The oath of the heroine as a doctor, “regardless of race, creed, only be responsible for the patient”, are similar to what socialist core values emphasized, patriotic, dedicated, honest, friendly. The traditional Chinese medicine and acupuncture in “Dae Jang Geum” have proved that Chinese culture and Korean culture enjoy similar cultural background and Korean culture is marked with a deep imprint of Chinese Confucian culture. The harmonious relationship between daughter-in-law and mother-in-law, between a kind father and a filial child, and some other good virtues promoted by Chinese traditional culture often appear in some South Korean dramas.

第 05 页面

01 The phenomenon that Korean dramas are sweeping the TV screen also brings us deep thinking. Korean blends in itself with culture from other countries on the basis of inheriting, absorbing and remaining and then integrates into a culture with its own characteristics. Learning from the Korean culture mode, China is also trying to promote its own cultural products. In recent years, the very hot “A bite of China” is a strong proof. “A Bite of China” shows the profound Chinese culture from the aspect of food in the form of documentary, which arouses people’s deep patriotism and love for traditional culture in their hearts. School for studies of Chinese ancient civilization and Confucius Institute arisen in commercial center is also evidence. More and more teenagers learn Confucianism, reciting Three Character Classic, accepting to be nurtured by traditional culture. We need to enhance the Chinese soft power of culture when it’s affluent now. Socialist core values are the heart and soul of soft power. Building the core values with strong appeal is related to social harmony and the long-term stability of the country. Pack and spread the socialist core values and then penetrate them into good cultural products and cultural industries is the urgent thing we need to do.

第 ch01 单元

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Starting\_up 部分

第 02 页面

01 3

02 5

03 2

04 6

05 1

06 7

07 4

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

第 01 页面

01 4

02 3

03 1

04 2

05 6

06 5

第 02 页面

01 2

02 1

03 3

04 1 2

05 4 5

06 3 6

第 03 页面

01 3

02 6

03 4

04 5

05 2

06 1

第 04 页面

01 4

02 1

03 2

04 2

05 1

06 4

第 05 页面

01 4

02 1

03 5

04 2

05 3

06 6

第 06 页面

01 of

02 with

03 after

04 that

05 for

Video\_Lis 部分

第 02 页面

01 70%

02 Facebook

03 Twitter

03 Microsoft

04 Microsoft

04 Twitter

05 Careerbuilder.co.uk

第 03 页面

01 2

第 04 页面

01 They can make your career because a strong online image could help you land your dream job. They can break your career because a huge number of employers take action against staff for writing negative comments on their social-networking page.

第 05 页面

01

第 06 页面

01 据微软发布的最新数据，如今在择业过程中，对脸书和推特的检查，与简历或面试同等重要。

02 对英、美、德、法四国的100强公司的人力资源经理的问卷调查结果显示， 70％的人力资源经理会因求职者的在线行为而将其拒绝。

03 但人力资源经理们也表示，实际上，一个良好的在线形象可以帮助求职者获得梦想中的工作。

04 社交网站是连接工作机会和在网络上推广你的个人品牌的好方法。

05 很多雇主已经对那些在他们的社交网站页面上写关于公司或其他员工负面评论的员工采取抵制。

Reading 部分

第 01 页面

01 CSC Media Ltd, part of the Chart Show Channels Group, is the largest independent television business in the UK. It has a mixture of 16 channels, including music, children's and movie channels.

02 She was the Finance Director for a chocolate-pudding business.

03 Because the basic skills you need are the same.

第 02 页面

01 chemistry

02 different

03 internship

04 accountancy

05 understanding

06 experience

第 03 页面

01 2

02 3

03 1

第 04 页面

01 3

Language\_re 部分

第 02 页面

01 3

02 1

03 2

第 03 页面

01 Could I confirm your e-mail address

02 Can you use spreadsheets

03 Can you speak any other languages

04 Could you tell us more about your present job

05 Could you tell me your current salary

06 Would you let us know your decision as soon as possible

07 When can you start

08 Would you like some more tea

第 04 页面

01 6

02 3

03 7

04 1

05 2

06 9

07 5

08 4

09 8

Skill 部分

第 02 页面

01 Phone call 1: To ask about a job advert.<br>Phone call 2: To tell Giovanna that he can't make the training course.<br>Phone call 3: To ask for a phone number

02 Phone call 1: No.<br>Phone call 2: No.<br>Phone call 3: Yes

第 03 页面

01 like

02 speak

03 Hold

04 on

05 put

06 you

07 through

08 Is

09 that

10 Speaking

11 phoning

12 about

13 Could

14 you

15 give

16 me

第 04 页面

01 Could

02 I

03 speak

04 I'm

05 afraid

06 take

07 message

08 This

09 is

10 Could

11 tell

12 make

13 call

14 back

15 on

第 05 页面

01 2

02 1

03 2

04 2

05 1

06 2

07 1

第 07 页面

01 004013322040

02 2161768009

03 26005467

04 3286753

05 42177530886

Case\_stu 部分

第 03 页面

01

Writing 部分

第 02 页面

01

第 03 页面

01 0 (There maybe an error)

02 2

03 3

04 5

05 6

06 1

07 11

08 0 (There maybe an error)

09 7

10 8

11 9

第 04 页面

01 4

02 5

03 1

04 3

05 2

第 05 页面

01 1 2 3 4 5 6

第 06 页面

01 can

02 employs

03 keep

04 than

05 questions

06 in

第 07 页面

01

Quiz 部分

第 01 页面

01 1 2 3 4

第 02 页面

01 1

02 6

03 7

04 5

05 6

06 4

07 2

08 3

09 1

10 7

第 03 页面

01 1

02 2

03 1

04 2

05 2

第 04 页面

01 working

02 let

03 moving

04 start

05 contact

06 sharing

07 send

08 3

09 4

10 5

11 7

12 6

13 1

14 2

第 05 页面

01 1

02 2

03 3

04 4

05 5

第 06 页面

01 Can you read this

02 Could you spell your name, please

03 Would you like some food

04 I can play the piano

05 My grandmother could speak Russian

第 07 页面

01 1

02 1

03 2

04 2

05 1

06 2

07 2

08 1

09 1

10 2

第 08 页面

01 move

02 making

03 taking

04 mistakes

05 bonus

06 work

07 promotion

08 retirement

09 path

第 09 页面

01 2

02 2

03 1

04 2

05 1

06 3

07 3

08 1

09 1

10 3

第 10 页面

01 involves

02 looks

03 deals

04 is responsible

04 ‘s responsible

05 makes sure

06 is in charge

第 11 页面

01 5

02 1

03 2

04 3

05 4

第 12 页面

01 do

02 make

03 being

04 getting

05 do

06 make

07 work

08 take

09 making

10 working

第 13 页面

01 please

02 Who

03 from

04 moment

05 through

06 afraid

07 message

08 about

09 back

10 Thank

第 14 页面

01 4

02 3

03 2

04 5

05 1

第 15 页面

01 5

02 1

03 4

04 3

05 2

第 16 页面

01 1

02 2

03 2

04 1

05 1

06 2

07 2

08 1

第 17 页面

01 have

02 moment

03 on

04 like

05 afraid

06 take

07 back

08 transfer

第 18 页面

01 Strachan

02 Buccleuch

03 Falaky

04 deVuyst

05 Miyako

第 ch02 单元

===================================

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

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16

17

18

19

20

21

22

23

24

25

26

27

28

29

第 01 页面

01 10

02 5

03 3

04 1

05 9

06 6

07 7

08 4

09 2

10 8

第 02 页面

01 7

02 3

03 4

04 8

05 2

06 1

07 5

08 6

第 03 页面

01 parent company

02 Turnover

03 net profit

04 market share

05 share price

06 head office

07 subsidiary

08 workforce

Video\_Lis 部分

第 01 页面

01 0 (There maybe an error)

第 02 页面

01 food

02 south

03 England

04 lettuce

05 fruit

06 the UK

第 03 页面

01 chilled

02 the majority of which

03 various

04 packaging

05 major retailers

06 Tesco’s

07 Morrison’s

08 Waitrose

09 food service companies

10 McDonald’s

第 04 页面

01 markets

02 products

03 time

04 miles

05 run

06 volume

07 millions

08 efficient

09 systems

第 05 页面

01 health

02 convenience

03 sustainability

04 indulgence

05 efficient

第 06 页面

01 Achieving what you set out to achieve and creating a team ethic

02 The relentlessness of the role as a Chief Executive

第 08 页面

01 1 2 4 7 8

第 09 页面

01 people

02 understanding

03 achieve

04 direction

05 enthusiasm

Reading 部分

第 02 页面

第 03 页面

01 Owned by its employees <br><br>Employs 69,000 people <br><br>Has a 'bonus day' Has a reputation for trustworthy products and employees who know what they're talking about and are eager to help<br><br> Each employee has a say in how the company is run and has a share of the profits <br><br>Britain's largest example of a worker co-ownership <br><br>Want their staff to be happy

第 04 页面

01 John Lewis is owned by its employees, but Tata isn't. <br><br>Tata has got 100 subsidiaries, but John Lewis hasn't got any. <br><br>John Lewis isn't family-owned, but Tata is. Both companies are successful.

第 05 页面

01 不是简单地选择最理所当然的继任者，集团表示将会考虑所有求职者为该印度最大的企业工作。

02 在一个通常由有影响力的家族控制公司的国家，由一个局外人（尤其是外国人）来控制塔塔集团的规模和声誉的想法是革命性的。

03 分析家怀疑，塔塔可以为印度企业从家族领导向专业管理有序过渡做出表率。

04 然而，一些批评者认为，引进专业人才将有助于消除大型家族企业管理薄弱的名声。

05 不像其他的商业街品牌，约翰路易斯由员工拥有，每位员工对其运营都有话语权，每位员工对其收益都享有股份。

Language\_re 部分

第 02 页面

01 1

02 3

03 4

04 2

第 03 页面

01 hold

02 are holding

03 are using

04 use

05 works

06 is writing

07 deals

08 am dealing

09 come

10 am living

11 wants

第 04 页面

01 are

02 offer

03 have

04 are growing

05 employ

06 are considering

07 are preparing

08 are looking

09 need

10 offer

10 are offering

第 07 页面

01 What are you doing on Friday morning?

02 Correct

02 correct

03 Correct

03 correct

04 Correct

04 correct

05 Our company is looking for a new Sales Manager.

06 At the moment, we do not know the profit figures.

Skill 部分

第 01 页面

01 To talk about his company

02 A group of prospective employees

第 02 页面

01 First

02 After that

03 Next

04 finally

第 03 页面

01 Florence

02 Clothing and fashion accessories

03 €300 million

04 €28 million

05 Talented team of designers, first-class distribution system, creative advertising and promotion

06 Advertises on all Italian TV networks and in other major European markets; sponsors fashion shows; products are endorsed by music and sport celebrities

第 04 页面

01 3

02 4

03 5

04 1

05 2

第 06 页面

01

Case\_stu 部分

第 02 页面

01 Looking high, as two main competitors have cut theirs

02 Needs upgrading, especially fleet of trucks

03 Need more, in addition to supermarkets and ice-cream stores

05 Recycle containers; take fat out of waste products; give pure water to Local communities

Writing 部分

01 1 2 3 4 5

第 03 页面

01 Thank

02 them

03 attaching

04 suggestions

05 apologies

第 04 页面

01 1

02 2

03 2

04 3

05 1

06 2

07 3

08 1

09 3

10 1

第 05 页面

01 7

02 6

03 8

04 1

05 4

06 2

07 5

08 3

第 06 页面

01

第 07 页面

01

Quiz 部分

第 01 页面

01 1

02 2

03 2

04 1

05 2

06 1

07 1

08 2

09 2

10 2

第 02 页面

01 stands

02 wants

03 arrives

04 goes through

05 is travelling

06 is visiting

07 is meeting

08 loves

09 combine

10 is expanding

第 03 页面

01 coordinates

02 has

03 travels

04 is going

05 speaks

06 is attending

07 is thinking

08 knows

09 is preparing

第 04 页面

01 1

02 1

03 2

04 2

05 1

06 2

07 2

第 05 页面

01 need

02 are you doing

03 usually arrive

04 'm working

04 am working

05 is

第 06 页面

01 Sylvia takes the bus every day

02 What are you doing next weekend

03 Yusuf and Hector are having a meeting right now

04 What does your company produce

05 At the moment I'm studying for a Master's degree

05 At the moment I am studying for a Master's degree

第 07 页面

01 10

02 1

03 9

04 3

05 2

06 6

07 4

08 7

09 5

10 8

第 08 页面

01 1

02 2

03 1

04 2

05 2

06 2

07 1

08 1

09 2

10 2

11 1

第 09 页面

01 6

02 1

03 5

04 2

05 6

06 1

07 5

08 4

09 7

10 1

11 4

12 3

第 10 页面

01 resources

02 self-employed

03 supplies

04 parent

05 subsidiary

06 head

07 office

08 service

09 workforce

第 11 页面

01 4

02 1

03 5

04 3

05 2

第 12 页面

01 Korea

02 Korean

03 manufacture

04 manufacturer

05 Brazil’s

06 Brazilian

07 equipments

08 equipment

09 Finished

10 Finnish

第 13 页面

01 2

02 2

03 1

04 2

05 1

06 1

07 2

08 2

09 1

10 2

11 1

第 14 页面

01 1

02 2

03 1

04 2

05 2

06 1

07 2

08 2

09 1

10 1

第 15 页面

01 2

02 5

03 6

04 4

05 3

06 1

第 16 页面

01 3

02 2

03 3

04 1

05 2

第 17 页面

01 Grenoble

02 retailers

03 age range

04 supply wholesale products

05 top three

06 300

07 190

08 7.6

09 4

10 in teenage fashion

11 the leader

第 ch03 单元

===================================

Starting\_up 部分

第 02 页面

Vocabulary 部分

第 01 页面

01 3

02 1

03 2

04 3

05 2

06 1

07 3

08 2

第 02 页面

01 credit-card details

02 method of payment

03 interest-free credit

04 out of stock

05 money-back guarantee

06 after-sales service

07 loyalty-card scheme

第 03 页面

01 bargain

02 guarantee

03 stock

04 bulk

05 read

06 details

07 wholesaler

08 retailer

09 purchase

10 refund

11 dispatch

12 mall

13 order

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

Video\_Lis 部分

第 01 页面

01 food, fashion, accessories, beauty, gardening, DIY

02 Germany, Japan, USA, UK, Italy

03 television and online

第 02 页面

01 We sell product across a wide variety of categories …

02 ... we sell to consumers in Germany, Japan, USA, UK, and Italy

03 ... we sell both through the television and online

第 03 页面

01 demonstrate

02 story

03 audience

04 benefits

05 clear

第 04 页面

01 inside and out

02 do

03 suitable

第 05 页面

01 demonstrate

02 give

03 engage

04 develop

05 know

第 06 页面

01 Because each beauty brand has a fantastic story behind it and each product is very easy to demonstrate.

02 Fragrance, because you can't communicate how it smells on TV.

第 07 页面

01 most successful

02 terrific

03 sales pitch

04 attractive

05 present

06 the quantity

07 product

08 always

第 08 页面

01 strongest

02 fantastic

03 product presentation

04 engaging

05 demonstrate

06 how much

07 sales

08 may

第 09 页面

01 An image of the product; the product description; ratings and reviews of the product; a video demonstration

第 10 页面

01 online

02 altered

03 fantastic

04 opportunity

05 item

06 image

07 range

Reading 部分

第 02 页面

01 8

02 7

03 5

04 6

05 1

06 4

07 2

08 3

第 03 页面

01 3

02 4

03 2

04 8

05 5

06 7

07 1

08 6

第 04 页面

01 Show confidence on the outside.

02 Your product, your business and your industry

03 30 seconds: The time you have to interact with someone before they form an opinion of you.15 seconds: The initial period of a telephone call when you have a chance to make a good impression.

04 Don't take it personally.

05 Leads / Calling more people

06 Your starting point, the point which you won't drop below, and a mid-way point which you'll aim for

07 Not approaching selling with dread; seeing selling as a challenge; enjoy closing deals and making sales; seeing rejection as a result

第 05 页面

01 The proportion of women who believe that women make the best salespeople.

02 The proportion of men who believe that women make the best salespeople.

03 The percentage of men who agreed that women make better salespeople.

04 The percentage of women who agreed that women make better salespeople.

05 The percentage of men who ranked honesty as most important.

06 The percentage of women who ranked personality as most important.

07 The ranking of integrity in the survey.

08 The percentage of people who ranked integrity as important.

09 The percentage of sales professionals who ranked good looks as important.

10 The number of years over which the reputation of sales has improved.

11 The percentage of men who believe that the reputation of sales has improved over the last 10 years.

12 The percentage of women who believe that the reputation of sales has improved over the last 10 years.

13 The percentage of men who agree that the top incentive for salespeople was money.

14 The percentage of women who agree that the top incentive for salespeople was money.

第 06 页面

01 对二百多名销售人员做出的一项新调查发现，三分之二的女性和一半多的男性认为女性是最好的销售人员，强调在销售行业中女性的名气越来越大。

02 当被问及为什么女性是最好的销售人员时，男性认为最主要的原因是，女性更擅长实际成交，而女性表示，是因为她们比男性更擅长与人打交道。

03 当谈到成为一名成功的销售人员所需的个人素质时，男性认为诚实最重要（53％），而女性认为个性最有价值（47％）。

04 太多的人在意这种拒绝，往往最后接触到的潜在客户比实际能够接触的要少得多。

05 你应该享受成交和销售，并把每一次的拒绝当作一种结果——你离遇见下一位客户更近了一步。

Language\_re 部分

第 02 页面

01 2

02 2

03 1

04 2

05 2

06 2

07 2

第 03 页面

01 f

02 a

03 b

04 e

05 d

06 c

第 05 页面

01 should dispatch orders quickly

02 you don’t have to

02 you do not have to

03 shouldn’t talk a lot about yourself

03 should not talk a lot about yourself

04 don’t have to pay until August

04 do not have to pay until August

05 mustn’t make any mistakes

05 must not make any mistakes

06 must have

第 06 页面

01 You must be honest. You must sound and appear confident. You need to know your product. You have to have a professional appearance. You shouldn't take rejection personally. You must know how far you will negotiate. You should approach selling with a positive mindset.

Skill 部分

第 02 页面

01 So that people can rent them to do their shopping and go about their business – they are trying to reduce pollution.

02 quantity, price, discounts, delivery, warranty

03 after-sales service

第 03 页面

01 price

02 list

03 discount

04 guarantee

05 delivery

06 warranty

07 credit

08 policy

09 down

10 payment

第 04 页面

01 5

02 7

03 2

04 4

05 1

06 6

07 8

08 3

第 05 页面

01 B

02 A

03 E

04 D

05 C

Case\_stu 部分

第 02 页面

01 Travel in private jets for top executives and VIPs

02 Mainly business executives

03 Offer an attractive package: good value prices, special assistance at airports, superb accommodation and service

04 Facing strong competition from other charter airlines

第 07 页面

01 China’s largest privately owned shoemaker, the Zhejiang Aokang group has won a law case against the European Union’s anti-dumping measures on Chinese leather shoes. The Wenzhou-based company was informed on Sunday of the judgement, which overrules the decision made by the General Court of the EU in 2010.

02 Wang Zhentao, Chairman of Aokang Shoes Co., said, “We were shocked when we were informed that such a high anti-dumping tariff would be charged, it was far more than our profit rates, if it became accepted, we would be making a loss. ” “The EU has sent inspection delegations to Aokang on many occasions and their results showed that Aokang was acting within the law.” Wang said.

03 Shen Danyang, Spokesman of Chinese Ministry of Commerce, said, “Chinese firms were not treated fairly during the anti-dumping investigation. The final ruling is a warning to the EU committee that administrative powers should not be abused.” Aokang is expected to be compensated its litigation fees, and its trading partners can also recover the amount of the anti-dumping duties paid out over the last 6 years.

第 08 页面

第 09 页面

01 The most prominent feature of this case is the successful use of the emotional injection strategy. Rich emotions affect each person’s behavior. A successful negotiation although largely depends on the mutual benefit of the two sides, but sometimes emotional consistency and blending is the magic weapon to win the negotiations. In the negotiation, it is very important to recognize and consider the feelings of the people.

02 <br/>A good negotiator should be able to understand the needs and hope of the opponents, trying to find a integrating point to establish and maintain a lasting friendship, which can set a psychological foundation to avoid negotiation obstacles and make the whole negotiation to the direction of success. Aokang group’s successful use of the emotional injection strategy is worth to be learned by other companies.

Writing 部分

第 02 页面

01

第 03 页面

01 Unit price

02 10

03 155

04 50

05 5

06 T-shirts

07 83.23

08 1,581.27

09 Tim Atkinson

10 Edinburgh

第 04 页面

01 4

02 2

03 1

04 3

05 5

第 05 页面

01 1

02 2

03 2

04 2

05 1

06 2

第 06 页面

01

Quiz 部分

第 01 页面

01 2

02 7

03 1

04 4

05 3

06 6

07 8

08 5

第 02 页面

01 2

02 6

03 1

04 7

05 4

06 5

07 8

08 3

第 03 页面

01 B

02 A

03 F

04 E

05 D

06 C

07 didn’t have to

07 did not have to

08 don’t have to

09 won’t have to

09 will not have to

10 had to

11 have to

12 will have to

12 ’ll have to

第 04 页面

01 3

02 2

03 1

04 2

05 3

06 1

第 05 页面

01 We need to get a taxi

02 You must speak more loudly

03 Do we have to leave now

04 Should I bring my laptop

第 06 页面

01 8

02 6

03 3

04 4

05 9

06 2

07 5

08 7

09 1

10 10

第 07 页面

01 1

02 2

03 2

04 1

05 1

06 2

07 2

08 2

09 1

10 1

第 08 页面

01 1

02 2

03 2

04 1

05 1

第 09 页面

01 b

02 c

03 d

04 a

05 e

第 10 页面

01 1

02 7

03 1

04 6

05 4

06 8

07 5

08 3

第 11 页面

01 3

02 4

03 5

04 1

05 2

第 12 页面

01 5

02 1

03 3

04 2

05 4

第 13 页面

01 websites

02 provide

03 images

04 price

05 promotions

06 delivery

第 r1 单元

===================================

Starting\_up 部分

第 01 页面

01 2

02 1

03 1

04 1

05 2

06 2

07 2

08 2

09 2

10 1

11 2

12 1

13 1

14 1

第 02 页面

01 pharmaceutical

02 turnover

03 net profit

04 workforce

05 share price

06 Spanish subsidiary

07 parent company

第 03 页面

01 1

02 1

03 1

04 1

05 1

06 1 2 3

第 04 页面

01 I wish I could, but I really have to go.

02 Thanks for the invitation, but I'm not feeling very well. Maybe some other time.

03 Nothing more for me, thanks. It was delicious.

04 I'm afraid you've come to the wrong person. You'll have to ask Keith.

05 I'm sorry. I'd love to, but I have other plans that day.

第 05 页面

01 a living

02 company

03 opportunities

04 ladder

05 a subsidiary

06 move

07 parent company

08 office

第 06 页面

01 1

02 2

03 2

04 2

05 1

06 1

07 2

08 1

Vocabulary 部分

第 01 页面

01 Can

02 Would

03 could

04 could

05 can

06 would

07 Would

08 Can

09 could

第 02 页面

01 'm

02 love

03 work

04 're developing

05 're trying

06 'm looking

07 feel

08 'm starting

09 's

10 think

第 03 页面

01 2

02 1

03 1

04 2

05 2

06 1

第 04 页面

01 3

02 2

03 1

04 2

05 3

06 5

07 4

08 8

09 7

10 6

第 05 页面

01 is visiting

01 's visiting

02 have

03 practices

04 isn't working

04 is not working

05 're opening

05 are opening

Video\_Lis 部分

第 02 页面

01 1

02 3

03 2

04 1

05 3

06 1

07 2

08 1

第 04 页面

01 Could I speak

02 This is

03 Can

04 She seems to be

05 I get

06 Can I leave

07 I can transfer

第 05 页面

01 We can do that. We can offer you a price of €3.50 each.

02 €3.00 each could be all right, as long as you order 3,000 or more drives.

03 OK, for 3,000 I can do €2.95.

第 06 页面

01 Let's talk about the schedule

02 I'm sorry, we can't agree to that. We need more time

03 If you pay in advance, we can deliver on the 20th of September

04 That might be OK if you can pay in full on the day of delivery

05 Fine. If you pay 50 per cent now and 50 per cent on the 20th, we've got a deal

Reading 部分

第 01 页面

01 2

02 1

03 1

04 2

05 1

06 2

第 02 页面

01 3

02 1

03 3

04 2

05 1

06 1

Language\_re 部分

第 01 页面

01 1

02 3

03 2

04 2

05 1

06 3

07 1

08 2

09 3

10 1

11 2

12 1

Skill 部分

01 Dear Mr Ulrich,<br />Following our meeting last week, I'm pleased to say that we're ready to move ahead with a distribution agreement. I enclose a draft contract for your approval. Please could you read through it and let me know if you would like to make any changes or additions.<br />I look forward to doing business with you.<br /> Yours sincerely,

第 02 页面

01

第 03 页面

01

第 r2 单元

===================================

Starting\_up 部分

第 01 页面

01 made

02 take

03 fill

04 meet

05 reduce

06 protect

07 extend

08 enter

第 02 页面

01 working environment

02 lifestyle

03 deadline

04 flexitime

05 quality of life

06 work-life balance

07 workload

08 workaholic

第 03 页面

01 2

02 1

03 2

04 1

05 2

06 2

07 1

Error in FP

08Error in FP

08 0 (There maybe an error)

第 04 页面

01 the oldest person

02 trust and respect

03 business card

04 local language

05 business breakfasts and business lunches

06 business culture

07 red tape

08 food

09 eye contact

10 personal space

第 05 页面

01 need

02 lifestyle

03 balance

04 opportunity

05 deadline

06 workaholic

07 life

08 environment

第 06 页面

01 2

02 1

03 2

04 1

05 1

06 2

07 1

08 2

Vocabulary 部分

第 01 页面

01 was listening

02 had

03 didn't have

04 was

05 were receiving

06 weren't getting

07 went

08 began

09 made

10 was trying

11 had

12 appeared

13 was watching

14 became

第 02 页面

01 part

02 down

03 out

04 up

05 around

06 up

07 to

08 after

第 03 页面

01 've been

01 have been

02 didn't study

02 did not study

03 was working

04 became

05 finished

06 took

07 was developing

08 was

09 've worked

第 04 页面

01 out

02 part

03 forward

04 after

05 up

06 down

Video\_Lis 部分

第 01 页面

01 4

02 5

03 2

04 7

05 8

06 1

07 3

08 6

第 02 页面

01 fourteen

02 forty

03 eight pounds fifty

04 five hundred and fifteen euros

05 twelve point five

06 thirteen point three six per cent

07 zero point one two five

07 oh point one two five

07 nought point one two five

08 a third

08 one third

09 three quarters

10 five thousand, six hundred and seventy-eight

第 03 页面

01 d

02 h

03 a

04 g

05 b

06 f

07 c

08 e

第 04 页面

01 4

02 5

03 7

04 1

05 8

06 3

07 6

08 2

第 05 页面

01 e

02 g

03 c

04 f

05 b

06 a

07 d

Reading 部分

第 01 页面

01 2

02 1

03 1

04 2

05 2

06 1

07 2

第 02 页面

01 1

02 2

03 3

04 2

05 3

Language\_re 部分

第 01 页面

01 3

02 1

03 2

04 3

05 3

06 1

07 2

08 1

09 1

10 2

11 3

12 2

Skill 部分

01 Hello Mike, <br />We had a project meeting this morning. The project's going well. It's running on time because everyone is working hard. We all love our work, but we're feeling very stressed out. We're working late every night, but even when we do that, we have to start work the next day at 8.30. Would you consider starting a flexitime system to reduce stress and overwork?<br />Best wishes,

第 02 页面

01

第 r3 单元

===================================

Starting\_up 部分

第 01 页面

01 domestic

02 unemployment

03 labour

04 tax

05 government

06 foreign

07 balance

08 interest

09 exchange

10 inflation

第 02 页面

01 1

02 1

03 1

04 1

05 1

第 03 页面

01 arranged

02 prepare

03 meet

04 keep

05 consider

06 do

07 forecast

08 estimated

09 write

10 implement

第 04 页面

01 unemployment

02 exchange

03 interest

04 labour

05 tax

06 market

07 sales

08 plan

第 05 页面

01 2

02 1

03 2

04 2

05 1

06 1

07 1

08 2

第 06 页面

01 Be on time for the call.

02 Make sure you are in a quiet place.

03 If possible, use a headset for the call.

04 Use the 'mute' button when you are not speaking.

05 Avoid eating, drinking or chewing gum while on a conference call.

06 If you really need to have a drink, remember to use the 'mute' button.

07 Prepare for the call in advance. Plan what you may need to say.

08 Have any documents you may need close to hand.

09 Listen carefully and wait to be invited to comment by the call leader.

10 When speaking, it can be helpful to say who you are each time you speak.

11 When you speak, stay on topic.

12 Make short contributions rather than long speeches.

13 Try not to interrupt people when they are speaking.

14 Avoid taking notes on a computer, as typing will be noisy for the other participants.

Vocabulary 部分

第 01 页面

01 1

02 2

03 1

04 2

05 1

06 2

07 1

08 1

09 2

10 1

11 1

12 2

第 02 页面

01 Is the market research complete?

02 When do you want to do it?

03 Do you have time to look at the new website?

04 Did you read the survey?

05 Have you seen the sales figures?

06 How should we describe the new model?

第 03 页面

01 4

02 1

03 5

04 2

05 6

06 3

第 04 页面

01 When do you want to visit Bahrain?

02 I called him as soon as I arrived.

03 How should we announce the restructuring?

04 They're going to open a new office.

05 How many people are we expecting at the conference?

06 We would like to increase our sales.

07 Do you expect demand to go up next year?

08 They're hoping to improve their performance.

第 05 页面

01 When

02 before

03 Have

04 going to

05 until

06 as soon

07 having

08 while

Video\_Lis 部分

第 01 页面

01 Sorry, did you say

02 Could you give me

03 What about

04 I didn't catch

05 Did they say when

06 I'll e-mail you to

07 Thanks very much

08 I should

第 02 页面

01 c

02 f

03 b

04 k

05 a

06 j

07 i

08 h

09 e

10 g

11 d

第 03 页面

01 2

02 4

03 1

04 6

05 5

06 3

第 04 页面

01 c

02 e

03 b

04 d

05 a

第 05 页面

01 eight hundred and ninety million, five hundred and forty thousand, three hundred and thirty-four

01 eight hundred and ninety million, five hundred and forty thousand, three hundred and thirty four

01 eight hundred and ninety million five hundred and forty thousand three hundred and thirty-four

01 eight hundred and ninety million five hundred and forty thousand three hundred and thirty four

02 six-thirteenths

02 six thirteenths

03 fifty-eight per cent

03 fifty eight per cent

03 fifty-eight percent

03 fifty eight percent

04 fifty-nine thousand euros

04 fifty nine thousand euros

05 nought point three eight nine

05 zero point three eight nine

Reading 部分

第 01 页面

01 0

02 0

03 1

04 1

05 0

06 1

第 02 页面

01 full-time job

02 new business

03 finance

04 sales

05 someone

06 'foil'

Language\_re 部分

第 01 页面

01 i

02 g

03 j

04 a

05 c

06 d

07 b

08 f

09 h

10 e

Skill 部分

01 Sample answer<br />Dear Alan,<br />I've recently become the European distributor for ChuTools, a new Chinese power-tool manufacturer based in Shenzen. The company produces a range of DIY power tools — drills, saws and garden tools. The prices are mid-range, but the quality is very high for the price. They have received excellent reviews in the trade press. The company wants to support retailers with marketing and promotion, including prizes and special offers. <br />Can we get together to discuss a deal?<br />All the best,

第 02 页面

01

第 r4 单元

===================================

Starting\_up 部分

第 01 页面

01 to

02 with

03 about

04 to

05 in

06 in

07 with

08 about

09 with

10 for

第 02 页面

01 3

02 2

03 3

04 1

05 2

06 2

07 1

08 2

第 03 页面

01 fashionable

02 unreliable

03 hard-wearing

04 uncomfortable

05 high-performance

06 economical

07 high-tech

08 best-selling

09 unsafe

10 long-lasting

第 04 页面

01 2

02 2

03 1

04 1

05 2

第 05 页面

01 emotional

02 unenthusiastic

03 flexibility

04 formal

05 impatient

第 06 页面

01 performance

02 lasting

03 wearing

04 made

05 selling

第 07 页面

01 Meals out

02 emotion

03 Socialising

04 personal space

05 Body language

06 relationships

07 Risk-taking

Vocabulary 部分

第 01 页面

01 f

02 g

03 a

04 h

05 b

06 d

07 e

08 c

第 02 页面

01 1

02 2

03 2

04 1

05 1

06 1

第 03 页面

01 offer

02 'd start

02 would start

03 deliver

04 'd give

04 would give

05 spoke

06 'II start

06 will start

07 ordered

08 'II place

08 will place

第 04 页面

01 was made

02 was opened

03 were marketed

04 were bought

05 was launched

06 were worn

07 was moved

08 are loved

第 05 页面

01 said she needed more time for answering e-mails

01 said that she needed more time for answering e-mails

01 said she needed more time for answering emails

01 said that she needed more time for answering emails

02 said he had had the same problem recently

02 said that he had had the same problem recently

02 said he'd had the same problem recently

02 said that he'd had the same problem recently

03 said she'd been doing e-mailing after work, in the evening

03 said that she'd been doing e-mailing after work, in the evening

03 said she had been doing e-mailing after work, in the evening

03 said that she had been doing e-mailing after work, in the evening

04 said e-mailing was going to be the biggest problem in his new job

04 said that e-mailing was going to be the biggest problem in his new job

05 should reduce the number of e-mails they send

第 06 页面

01 was opened

02 was started

03 was run

04 was sold

05 had been opened

第 07 页面

01 d

02 e

03 a

04 c

05 b

Video\_Lis 部分

第 01 页面

01 d

02 b

03 g

04 f

05 a

06 h

07 e

08 c

第 02 页面

01 I believe

02 Why don't

03 I've got

04 I know

05 I've always met

06 let's look

07 I'd like

08 Let’s have

第 03 页面

01 c

02 a

03 d

04 e

05 b

第 04 页面

01 2

02 1

03 4

04 3

05 5

第 05 页面

01 I'm going to tell you about our new product

02 It weighs approximately 75 grams

03 It's for people who like travelling

04 It's great value for money

05 It makes the user look professional

06 Would anyone like to ask a question

Reading 部分

第 01 页面

01 2

02 2

03 1

04 1

05 2

06 1

第 02 页面

01 3

02 2

03 5

04 1

05 1

06 4

Language\_re 部分

第 01 页面

01 2

02 3

03 2

04 1

05 3

第 02 页面

01 35

02 40

03 6

04 40

05 20

06 30

07 64

Skill 部分

第 01 页面

01 Dear Mr Singh,<br />I think the iPhone case that I use could be successful in our shop. It's made of leather. It weighs only a few grams, and its dimensions are just a bit bigger than the phone — about 60 mm x 10 mm x 115 mm. It comes in red, blue, black and yellow. <br />It's designed to look smart and also to protect the phone, even if it's dropped. The case clips around the phone firmly, but it's also easy to release if necessary. I paid less than £10 for mine, so it's great value for money. <br />If you have any questions, let me know. <br />All the best,

第 02 页面

01

第 c1 单元

===================================

Starting\_up 部分

01 attention

02 alternatives

03 sympathy

04 clear

04 as clear as possible

05 long reasons and excuses

第 03 页面

01 It is important to focus on non-verbal communication.

02 Correct

02 correct

03 Correct

03 correct

04 They have 12 ways of saying 'no'.

05 Correct

05 correct

06 Silence in the Arab world is quite common and does not necessarily mean 'no'.

07 It is not considered rude in America, but it could be in Saudi Arabia.

第 04 页面

01 b

02 c

03 d

04 e

05 a

Video\_Lis 部分

第 02 页面

01 “No, but thank you very much for this lovely invitation.”

02 “Thanks so much for the invitation. I’m not able to go, but I hope you have a really good time.” Or “Thanks so much for the invitation. I appreciate it, but I’m not able to be there today.”

03 “No. I can’t. I’ve got plans tonight. But I’d love to set up another time that we could meet or hang out.”

第 04 页面

01 There are three steps when we politely say “no” in English: <br/>1. Make a statement of regret or denial. <br/>2. Explain why the answer is “no.” <br/>3. Offer an alternative, if possible.

02 Key points for a successful win-win negotiation: <br/>1. Goals: What do you want to get out of the negotiation? What do you think the other person wants?<br/> 2. Trades: What do you and the other person have that you can trade? What do you each have that the other wants? What are you each comfortable giving away? <br/>3. Alternatives: If you don’t reach agreement with the other person, what alternatives do you have? Are these good or bad? How much does it matter if you do not reach agreement? Does failure to reach an agreement cut you out of future opportunities? And what alternatives might the other person have? <br/>4. Relationships: What is the history of the relationship? Could or should this history impact the negotiation? Will there be any hidden issues that may influence the negotiation? How will you handle these?<br/> 5. Expected outcomes: What outcome will people be expecting from this negotiation? What has the outcome been in the past, and what precedents have been set? <br/>6. The consequences: What are the consequences for you of winning or losing this negotiation? What are the consequences for the other person? <br/>7. Power: Who has what power in the relationship? Who controls resources? Who stands to lose the most if agreement isn’t reached? What power does the other person have to deliver what you hope for?<br/> 8. Possible solutions: Based on all of the considerations, what possible compromises might there be?

第 05 页面

01

02

03

第 e01 单元

===================================

Starting\_up 部分

第 01 页面

01 2

02 3

03 1

04 2

05 1

第 02 页面

01 1

02 2

03 2

04 2

05 1

第 03 页面

01 expensive

02 part-time

03 casual

04 flexible

05 online

06 warm

07 punctual

第 04 页面

02 a guarantee

03 a bill

04 an invoice

05 a memo

06 a receipt

07 a report

第 05 页面

02 2

03 1

04 1

05 2

06 1

07 1

08 2

09 2

第 06 页面

01 1

02 2

03 8

04 7

05 6

06 4

07 5

08 0 (There maybe an error)

第 07 页面

01 3

02 5

03 6

04 4

05 2

06 1

第 08 页面

01 1

02 6

03 2

04 3

05 5

06 4

第 09 页面

01 1

02 2

03 1

04 2

05 1

06 1

第 10 页面

01 1

02 1

03 3

04 2

05 1

06 3

第 11 页面

01

第 ch04 单元

===================================

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

第 02 页面

01 takes advantage of an opportunity

02 extend its product range

03 enter a market

04 make a breakthrough

05 meet a need

06 raises their status

第 03 页面

01 reduces

02 protects

03 fills

04 win

第 04 页面

01 e

02 b

03 d

04 a

05 f

06 c

第 06 页面

01 developing a business idea

02 make a breakthrough

03 protecting the environment

04 takes advantage

05 wins an award

06 extend our range

07 meets a need

Video\_Lis 部分

第 02 页面

01 eBay, because it provides individuals and small businesses with a channel to market that didn't exist before.<br/>The USB stick, because it enables data and pictures to be easily transportable. <br />The digital camera, because it's revolutionized photography and is incorporated into many other devices.

第 03 页面

01 2

02 1

03 2

04 1

05 1

06 2

07 2

第 04 页面

01 boom

02 turnover

03 auction

04 transfer

05 demand

06 transport

07 benefit

08 satisfy

09 invention

10 revolutionise

第 05 页面

01 Product-based companies, like pharmaceuticals and high-tech companies

02 Ericsson (The interviewee refers to the company as Finnish, but in fact it is Swedish.)

第 06 页面

01 information

02 relationships

03 products

04 innovation

05 different

06 increase

07 extending

08 time

第 07 页面

Nearly

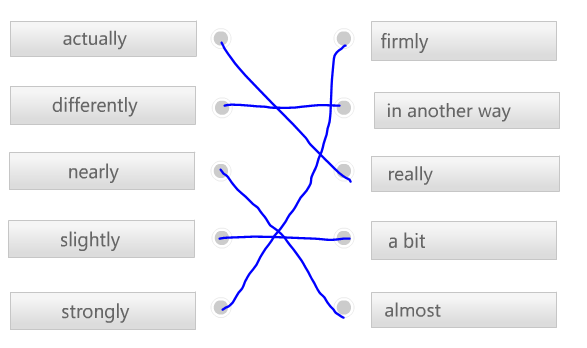
strongly

actually

slightly

differently

第 08 页面



Reading 部分

第 01 页面

01

第 02 页面

01 Phone software that can translate foreign languages almost instantly

02 People of different languages talking to each other on the phone

03 phone users

04 Should be ready in a couple of years

第 03 页面

01 cyding 'collar' with an airbag inside

02 Protecting cyclists in case of accidents

03 cyclists

04 Will be on sale early next year

第 04 页面

01 Vending machine for gold bullion

02 People wanting a quick and easy way to buy gold

03 global, fitness centres, cruise ships

04 20 machines already in place, new machines opening in the US next month

第 06 页面

01 现在它正致力于把两种技术结合起来开发一种能够识别来电者的声音并把它翻译成另一种语言的软件。

02 像是专业的口译译员，手机会分析讲话的模式，在试图翻译之前，它会倾听讲话者直到它完全懂得了单词和词组的意思。

03 当设备上的传感器确定碰撞发生，安全气囊瞬间充气，在骑车人的头部周围形成一个头盔。

04 这个设备原本是被设计成用来进行网上黄金交易的，（但）它变得如此成功以致它的发明者计划建立一个全球网络并将其安装到从健身中心到游艇的各个地方。

05 这家公司声称他们的黄金价格低于银行，主要是因其日常管理费用低，并且不同于银行的是，机器获取黄金更加的方便快捷。

Language\_re 部分

第 03 页面

01 2

02 1

03 2

04 1

05 1

06 1

第 06 页面

01 1

Skill 部分

第 01 页面

01 It probably depends on the type of meeting. It's probably good to have at the meeting only those who really need to be there and to limit this number as far as possible. However, large meetings can be successful if they are well chaired.

02 Different companies and cultures deal with this in different ways. Coffee and water may be freely available, but snacks between meals are unknown in some places. The working lunch is a possibility in some places, with perhaps sandwiches in the meeting room or lunch in a restaurant.

03 Again, different cultures have different ideas about this. In some places, starting a 2 o'clock meeting at 2.20 may count as starting 'on time'.

05 Again, it probably depends on the type of meeting. This is a good opportunity to teach chair in the sense of chairman or chairwoman.

06 Organised turn-taking can be very clear in some cultures, with long pauses to show that consideration is being given to what has just been said, but overlapping is the norm elsewhere. Perhaps this is a good opportunity to teach Please let me finish.

第 02 页面

01 To decide the launch date for the DM 2000 and the recommended retail price

02 September

第 03 页面

01 0

第 04 页面

01 in favour

02 competitors

03 campaign

04 Hold on

05 launch

06 point

07 target

08 department

09 channels

第 06 页面

01 1

02 2

03 2

04 1

05 1

06 2

07 2

08 1

09 1

10 2

Case\_stu 部分

第 02 页面

01 1 Great idea, something different/ unusual, linked to culture of community/country <br />2 Provide an enjoyable experience for visitors<br /> 3 Must make money / be self -financing / be a commercial proposition

Writing 部分

01

第 03 页面

01 1 2

02 1 2 3 4 5

第 04 页面

01 3

02 6

03 5

04 4

05 2

06 1

第 05 页面

01

第 06 页面

01

第 07 页面

01 1 2 3 4 5 6 7 8 9

第 08 页面

01 from

02 are

03 negotiators

04 interrupting

05 true

06 careful

07 to

08 has

09 as

第 09 页面

01

Quiz 部分

第 01 页面

01 2

02 1

03 1

04 1

05 1

06 1

07 1

08 2

09 2

10 1

11 1

12 2

13 2

14 1

第 02 页面

01 learnt

01 learned

02 was travelling

03 married

04 had

05 decided

06 wanted

07 was travelling

08 opened

09 was always thinking

10 liked

第 03 页面

01 immediately filed

02 did not believe

02 didn’t believe

03 had

04 was already making

第 04 页面

01 were having

02 phoned

03 wanted

04 were planning

05 waited

06 was selling

07 decided

08 was working

09 was touring

10 developed

11 took

12 believed

第 05 页面

01 was working

02 rang

03 was

04 was walking

05 wanted

06 said

07 was leaving

08 met

09 invited

10 was going

第 06 页面

01 7

02 4

03 1

04 8

05 6

06 3

07 2

08 5

09 9

第 07 页面

01 3

02 2

03 3

04 1

05 1

06 2

07 3

08 2

第 08 页面

01 1

02 5

03 4

04 3

05 2

第 09 页面

01 2

02 5

03 4

04 1

05 3

第 10 页面

01 I think you’re right

02 Can we start, please

03 Can I say something

04 How do you feel about this

05 What do you mean by ‘demotivating’

06 Let’s move on to our second point

07 Right, let’s recap on the different proposals

08 The purpose of this meeting is to decide the date of the launch

第 11 页面

01 4

02 6

03 1

04 3

05 2

06 5

第 12 页面

01 5

02 4

03 2

04 1

05 3

第 13 页面

01 idea

02 moves

03 space

04 effective

05 access

06 addressed

07 need

08 get

09 make

第 14 页面

01 b

02 a

03 d

04 c

05 b

06 d

07 c

08 a

第 15 页面

01 have a look

02 I’m afraid

03 please

04 Shall we

05 down to

06 sure about

07 do you mean

08 in favor of

第 16 页面

01 very special

02 decide

03 very happy

第 17 页面

01 major

02 agree

03 satisfied

第 ch05 单元

===================================

Starting\_up 部分

第 02 页面

01 3

02 10

03 1

04 2

05 7

06 6

07 4

08 5

09 8

10 9

第 03 页面

01

02

03

04

05

06

07

08

09

10

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

第 02 页面

01 deadline

02 workaholic

03 workload

04 lifestyle

05 flexitime

06 work-life balance

07 quality of life

08 working environment

第 03 页面

01 Advertising executive

02 Firefighter

03 Sales assistant

04 Diplomat

05 Hairdresser

06 Architect

07 Banker

Video\_Lis 部分

第 01 页面

01 Having too much to do, not feeling in control, and not having good relationships with the people that they work with.

02 Resilience to stress is helping people to respond differently to stressful situations, so that they actually feel calmer when they're put in situations that they previously found stressful.

第 02 页面

01 under

02 at

03 in

04 with

05 with

06 up

07 over

08 into

第 03 页面

01 A high level of continued pressure can sometimes spill over into feelings of stress. So, although you might be doing quite well at managing stress for a long period of time, if it continues without any break, then people sometimes tip over into feeling very stressed.

第 04 页面

01 normal

02 motivating

03 stressful

04 pressure

第 05 页面

01 1

02 2

03 1

04 2

05 1

06 2

第 06 页面

01 1 If somebody doesn't like travelling in rush hour, they could come in a little bit early and leave a little bit early.<br /> 2 Making sure that people don't feel that they have to stay late, just because their boss is working late.

第 07 页面

01 3

02 1

03 3

04 2

05 2

第 08 页面

01 Because women tend to have more responsibility in the home (e.g. managing the home, looking after children), so they have many more sources of pressure in their life and therefore are more likely to feel stressed because of that

02 Women are more open about their feelings and therefore feel more comfortable in reporting feeling under pressure or feeling stressed.

第 09 页面

01 deal with

02 tend

03 experience

04 manage

05 look after

06 report

Reading 部分

第 01 页面

01 6

02 1

03 8

04 7

05 5

06 2

07 9

08 3

09 4

第 02 页面

01 Group a. are all countries where high growth is expected; Group b. are countries where the economy is shrinking.

02 In China, the pressure is on to keep up with the speed of expansion, while in Ireland, the economy is shrinking, and business owners are worried about how they will keep their business alive.

03 The economic climate, pressure on cashflow, competitor activities and heavy workload.

04 Economic, business and personal.

第 03 页面

01 1 5 6

02 2 3 6

第 04 页面

01 全球一半以上的私企领导者感到在过去的一年中他们的压力水平增加。

02 在中国大陆，压力在于跟上发展的速度，而在爱尔兰，经济正在萎缩，企业主担心他们要如何维持他们的生意。

03 毫无疑问，在2009年，最常见的原因是经济环境，全球38%的受访者说，这是压力产生的主要原因之一。

04 工作压力产生的原因可以分为三类——经济的，企业和个人的。

05 调查还发现，压力水平与个人一年内休假的天数相关。

Language\_re 部分

第 02 页面

01 1

02 2

03 2

04 1

第 03 页面

01 1

02 2

03 1

04 1

05 1

Skill 部分

第 01 页面

01 They mention: paying a gym subscription, hiring more staff, stopping weekend work, introducing flexitime, allowing employees to work from home, setting up a counselling service, changing staff duties and roles

第 02 页面

01 we

02 should

03 Why

04 don't

05 How

06 about

07 could

08 hire

09 good

10 idea

11 Let's

第 03 页面

01 2

02 2

03 1

04 3

05 1

06 3

07 2

第 04 页面

01 2

02 2

03 1

04 1

05 2

Case\_stu 部分

第 02 页面

01 James has disappeared in the middle of the negotiation after getting drunk in front of the clients; Jessica thinks he has had a breakdown; Sheila promises to help.

02 Brigitte is stressed and unhappy at work, thinks there is too much gossip, thinks her supervisor favours others, has poor work-life balance.

03 Juliana is stressed about deadlines, thinks the company is competing for too many contracts, thinks she is being pushed out because of her age.

04 Jolanta doesn't feel appreciated or that she has the chance to get on or contribute.

Writing 部分

01 1 2 3

02 1 2 3

第 03 页面

01 Everyone experiences stress at some point in their life

02 But men and women generally handle stress very differently

03 However, more men than women suffer from stress-related illnesses

04 That is because their coping strategies are not as good as women’s

05 There pressures come from home and from work

06 By contrast, many men are only under pressure at work

07 To begin with, women are much more flexible than men

08 Also, they usually cope with the pressures better than men

第 04 页面

01 2

02 4

03 3

04 1

第 05 页面

01 shows

02 showed

03 increased

04 have made

05 have risen

06 have fallen

07 stand

08 went up

09 stands

10 a

11 d

12 f

13 b

14 e

15 c

第 06 页面

01

第 07 页面

01

Quiz 部分

第 01 页面

01 2

02 1

03 1

04 1

05 1

06 2

07 1

08 1

09 2

10 1

第 02 页面

01 cut

02 Have you ever worked

03 have already taken

03 've already taken

04 studied

05 has just introduced

05 's just introduced

06 has been

06 's been

07 have returned

08 resigned

09 has increased

10 went up

第 03 页面

01 Yes, he has

02 No, he hasn't

02 No, he has not

03 Yes, she has

04 No, she hasn't

04 No, she has not

05 No, they haven't

05 No, they have not

06 Yes, they have

07 Yes, Sergio has

07 Yes, they have

第 04 页面

01 Has Yaling ever been late for an important event

02 Have Heinrich and Ahmed ever been late for an important event

03 Has Yaling ever dealt with an aggressive customer

04 Has Heinrich ever dealt with an aggressive customer

05 Have Heinrich and Ahmed ever taken part in a conference call

06 Has Yaling ever taken part in a conference call

第 05 页面

01 've worked

01 have worked

02 's been

02 has been

03 haven't had

03 have not had

04 expected

05 thought

06 have been

07 had to

08 was

09 offered

10 needed

11 saved

12 've worked

12 have worked

13 've never felt

13 have never felt

第 06 页面

01 have you worked

02 started

03 was

04 took

05 have lived

05 've lived

06 studied

07 have had

07 've had

08 have learned

08 've learned

08 have learnt

08 've learnt

09 have never studied

09 've never studied

10 spoke

第 07 页面

01 2

02 1

03 2

04 2

05 1

06 1

07 2

08 1

09 2

10 2

第 08 页面

01 2

02 2

03 1

04 1

05 2

06 1

07 2

08 1

第 09 页面

01 3

02 1

03 2

04 2

05 1

06 3

07 3

08 1

09 2

10 2

11 2

第 10 页面

01 in

02 to

03 for

04 about

05 of

06 in

07 of

08 to

09 at

10 for

11 to

12 of

第 11 页面

01 1

02 2

03 3

04 4

05 5

第 12 页面

01 2

02 3

03 5

04 4

05 1

第 13 页面

01 Why don’t

02 agree with

03 We could

04 How about

05 should

06 sure

07 It might

08 can't

第 14 页面

01 a

02 g

03 d

04 f

05 e

06 b

07 c

第 15 页面

01 I'm not sure that's a good idea

02 I think I agree with you

03 I’m afraid that’s out of the question

04 It might be a good idea to set up some training

05 Why don’t we encourage staff to relax

第 16 页面

01 3

02 1

03 5

04 2

05 4

第 17 页面

01 2

02 2

03 1

04 2

05 1

06 1

07 1

08 2

09 1

10 2

第 18 页面

01 How about

02 What about

03 Shall we

04 We could

05 I think we should

06 I suggest

07 Why don’t we

第 19 页面

01 7

02 3

03 1

04 2

05 4

06 8

07 6

08 5

第 ch06 单元

===================================

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

第 01 页面

01 cosy

01 exciting

02 local

02 regional

03 convenient

03 exciting

04 reasonable

05 efficient

05 reasonable

06 exciting

06 local

06 regional

第 03 页面

01 1 4 5 6 8 9 10 12 14 15

02 1 2 3

03 2 7 10 11 13

第 04 页面

01 1 2 3

第 05 页面

01 2

02 1

03 6

04 2

05 3

06 3

07 1

08 1

第 07 页面

01 3

02 7

03 1

04 8

05 5

06 6

07 4

08 2

Video\_Lis 部分

第 01 页面

01 horse racing, football/soccer, motor racing

02 Cricket -- because the rules are complicated

03 <i>Phantom of the Opera</i>

第 02 页面

01 are still

02 obvious

03 love

04 complex

05 a favourite

06 Car

07 many

08 places

第 03 页面

01 remain

02 straightforward

03 like

04 complicated

05 very successful

06 Motor

07 a number of

08 cities

第 04 页面

01 Fewer people are doing corporate hospitality, but they are taking the more expensive products.

第 05 页面

01 changed

02 enormously

03 vastly

04 superior

05 affected

06 reduced

07 gone

08 for

09 holding

10 up

第 06 页面

01 aim

01 purpose

02 back-ups

03 food

04 drink

05 quality

06 training

07 follow

第 07 页面

01 4

02 1

03 3

04 2

第 08 页面

01 British Grand Prix and Soccer World Cup Final

02 helicopter

03 Concorde/supersonic jet

第 09 页面

01 2

02 2

03 1

04 1

05 2

06 1

07 2

Reading 部分

第 02 页面

01 b

02 e

03 d

04 c

第 04 页面

01 然后，成功取决于创造一个能够匹配并反映企业文化和顾客品味的动态事件。

02 使商务社交成功的秘诀在于能给客户提供抢购一空或火极一时的体育活动的门票或套票。

03 邀请客户参与他们真正想要参与的活动，并且确保邀请到最合适的客户参加。

04 最大的挑战就是能让每个人都受到公司的热情款待——无论公司的预算有多少。

05 尽管其他场地也能够提供普通的精美膳食，这儿却能以较低预算提供生啤、木椅、冷餐、橄榄球名人社交，并且非常有聚会气氛。

第 06 页面

01 现在，它正致力于结合这两种技术，生产能够理解来电者声音并将其转化为外语中同义的合成音的软件。

02 包

03 当设备上的传感器确定碰撞发生，安全气囊瞬间充气，在骑车人的头部周围形成一个头盔。

04 最初被设计为一种在线黄金交易业务的营销设备，该机已获得成功。它们的发明者计划建立一个全球网络，将它们安装在从健身 中心到游轮的各个地方。

05 公司声称其黄金比从银行兑换的黄金更为便宜，主要是因其日常管理费用较低，并且不同于银行，机器中的黄金即刻可用。

Language\_re 部分

第 02 页面

01 d

02 a

03 f

04 g

05 c

06 e

07 b

08 h

第 03 页面

01 2

02 1

03 3

04 2

05 1

06 1

第 04 页面

01 e

02 c

03 b

04 h

05 a

06 g

07 f

08 d

09 1

10 5

11 2

12 7

13 6

14 8

15 4

16 3

Skill 部分

第 02 页面

01 d

02 e

03 b

04 c

05 a

06 Yes

07 No

08 Yes

09 No

10 No

第 03 页面

01 have

02 met

03 Good

04 you

05 know

06 worked

07 Give

08 regards

09 Pleased

10 hear

11 great

12 love

13 forward

第 04 页面

01 1

02 1

03 2

04 1

05 1

06 2

07 1

08 2

09 2

10 2

第 05 页面

01 3

02 8

03 10

04 2

Case\_stu 部分

第 02 页面

01 The venue must: <br />be good value for money <br />have one large conference room, for 100 people <br />have preferably four or more meeting rooms <br />have reasonable access to an international airport <br />have good leisure facilities.

Writing 部分

第 03 页面

01

第 04 页面

01

第 05 页面

01

第 06 页面

01 2

02 6

03 7

04 3

05 1

06 5

07 4

Quiz 部分

第 01 页面

01 5

02 8

03 1

04 7

05 3

06 2

07 10

08 4

09 9

10 6

第 02 页面

01 2

02 2

03 1

04 1

05 1

06 2

07 1

08 1

第 03 页面

01 set up

02 put

03 off

04 turn down

05 gave up

06 carrying out

07 hold on

08 put

09 through

10 came up with

第 04 页面

01 2

02 3

03 1

04 4

05 6

06 8

07 7

08 9

09 5

10 8

第 05 页面

01 book

01 reserve

02 aperitif

03 menu

04 dishes

04 options

05 course

06 dessert

06 sweet

07 bill

08 tip

第 06 页面

01 2

02 1

03 2

04 2

05 1

06 2

07 2

08 1

09 1

10 2

第 07 页面

01 18

02 8

03 7

04 11

05 2

06 15

07 17

08 5

09 12

10 9

11 4

12 16

13 13

14 6

15 10

16 20

17 1

18 3

19 14

20 19

第 08 页面

01 2

02 1

03 3

04 5

05 4

第 09 页面

01 5

02 1

03 3

04 2

05 4

第 10 页面

01 d

02 c

03 e

04 b

05 a

第 11 页面

01 1

02 4

03 6

04 9

05 7

06 3

07 5

08 2

09 8

第 12 页面

01 e

02 b

03 a

04 d

05 c

第 13 页面

01 Sorry, I didn't catch your name.

02 I'm afraid I missed the name of your company.

03 Thank you for the meal. It was really good.

04 Would you like to have dinner with us?

05 Do you mind if I take a map?

第 14 页面

01 2

02 1

03 2

04 1

05 1

06 1

07 2

08 1

第 15 页面

01 3

02 11

03 7

04 15

05 13

06 12

07 2

08 5

09 8

10 10

第 16 页面

01 2

02 1

03 3

04 3

05 1

06 2

第 17 页面

01 6

02 4

03 5

04 3

05 1

06 7

07 2

第 c3 单元

===================================

Starting\_up 部分

第 03 页面

01 f

02 c

03 d

04 e

05 a

06 b

第 02 页面

01

第 04 页面

01 1 2 3

02 1

第 05 页面

01 quiet

02 place

03 eating

04 drinking

05 advance

06 topic

07 say

08 interrupt

09 comment

第 06 页面

01 2

02 1

03 2

04 1

05 2

06 1

07 1

08 1

09 1

10 1

Vocabulary 部分

第 02 页面

01

02

03

Video\_Lis 部分

01 Conference calls are one of ways executives and employees can gather to discuss business at one time, as opposed to the traditional two-way phone call, they are typically used in the workplace for meetings where it is impractical or unnecessary for all invitees to physically be in the same location, wherever they’re in the same city or scattered throughout the world.

02 Conference calls offer a variety of advantages: <br/>Increased Convenience: For organizations that are spread out over a region, country or even around the world, the use of conference calls makes it easier to schedule and conduct meetings. An exchange of ideas may occur more easily, quickly and effectively through verbal communication than through other methods such as emailing or texting. Many more people can be effectively involved in a conference call, all of whom have an equal chance at participation and a chance to hear the call’s message in real time. For employees who work remotely, such as salespeople who are in the field, conference calls are convenient because they often eliminate unnecessary travel to a meeting site, thus allowing the employees to face minimal disruptions to their schedules, which are often full. <br>Reduced Expenses: Conference calls can also cut down on expenses. Bringing people in for a meeting who are scattered across the country can be a costly proposition. The expense of upgrading the company phone system as well as incurring long-distance telephone charges is less than the expenses including airfare, lodging, meals and rental cars. When the conference call concludes, the parties can get back to work immediately and don’t have to wait to get back to the office to implement new ideas.<br/> Personal Exchanges: Conference calling can also be more personal than exchanging emails or faxes. For home-based workers who telecommute, the ability to participate in a live meeting can help them feel more a part of the organization and reduce any feelings of isolation, which can improve their morale and often their productivity. <br/>Video Conferencing: When a video element is added, which allows the other parties to see you as well as hear you, real-time face-to-face communication occurs and adds even more of a personal touch. If you’re using conference calling to make a sales presentation or to follow up with customers, using video conferencing can enhance the ability to build rapport, since the other parties on the conference call can put a face to a name. Video conferencing also provides the advantage of allowing both parties to view each other’s body language, which can be important to help understand the true meaning behind the words being spoken during the conference call.

第 03 页面

01

第 04 页面

01 Organization is key to leading a successful conference call.

第 05 页面

01 Language: English is frequently used in international business conference. <br/>Timezone: Try to cover all the companies in their working hours if possible. <br/>Preparation: Send the relevant conference materials ahead. <br/>Organization: Choose a chairperson to conduct the conference. <br/>Etiquette: conference etiquette also applies to the conference calls.

第 c4 单元

===================================

Starting\_up 部分

第 02 页面

01 1 2 3 4

02 1 2 3 4

03 1 2 3 4

04 1 2 3

05 1 2 3

06 1 2 3

07 1 2 3

08 1 2 3

第 04 页面

01 g

02 d

03 a

04 e

05 b

06 f

07 c

第 06 页面

01 Hairstyles, written language, the way people drive, the style of buildings, the way people greet each other, personal space, body language, different roles of men and women

第 07 页面

01 How important the individual, the family, the team or groups is

02 May be more important than getting instant results

03 May take longer to make decisions, depending on attitude to risk-taking

04 Affects attitudes to deadlines and also whether thinking is long-or short-term

05 Status can be linked to age and connections, not just talent.

05 Status can be linked to age and connections, not just ability.

06 Be aware of your own culture, be sensitive, try and notice things, be flexible

第 09 页面

01

Video\_Lis 部分

第 02 页面

第 03 页面

01 There are five key reasons why Chinese companies go global: <br/>＊ Enter New Markets <br/>The dynamics of China’s domestic market have changed dramatically in recent years. Once booming after the Chinese government’s stimulus package during the global financial crisis, construction-related industries like steel now face tremendous overcapacity. Additionally, in many industries competition between other Chinese and foreign firms is now extremely fierce, making diversifying into markets outside of China a very viable option.<br/> ＊ Access Advanced Technologies <br/>Instead of competing on ever-decreasing profit margins in a highly competitive domestic market, Chinese firms are seeking to access the world-class technology overseas. By acquiring advanced technology overseas, Chinese firms can obtain critical competitive advantages over their peers both at home and abroad. <br/>＊Incorporate Global Management Expertise <br/>Translating international aspirations to international business execution requires having the right global management talent – both on the ground in overseas markets and back home in China at headquarters.<br/> ＊ Acquire Established Brands <br/>Chinese firms lack the decades of international experience necessary to build globally recognized brands on their own, while international brands benefit Chinese companies by helping to bridge the “trust gap”, and increase their competitiveness in the international market. <br/>＊ Become ‘National Champions’ <br/>Chinese firms going global aligns with Chinese government policy. The “going out” policy remains the primary policy framework through which the government supports Chinese overseas investment, both economically and politically. Companies, particularly in the state-owned sector, may also be driven by the aspiration to become ‘national champions’ in the eyes of the Chinese government. National champions indirectly boost China’s economic influence as well as its soft power on the international stage.

第 04 页面

01 The world is an incredible and diverse place, and an abundance of wonderful opportunities exist. For any company expanding internationally, it is going to need more than a successful product and a great logo to make an impact. Failing to anticipate cultural differences can mean disaster when taking a company global. If your company is considering expanding globally, following this simple advice can help make a huge difference in the potential growth and profitability of your business. <br/>Do <br/>rethink work-life balance <br/>remember that internal culture is as important as external <br/>work with a culturally aware market research firm <br/>research local HR rules and regulations. <br/>Don’t <br/>overlook the importance of protecting your intellectual property <br/>rely solely on virtual communication <br/>think that one size fits all <br/>rush the hiring process

第 ch07 单元

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Vocabulary 部分

第 0b 页面

01

02

03

04

05

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14

第 01 页面

01 c

02 d

03 b

04 f

05 g

06 i

07 a

08 e

09 h

10 j

第 02 页面

01 3

02 1

03 2

04 7

05 10

06 8

07 9

08 5

09 6

10 4

第 04 页面

01

第 05 页面

01 bureaucracy

02 investment

03 tax

04 policy

05 interest

06 rate

07 trade

08 incentives

09 unemployment

10 exchange

11 rate

12 labour

13 force

第 06 页面

01 2

02 2

03 2

04 1

05 2

06 2

07 1

08 2

第 07 页面

01 3

02 7

03 1

04 8

05 5

06 6

07 4

08 2

Video\_Lis 部分

第 01 页面

01 nearly 144

02 Students, business organisations, international organisations (like the World Bank and United Nations), migrant workers (in Europe or other parts of the world who want to send money back home to their family)

第 02 页面

01 plan

02 vision

03 reach

04 staff

05 loyal

06 relationship

07 services

08 expenditure

第 03 页面

01 vision

02 loyal

03 Income

04 requirement

05 happy

06 expenditures

07 bankrupt

第 04 页面

01 2

02 2

03 6

04 3

05 4

06 1

07 5

第 05 页面

01 energy

02 work

03 marketplace

04 competitors

05 product

06 value

07 customer

08 cash

第 07 页面

01 difficult

02 hard

03 significant

04 different

05 critical

06 sufficient

Reading 部分

第 02 页面

01 Groupon

02 Andrew Mason

03 29

04 two years old

05 Chicago, USA

06 about 1,000

07 offers discount on a wide range of products and services

第 03 页面

01 Dinka

02 Sandra Felsenstein

03 27

04 just over one year old

05 Buenos Aires, Argentina

06 four

07 links 'micro-manufacturers' of craft items to retail outlets and distributors

第 04 页面

01

第 06 页面

01 安德鲁•梅森大学时学的音乐专业，那时他的梦想是当一个摇滚明星，赚很多的钱。

02 每个用户可以根据他或她的所在地和个人简介获得折扣优惠，但是必须有足够的人报名参加，这些大幅折扣才不会过期。

03 它活跃在八十多个国家，通过脸书和推特获得的新用户每周以10%的速度增长。

04 成千上万的工艺品（如珠宝和手袋）“微制造商”分散在世界各地，他们总是提供高标准的设计和质量。

05 同时，零售店都渴望能把那些看起来新颖又与众不同的产品弄到手，但却发现很难找到这样的产品。

Language\_re 部分

第 02 页面

01 g

02 h

03 a

04 b

05 f

06 c

07 d

08 e

第 03 页面

01 until

02 as soon as

02 when

02 after

03 while

03 when

04 as soon as

04 when

05 before

第 04 页面

01 3

02 3

03 2

04 3

05 2

06 3

07 2

第 05 页面

01 want to see Julia's report

02 she's finished it

02 she has finished it

02 she finishes it

03 won't invite them

03 will not invite them

04 they've apologised

04 they have apologised

04 they apologise

05 contact his referees

06 we employ him

07 give you a copy of the report

08 typed it up

09 Read the contracts

10 you're on the plane

10 you are on the plane

11 Let's buy now

12 prices increase

13 we win the contract

13 we've won the contract

14 we'll inform our shareholders

14 we will inform our shareholders

Skill 部分

第 01 页面

01 0 (There maybe an error)

02 0 (There maybe an error)

03 0 (There maybe an error)

04 0 (There maybe an error)

05 0 (There maybe an error)

第 02 页面

01

02

03

04

05

06

07

08

第 03 页面

01 2

02 1

03 1

04 2

05 1

06 2

07 1

08 1

第 06 页面

01 1

02 2

03 2

04 1

05 1

06 2

07 2

08 1

09 1

10 2

Case\_stu 部分

第 02 页面

01 low

02 low

03 high

04 average

05 average

06 very low

07 average

08 average

09 average

10 very low

11 average

12 high

13 very high

14 low

15 high

16 high

17 high

18 average

19 average

20 very high

21 low

22 high

23 very high

24 low

25 good rail but poor roads and seaports, new airport

27 good near ports, good airport, bad roads

28 good airports, road and rail not so good, entire system improving

29 no

30 no

31 yes

32 no, but used to long hours

33 rising

34 high

35 low but rising

36 average

37 good government grants

38 strict pollution laws, tax incentives

39 strong protest movement against foreign business

40 lot of paperwork, pollution problems, tax-free profits for first three years

41 political problems

42 stable government

43 majority of people in cities under 30

Writing 部分

第 03 页面

01

第 04 页面

01

第 02 页面

01 1 2 3 4

02 1 2

03 1 2 3

第 03 页面

01 c

02 e

03 a

04 b

05 f

06 d

第 04 页面

01

第 05 页面

01 a fifth

02 eight

03 12

04 twenty

第 06 页面

01 quarter

02 six

02 6

03 10

03 ten

04 ten

04 10

第 07 页面

01

第 08 页面

01

Quiz 部分

第 01 页面

01 3

02 3

03 1

04 3

05 3

06 2

07 3

08 1

第 02 页面

01 1

02 1

03 2

04 2

05 2

06 1

07 1

08 2

第 03 页面

01 We can't invest in that country until their economy is stable

02 Correct

02 correct

03 Correct

03 correct

04 We'll phone you when the goods are here

05 Correct

05 correct

06 Correct

06 correct

07 We'll deal with insurance after they’ve told us about their special discount

08 Our guests would like to visit the production unit before they go back to Qatar

09 Correct

09 correct

10 Correct

10 correct

第 04 页面

01 6

02 7

03 5

04 3

05 1

06 4

07 2

第 05 页面

01 3

02 1

03 2

04 3

05 1

第 06 页面

01 after

02 until

03 as soon as

04 until

05 after

05 as soon as

第 07 页面

01 2

02 1

03 2

04 1

05 2

第 08 页面

01 exchange rate

02 inflation rate

03 labour force

04 GDP

05 balance of trade

第 09 页面

01 interest rate

02 unemployment rate

03 exchange rate

04 labour force

05 government bureaucracy

06 gross domestic product

07 balance of trade

08 inflation rate

09 foreign investment

10 tax incentives

第 10 页面

01 5

02 1

03 6

04 3

05 4

06 2

第 11 页面

01 4

02 1

03 3

第 12 页面

01 two hundred and seventy thousand, three hundred and forty-five

01 two hundred and seventy thousand three hundred and forty-five

01 two hundred and seventy thousand, three hundred and forty five

01 two hundred and seventy thousand three hundred and forty five

02 ninety-eight per cent

02 ninety eight per cent

02 ninety-eight percent

02 ninety eight percent

03 nought point eight four five

03 zero point eight four five

04 five-sixths

04 five sixths

05 six hundred and fifty million, four hundred and fifty-six thousand, nine hundred and ten

05 six hundred and fifty million four hundred and fifty-six thousand nine hundred and ten

05 six hundred and fifty million, four hundred and fifty six thousand, nine hundred and ten

第 13 页面

01 245,316

01 245316

02 3/4

03 1.357

04 27%

05 12,000

05 12000

第 14 页面

01 74

02 502

03 57,212

03 57212

04 15%

05 3/8

06 ninety-eight

07 four hundred and forty

08 eighty thousand one hundred and one

09 three point six five

10 twenty-seven euros

第 15 页面

01 1

02 2

03 1

04 1

05 2

06 1

07 1

08 2

第 16 页面

01 6

02 5

03 4

04 3

05 1

06 2

第 17 页面

01 3.1

02 2.967

03 26,200

03 26200

04 81

05 54.7

06 2.3

07 14

08 53.1

09 5

10 4.9

第 18 页面

01 two

01 2

02 2

02 two

03 8

03 eight

04 six

04 6

05 0.15

06 16

06 sixteen

07 five

07 5

第 ch10 单元

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Starting\_up 部分

第 01 页面

01

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

第 01 页面

01 c

02 g

03 e

04 a

05 b

06 d

07 f

第 02 页面

01 1

02 2

03 3

04 1

05 3

06 1

07 3

08 2

09 1

10 3

第 03 页面

01 with

02 to

03 about

04 for

05 about

06 with

07 to

08 on

第 04 页面

01

02

03

第 05 页面

01 Robert never listens to my suggestions.

02 Socialising with colleagues is sometimes a good way to learn about what is happening in different departments.

03 Linda would like to discuss the report's recommendations with you.

04 My company spends a lot of money on training courses for employees.

05 He may become a good manager. It depends on his communication skills.

06 She told her boss that her new job was challenging.

Video\_Lis 部分

第 01 页面

01 Lord Sieff

02 S-I-E-F-F

03 Former Chairman of Marks and Spencer

04 Quality control, profit, staff welfare

第 02 页面

01 influence

02 manager

03 management

04 pioneer

05 emphasis

06 control

07 profit

08 retail

第 03 页面

01 1976

02 caring attitude

03 social

04 aid

05 environmental

06 profit

07 Virgin

08 1970

09 360

10 entrepreneurial

11 concern

第 04 页面

01 philosophy

02 founder

03 genuine

04 issues

05 principles

06 aid

07 firmly

08 substantial

第 05 页面

01 communication

02 availability

03 visibility

04 approach

05 contact

06 commitment

07 respect

08 trust

第 06 页面

01 3

02 1

03 4

04 2

05 6

06 5

Reading 部分

第 04 页面

01 1

02 1

03 2

04 1

05 2

06 2

07 3

08 1

09 3

第 06 页面

01 X理论以一种人性消极论为基础。它认为人本质上是懒惰的，一想到要对什么事负太多责任，就会感到不安。

02 相反，Y理论则认为人们能够更积极地去胜任某些事情。他们找到责任所在，并试图将工作做得更好，从中他们可以得到强烈的个人满足感。

03 邀请函中写道，该公司的所有部门都运营不佳，其母公司无法为其投资提供更多的现金。

04 为期两个月的日程表已做好，她和同事们应邀在这两个月中运用其所学找到可行的节约成本的方法并且不能损害关键业务领域。

05 流言到处传播，人们很难找到公司董事，公司内部几乎没有任何交流。

Language\_re 部分

第 02 页面

01 said

02 told

03 told

04 said

05 told

06 said

第 03 页面

01 He said he wasn't enjoying his job very much.

01 He said that he wasn't enjoying his job very much.

02 She said she wanted to listen to her staff more.

02 She said that she wanted to listen to her staff more.

03 They said they needed to invest in the development of staff.

03 They said that they needed to invest in the development of staff.

04 He said he was feeling under pressure at work.

04 He said that he was feeling under pressure at work.

05 He said the company had been performing badly.

05 He said that the company had been performing badly.

06 She said she was going to look for a new job.

06 She said that she was going to look for a new job.

第 04 页面

01 Anna said the level of absenteeism had gone up over the month. She said we needed to monitor sickness levels more closely. Kurt said motivation was the biggest issue. He said that staff felt that no one listened to them. The union representative said that the unions wanted more days' holiday per year. He/She said this would lead to lower sickness levels. Barbara said our staff had more days' holiday than any of our competitors. She said there was no excuse for the present level of absenteeism.

第 05 页面

01 He told them to invest in a good training course

02 She said that gaining the staff's trust was important

03 He told me he had to deal with a lot of problems in his previous job

03 He said that he had to deal with a lot of problems in his previous job

03 He told me that he had to deal with a lot of problems in his previous job

03 He said he had to deal with a lot of problems in his previous job

04 Correct

04 correct

05 Correct

05 correct

06 He said that last month's sales figures were very good

06 He told me that last month's sales figures were very good

06 He said last month's sales figures were very good

06 He told you that last month's sales figures were very good

06 He told him that last month's sales figures were very good

06 He told her that last month's sales figures were very good

06 He told them that last month's sales figures were very good

第 06 页面

01 if she adapted easily to new situations

02 how often she invested in courses

03 if she was having difficulty contacting their consultant

04 why this year’s budget was so small

Skill 部分

第 01 页面

01

02

03

04

05

06

第 02 页面

01 To have dinner with him and his friend Abdullah.

02 No, he doesn't.

第 03 页面

01 it's very kind of you

02 if you don't mind

03 quite understand

第 04 页面

01 What do people like doing here in their spare time?

02 What about you, Paul, what do you usually do after work? How do you spend your evenings?

02 What about you, Paul? What do you usually do after work? How do you spend your evenings?

03 How about you, Mohammed? What's your favourite pastime?

03 How about you, Mohammed? What's your favorite pastime?

第 05 页面

01 3

02 6

03 2

04 5

05 1

06 4

第 07 页面

01 1

02 6

03 5

04 4

05 3

06 2

Case\_stu 部分

第 01 页面

01 ACSA has a good network for finding top-class properties.<br/>Consultants are paid a salary rather than a commission, so they may not try to offer clients the most expensive properties, but may instead look for the most suitable one.

第 02 页面

01 **Adriana**  
Youngest team member  
Economics graduate – good with figures  
Meeting sales targets  
Good ideas and adding clients to database  
Lacks social skills  
Doesn't get on well with the team  
Presentations not up to standard  
Doesn't like payment system   
**Ahmed**  
Good sales record  
Not in office enough  
Not a team player-doesn't attend meetings or build up database  
Is happy with payment system

第 03 页面

01 Daria, Jackie and Ahmed have consistently improved, while Peter and Klaus's sales have diminished.

(There's no trend for Adriana because she has only one year's performance data.)This means that the newer employees are performing better than the ones who've been with the company longer.

The men are all happy with the current system, but the women don't like it. This will be especially tricky with Daria, who already thinks the women are treated unfairly.

Jackie performs very well, but isn't popular with colleagues.

第 08 页面

01 Walmart will cooperate with Yihaodian, a leading Chinese e-commerce website, and increase its financial investment to develop the e-commerce platform, what’s more, provide a wide range of products to meet the requirements of its consumers.

02 Walmart has done a pretty good job developing its offline business, that is, it has been known and recognized by large numbers of Chinese consumers. Besides, price can be an advantage for Walmart, cheap and good products always appeal to consumers. What’s more, the leading Chinese e-commerce website, Yihaodian, will help to attract much more consumers.

第 09 页面

01 Starting from the end of 2010, Sam’s Club’s online store started its e-commerce presence in China. In May 2011, Walmart Stores Inc. reached an agreement with Yihaodian, a rapidly developing E-commerce company in China. In October 2012, Walmart completed increasing investments in the rapidly developing Chinese online store Yihaodian. In late December 2014, Sam’s Club’s online store launched both Union Pay online payment and Walmart Gift Card online payment. In May 2015, Walmart launched its hypermarket O2O platform “Walmart To Go” in Shenzhen.

02 Walmart in China firmly believes in local sourcing. For example, over 95% of the merchandise in China is sourced locally; Walmart is committed to local talent development and diversity, especially the cultivation and full utilization of female staff and executives. For example, 99.9% of Walmart China associates are Chinese nationals. Furthermore, over 60% of Walmart China associates are female and about 42% of those are at management level.

第 10 页面

01 Generally speaking, it adopts the principle of “loudly praise, criticize in a low voice”. For some employees performing well, the manager will give active feedback and encourage all other employees learn from those excellent ones, which greatly stimulates employees’ pursuit of excellence; for employees making mistakes at work, managers won’t criticize him publicly, but talk to him privately and help him to analyze the reasons of mistakes, find ways to improve his work and reduce his psychological burden with the purpose of protecting its employee’ self esteem and show him respect.

02 By “schema”, it means how and what the leader does to help those new employees when necessary. For those new employees with lower skills and comprehensive abilities at work, the leader should teach them skills in person, tell them working objectives and requirements in detail and give regular support. “The compass type” means how and what the leader does to help employees perform even better. For those with higher ability, rich experience and higher motivation, the leader just need to tell the employees his expectations and give them appropriate encouragement, which motivates them to fulfill their duty.

第 11 页面

1. Pay more attention to the central role of managers in team management.

2. Pay attention to team communication.

(1) Cultivate professional consciousness and professional attitude of team communication, such as the awareness of role, objectives, problems, actions, change, plans, weakness, customers, cost, profit, the attitude of being positive, active, and the mentality of being empty, win-win, inclusive, confident, giving, operational and so on.

(2) Pay attention to professional ethics in team communication. Professional ethics refer to people’ psychological consciousness used to evaluate people by “good or evil”, and the total principles and regulations of behavior in some certain professional work, which can be maintained by inner faith and special social measures in some certain work and labor area. It is a kind of internal, non mandatory constraint mechanism in the process of people’ taking up an occupation. Professional ethics is the guarantee of successful business.

(3)Strengthen the professional skills of team communication. Professional skills are the requirement of jobs for workers, the necessary professional skills professional attitude include the cognition of role, correct values to work and corporate, the scientific working methods, career planning and management, professional image and business etiquette, effective communication skills and etc.

Writing 部分

第 02 页面

01 73%

02 94%

03 31%

04 100%

05 4%

06 48%

07 54%

08 0%

第 03 页面

01 are

02 a quarter of

03 One-third

04 almost half

05 almost everybody

第 04 页面

01 2

02 3

03 1

04 4

05 5

第 05 页面

01 10

02 4

03 8

04 2

05 5

06 11

07 12

第 06 页面

01

Quiz 部分

第 01 页面

01 is

01 ’s

02 wants

03 doesn’t understand

03 does not understand

04 was

05 didn't

05 did not

06 were planning

07 liked

08 've increased

08 have increased

09 wasn't

09 was not

10 were

第 02 页面

01 told

02 tell

03 said

04 said

05 we

06 us

07 he

08 says

09 that

10 they

11 them

第 03 页面

01 My boss asked me why my report wasn't ready

02 I replied my computer wasn’t working properly

03 He said that I needed a new one

04 Then he said I should try to plan ahead

05 I answered that I was usually well organized

06 Finally, I asked him when I would get a new computer

第 04 页面

01 isn’t your report ready

02 is not working properly

02 isn’t working properly

03 need a new one

04 try to plan ahead

05 usually well organized

06 will I get a new computer

第 05 页面

01 2

02 2

03 1

04 1

05 2

第 06 页面

01 Alicia said that she was going to Rome

01 Alicia said she was going to Rome

02 Jon said that he was working on Saturday

02 Jon said he was working on Saturday

03 Ursula said that the promotion had been going well

03 Ursula said the promotion had been going well

04 Mika and Min-soo said that they liked Spanish food

04 Mika and Min-soo said they liked Spanish food

05 Sergei said that he wanted more time off

05 Sergei said he wanted more time off

第 07 页面

01 listens

02 responds

03 communicates

04 believes

05 invests

06 delegate

07 deal

08 depends

第 08 页面

01 with

02 to

03 with

04 for

05 to

06 on

07 on

08 to

09 about

10 about

第 09 页面

01 listen

02 to

03 delegate

04 to

05 deal

06 with

07 invest

08 in

09 communicate

10 with

11 respond

12 to

13 believe

14 in

第 10 页面

01 about

02 with

03 about

04 to

05 about

06 with

07 on

08 to

09 for

10 with

11 on

12 to

第 11 页面

01 2

02 2

03 3

04 3

05 1

第 12 页面

01 5

02 2

03 4

04 1

05 3

第 13 页面

01 3

02 5

03 6

04 9

05 1

06 2

07 10

08 4

09 7

10 8

第 14 页面

01 in

02 be

03 Have

04 again

05 after

06 for

第 15 页面

01 3

02 4

03 1

04 2

05 5

第 16 页面

01 3

02 5

03 2

04 4

05 1

第 17 页面

01 build up

02 your hospitality

03 showing me

04 journey back

05 in touch

06 call you

07 the best

第 18 页面

01 2

02 2

03 1

04 3

05 3

第 ch11 单元

===================================

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

第 01 页面

01 calm

02 weak

03 flexible

04 emotional

05 consistent

06 sympathetic

07 formality

08 enthusiastic

09 creativity

第 03 页面

01 impatient

02 creative

03 unemotional

04 flexible

05 unsympathetic

06 calm

07 weak

08 inconsistent

第 04 页面

01 e

02 b

03 d

04 a

05 f

06 c

Video\_Lis 部分

第 01 页面

01 20 years ago.

02 London.

03 It makes businesses aware of more effective ways of dealing with conflict.

04 Up to 40,000.

第 02 页面

01 1 2 3 4 5 6 7 8

第 03 页面

01 founded

02 base

03 is

04 outputs

05 conflict

06 primary

07 involved

08 providing

第 04 页面

01 communication

02 communication

03 dealing

04 unfair

05 workplace

06 culture

07 employees

第 05 页面

01 6

02 3

03 4

04 2

05 1

06 5

第 06 页面

01 dialogue

02 problem

03 process

04 time

05 agenda

06 talked about

07 communication

08 solution

第 07 页面

01 1

02 2

03 1

04 2

05 2

06 2

07 1

08 2

09 1

10 2

Reading 部分

第 02 页面

01 Managers should be sensitive. They should be prepared to step in and have a quiet word with the team members involved. They should inform those involved that, while plenty of communication is encouraged, it's important that there is respect for other people and that certain standards of behaviour are expected at work.

02 So that those involved will understand what is unacceptable.

03 To prevent habits from being formed and to ensure that the manager is taken seriously.

04 If managers ignore unacceptable behaviour, problems will get worse until the disciplinary process has to be used or a formal complaint is made, by which time it will be much harder to achieve a successful resolution.

05 They are a good opportunity for managers to ask questions about any conflict issues that might be worrying employees.

第 03 页面

01 inappropriate

02 unacceptable

03 impolite

04 informal

第 04 页面

01 如果一个管理者看似接受某些行为，并让一种境况持续数周或数月，就较难获得尊重。

02 如果管理者忽视那些令人不悦的行为，问题就会越来越糟，最后不得不走纪律处分程序或进行正式投诉，那时问题将更难成功解决。

03 然而，常常是那些不太明显的长时间得不到面对的行为，会导致工作场所的纠纷。

04 至关重要的是，一线管理人员要同他们所管理的员工进行经常性的、非正式的、一对一的谈话，这样就可以在可能的情况下自然地讨论这类问题。

05 工作中的冲突可能会导致员工缺勤，所以，返岗谈话对管理者而言也是一个好时机，他们可以借此时机来问一些可能困扰到员工的与冲突事件相关的问题。

Language\_re 部分

第 02 页面

01 If you paid in dollars, we would deliver next week.

01 If you pay in dollars, we will deliver next week.

02 If I had his number, I would phone him.

03 If the goods arrive tomorrow, I'll collect them.

04 If the cars were more reliable, more people would buy them.

第 03 页面

01 If you offer more flexible payment conditions, we will accept the deal. / If you offer more flexible payment conditions, we will increase the order.

02 If you pay all the promotion costs, we will give you 90 days' credit. / If you pay all the promotion costs, we will make you an exclusive agent.

03 If you place an order today, we will offer a large discount. / If you place an order today, we will give you a signing-on bonus.

04 If you pay in dollars, we will despatch immediately. / If you pay in dollars, we will accept the deal.

05 If you place firm orders in advance, we will offer a large discount. / If you place firm orders in advance, we will give you 90 days' credit.

06 If you provide good technical support, we will accept the deal. / If you provide good technical support, we will increase the order.

07 If you offer us a unit price of $22, we will accept the deal. / If you offer us a unit price of $22, we will increase the order.

08 If you sign the contract now, we will give you a signing-on bonus. / If you sign the contract now, we will reduce the price by 20%.

第 04 页面

01 1 2

02 3 4

第 06 页面

01 6

02 5

03 4

04 2

05 3

06 1

第 07 页面

01 I would

02 they wouldn't

02 they would not

03 they will

04 No, they

05 Yes, I

06 he wouldn't

06 he would not

07 I will

07 we will

Skill 部分

第 01 页面

01 There is more eye contact in some cultures than others. Where there is little eye contact to begin with, there may be even less when there is conflict, but it's hard to imagine a situation where no eye contact at all would help. At the other end of the scale, staring at one's counterpart across the table wouldn't be helpful either.

02 Some places may consider this conciliatory, others provocative. If in doubt, don't smile too much.

03 Again, this may be considered provocative.

04 It depends – if the conflict is about a major issue, there might be no point in discussing anything else until it is resolved.

05 In some cultures, silence is a sign of respect, a sign that you are thinking carefully about what has been said. But there must always be a point at which it becomes uncomfortable.

06 Some cultures might find this strange- the implied idea being that, if you saw what the other person meant, you wouldn't be in conflict with them. Tell students not to use this expression too often.

07 Information gathering is always useful, but persistent questioning about points that have already been covered and that are perfectly clear will cause irritation and may cause further conflict.

08 Easier said than done. A good idea in principle, but ideas are often inextricably bound up with the person expressing them.

09 Humour is appropriate in some cultures and not in others. It could help to defuse a situation of conflict in some places, but in others it might aggravate it.

10 Good idea, but don't overdo it. It could sound patronising.

第 02 页面

01 Rachel's current salary

02 The salary that Rachel is asking for

04 Company in difficult economic situation; got to cut costs; won't discuss other people's salaries

05 To raise her salary to $80,000 now and review it again in six months' time

第 03 页面

01 worth

02 targets

03 economic

04 saying

05 view

06 compromise

07 covered

第 04 页面

01 2

02 2

03 1

04 2

05 1

06 3

07 3

08 2

09 2

10 4

Case\_stu 部分

第 02 页面

01 They might have access to a larger market and better marketing and distribution.

第 03 页面

01 A decision hasn't been made. <br>Profits are down. <br> Range of suppliers and products is limited. <br> Financial press has been critical. <br> Difficult to fill management posts.

第 08 页面

01 On Dec. 24th, 2014, National Quality Supervision Bureau announced that there was strong carcinogen aflatoxin M1 in Mengniu’s milk products which was 140% higher than the national standard.

02 Mengniu Dairy Group issued a series of statements after the event, such as, “It has sealed and destroyed a batch of products”, “it has found the reason for aflatoxin M1 was that cows were fed with the food containing mildew” and so on. The enterprise also makes promise to conform the national quality standards. However, the efforts it makes are far from enough.

第 09 页面

01 Mengniu Dairy Group founded in 1999 and headquartered in the core of China Dairy Capital in Huhhot. It has developed into one of the largest milk providers in China. So far it has established over 20 milk production bases and owned 5 major series of products which are liquid milk, yogurt, ice cream, dry milk and cheese. Relying on the supreme quality, Mengniu’s products cover all Chinese market and are exported to overseas such as America, Canada, Mongolia Republic, Macao and other Southeast Asian countries.

02 Mengniu Dairy Group owns 5 major series of products which are liquid milk, yogurt, ice cream, dry milk and cheese. The mission of Mengniu Dairy Group is as follows. <br>1. Found an outstanding and internationally competitive enterprise for China; <br>2. Build a time-honored and world-famous brand for the Chinese nation; <br>3. Perform service for promoting consumers’ health level; <br>4. Provide an arena for employees to realize their value of life.

第 10 页面

01 Suggested solutions: Firstly, form a team with clear responsibility, control the development of the situation, make sure it does not upgrade and spread. Secondly, enterprises should use sincerity, sincere, honest attitude as soon as possible to contact the media, and be active in the face of the public. Also, it is supposed to admit mistakes and take the consequences, make detailed and feasible improvement plans. Thirdly, the enterprise should find the real heavyweight third party which is supported by the public recognition to relieve customers’ alarm and regain trust.

第 11 页面

01 According to the video, Mengniu has taken over part of Junlebao’s business. There is an acquisition.

02 Mengniu Dairy Group costs 50 billion RMB to buy 51% share of Junlebao.

03 Mengniu Dairy Group occupies 16th of the world 20 Dairy companies.

04 The integration of Mengniu and Junlebao has great significance. Firstly, the acquisition help enhance Mengniu’s competiveness. Secondly, it helps to improve quality on milk and yogurt production. Thirdly, the integration promotes the efficiency milk production. Generally, this acquisition improve the effectiveness of Dairy industry both at home and abroad.

Writing 部分

第 02 页面

01 confirm

02 request

03 complain

04 invite

05 enquire

第 03 页面

01 confirming

02 request

03 complaint

04 invitation

05 enquiry

第 04 页面

01 5

02 3

03 6

04 1

05 4

06 2

第 05 页面

01

第 06 页面

01

第 07 页面

01 1 2 3 4 5 6 7 8 9

第 08 页面

01 from

02 are

03 negotiators

04 interrupting

05 true

06 careful

07 to

08 has

09 as

第 09 页面

01

Quiz 部分

第 01 页面

01 1

02 2

03 1

04 1

05 2

06 2

07 2

08 2

09 2

10 1

第 02 页面

01 1

02 4

03 2

04 3

05 3

06 2

07 4

08 1

第 03 页面

01 4

02 2

03 1

04 3

05 4

06 3

第 04 页面

01 'll give

01 will give

02 paid

03 deliver

04 'd deliver

04 would deliver

05 increase

06 'll do

06 will do

07 'll cover

07 will cover

08 ordered

第 05 页面

01 are

02 would have increased

03 pay

04 accepted

05 will be

第 06 页面

01 would

02 won't

03 was

04 will

05 was

第 07 页面

01 calmness

02 strong

03 enthusiastic

04 consistency

05 nervous

06 patience

第 08 页面

01 impatient

02 unenthusiastic

03 nervous

04 unemotional

05 informal

06 inconsistent

07 strong

08 unsympathetic

第 09 页面

01 4

02 2

03 1

04 3

05 4

06 2

07 4

08 4

09 4

10 1

第 10 页面

01 impolite

02 informal

03 uncooperative

04 irresponsible

05 inconsistent

06 uncritical

第 11 页面

01 calm

02 informal

03 emotion

04 impatient

05 uncreative

第 12 页面

01 1

02 2

03 1

04 1

05 2

第 13 页面

01 1

02 1

03 1

04 1

05 1

06 1

07 1

08 1

第 14 页面

01 3

02 2

03 5

04 4

05 1

第 15 页面

01 I've got an excellent sales record

02 Why don't we come back to that later

03 I'd like to make a suggestion

04 Can I go over what we've agreed

05 Let's go over the main points again

第 16 页面

01 3

02 1

03 2

04 3

05 2

第 17 页面

01 b

02 a

03 d

04 e

05 c

06 c

07 d

08 b

09 a

10 e

第 18 页面

01 help you

02 be the trouble

03 terribly sorry

04 can

05 it out

06 mention it

第 ch08 单元

===========================

Starting\_up 部分

第 01 页面

01 d

02 a

03 b

04 c

第 02 页面

01 4

02 3

03 2

04 1

第 03 页面

01 I bought some cosmetics in a discount store near where I live. I'd seen some advertising in a women's magazine for a new luxury shampoo. There was a free sample sachet and I tried it and liked it. Of course, it's not as pleasant as buying in a department store, but I saved at least 30 per cent on the usual price. Anyway, parking near the department store in my town is impossible and the discount store is just round the corner, so place was an important factor.

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

第 01 页面

01 research

02 segment

03 share

04 behaviour

05 profile

06 goods

07 launch

08 lifecycle

09 range

10 forecast

11 figures

12 target

13 campaign

14 budget

15 agency

第 02 页面

01 b

02 c

03 a

04 b

05 a

06 c

07 a

08 b

09 c

10 b

11 c

12 a

13 c

14 b

15 a

第 03 页面

01

02

03

04

05

第 05 页面

01 forecast

02 behaviour

03 budget

04 share

05 range

06 targets

07 research

08 campaign

09 lifecycles

10 profile

Video\_Lis 部分

第 01 页面

01 Spending quality time face-to-face with them

02 Five or 10 minutes

03 Why doctors should use this product compared to the ones they've been using in the past

04 The benefits of the product for doctors' patients, and how it will make them have easier lives

第 02 页面

01 clinical

02 rational

03 traditional

04 emotional

05 regulatory

06 pharmaceutical

07 consistent

第 03 页面

01 challenge

02 strict

03 patients

04 fair

05 products

06 campaigns

第 04 页面

01 regulatory environment

02 strict

03 lead better lives

04 fair and balanced way

05 overstate the advantages

06 consistent across

07 challenge

第 05 页面

01 F

02 F

03 T

第 06 页面

01 Sadly

02 obey

03 speak

04 advantages

05 That said

06 possibilities

07 iPhone

第 07 页面

01 Unfortunately

02 follow

03 talk

04 benefits

05 Having said that

06 opportunities

07 iPad

第 08 页面

01 4

02 2

03 3

04 1

第 09 页面

01 2

02 2

03 1

04 1

05 2

06 1

Reading 部分

第 02 页面

01 f

02 a

03 d

04 e

05 b

06 c

第 03 页面

01 Because it wants to regain market share lost to foreign and domestic competitors

02 5,600

03 He is Adidas's Managing Director for Greater China.

04 It comes from the Olympic gymnast who lit the flame at the opening ceremony of the 2008 Beijing Olympics.

05 It is hoping to take its brand upmarket.

06 Nike

第 04 页面

01 g

02 c

03 a

04 e

05 f

06 d

07 b

第 05 页面

01 4

02 5

03 7

04 2

05 6

第 06 页面

01 阿迪达斯首席执行官赫伯特•海纳预计，这项战略将使这家德国集团能够夺回名列第二的市场地位，这个地位最近被中国运动服装制造商李宁夺走。

02 李宁品牌是以曾获奥运金牌的体操运动员李宁命名的，他还曾在2008年北京奥运会开幕式上点燃主火炬。该公司最近宣布，计划将其品牌向高端市场进军，与阿迪达斯和市场领先者耐克等国外品牌展开更直接的竞争。

03 在零售业分析师们看来，这是零售领域的首批迹象之一，表明中国产品能够重塑品牌，确立不只廉价、而且值得拥有的形象。

04 李宁在阿迪达斯现在希望进军的较小城市拥有强大的销售和分销网络。

05 海纳预计阿迪达斯未来五年将在中国实现两位数销售增长。

Language\_re 部分

第 02 页面

01 What does market position mean

02 How much does it cost

03 Why don't you sell it on eBay

04 When must the cars be recalled

05 Did you go to the farmers' market last week

06 Is your boss coming tomorrow

第 03 页面

01 Which group do you belong to

02 How old are you

03 Which wines do you prefer

04 How often do you drink wine

05 How much do you usually spend on a bottle of wine

06 Do you have a personal wine cellar at home

07 How many bottles of wine have you bought during the last year

08 Which wine-growing areas do you know

09 When selecting wine, do you take into account the various growing areas

10 Which taste do you prefer

第 04 页面

01

02

03

04

05

06

07

08

09

10

第 06 页面

01 What does launch mean

02 Would you like to talk to our Marketing Manager

03 Do they spend a lot on advertising

04 Where did they advertise their new range

05 Did you meet your sales targets

06 Were you expecting better sales figures

07 Have you read my quarterly sales report

08 How often do you write a report

第 07 页面

01 3

02 8

03 1

04 2

05 4

06 6

07 5

Skill 部分

第 01 页面

01 2

02 1

03 2

04 2

第 02 页面

01

第 04 页面

01

第 05 页面

01 Yes

02 It has increased by 2%

03 Over £1.2 million

04 £250,000

第 06 页面

01 Mrs Young Joo Chan

02 Korean

03 82 2 0735 8879

03 82207358879

03 822 0735 8879

04 y.joochan1@bhds.com

05 Friday 18th

Case\_stu 部分

第 02 页面

01

第 03 页面

1. Good for cold weather but not good for summer
2. Doesn't fit well; warm in winter, but not fashionable (black is a dull colour)

03 Perfect for canoeing and snowboarding; zip is awful; hood difficult to fold; jacket. too bulky to pack neatly

04 The look is good but it was hard to find; good for winter, not good for summer

05 Delivery slow; likes the jacket a lot

第 08 页面

01 HaiDiLao Hotpot is a private company. Established in 1994, it has 71 chain stores in 15 cities in China and won a great number of awards. Talking about their core value “intention customer service”, they fully devote themselves into serving the customers, spare no efforts to satisfy the customers and put customers in the first place. To be concrete, they carry out the idea in the following steps. Serving the customer is the core value of every company in the service industry. HaiDiLao Hotpot takes quality service as the priority.

02 According to Zhang Yong, the most important factor to HaiDiLao’s success is the staff of the company. Therefore, the company gives lots of concern to employees’ accommodation, personnel training and career development.

03 In HaiDiLao’s appraisal system, the factors include the scale of business, profit earned, innovation, staff passion, customer satisfaction, the cultivation of reserve cadres and so on. This system can be applied to other companies, but they need to make some changes according to their practical situations.

第 09 页面

01 The first guest is Lee. He is a star employee of HaiDiLao Hotpot. Nowadays he has been promoted as lobby manager. The other guest is Richard. He is a senior manager of HaiDiLao Ctareing Co., Ltd.

02 Lee was a waiter before getting promoted. In his opinion, the employee accommodation is quite good. Their dormitories are all formal residential districts equipped with air conditioner; there are cleaners in charge of cleaning and clothes washing; the apartments are even equipped with computers; if employees are couples, they will be considered to live in a separate room. All in all, the enterprise gives equal opportunity to all employees.

03 The vision of HaiDiLao Hotpot is to maintain and improve Chinese traditional dining culture to the world.

04 In order to promote its brand, the marketing strategies HaiDiLao has adopted are as follows. One is market segment strategy, which means the company needs to locate target customers. Generally, dining seekers and service seekers are the targets of HaiDiLao. Besides, 89% regular customers is the source of profits. The other approach is word of mouth strategy, which means the brand reputation passes on by consumers themselves. In HaiDiLao Hotpot, there is a storytelling folklore.

第 10 页面

01 Reference answer: The success of HaiDiLao Hotpot is derived from the satisfaction degree of customers and the concern of employee. Customer satisfaction and employee satisfaction is inseparable. Today, the catering industries are increasingly competitive, and consumers’ requirement of food and beverage service is more strict. Satisfaction not only comes from the taste of the product, but also the service. The increase of employees’ satisfaction degree can motivate the inner identity, and they are happy to provide service and provide more high quality products and services.

Writing 部分

第 02 页面

01

第 04 页面

01

第 03 页面

01 1 2 3

02 1

03 1 2 3

第 04 页面

01 4

02 3

03 2

04 7

05 5

06 1

07 6

第 05 页面

01 7

02 6

03 1

04 5

05 4

06 3

07 2

第 06 页面

01

Quiz 部分

第 01 页面

01 2

02 10

03 1

04 7

05 8

06 5

07 6

08 3

09 9

10 4

第 02 页面

01 Is

02 When

03 Did you

04 Has

05 Have they

06 Was

07 Why did they

08 How often do

09 How long did

10 How much did

第 03 页面

01 8

02 4

03 5

04 3

05 2

06 6

07 7

08 1

第 04 页面

01 3

02 8

03 1

04 6

05 5

06 7

07 2

08 4

第 05 页面

01 When do you want to have lunch?

02 How should we get to Lucerne?

03 Have you finished your conference call?

04 Do you trust the results of the research?

05 Is the CEO going to attend the meeting?

第 06 页面

01 4

02 5

03 1

04 3

05 2

第 07 页面

01 4

02 5

03 1

04 3

05 2

第 08 页面

01 share

02 behaviour

03 launch

04 figures

05 agency

第 09 页面

01 share

02 agency

03 range

04 budget

05 free

06 figures

07 need

08 cycle

09 costs

10 aim

11 ads

12 sales

13 sell

第 10 页面

01 2

02 1

03 2

04 2

05 3

06 1

07 3

08 3

第 11 页面

01 2

02 1

03 1

04 2

05 1

06 1

07 2

08 1

09 1

10 1

第 12 页面

01 3

02 1

03 6

04 2

05 5

06 9

07 8

08 7

09 4

10 10

第 13 页面

01 4

02 1

03 5

04 3

05 2

第 14 页面

01 2

02 2

03 2

04 1

05 2

第 15 页面

01 customers

02 target

03 needs

04 competitors

05 research

06 behaviours

07 questionnaire

08 analyse

第 16 页面

01 When will it be launched

02 How much have you spent

03 who was very pleased

04 When would he like to meet me

05 Who should our new range be targeted at

06 how much were they

第 ch09 单元

===================================

Vocabulary 部分

第 0b 页面

01

02

03

04

05

06

07

08

09

10

11

第 01 页面

01 4

02 5

03 3

04 2

05 3

第 02 页面

01 The most likely combinations are:<br/>arrange a meeting <br/>arrange a schedule<br/>arrange a deadline <br/>implement a plan<br/>implement a schedule<br/>implement a budget<br/>implement a report<br/>keep to a budget<br/>keep to a deadline<br/>keep to a plan<br/>keep to a schedule <br/>meet a deadline<br/>prepare a budget<br/>prepare a plan<br/>prepare a report<br/>prepare a schedule<br/>rearrange a meeting<br/>rearrange a deadline<br/>rearrange a schedule <br/>write a plan<br/>write a report<br/>write a schedule

第 03 页面

01 a schedule

02 information

03 a profit

04 to decrease

05 to implement

06 to keep within

07 reschedule

08 meeting

09 finished

10 report

11 do

12 research

13 stick to

14 budget

第 04 页面

01 meeting

02 budget

03 information

04 options

05 research

06 report

07 costs

08 budget

09 schedule

10 deadline

11 sales

Video\_Lis 部分

第 01 页面

01 the size of the business

02 three years

03 smaller

04 technology

05 three-month

06 manageable

07 guessing

第 02 页面

01 3

02 2

03 1

04 2

05 2

06 3

第 03 页面

01 commitment

02 contract

03 relationship

04 manageable

05 simple

06 flexible

第 04 页面

01 simple

02 flexible

03 fixed

04 stone

05 technology

06 flexible

07 fixed

08 set in stone

第 05 页面

01 To learn lessons and adapt things that aren't right.

02 A web-based company for producing business cards.

03 Because he learned from a business plan that failed.

第 06 页面

01 1

02 2

03 1

04 2

05 2

06 3

07 2

08 1

09 3

第 08 页面

01 British Grand Prix and Soccer World Cup Final

02 helicopter

03 Concorde/supersonic jet

第 09 页面

01 2

02 2

03 1

04 1

05 2

06 1

07 2

Reading 部分

第 01 页面

01 1 4 6

第 02 页面

01 Chief Executive

02 Dot Net Solutions

03 software development

04 Windsor

05 co-founder

06 Howies

07 ethical clothing manufacturer

08 Cardigan

09 Enternships

10 student internship matching service

11 Managing Director

12 Gresham Private Equity

13 private equity

第 03 页面

01 1 3

02 1

03 2

04 3

05 1 3

06 4

第 05 页面

01 如今，它是微软在英国的五个主要合伙人之一，也是最新的云计算热点区域中的领导者。对斯卡弗来说，这证明了设置固定目标完全是浪费时间。

02 短期商业预算和战略是非常重要的，而长期的商业计划却远没有那么重要。

03 “有些商业计划写得非常好，但却失败了，因为客户不想按照这个计划来做生意”，他说道。“糟糕的是我们不知道哪种计划会有用。”

04 他声称，秘诀是要灵活——虽然这往往需要很大的勇气。

05 “写商业计划的目的是让股东们更好地了解企业今后的走向。”他说，“当然，其中有些预测可能是不准确的，但这却是当时能做出的最佳猜测。”

第 06 页面

01 现在，它正致力于结合这两种技术，生产能够理解来电者声音并将其转化为外语中同义的合成音的软件。

02 包

03 当设备上的传感器确定碰撞发生，安全气囊瞬间充气，在骑车人的头部周围形成一个头盔。

04 最初被设计为一种在线黄金交易业务的营销设备，该机已获得成功。它们的发明者计划建立一个全球网络，将它们安装在从健身 中心到游轮的各个地方。

05 公司声称其黄金比从银行兑换的黄金更为便宜，主要是因其日常管理费用较低，并且不同于银行，机器中的黄金即刻可用。

Language\_re 部分

第 03 页面

01 c

02 a

03 b

04 hoping

05 expecting

06 planning

第 04 页面

01 4

02 3

03 7

04 2

05 9

06 6

07 1

08 5

09 8

第 05 页面

01 We intend to launch a new product range next summer.

01 We are intending to launch a new product range next summer.

01 We’re intending to launch a new product range next summer.

02 We hope to beat our competitors before long.

02 We are hoping to beat our competitors before long.

02 We’re hoping to beat our competitors before long.

03 We expect to open three new subsidiaries next year.

03 We are expecting to open three new subsidiaries next year.

03 We’re expecting to open three new subsidiaries next year.

04 We intend to open a new sales office in Bratislava.

04 We are intending to open a new sales office in Bratislava.

04 We’re intending to open a new sales office in Bratislava.

第 06 页面

01 1

02 2

03 3

04 4

Skill 部分

第 01 页面

01 6

02 1

03 5

04 4

05 2

06 3

第 02 页面

01 2

02 1

03 2

04 1

05 2

第 03 页面

01 1

02 1

03 1

04 1

05 1

06 1

07 1

08 1

Case\_stu 部分

01 The market is there, the timing is good, but it must be different from other magazines. <br /> Target consumer: men, women age 20-40.<br /> Sections should be clear and well-organised.<br /> A celebrity feature should be included. <br />Website: some free, some subscription content

第 04 页面

01

Writing 部分

第 02 页面

01 1 2 3 4 5

02 1 2 3

第 03 页面

01 the

02 make

03 visits

04 customer

05 useful

06 where

07 do

08 customs

第 04 页面

01 3

02 1

03 2

第 05 页面

01 2

02 3

03 2

04 3

05 1

第 06 页面

01 1

02 5

03 6

04 2

05 3

06 4

第 07 页面

01

第 08 页面

01

Quiz 部分

第 01 页面

01 is going

02 are planning

03 expecting

04 want

05 are promoting

06 planning

07 expect

08 hope to

09 like

第 02 页面

01 We want to invest more in innovation

02 Are they expecting to make a big profit

03 The company is hoping to expand into new markets

04 Our company is planning to move to India

05 We're hoping to expand in China next year

06 We are looking forward to working with you

07 They would like to open a new store

08 When are you going to relaunch the new cosmetics

09 Bulgaria would like to attract more foreign investors

10 I'm going to talk to you today about our new range of toys

第 03 页面

01 I look forward to seeing you soon

02 What are you doing next weekend

03 We're planning to attract more skilled workers

04 They won't like the new rules

05 Are you going to meet the new CEO today

第 04 页面

01 1

02 2

03 2

04 2

05 1

第 05 页面

01 3

02 1

03 3

04 2

05 2

06 3

07 1

08 3

第 06 页面

01 2

02 1

03 2

04 2

05 1

06 1

07 1

08 2

09 2

10 1

第 07 页面

01 5

02 2

03 3

04 1

05 4

第 08 页面

01 c

02 d

03 e

04 a

05 b

第 09 页面

01 5

02 2

03 1

04 3

05 4

第 10 页面

01 1

02 1

03 1

04 1

05 1

第 11 页面

01 e

02 f

03 a

04 c

05 b

06 d

第 12 页面

01 1 2 3 4 5 6 7 8 9 10

第 13 页面

01 5

02 4

03 2

04 1

05 3

06 6

第 14 页面

01 b

02 a

03 c

04 c

05 a

06 b

第 ch12 单元

===================================

Vocabulary 部分

第 0B 页面

01

02

03

04

05

06

07

08

09

10

11

第 02 页面

01 high

02 hard

03 high

04 best

05 long

06 well

07 high

第 03 页面

01 popular, pure, best-selling

02 high-tech, best-selling, fashionable

03 expensive, pure, high-quality

04 fashionable, popular , expensive

05 comfortable, economical, efficient

06 attractive, expensive, best-selling

07 popular, unhealthy

08 high-performance, efficient, inexpensive

第 05 页面

01 economical

02 fashionable

03 attractive

04 popular

05 efficient

06 reliable

第 06 页面

01 quality

02 wearing

03 tech

04 selling

05 lasting

06 made

Video\_Lis 部分

第 01 页面

01 Ford Mustang: it's eye-catching; fast and furious; virtually maintenance-free; comfortable; reliable; gives great performance; has great interior and exterior; is fun to drive

02 Trampoline: had hours of fun; been good for parties; weather-proof and durable; lasted over 12 years; good form of exercise; strong rigid frame, high-quality springs

03 Laptop chair: copies shape of your body when stretched out; aluminium and plastic frame; lots of pillows to support body; monitor suspended in front to prevent neck strain; keyboard and mouse designed for user's lap; curved frame provides back support; eye-catching; popular with design-conscious friends

04 Arab scarf: can be a sarong, scarf, turban, beach towel, bath towel, bag; dries in 15 minutes

第 02 页面

01 use

02 problem

03 need

04 electric

05 car

06 functional

07 helpful

08 easier

09 better

第 03 页面

01 intuitive

02 simple

03 obvious

04 essential

05 functional

06 helpful

第 04 页面

01 1

02 1

03 2

04 2

05 2

06 1

第 05 页面

01 It's the Tesla Roadster. This is the new electric vehicle which goes from 0 to 60 mph in 3.4 seconds. I drove one from Nice to Cannes, and it was very exciting. The response from the accelerator is instant.

第 06 页面

01 The driverless car

02 Can be boring

03 In cities

04 General Motors, Google, Audi

05 You will be able to either drive the car yourself or let the car drive itself, just like a 747 plane

第 07 页面

01 electric

02 lag

03 absolutely

04 instant

05 release

06 boring

07 put

08 money

09 shifting

10 hand

11 over

第 08 页面

01 Mac computer

02 black

03 journalist

04 a novel

05 New York and Australia

第 09 页面

01 e-mail

02 Wi-Fi

03 cafe

04 holiday

05 computer

06 Internet

07 people

08 connected

09 fun

第 10 页面

01 it looks good

02 I'm a writer

03 I'm reading a novel

04 it links me to

05 I'm in constant contact

06 to a wealth information

07 connected and more fun

Reading 部分

第 02 页面

01 The yen's strength, the economy's weakness, the collapse in Japanese mobile phone sales

02 burst

03 Canon and Nikon

04 'resist preconceived ideas', 'from zero to one'

05 Taiwan, China, South Korea

第 03 页面

01 3

02 1

03 2

04 3

05 1

06 1

07 2

08 2

第 05 页面

01 无论向他提出什么问题，不管是日元走强，还是经济疲软，或者是日本手机销售崩溃，这个充满活力的执行官只有一个答案：推出新产品。

02 “对于我们制造商来说，条件是好是坏都是由我们的产品决定的，我们的策略是确保尽可能多的产品都是新产品，”他说。

03 考虑到竞争对手不仅竞相推出新产品，而且还在降价，人们质疑樫尾忠雄先生这是否可能，樫尾忠雄先生认为卡西欧的产品是独特的，足以做到这一点。

04 他经常说，他多年的销售经验使他对新产品是否会成功具有敏锐的判断。

05 他对未来的希望也正是这个家族公司对未来的希望：维持卡西欧的稳定和保持研发新产品。

Language\_re 部分

第 02 页面

01 Microchips are produced/manufactured/made in the United States.<br />Semiconductors are produced/manufactured/made in Malaysia.<br />Electronic goods are produced/manufactured/made in japan.<br /> Coffee is produced/grown in Brazil.<br /> Leather goods are produced/manufactured/made in Spain and Zambia.<br /> Oil is produced/refined in Kuwait.<br /> Rice is produced/grown in China.<br /> Watches are produced/manufactured/made in Switzerland.<br /> Coal is mined in Poland.<br /> Mobile phones are produced/manufactured/made in Finland.

第 03 页面

01 The new design has been chosen.

02 This website is seen by thousands of people every day.

03 The staff were asked for their opinions.

03 The staff were asked for their opinions by the employers.

04 My car is being repaired at the moment.

05 The missing file has been found.

06 This watch was made in Switzerland.

第 04 页面

01 were launched

02 has been controlled

03 are performed

04 are reduced

05 have been manufactured

06 is designed

06 has been designed

07 are weighed

08 are blended

09 fed

09 are fed

10 is also fed

11 are melted

12 is cooled

13 is tested

14 are fed

15 are modified

16 is cut

17 are loaded

18 are distributed

19 has been promoted

19 was promoted

第 06 页面

01 1 2

02 1 2

03 1 2

04 1 2

05 1 2

06 1 2

Skill 部分

第 02 页面

01 features

02 well-designed

03 stainless steel

04 reliable

05 selling points

06 economical

07 benefits

08 versatile

09 expensive

10 retail price

11 guarantee

Case\_stu 部分

01 Looking for products that show originality and creativity<br/> Winning product must improve customers' lifestyle<br/> Winning product must not harm the environment<br/> Winning companies have to explain their marketing plans<br/> Winning product must be profitable<br/> Winning product must make interesting or exciting use of technology

第 07 页面

02 It is a name of campaign platform. Watson’s target shoppers are 18-24 young people who spent 5X times on digital/mobile platform than mature shoppers, they used to search Beauty products/tips from internet and love to share with peers on line. They love to use wechat to scan everything, QR code is becoming a fashion way to shop and get information. So the campaign platform is updated to “Secret Code of Beauty”.

03 3.There are five journey as follows: ①At Home: Catch Her. ②Early Journey: Stop Her ③Mid Journey: Hold her ④Late Journey: Drive Closure ⑤Back Home: Continue

第 08 页面

01 Watson’s target customers are women from age 18 to 35.

02 The women from age 18 to 35 are more willing to pursue fashion, high quality and novel experience. They have certain challenging spirits, pay attention to the personalities, and tend to seek delicate and comfortable shopping environment in the supermarket or hypermarket.

第 09 页面

01 Watson took “personal nursing experts ” as its market location with three managing concepts, including “health”, “wellness” and “beauty”.

02 This kind of market location have many advantages as follows: the own brand has increased obviously, which matches the target consuming group’s needs of perusing personality. Watson communicates with customers directly every minute by its own brands, and can know customer’s needs correctly in time, as well as analyze the sales situation of all kind products.

Writing 部分

第 02 页面

01 1 2 3 4

02 1 2

第 03 页面

01 user-friendly

02 run

03 high-performance

04 market leader

05 including

06 further information

第 04 页面

01

第 05 页面

01 This new instant coffee is produced by a company which usually targets the higher end of the market

01 This new instant coffee is produced by a company that usually targets the higher end of the market

02 The shop floor is an area in a factory where ordinary workers do their work

03 A retailer is a person who owns or runs a shop selling goods to members of the public

04 Sick leave is a period of time when you stay away from your job because you are ill

第 06 页面

01

Quiz 部分

第 01 页面

01 3

02 2

03 4

04 5

05 10

06 1

07 6

08 8

09 9

10 7

第 02 页面

01 are

02 prepared

03 were

04 delivered

05 were

06 damaged

07 have

08 been

09 promoted

10 is

10 's

11 being

12 developed

13 is

14 launched

15 is

16 stamped

17 are

18 advertised

第 03 页面

01 Suzuki cars are made in Hungary, too

02 Your washing machine is being repaired now

03 This new drug was developed by Bayer

04 The effects of Alkaphen were still being researched

05 All selling rights have been retained by Bayer

06 The question is, has our new range been promoted enough

07 If sales continue to fall, it will have to be discontinued

08 This new product should be tested immediately

09 Its distribution could be improved

10 The packaging definitely has to be improved

第 04 页面

01 are made of high-quality denim

02 will be done online

03 are consumed by millions of people every day

04 was created by Chanel, the French fashion designer

05 was invented by A. G. Bell

06 are tested on animals

06 have been tested on animals

第 05 页面

01 was launched

02 is managed

03 is made

04 gave

04 was given

05 are worn

第 06 页面

01 A new CEO has been hired

01 A new CEO has been hired by the company

02 The products have been thoroughly tested

02 The products have been thoroughly tested by the laboratory

03 Energy-saving bulbs have been included on this model

03 Energy-saving bulbs have been included on this model by the designers

04 More than 100,000 units of this popular product have been sold

04 More than 100,000 units of this popular product have been sold by the company

05 A well-designed remote control has been included

05 A well-designed remote control has been included by the manufacturer

第 07 页面

01 unpopular

02 Unattractive

03 unreliable

04 inexpensive

04 cheap

05 uncomfortable

06 impractical

07 uneconomical

08 unfashionable

第 08 页面

01 2

02 3

03 1

04 4

05 6

06 9

07 8

08 5

09 7

第 09 页面

01 custom

02 made

03 multipurpose

04 Downmarket

05 First

06 class

第 10 页面

01 2

02 2

03 1

04 3

05 1

06 3

07 2

08 2

第 11 页面

01 1

02 3

03 4

04 5

05 2

第 12 页面

01 reliable

02 fashionable

03 pure

04 healthy

05 efficient

第 13 页面

01 2

02 2

03 1

04 1

05 2

06 1

07 1

08 2

09 1

10 2

第 14 页面

01 2

02 1

03 1

04 2

05 1

第 15 页面

01 It has several special features

02 It makes the user look professional

03 It’s for people who love cooking

04 It comes in a wide range of colours

05 Does anyone have any questions

第 16 页面

01 camera

02 memories

03 train

04 love

05 speakers

06 value

07 luxury

08 style

09 tree

10 30

第 17 页面

01 3

02 1

03 2

04 2

05 3

06 1

第 18 页面

01 features

02 stylish

03 steel

04 length

05 ideal

06 advantage

07 costs

08 value

第 19 页面

01 3

02 6

03 4

04 5

05 2

06 1

第 t02 单元

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Starting\_up 部分

**“No, but thank you very much for this lovely invitation.”**

**“Thanks so much for the invitation. I’m not able to go, but I hope you have a really good time.” Or “Thanks so much for the invitation. I appreciate it, but I’m not able to be there today.”**

**“No. I can’t. I’ve got plans tonight. But I’d love to set up another time that we could meet or hang out.”**

**There are three steps when we politely say “no” in English:   
1. Make a statement of regret or denial.   
2. Explain why the answer is “no.”   
3. Offer an alternative, if possible.**

**Key points for a successful win-win negotiation:   
1. Goals: What do you want to get out of the negotiation? What do you think the other person wants?  
2. Trades: What do you and the other person have that you can trade? What do you each have that the other wants? What are you each comfortable giving away?   
3. Alternatives: If you don’t reach agreement with the other person, what alternatives do you have? Are these good or bad? How much does it matter if you do not reach agreement? Does failure to reach an agreement cut you out of future opportunities? And what alternatives might the other person have?   
4. Relationships: What is the history of the relationship? Could or should this history impact the negotiation? Will there be any hidden issues that may influence the negotiation? How will you handle these?  
5. Expected outcomes: What outcome will people be expecting from this negotiation? What has the outcome been in the past, and what precedents have been set?   
6. The consequences: What are the consequences for you of winning or losing this negotiation? What are the consequences for the other person?   
7. Power: Who has what power in the relationship? Who controls resources? Who stands to lose the most if agreement isn’t reached? What power does the other person have to deliver what you hope for?  
8. Possible solutions: Based on all of the considerations, what possible compromises might there be?**

第 01 页面

01 11,000

01 11000

01 eleven thousand

02 sales

03 management

04 one-week

04 one week

04 1 week

04 a week

05 one day

05 1 day

第 02 页面

01 2

02 2

03 1

04 1

05 2

第 03 页面

01 2

02 1

03 2

04 1

05 2

06 1

07 2

08 1

第 04 页面

01 efficient

02 sympathetic

03 well-made

04 mineral

05 flexible

06 fashionable

07 formal

第 05 页面

02 1

03 3

04 3

05 2

06 2

07 1

第 06 页面

01 was launched

02 's selling

02 is selling

03 increase

04 decreased

05 needed

05 need

06 'm meeting

06 'm going to meet

06 am meeting

06 am going to meet

07 has been working

第 07 页面

02 6

03 9

04 2

05 8

06 10

07 5

08 1

09 4

10 7

第 08 页面

01 1

02 2

03 2

04 1

05 1

06 2

07 1

08 2

09 1

10 2

第 09 页面

01