

## Warming-up

### Task 1

**Objective:** Ss can identify the logos of some famous international companies.

#### Steps:

- Ss read Warming-up Task 1.
- Get Ss to look at the logos.
- Go through the pronunciation of any problematic word.
- Ask Ss to give the names of the countries.
- Give the answers.

### Background Information

#### • What is a logo?

A logo is a graphical element that, together with its logo type, forms a trademark or commercial brand. Typically, a logo's design is for immediate recognition. The logo is one aspect of a company's commercial brand, or economic or academic entity, and its shapes, colors, fonts and images usually are different from others' in a similar market.

#### • Company introduction

**Bavarian Motor Works (BMW)** is an independent German automobile manufacturer founded in 1916. BMW is a worldwide manufacturer of high-performance and luxury automobiles and motorcycles.

**Toyota Motor Corporation**, founded in 1937, is a multinational corporation headquartered in Japan, and is currently one of the world's largest automakers.

**Ford Motor Company** is an American multinational corporation and one of the world's largest automakers.

**Metro AG**, established in 1964, is a diversified retail and wholesale group based in Germany. It is the largest in its home market, and one of the most globalized retail and wholesale corporations.

**Wal-Mart Stores, Inc.**, founded in 1962, is an American public corporation that runs a chain of

large, discount department stores. It is the world's largest public corporation by revenue, according to the "2008 Fortune Global 500".

**Carrefour SA** is a French international hypermarket chain, with a global network of outlets. It is the second largest retail group in the world in terms of revenue after Wal-Mart.

**Samsung Group** is the largest company of the Republic of Korea. It is composed of Samsung Electronics, Samsung Heavy Industries and Samsung Engineering & Construction.

**Lenovo Group Limited** is China's largest and the world's fourth largest personal computer manufacturer. Lenovo mainly produces desktops, laptops, servers, handheld computers, imaging equipment and mobile phone handsets (听筒).

**Nokia Corporation** is a Finnish multinational communications corporation. Nokia is focused on wireless and wired telecommunications. It is the world's largest manufacturer of mobile telephones.

### Suggested Answers

<b>Car Companies:</b>	Japan	USA
<b>Supermarket Companies:</b>	USA	France
<b>Mobile Phone Companies:</b>	P. R. China	Finland

### Task 2

**Objective:** Ss brainstorm the names of some famous organizations of the given products.

#### Steps:

- Ss read Warming-up Task 2.
- Ask Ss to brainstorm as many companies as possible.
- Invite three students to present their answers.
- Add some more companies if necessary.

### Suggested Answers

**Television Set:** TCL, Sony, Panasonic, Philips...

**Computer:** Lenovo, Apple, IBM, Sony...

**Sportswear:** Li-Ning, Adidas, Nike, Reebok...

## Reading A

### Translation

## 谷 歌

上过互联网的人都见过谷歌,许多人要在互联网上查找某方面的信息时,他们都会“谷歌”一下。作为全世界最有名的互联网搜索引擎,谷歌是网络业界功成名就的最好范例之一。

谷歌始于1996年1月斯坦福大学博士生拉里·佩奇的一个研究项目。为了找到一种能帮助网络用户搜索到相关网页的更好方法,佩奇设想可以通过检索网页之间的关系来实现。他认为链接最多的那些网页一定是最受欢迎的。这项技术结果看起来是成功的。

佩奇和他的合作伙伴谢尔盖·布林于1998年9月7日创建了自己的公司,并在之后的一周注册了google.com这一网址。这个搜索引擎很快声名鹊起,2000年谷歌开始在自己的网站出售广告。在投资者的热情资助下,经过几年的发展,谷歌上市了,一夜之间谷歌的很多雇员成了百万富翁。

谷歌最近收购了互联网最大的视频共享网站YouTube.com,而且每天都在不断增加一些新功能,如工具栏、邮件和广告。当然,成长与成功也带来了竞争。微软最近就试图收购雅虎以便能在互联网搜索引擎领域与谷歌抗衡。

随着公司的壮大与知名度的提高,谷歌在美国公司就业吸引力的排名也上升到第一。他们尝试打破传统的办公室设计,努力把办公室变成员工感觉舒适、并能充分发挥自己才华的地方。

现在,谷歌已拥有YouTube、Blogger和其他一些热门网站,并且成为网络广告收入方面的领头羊。当初两个学生的一个小点子已发展成为一家拥有十亿美元资产的大公司,谷歌也成为全球最著名的商标之一。谷歌的发展史为当今的网络企业家树立了一个完美的典范,也提供了灵感。

# Language Points

## Paragraph 2

**relevant:** *a. closely connected with the subject you are discussing or the situation you are thinking about*

e.g. What experience do you have that is relevant to this position?

**achieve:** *v. to succeed in reaching a particular goal or standard by making an effort for a long time*

e.g. After 10 years of hard work, he finally achieved success in his business.

Britain has achieved the highest rate of economic growth in Europe this year.

**appear to be/do:** *to give the impression of being or doing something*

e.g. She appeared to be in her late thirties.  
They appeared not to know what was happening.

## Paragraph 3

**fuel:** *v. to increase something; to make something stronger; to supply something with material that can be burnt to produce heat or power*

e.g. His words fueled her anger still more.  
The stored oil could fuel the nation for six months.

**go public:** *(of a company) to start selling shares on the Stock Exchange*

e.g. This company is among the first ones that went public in China.

**instant:** *a. happening immediately; (of food) that can be made quickly and easily*

e.g. She took an instant dislike to me.  
instant coffee/instant noodles

## Paragraph 4

**acquire:** *v. to gain possession of; to gain something by one's own efforts, ability or behavior*

e.g. The company has just acquired some new properties.  
She has acquired a good knowledge of English.

**feature:** *n. something important, interesting or typical of a place or thing*

e.g. An important feature of Van Gogh's paintings is their bright colors.

*v. to include a particular person or thing as a special feature*

e.g. The new car features high speed and safety.

## Paragraph 5

**in addition to:** *as well as; besides*

e.g. In addition to the apples you asked for, I bought you some oranges and bananas.

**tend to:** *to be likely to do something or to happen in a particular way because this is what often or usually happens*

e.g. Women tend to live longer than men.  
When I'm tired, I tend to make mistakes.

**stay away from:** *not to go near a particular person or place*

e.g. I want you to stay away from my home.

**typical:** *a. having the usual qualities or features of a particular group or thing*

e.g. This advertisement is a typical example of their marketing strategy.

**excel (at/in):** *v. to be very good at doing something*

e.g. The school excels in sports.  
She has always excelled at foreign languages.

## Paragraph 6

**in terms of:** *from the point of view of; with regard to; concerning*

e.g. In terms of environmental protection, this project is excellent.

**the brain child (of somebody):** *an idea or invention of one person or a small group of people*

e.g. This festival was the brain child of Tony Smith.

**serve as:** *to be suitable for a particular use*

e.g. The sofa will serve as a bed for a night or two.

**Task 1****Suggested Answers**

Period	Event
1996	Google began as Larry Page's research project.
1998	Page and Sergey set up the company and registered the google.com.
2000	The search engine grew quickly and it began to sell advertising on the website.
Recently	Google has acquired YouTube.com and continues to add new features.
	Google has also owned Blogger and other hot websites and become the leader in terms of ad-based revenue on the web.

**Task 2****Suggested Answers**

- Google is the world's most popular ~~website~~. Internet search engine
- Google went public ~~before~~ it began to sell advertising on the website. after
- Email has been one of Google's features ~~since the first day of the company~~. recently
- Google is now a billion-dollar company and has been named ~~to the Top 500 list of the world~~.  
the No. 1 company to work for in the United States
- Google's employees work in places ~~where typical office designs are used~~.  
where employees are comfortable and excel at their work
- Google has become the Internet leader in terms of ~~technology~~. ad-based revenue on the web

Reading B

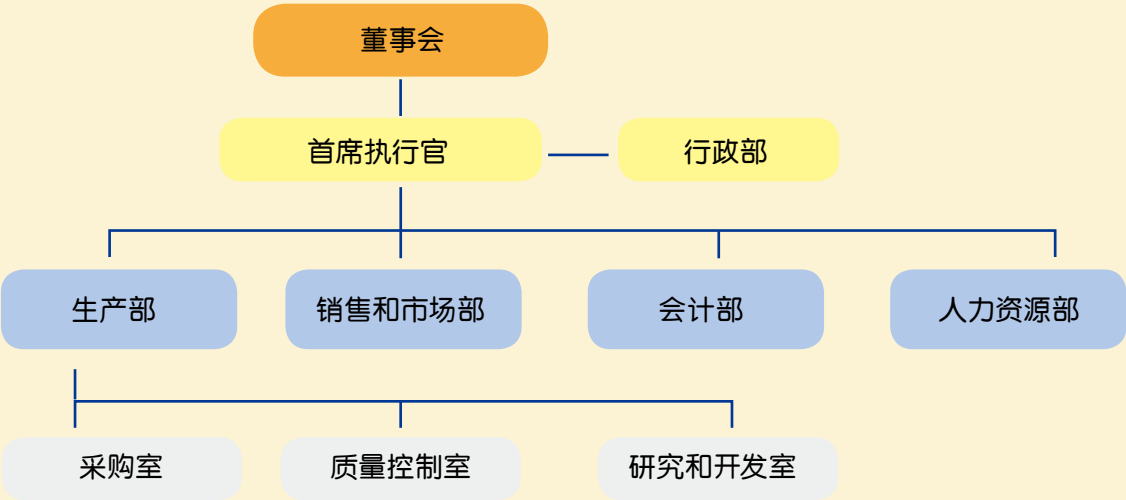
Translation

泰福公司简介

泰福有限公司成立于1990年，旨在为非洲大陆和东南亚市场提供上乘和高效的服务。

泰福公司是护肤和护发产品的最主要制造商之一。公司在中国和美国拥有自己的制造工厂，现已开发出种类丰富的一系列产品，以满足世界各地消费者的需求。泰福产品在现有的市场上很受欢迎和喜爱。公司正着眼于在全世界范围内进一步扩大消费者基础。

以下是本公司的组织结构图，包括所有的部门及其职能：



**董事会**是公司的管理机构。

**首席执行官**与董事会紧密合作，领导公司。

**行政部**为董事会和首席执行官提供支持与服务。

**生产部**负责产品的开发和制造。

**采购室**负责所有物品的实际采购。

**质量控制室**确保产品达到质量标准。

**研究和开发室**负责开发和设计新产品，改进现有产品。

**销售和市场部**从事产品的推广和销售。

**会计部**监控客户和公司的账目。

**人力资源部**管理员工的行政事务。

## Task 1

### Key

1. F    2. T    3. T    4. F    5. F

## Task 2

### Key

- One:** Human Resources Department
- Two:** Production Department
- Three:** Administrative Department
- Four:** Sales & Marketing Department

# Listening & Speaking

## Task 1

### Script:

W: Good morning. Can I help you?  
M: Good morning. I'd like to see your general manager, Mr. Richard Sapir.  
W: Have you got an appointment with him?  
M: Yes.  
W: What's your name, please?  
M: It's Ralph Sayers.  
W: How do you spell it?  
M: My first name's Ralph, R-A-L-P-H.  
W: And your last name?  
M: Sayers, that's S-A-Y-E-R-S.  
W: And what company are you with?  
M: I work for JOD Technologies.  
W: J-O-D, JOD?  
M: That's right.  
W: Thank you. Please have a seat. I'll call Mr. Sapir and tell him you're here.  
M: Thanks a lot.

### Key

First name: Ralph; Last name: Sayers;  
Company: JOD Technologies

## Task 2

### Script:

M<sub>1</sub>: Good morning, Mr. Brown. Nice to see you again.  
M<sub>2</sub>: Nice to see you, too, Mr. White. Your new office building is really nice.  
M<sub>1</sub>: Thank you. So what brings you here this time?  
M<sub>2</sub>: I've come to see your sales manager, Mr. Walker. He's arranged a meeting for tomorrow. By the way, where is his office?  
M<sub>1</sub>: Don't worry. Come with me and I'll get someone to take you there.

M<sub>2</sub>: That'll be great.  
M<sub>1</sub>: Mary, could you come here for a minute? ...  
Mary, I'd like you to meet Mr. Brown from the Head Office. He is the production manager.  
Mr. Brown, this is Mary, my new secretary.  
W: It's a pleasure to meet you, Mr. Brown.  
M<sub>2</sub>: Nice to meet you, too, Mary.  
M<sub>1</sub>: Mary, will you please show Mr. Brown to the Sales Department? He'll have a talk with Mr. Walker.  
W: No problem. This way please, Mr. Brown.  
M<sub>2</sub>: Thank you. And see you later, Mr. White.  
M<sub>1</sub>: See you.

### Key

Mr. Brown	—	Sales Manager
Mary	—	Secretary
Mr. Walker	—	Production Manager

## Task 3

### Script:

W: Good morning. How can I help you?  
M: Good morning. I'm looking for the Human Resources Department. I'm here for a job interview.  
W: Oh, I see. Would you please fill in our Visitor's Form? Here it is.  
M: Sure. Thank you. Oh, I don't know who to see, so I'll just put HR here. Is that OK?  
W: Yes, that's fine.  
M: Here you are. By the way, could you please tell me where the HR Department is?  
W: It's on the 30th floor, the second door on your right. And the lift is over there.  
M: Thank you very much. It's so kind of you.  
W: You're welcome. Have a nice day.  
M: You, too.

### Key

1. T                      2. F doesn't know who to see  
3. F on the 30th floor  
4. F where, lift, 30th floor

### Task 4

#### Script:

- M: Good afternoon. Green Travels. How can I help you?
- W: Yes. I'm calling about your ad in yesterday's newspaper.
- M: Oh, yes. Would you like to book a holiday?
- W: Yes. Do you have any interesting programs for a five-day holiday?
- M: How about St. Lewis's Beach? There you can swim in the sea, take a walk on the beautiful beach and lie down in the sun.
- W: Sounds great. But I'd like to visit you first and see if I have some other choices. Could you tell me where your company is located?
- M: Of course. We are on the corner of High Street and Church Road. A red building. You can't miss it. We are on the fifth floor and in the third office on the right when you get out of the lift.
- W: Thank you very much. Goodbye.
- M: See you then. Bye.

**Q1:** Who is the woman calling?

**Q2:** What color is the building of the man's company?

**Q3:** Where is the man's office in the building?

#### Key

1. D    2. C    3. A

### Task 5

#### Script & Key:

Ladies and gentlemen:

My name is David Truman and I am the chairman of Simons Facilities Corporation. Thank you for inviting me to speak here today about future energy technologies. First of all, let me introduce our company, SFC, to you.

Simply put, SFC is one company with two lines of business—power and water, and our history dates back to over 100 years ago. Today we are one of the 50 largest companies in the UK. More than 20,000 of our employees build and manage power and water facilities in England, Scotland and Wales.

With this information as background, now I would like to come to the topic of my speech today: What new energy technologies are there and where can they take us?

### Task 6


(Omitted)

# Writing

## Envelope

### Task 1

#### Key



the recipient's address      the upper right corner of the envelope  
 the sender's address      the upper left corner of the envelope  
 stamp      the middle of the envelope

### Task 2

#### Key

1. West Palm Beach.
2. Liu Fang.
3. Michael Ryan.
4. Crescent Finance Company, 502 North Olive Avenue, West Palm Beach, Florida 33402, U.S.A.
5. Manager of Human Resources.
6. China National Machinery Import & Export Corp., 36 Jianshe Road, Beijing 100065, P. R. China.

### Task 3

**Notes:** *“c/o” is the short form for “care of”. The person who is in care of the letter is not allowed to read the letter but can only pass it on to the intended recipient.*

#### Key

1. “c/o” on the envelope stands for “care of”.
2. Jane Ashby will receive this letter.
3. Craig Moor will open and read this letter.

## Task 4

## Sample



## Mini-project

A mini-project is a complex authentic task that demands Ss work together to complete it. This project asks Ss to design the “About Us” page of a company’s website. Its concept comes from real life, hence it’s authentic. In order to complete it successfully, Ss should use the knowledge and skills they’ve learned from other activities in the unit. In

short, they need to set up a company by giving its name, designing its logo, deciding its organization structure and introducing products. The sample on Ss’ books provides a revised version of a real company’s “About Us”. Ss can refer to it and make their work presented in a similar form.

### Steps:

- Grouping. Divide the class into groups. There are several ways: Ss pick up their own partners; Teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- Defining the project. Go through the project with the class and clarify requirements. You are advised to do it after Ss study Reading B.
- Timing & cooperation. Give Ss the deadline for completion and guidelines on working together. Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. As Ss get used to the mini-project, they will become more experienced. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- Presentation. Ss present their evidence for completion. In this project, they need to show a written “About Us” page of a company’s website. Ask them to hand in their work after they study the whole unit.

### Notes:

- The project should be done as homework.
- Since it takes time and efforts to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss could learn from each other.
- The following websites are for your reference:  
[http://www.pg.com/company/who\\_we\\_are/index.jhtml](http://www.pg.com/company/who_we_are/index.jhtml)  
[http://cn.siemens.com/cms/cn/English/about\\_us/who\\_we\\_are/Pages/Default.aspx](http://cn.siemens.com/cms/cn/English/about_us/who_we_are/Pages/Default.aspx)

# Language Lab

## Task 1

### Key

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. B | 2. G | 3. F | 4. A | 5. I  |
| 6. C | 7. H | 8. E | 9. J | 10. D |

## Task 2

### Key

- |                 |                   |
|-----------------|-------------------|
| 1. entrepreneur | 2. link           |
| 3. acquired     | 4. tend to        |
| 5. relevant     | 6. stay away from |
| 7. excel        | 8. popularity     |
| 9. features     | 10. fueled        |

## Task 3

### Key

Since there are now billions of web pages, it is important to know how to search effectively for information on the web. Fortunately, some powerful online tools are there to help us with this task. The simplest way to find information on the web is to visit a special site called search engine. It is quite easy to use—you simply go to the homepage of the search engine, type a few key words into a form, click on a Search button, and then wait a few seconds for your results. The results are provided on your computer screen as a long list of links to web pages. Then you will have to look through the list to see if the links are relevant to your search.

**Task 4****Key****Model 1**

1. The wheels appear to be going backwards when a car is speeding.
2. Everyone appears to be talking about Google Earth these days.
3. No one appeared to have noticed his sadness.

**Model 2**

1. Most people don't like the idea that humans might be cloned someday.
2. But you are trying to cover up the fact that we don't have enough money.
3. We have to accept the fact that the goods have been damaged.

**Task 5****Key**

1. All this cannot be achieved overnight.
2. The gym tends to get very busy at around 6 o'clock in the afternoon.
3. This area is not safe at the moment, so it's better to stay away from it.
4. They are one of the top five supermarkets in the area in terms of sales.
5. This room has to serve as both bedroom and living room.
6. The production department is responsible for monitoring the progress of this project.
7. The manager was involved in a research on marketing activities last month.
8. Many big companies now use websites to promote their products and services.

**Task 1** Mark the following sentences with 1, 2, 3, 4 or 5 according to the five sentence patterns in the above table.

1. He came to help me with my math. ( 1 )
2. I forced myself to get up this morning. ( 5 )
3. I hope to see you again soon. ( 2 )
4. We should remain modest and prudent at any time. ( 3 )
5. This kind of food tastes terrible. ( 3 )
6. The picture looks more beautiful at a certain distance. ( 3 )
7. They told me that he often lies. ( 5 )
8. People tend to need less sleep as they get older. ( 2 )
9. I'll offer you a good chance. ( 4 )
10. You must present your passport to the customs office. ( 4 )

**Task 2** Translate the following into English.

1. 莎莉想先把报告拿给经理看看。  
Sally wants to show the report to the manager first.
2. 他接受了买台新车的建议。  
He accepted the advice to buy a new car.
3. 公司的这条规定只对新员工适用。  
This rule of the company is only for newcomers.
4. 他听见有人叫他的名字。  
He heard someone call his name.
5. 琳达专为她的女儿做了一个生日蛋糕。  
Linda made a birthday cake for her daughter.
6. 我们相信真理。  
We believe in truth.
7. 别担心, 你会很快领到薪水的。  
Don't worry; you will get your salary very soon.
8. 太阳每天早上升起。  
The sun rises every morning.