

A nighttime cityscape featuring several illuminated skyscrapers and a large, ornate hotel building with a red roof. The scene is set against a dark blue sky with some clouds. The hotel has 'The Pullman Hotel' written on its facade. The word 'HSBC' is visible on a building to the left. The word 'Organization' is written in large white letters on a dark blue background at the bottom of the image.

Organization

Warming-up

Task 1 Look at the following logos and give the names of the countries in which the companies are headquartered.

Car Companies	Supermarket Companies	Mobile Phone Companies
 <input type="text" value="Germany"/>	 <input type="text" value="Germany"/>	 <input type="text" value="Republic of Korea"/>
 <input type="text"/>	 <input type="text"/>	 <input type="text"/>
 <input type="text"/>	 <input type="text"/>	 <input type="text"/>

Task 2 List at least two companies for each type of the following products.



Television Set



Computer



Sportswear

Reading A

Google

Anyone who has ever used the Internet has seen Google, and many people would just “google it” when they try to find information about something on the Internet. As the world’s most popular Internet search engine, Google is one of the greatest examples of online success.

It all began in January 1996 as a research project at Stanford University by Ph.D. student Larry Page. Trying to find a better way for web users to search for relevant pages, Page had an idea that this could be achieved by examining the relationships between web pages. He thought that web pages which had the most links to them from other web pages must be the most popular. The technique appeared to be successful.

Page and his partner Sergey Brin set up their company on September 7, 1998 and registered the google.com the following week. The search engine quickly grew in popularity and in 2000 Google began to sell advertising on their website. After a few years of growth fueled by eager investors, Google went public. Many Google employees became instant millionaires.

Google has recently acquired YouTube.com which is the Internet’s largest video-sharing website and continues to add new features every day including tool bars, email, and advertising. Of course, with growth and success there also comes competition. Microsoft has recently tried to acquire Yahoo in order to compete with Google in the Internet search engine area.

In addition to its growth and popularity, Google has also been named the number one company to work for in the United States. It tends to stay away from typical office designs and tries to make the office a place where employees are comfortable and free to excel at their work.

Today, Google owns YouTube, Blogger and other hot websites and has become the leader in terms of ad-based revenue on the web. The brain child of two students has become a billion-dollar company and one of the best-known trademarks in the world. Google’s history serves as a perfect model and inspiration for Internet entrepreneurs today.



Words

online /X3nXlaHn/ *a.* 在线的, 联网的
relevant /'relRvRnt/ *a.* (紧密) 相关的
link /lHNk/ *n.* 链接; 连接; 联系
popularity /'p3pjG'lBrRtH/ *n.* 普及; 大众化; 声望
advertising /'BdvRtaHzHN/ *n.* 广告活动, 做广告; 广告业
website /XwebsaHt/ *n.* 网站
fuel /fjGRl/ *v.* 刺激; 给……提供燃料
investor /Hn'vestR(r)/ *n.* 投资者
employee /ZemplCHXi#/ *n.* 受雇者, 雇员
acquire /R'kwaHR(r)/ *v.* 获得; 拥有
feature /'fi#tSR(r)/ *n.* 特色; 特点
typical /XtHpHk#l/ *a.* 典型的
excel /Hk'sel/ *v.* 突出; (在某方面) 擅长
revenue /XrevRnjU/ *n.* 收入; 收益
trademark /XtreHdmQk/ *n.* 商标
inspiration /'HnspR'reHS#n/ *n.* 鼓舞人心的人/事物; 灵感
entrepreneur /Z3ntrRprRXn!#(r)/ *n.* 企业家

Phrases & Expressions

search engine 搜索引擎
go public (公司) 上市
tool bar 工具栏
in addition to 除……之外
tend to 倾向于
stay away from 远离
in terms of 在……方面
brain child 脑力劳动的产物
serve as 起……作用

Proper Names

Google 谷歌 (美国公司, 全球知名的搜索引擎技术开发商)
Stanford University 斯坦福大学 (位于美国加利福尼亚州)
Microsoft 微软 (美国软件公司, 世界个人计算机及软件开发的先导)
Yahoo 雅虎 (美国著名的互联网门户网站)



Notes

Ph.D.: It is the short form for “Doctor of Philosophy”, a university degree of a very high level, above MA (Master of Arts) or MSc (Master of Science), which usually takes three or more years to get.

Larry Page & Sergey Brin: Being the founders of Google Inc., they first met in 1995 at Stanford University in California, where they were both studying for doctorates in computer science.

YouTube.com: It is a video-sharing website where users can upload, view and share video clips. It was created in February 2005 and bought by Google in November 2006.

Blogger: It is a blog or web log publishing system. It was created in August 1999 and was bought by Google in February 2003.

Task 1 Read the passage and find out important events in the different periods of Google’s history. Write down these events.

Period	Event
1996	
1998	
2000	
Recently	

Task 2 Correct the following statements according to the passage. An example has been given.

- Google is the world’s most popular website. Internet search engine
- Google went public before it began to sell advertising on the website. _____
- Email has been one of Google’s features since the first day of the company. _____
- Google is now a billion-dollar company and has been named to the Top 500 list of the world. _____
- Google’s employees work in places where typical office designs are used. _____
- Google has become the Internet leader in terms of technology. _____

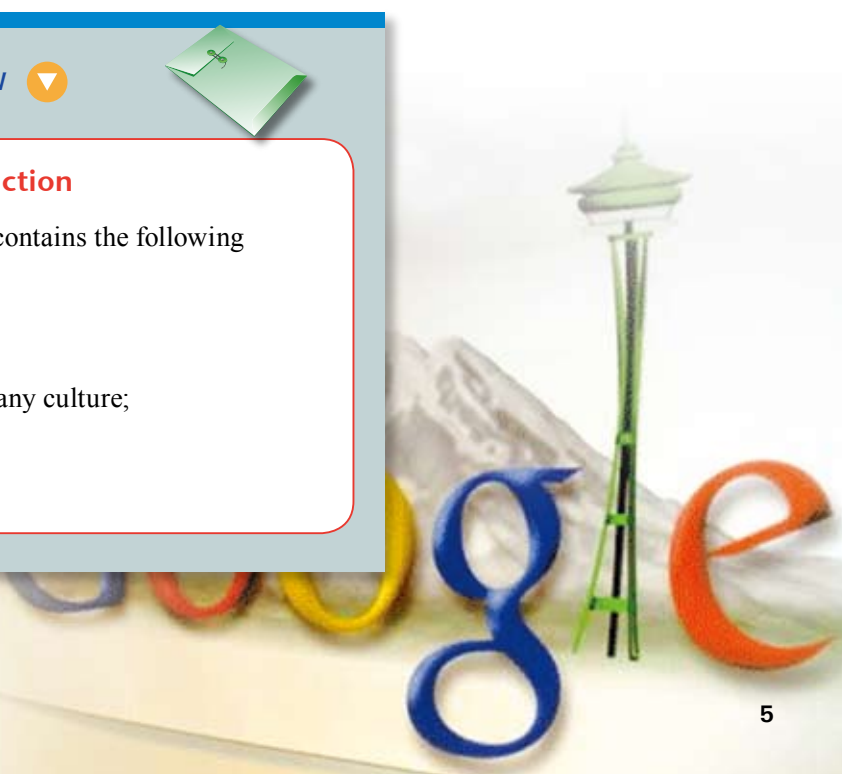
Business Know-how ▼



Making a Company Introduction

A company introduction usually contains the following information:

- History;
- Number of employees;
- Management structure & company culture;
- Products or services.



Reading B

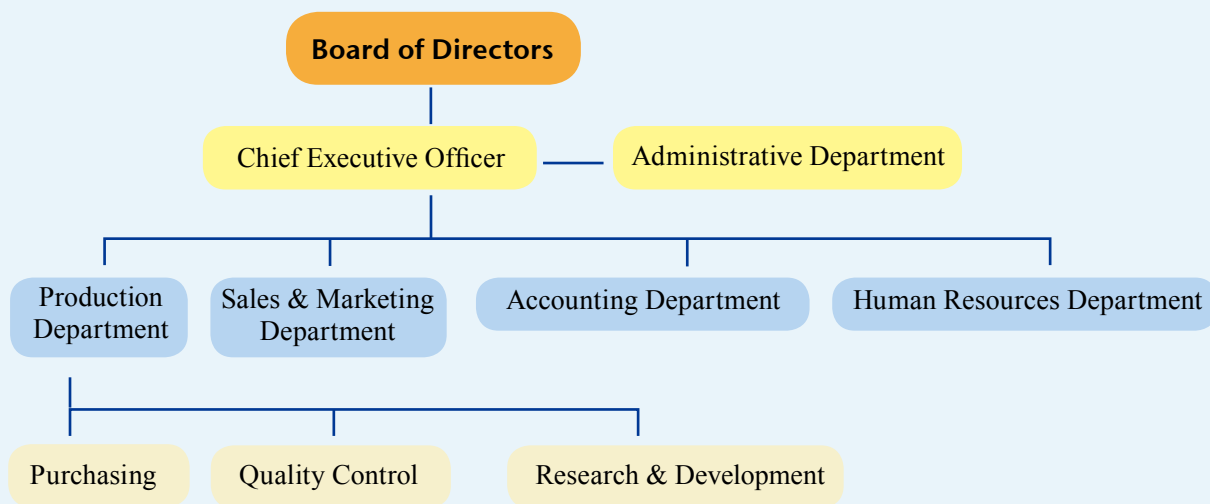
TAF Profile



TAF Co., Ltd. was founded in the year 1990 with the objective of providing better and efficient services to the markets in the African continent and Southeast Asia.

TAF is one of the leading manufacturers of skincare and haircare products. With its own manufacturing facilities in China and the USA, the company has developed a wide range of products to meet the demands of its international customers. TAF products are extremely popular in their current markets, and the company is now looking to further expand its customer base throughout the world.

Below is the company’s organization chart, including all departments and their functions.



Board of Directors is the governing body of the company.

Chief Executive Officer (CEO) works closely with the Board to provide leadership for the company.

Administrative Department provides support and service for the Board and the CEO.

Production Department is responsible for the development and manufacturing of products.

Purchasing is in charge of the actual buying of all items.

Quality Control (QC) is to ensure the products

are up to certain standards.

Research & Development (R&D) is responsible for looking into new products and their designs, and the improvement of existing products.

Sales & Marketing Department is involved in promoting and selling products.

Accounting Department monitors the accounts of the clients and the company.

Human Resources (HR) Department manages the administrative aspects of the employees.

Words

profile /'prRGfaHl/ *n.* (公司) 简介; 概况
 objective /Rb'dJektHv/ *n.* 目标
 efficient /HXfHSɛnt/ *a.* 有效率的
 manufacture /ZmBnjGXfBktSR(r)/ *v.* 生产, 制造
 manufacturer /'mBnjG'fBktSRr(r)/ *n.* 制造商
 facility /fR'sHIRtH/ *n.* (常*pl.*) 设施; 设备
 range /reHndʒ/ *n.* 系列; 范围
 expand /Hk'spBnd/ *v.* 扩大
 base /beHs/ *n.* 基础; 根基
 executive /Hg'zekjGtHv/ *a.* 执行的; 行政的
 administrative /Rd'mHnHstrRtHv/ *a.* 管理的; 行政的
 marketing /XmQkHtHN/ *n.* 市场营销
 accounting /R'kaGntHN/ *n.* 会计
 purchasing /'p!#tSRsHN/ *n.* 采购
 item /'aHtRm/ *n.* 项目; 条目
 ensure /HnXSGR(r)/ *v.* 保证
 involve /Hn'vɜlv/ *v.* 涉及; 包含
 promote /prRG'mRGt/ *v.* 推销, 宣传; 促进; 晋升
 monitor /XmɜnHtR(r)/ *v.* 控制; 监视
 client /XklaHRnt/ *n.* 客户

Phrases & Expressions

look to 展望, 盼望
 Chief Executive Officer (CEO) 首席执行官
 up to 达到

Notes

Organization Chart (组织结构图): It shows the organizational structure of a company and identifies responsibilities of each department and relationships between departments.

Task 1 Decide whether the following statements are true (T) or false (F) according to the TAF profile.

- 1. TAF's main markets are in the American continent and Southeast Asia.
- 2. TAF is one of the leading producers of skincare and haircare products.
- 3. The company is working to reach more international customers.
- 4. R&D is responsible only for developing new products.
- 5. Administrative Department gives orders to the other departments.

Task 2 The CEO of TAF received reports of the following incidents. Help him decide which departments should be held responsible for the problems described.

One

Three engineers in R&D didn't get their wages on time.

Two

Several customers complained about a bad smell from the company's haircare products.

Three

There are several spelling mistakes in the new profile on the company's website.

Four

Two important clients called to ask for products with new features and better designs.

Listening & Speaking

Task 1 Listen to the conversation between a receptionist and a visitor. Then fill in the missing information.



VISITORS: 12th September

Visitor No.	First Name	Last Name	Company	To see
1	Maria	Smith	AGD Construction	Jamie Saunders
2	Carol	Black	Lewis Printers	Michael Cornwall
3	_____	_____	_____ Technologies	Richard Sapir
...				

Task 2 Mr. White is meeting with Mr. Brown from the Head Office. Listen to the conversation and match the people below with their job titles.



Task 3 Listen to the conversation and decide whether the following statements are true or false. Then write key words to support your answers.



Mr. Brown

Sales Manager



Mary

Secretary



Mr. Walker

Production Manager

1. The man is going to have a job interview in the woman's company.

True False

2. The man is meeting with the manager of the HR Department.

True False

3. The HR Department is on the 13th floor.

True False

4. The conversation took place in the office of the HR Department.

True False

Task 4 Listen to the conversation and choose the best answer to each question you hear.



1. A. A government office.
B. A hotel.
C. An insurance company.
D. A travel agency.
2. A. Grey.
B. Green.
C. Red.
D. White.
3. A. The 3rd office on the right on the 5th floor.
B. The 5th office on the right on the 5th floor.
C. The 3rd office on the left on the 3rd floor.
D. The 5th office on the left on the 3rd floor.

Task 5 Listen to the following speech twice and fill in the blanks with what you hear.



Ladies and gentlemen:

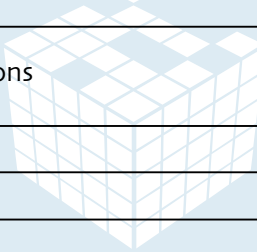
My name is David Truman and I am the _____ of Simons Facilities Corporation. Thank you for inviting me to speak here today about future energy technologies. _____, let me introduce our company, SFC, to you.

Simply put, SFC is one company with two lines of _____ — 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 _____ power and water facilities in England, Scotland and Wales.

With this _____ 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 Work in pairs. Introduce yourself to your partner and ask questions about him/her with the useful expressions. Then complete the chart below.

1	Name	Q: _____
2	Hometown	Q: _____
3	Hobbies	Q: _____
4	Spare-time activities	Q: _____
5	Reasons for studying his/her major	Q: _____
6	Your own questions	Q: A _____ B _____ C _____



Useful Expressions

Greeting

How do you do?
I've often heard about you.
I've heard so much about you.

Making introduction

Allow me to introduce myself.
My name is...
I'm..., from...

Asking questions

Where were you born?
What do you do in your spare time?
Did you grow up here?
Why did you choose this major?

Ending

Nice talking to you.
It's so nice to finally meet you.
Nice to meet you, too.
It's a pleasure to meet you.

Writing

Envelope

Task 1 Match the envelope items of an English letter with their typical positions.

1 the recipient's address

2 the sender's address

3 stamp

a the upper right corner of the envelope

b the upper left corner of the envelope

c the middle of the envelope

Task 2 Read Sample 1 and answer the questions below.

1. To which city is the letter going?
2. Who wrote this letter?
3. Who is the recipient of the letter?
4. What is the recipient's address?
5. What's the business title of the recipient?
6. What is the sender's address?

Sample 1



Task 3 Read Sample 2 and complete the following sentences.

1. "c/o" on the envelope stands for "_____".
2. _____ will receive this letter.
3. _____ will open and read this letter.

Sample 2



Task 4 Write an envelope for your letter to Tom Jones, who works for Green Technologies as Sales Manager. The company is in New York, at No. 135 on West 20th Street. The zip code is 10011.



Mini-project

Work in groups. Set up a company and design the “About Us” page for your company’s website. The page should include your company’s name, logo, profile, management and products. The following sample is provided for your reference.



Sample

		▶ P&G Global Operations
Home	Everyday Solutions	Products
Company	News	Careers
Investor	B2B Directory	
<p>July 30, 2008</p> <p>P&G Search</p> <input type="text"/> GO <p>U.S. Product Information</p> <p><input type="text"/> Choose a Category</p> <p><input type="text"/> Choose by Brand</p>		
	Profile	Management
	<p>In 1837, William Procter and James Gamble formed a new enterprise. It began as a small, family-operated soap and candle company. Now we provide products and services of superior quality and value to consumers in over 180 countries.</p>	<p>A.G. Lafley: Chairman of the Board and Chief Executive Officer</p> <p>Bruce L. Byrnes: Vice Chair of the Board—Global Brand Building and Training</p> <p>Clayton C. Daley, Jr.: Vice Chair and Chief Financial Officer</p> <p>Robert A. McDonald: Chief Operating Officer</p>
		<p>Products</p> <p>Our company is engaged in producing beauty, health, home, baby, family and personal care products. We have many trusted brands, including Pampers, Tide, Olay, etc.</p>

Language Lab

Task 1 Match the words or phrases on the left with their meanings on the right.

1. relevant
2. link
3. entrepreneur
4. fuel
5. popularity
6. acquire
7. feature
8. excel
9. tend to
10. stay away from

- A. make something increase
- B. closely connected or appropriate to the matter in hand
- C. obtain something
- D. keep one's distance from
- E. do something very well, or much better than most people
- F. a person who sets up a business
- G. a connection between one file or section and another
- H. a part of something that is important, interesting or typical
- I. the quality of being liked or supported by a lot of people
- J. be likely to do

Task 2 Complete the sentences with the words or phrases from Task 1. Change the form if necessary.

1. To become a successful _____, one should have a working knowledge about the business he plans to start.
2. If you click on this _____, it takes you to our flight schedule.
3. The business was _____ from Owen four years ago.
4. Summers in the north _____ be cooler and drier than in the south.
5. Once we have the _____ information, we can make a decision.
6. Swimmers have been told to _____ the beach following a shark attack last week.
7. Students with good communication skills will have a better chance to _____ at work.
8. Ever since basketball was invented, its _____ has become increasingly higher.
9. Each room in this building has its own special _____.
10. The area's rich natural resources have long _____ the Russian economy.

Task 3 Complete the passage with the following words or phrases.

search engine relevant
into with links

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 _____ this task. The simplest way to find information on the web is to visit a special site called _____. It is quite easy to use—you simply go to the homepage of the search engine, type a few key words _____ 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 _____ to web pages. Then you will have to look through the list to see if the links are _____ to your search.



Task 4 Rewrite the following sentences after the models.

Model 1:

It appeared that the technique was successful.

The technique appeared to be successful.

1. It appears that the wheels are going backwards when a car is speeding.

2. It appears that everyone is talking about Google Earth these days.

3. It appeared that no one had noticed his sadness.

Model 2:

Page had an idea. The idea was that this could be achieved by examining the relationships between web pages.

Page had an idea that this could be achieved by examining the relationships between web pages.

1. An idea is that humans might be cloned someday. Most people don't like the idea.

2. The fact is that we don't have enough money. But you are trying to cover it up.

3. The fact is that the goods have been damaged. We have to accept it.

Task 5 Translate the following into English using the given words or phrases.

1. 这一切不是一朝一夕可以实现的。(achieve)

2. 下午六点钟左右体育馆通常很忙。(tend to)

3. 这个地区现在不安全, 还是远离它为好。(stay away from)

4. 就销售而言, 他们是该地区五大超市之一。(in terms of)

5. 这间房既要作卧室又得作客厅。(serve as)

6. 生产部负责监督这个项目的进展。(monitor)

7. 上个月经理忙于一项对营销活动的研究工作。(be involved in)

8. 现在许多大公司都利用网站来推销他们的产品和服务。(promote)

Self-study Room

Basic Sentence Patterns 基本句型

英语绝大多数句式的共有特征是以S + V (主语+谓语) 结构为核心, 通常可以归纳为五种基本句型。

序号	句型	例句	
1	S + Vi. (主语+不及物动词)	1) S + Vi. 2) S + Vi. + Adverbial (状语) 3) S + Vi. + Prep. Phrase (介词短语) 4) S + Vi. + Infinitive (不定式) 5) S + Vi. + Participle (分词)	a. Time flies. b. Birds sing beautifully. c. They went on holiday. d. We stopped to have a rest. e. She'll go swimming.
2	S + Vt. + O (主语+及物动词+宾语)	1) S + Vt. + N./Pron. (名词/代词) 2) S + Vt. + Infinitive (不定式) 3) S + Vt. + wh-Infinitive (不定式短语) 4) S + Vt. + Gerund (动名词) 5) S + Vt. + Clause (从句)	a. We like English. b. She wants to help him. c. I don't know what to do. d. They enjoy living here. e. I think (that) he is right.
3	S + Lv. + P (主语+系动词+表语)	1) S + Lv. + N./Pron. 2) S + Lv. + Adj. (形容词) 3) S + Lv. + Adv. (副词) 4) S + Lv. + Prep. Phrase 5) S + Lv. + Participle	a. The compass is mine. b. The secretary is efficient. c. The power is off. d. He looks in good health. e. He gets excited. f. The experiment is interesting.
4	S + Vt. + Io. + Do. (主语+及物动词+间接宾语+直接宾语)	1) S + Vt. + N./Pron. + N. 2) S + Vt. + N./Pron. + to/for-Phrase	a. I sent him a fax. b. I sent a fax to him. c. I bought Mary a book. d. I bought a book for Mary.
5	S + Vt. + O + Co. (主语+及物动词+宾语+宾语补足语)	1) S + Vt. + N./Pron. + Adj. 2) S + Vt. + N./Pron. + Prep. Phrase 3) S + Vt. + N./Pron. + Infinitive 4) S + Vt. + N./Pron. + Participle 5) S + Vt. + N./Pron. + wh-Infinitive 6) S + Vt. + N./Pron. + Clause	a. Do I make myself clear? b. She always keeps everything in good order. c. We want you to go there. d. We listened to him singing. e. The supervisor shows me what to do next. f. Tom told me that the film was great.

Tips

【句子成分】

英语句子成分 (Members of the Sentence) 主要有五种: 主语S、谓语动词V (系动词Lv.)、补语C (主语补语Cs., 宾语补语Co.)、宾语O (直接宾语Do., 间接宾语Io.) 和表语P。

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

Task 2 Translate the following into English.

1. 莎莉想先把报告拿给经理看看。

2. 他接受了买台新车的建议。

3. 公司的这条规定只对新员工适用。

4. 他听见有人叫他的名字。

5. 琳达专为她的女儿做了一个生日蛋糕。

6. 我们相信真理。

7. 别担心, 你会很快领到薪水的。

8. 太阳每天早上升起。



Key

- Task 1**
1. (1) 2. (5) 3. (2) 4. (3) 5. (3)
 6. (3) 7. (5) 8. (2) 9. (4) 10. (4)
- Task 2**
1. Sally wants to show the report to the manager first.
 2. He accepted the advice to buy a new car.
 3. This rule of the company is only for newcomers.
 4. He heard someone call his name.
 5. Linda made a birthday cake for her daughter.
 6. We believe in truth.
 7. Don't worry; you will get your salary very soon.
 8. The sun rises every morning.

Unit File

Vocabulary

accounting	achieve	acquire	brain	child	excel
executive	expand	fuel	feature	go public	in terms of
instant	involve	look to	manufacture	marketing	monitor
profile	promote	purchasing	relevant	typical	

Listening and Speaking

Greeting and making self-introduction

Guided Writing

Writing an envelope

Mini-project

Designing a webpage

Grammar

Basic Sentence Patterns

Look back through this unit. Find more words and expressions that you think are useful.