

# Open for Business

新世纪商用汉语

Lessons in Chinese Commerce  
for the New Millennium

Volume 1

---

THIS IS SAMPLE COPY FOR PREVIEW AND  
EVALUATION, AND IS NOT TO BE  
REPRODUCED OR SOLD.

**This sample includes:**

Table of Contents, Introduction, Lesson 1.1, excerpts from Indexes,  
exercises in Simplified and Traditional characters,  
excerpts from answer keys

ISBN: 978-0-88727-456-5

To purchase a copy of this book, please visit [www.cheng-tsui.com](http://www.cheng-tsui.com)  
or call (800) 554-1963.

To request an exam copy of this book, please email [marketing@cheng-tsui.com](mailto:marketing@cheng-tsui.com).

Cheng & Tsui Company [www.cheng-tsui.com](http://www.cheng-tsui.com) Tel: 617-988-2400 Fax: 617-426-3669

# Open for Business

Lessons in Chinese Commerce  
for the New Millennium

Volume One  
Textbook and  
Exercise Book

Jane C.M. Kuo

新世紀  
高級  
讀本及  
練習本  
(上)  
商用  
漢語



Cheng & Tsui Company  
Boston

Copyright © 2004 by Cheng & Tsui Company, Inc.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, scanning, or any information storage or retrieval system, without written permission from the publisher.

2nd edition

13 12 11 10 09

8 7 6 5 4 3

ISBN-13: 978-0-88727-456-5

ISBN-10: 0-88727-456-0

Published by

Cheng & Tsui Company  
25 West Street  
Boston, MA 02111-1213 USA  
Fax (617) 426-3669  
www.cheng-tsui.com  
“Bringing Asia to the World”™

Printed in Canada

## **Publisher's Note**

The Cheng & Tsui Company is pleased to announce the most recent addition to its Asian Language Series, *Open for Business: Lessons in Chinese Commerce for the New Millennium*. This new course program in business Chinese has been specifically designed for students with at least three years of experience in the language.

The *C&T Asian Language Series* is designed to publish and widely distribute quality language texts as they are completed by such leading institutions as the Beijing University of Language and Culture, as well as other significant works in the field of Asian languages developed in the United States and elsewhere.

We welcome readers' comments and suggestions concerning the publications in this series. Please contact the following members of the Editorial Board:

Professor Shou-hsin Teng, Chief Editor  
3 Coach Lane, Amherst, MA 01002

Professor Dana Scott Bourgerie  
Asian and Near Eastern Languages, Brigham Young University, Provo, UT 84602

Professor Samuel Cheung  
Division of the Humanities, Hong Kong University of Science and Technology, HK

Professor Ying-che Li  
Dept. of East Asian Languages, University of Hawaii, Honolulu, HI 96822

Professor Timothy Light  
Dept. of Religion, Western Michigan University, Kalamazoo, MI 49008

---

## Introduction

*Open for Business* is an advanced reading course designed for students who have an advanced level of Chinese language proficiency or who are in their third or fourth year of a Chinese language curriculum in the U.S. either at the undergraduate- or graduate-level. Upon finishing this textbook, students are expected to reach a higher level of proficiency in which they are able to read newspapers, magazines, or other business related documents as well as to make business presentations or conduct business negotiations.

This textbook consists of seven chapters containing a total of twenty-five lessons and corresponding exercises. In order to accommodate the typical 12-week semester in the U.S., the textbook has been divided into two volumes: Volume I (Chapters 1 to 3) and Volume II (Chapters 4 to 7). Topics covered in Volume I provide an overview of China's changing macro-economic environment and current business practices relating to finance and marketing. In Volume II, students will be exposed to Chinese management practices and foreign trade initiatives along with an overview of key industries and technology-related topics.

Source materials for the topics discussed in this textbook were gathered during several trips to China over the past few years. Such materials included articles from major Chinese newspapers, data from the State Statistics Bureau and China's Trade Bureau, and information obtained over the Internet from various online databases.

## Lesson Structure

As described below, each lesson includes a text reading and brief background on a specific topic, followed by a vocabulary list and explanation of important terms along with a section relating to the usage of synonyms. Each volume also includes comprehensive indexes of vocabulary, grammar terms, and synonyms for easy cross-referencing with the lessons. Exercises for each lesson are provided in a separate Exercise Book section.

### Text

Each lesson begins with a text reading related to a specific subject matter. The text is presented in both simplified and traditional Chinese in order to expose students to both writing styles. An English translation is also provided so that students can verify their understanding of the material either in class or on their own.

---

## **Background Information**

Each text reading is supplemented with background information relating to the topic at hand. Although brief, this additional information is useful in enhancing the reader's knowledge of the subject as well as generating additional classroom discussion.

## **Vocabulary List**

Key words underlined in the text reading are listed in this section in both simplified and traditional Chinese. A *pinyin* spelling is also provided for pronunciation practice along with an English translation for additional reference.

## **Explanation of Terms**

This section is aimed at enhancing the student's understanding of key expressions introduced in the text reading. Each term is explained briefly in English and then is used in a variety of sentences featuring practical, everyday business expressions.

## **Distinguishing Synonyms**

Although fully understood by native speakers, Chinese synonyms often pose the biggest challenge for non-native speakers. Students will therefore find great interest in this section as it provides explanations and sample sentences illustrating the subtle differences among words or expressions with seemingly similar meanings.

## **Exercises**

Practice exercises corresponding to each lesson can be found in the *Open for Business* Exercise Book. These exercises are designed to improve the student's ability to use Chinese business lexicon correctly. Particular emphasis is placed on sentence structure and reading comprehension. A Questions and Explorations section is also included to encourage students to perform further research on the Internet and present such information either orally or in writing for further discussion or debate.

---

## Acknowledgements

I would like to acknowledge the following people for their assistance, support, and encouragement. Their efforts made it possible to have this textbook published.

First of all, I would like to express my special appreciation to Jill Cheng, president of Cheng & Tsui Company, and her staff for their generous advice and faith in publishing this textbook. I am also very grateful to my reviewers, Vivian Ling, Olwen Bedford, and Jacques van Wersch, who kindly edited this book with their invaluable insight and knowledge of both Chinese and English. I also want to thank Yanmei Ji and Yan Zhu for helping me collect information from China.

My deepest thanks go to my home institution, Thunderbird, the American Graduate School of International Management, for providing me with graduate assistants and technical support during this project. My sincere thanks also go to my graduate assistants who spent an enormous amount of time helping me while also pursuing their graduate degrees at Thunderbird. I am most indebted to Victor Hoerst, Alan Jin, Kristi Kramersmeier, Li Niu, and Yong Yu for their patience and efforts in compiling, editing, and formatting this textbook.

Finally, my special thanks go to my dearest parents, Mr. and Mrs. Hsueh-Hu Kuo for their understanding and encouragement, and to my brother, Sunny Kuo, for creating the cover design. I would also like to thank my husband, Dr. Suguru Akutsu, for his inspiration and all-encompassing support while I was writing this textbook.

---

## Table of Contents

	<u>Page</u>
<b>第一章 改革开放</b> <b>Open Door Policy</b>	<b>1</b>
1.1 中国的经济体制改革 The Reform of China's Economic System	2
1.2 私有企业的发展 The Development of Private Enterprises	18
1.3 经济特区 Special Economic Zones	36
1.4 三资企业 Three Capital Enterprises	54
<b>第二章 金融发展</b> <b>Development of Finance</b>	<b>75</b>
2.1 中国银行业的改革 China's Banking Reforms	76
2.2 利率和汇率对经济的影响 The Influence of Interest Rates & Foreign Exchange Rates on the Economy	92
2.3 中国股票市场的发展 The Development of the Chinese Stock Market	116
2.4 将上海建成国际金融贸易中心 Turning Shanghai into an International Financial and Trade Center	132

(continued on the next page)



---

## Table of Contents, continued

	<u>Page</u>
<b>第三章 市场营销</b> <b>Marketing</b>	<b>145</b>
3.1 市场调研在中国 Market Research in China	146
3.2 市场营销的变革及趋势 Transformation and Trends in Marketing	166
3.3 品牌意识 Brand Consciousness	180
3.4 中国商品的国际竞争力 International Competitiveness of Chinese Products	198
<b>索引</b> <b>Indexes</b>	<b>215</b>
词汇索引 Index of Vocabulary	216
词语例释索引 Index of Explanation of Terms	230
词语辨析索引 Index of Distinguishing Synonyms	233

### **Exercise Section**

**SAMPLE**

---

# 第一章

## 改革开放





## 1.1 中国的经济体制改革

从1949年中华人民共和国成立到1978年的30年中，中国一直实行计划经济体制，由中央政府分配资源、组织生产、统一供应。在这种经济体制下，资源不能有效利用，生产效率低下，市场缺乏活力，因此严重制约了经济的发展。为了克服计划经济的弊病，中国政府从1979年开始实行“对内改革、对外开放”政策，逐步建立了具有中国特色的社会主义市场经济体制。

对内改革的重点是改革国有企业和鼓励私有企业的发展。在过去20年，中国政府关闭了一批经营不善、长期亏损的国有企业，将部分国有企业转变为私有企业。此外，中国政府还加紧完善立法工作，进行了税收、金融、外贸等体制的改革，从而促进了私有企业的发展，加快了经济体制改革的步伐。

对外开放打开了中国的国门，也吸引了大量外资。越来越多的海外投资者看好中国市场，对在中国投资充满信心。目前，中国已经成为世界上资本流入量最大的发展中国家之一。



## 1.1 中國的經濟體制改革

從1949年中華人民共和國成立到1978年的30年中，中國一直實行計劃經濟體制，由中央政府分配資源、組織生產、統一供應。在這種經濟體制下，資源不能有效利用，生產效率低下，市場缺乏活力，因此嚴重制約了經濟的發展。爲了克服計劃經濟的弊病，中國政府從1979年開始實行“對內改革、對外開放”政策，逐步建立了具有中國特色的社會主義市場經濟體制。

對內改革的重點是改革國有企業和鼓勵私有企業的發展。在過去20年，中國政府關閉了一批經營不善、長期虧損的國有企業，將部分國有企業轉變爲私有企業。此外，中國政府還加緊完善立法工作，進行了稅收、金融、外貿等體制的改革，從而促進了私有企業的發展，加快了經濟體制改革的步伐。

對外開放打開了中國的國門，也吸引了大量外資。越來越多的海外投資者看好中國市場，對在中國投資充滿信心。目前，中國已經成爲世界上資本流入量最大的發展中國家之一。




## 1.1 The Reform of China's Economic System


During the 30 years following the establishment of the People's Republic of China (from 1949 to 1978), the Chinese government implemented a planned economic system. The central government was in charge of distributing resources, organizing production, and centralizing distribution. Under this kind of economic system, resources were not effectively utilized, production efficiency dropped, and the market lacked strength; therefore, economic development was seriously constrained. In order to overcome the drawbacks of the planned economy, the Chinese government started implementing the "Reform and Open Door Policy" in 1979, and gradually established a socialist market system with Chinese characteristics.

The focal points of transforming China's domestic economic situation have been the reform of state-owned enterprises and encouraging the development of privately-owned enterprises. Over the past twenty years, the government has closed numerous state-owned enterprises that were managed poorly with long-standing deficits, and transformed some state-owned enterprises into privately-owned enterprises. Furthermore, the Chinese government has sped the improvement of legislation and has carried out reforms in taxation, finance, and foreign trade, thereby promoting the development of private businesses and speeding up China's economic reform.


The "Open Door" policy has not only opened China's doors, but has also attracted a large amount of foreign capital. An increasing number of investors regard China's market favorably, showing confidence in Chinese investment. At present, the amount of capital inflow into China has become one of the largest among the world's developing countries.

背景知识

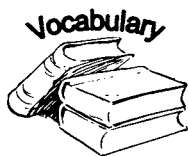
中国的经济体制改革也带来严重的失业问题。为了降低失业率，维持社会稳定，中国政府推行了“下岗职工再就业工程”，引导下岗职工到第三产业（即服务业）、中小企业和私营企业再就业。

背景知識

中國的經濟體制改革也帶來嚴重的失業問題。為了降低失業率，維持社會穩定，中國政府推行了“下崗職工再就業工程”，引導下崗職工到第三產業（即服務業）、中小企業和私營企業再就業。

Background  
Information

Reform of the Chinese economic system has also brought about a serious unemployment problem. In order to lower the unemployment rate and maintain a stable society, the Chinese government carried out a program called “Reemployment of laid-off workers.” This program guides laid-off workers to work for the ‘Third Industry’ (i.e. service industry), small and medium enterprises and privately owned businesses.



## 生词表

体制	體制	tǐzhì	(名)	system
改革	改革	gǎigé	(名、动)	reform; to reform
中央	中央	zhōngyāng	(名、形)	center; central
分配	分配	fēnpèi	(动)	to distribute; to allocate; to assign
统一	統一	tǒngyī	(动、形)	to unify; to unite; centralized; unified
供应	供應	gōngyìng	(名、动)	supply; to supply
有效	有效	yǒuxiào	(形、副)	effective; valid; effectively
缺乏	缺乏	quēfá	(动)	to lack; to be short of
活力	活力	huólì	(名)	vitality; vigor; strength
制约	制約	zhìyuē	(动)	to restrict; to constrain
克服	克服	kèfú	(动)	to overcome; to conquer
弊病	弊病	bìbìng	(名)	drawback; shortcoming; problem
政策	政策	zhèngcè	(名)	policy
建立	建立	jiànli	(动)	to build; to establish; to set up; to found
具有	具有	jùyǒu	(动)	to have; to possess
特色	特色	tèsè	(名)	unique characteristic; special feature
关闭	關閉	guānbì	(动)	to close; to shut down
批	批	pī	(量)	batch; group of (goods or people)
不善	不善	búshàn	(形)	bad; with ill intent; not good at
亏损	虧損	kuīsǔn	(名、动)	financial loss; deficit; to suffer a loss



部分	部分	bùfen	(名)	part; portion
转变	轉變	zhuǎnbiàn	(动、名)	to change; transformation
私有	私有	sīyǒu	(形)	privately owned; private
此外	此外	cǐwài	(连)	in addition; besides; moreover
加紧	加緊	jiājǐn	(动)	to intensify; to step up; to speed up
完善	完善	wánshàn	(动)	to perfect; to improve
立法	立法	lǐfǎ	(名、动、 形)	legislation; to legislate; legislative
税收	稅收	shuìshōu	(名)	tax revenue
从而	從而	cóng'ér	(连)	thus; thereby
促进	促進	cùjìn	(动)	to promote; to advance; to accelerate
步伐	步伐	bùfá	(名)	step; pace
看好	看好	kànǎo	(动)	to seem good; to look promising
成为	成爲	chéngwéi	(动)	to become
流入	流入	liúrù	(动)	to flow into
之一	之一	zhīyī	(代)	one of ...
维持	維持	wéichí	(动)	to maintain; to keep; to preserve
稳定	穩定	wěndìng	(形、动)	stable; steady; to stabilize
推行	推行	tuīxíng	(动)	to carry out; to implement; to put into practice
就业	就業	jiùyè	(动)	to obtain employment
工程	工程	gōngchéng	(名)	project; engineering
引导	引導	yǐndǎo	(动)	to guide; to lead
产业	產業	chǎnyè	(名)	industry



## 1. 由 “through; by”

a. 由 (介) *is used to introduce the agent (i.e. a person or organization) that has an obligation or responsibility to perform an event or make a decision.*

1. 这个项目由他负责。

He is responsible for this project.

2. 这个交易会由什么单位主办的？

Which organization was in charge of the trade fair?

3. 从总公司来的技术人员是由王厂长陪着参观工厂的。

It was Factory Manager Wang who accompanied the engineers sent by the headquarters on their tour of the factory.

4. 香港的水是由中国供应的。

Hong Kong's water is provided by China.

b. 由 *is used to indicate a reason, way, or method which leads to a thing or event. Verbs used in this structure are usually limited to: 组成、构成、造成、决定、产生、引起, etc. 所 may be added before the verb.*

1. 水是由氢和氧构成的。

Water is composed of hydrogen and oxygen.

2. 美国总统是由人民选举产生的。

The President of the U.S.A. is chosen through a public election.

3. 这场火灾是由地震引起的。

The fire was caused by the earthquake.

4. G-8是由八个先进工业国家(所)组成的。

The G8 is formed by the eight most industrially advanced countries.

c. 由(动) is used in the colloquial form meaning “to be decided by someone; to be up to someone.”

1. 由他去, 别管他!

Let him be! (Leave him alone, don't bother him!)

2. 这件事, 信不信由你, 反正我不信。

It's up to you to believe it or not. At any rate, I do not believe it.

## 2. 在 ... 下 “under the circumstances of ...”

*This structure 在 ... 下 is a conditional clause that sets the condition for the implementation of what is stated in the main clause.*

1. 在任何情况下, 他都不会答应你的请求。

He would not agree to your request under any circumstances.

2. 在全体员工的合作下, 工作进行得很顺利。

Through the joint efforts of the entire crew, the project has progressed smoothly.

3. 在经济条件允许的情况下, 很多人会考虑出国进修。

Financial circumstances permitting, many people would consider going abroad to study.

## 3. 为了(介) “for the sake of; in order to”

*a. 为了 is used to form a prepositional phrase or a clause expressing the objective or defining the cause of the following clause.*

1. 为了您和家人的健康, 请不要抽烟。

For the sake of your health and that of your family, please do not smoke.

2. 为了鼓励私有企业的发展，政府制定了许多法规。

In order to encourage the development of privately-owned businesses, the government has set forth many laws and regulations.

3. 为了提高产量，公司决定增加几条生产线。

In order to increase production, the company has decided to add several production lines.

*b. The clause formed by 为了 can be placed at the end of a sentence to indicate the purpose or reason, and 是 is needed to complete the sentence.*

1. 实行“对外开放”政策是为了吸引外资。

The purpose of implementing the “Reform and Open Door Policy” is to attract foreign capital.

2. 公司进行改组是为了提高管理效率。

The company’s purpose for implementing the restructuring is to improve management efficiency.

*c. 为(了) accompanied by 起见 indicates an objective or explains a reason. The function is the same as 为了..., except that this pattern can only be used with disyllabic adjectives and is usually limited to such adjectives as 安全、方便、保险, etc.*

1. 为了安全起见，每一个来工厂参观的人都得戴上安全帽。

For safety’s sake, every visitor to the factory must wear a safety helmet.

2. 为了保密起见，所有文件都由经理保管。

In order to maintain confidentiality, all the documents are kept by the manager.

#### 4. 转变（动、名）“to change; to transform; change”

*转变 refers to a change or transformation of a thought, form or circumstance. It is usually used when something turns for the better, but not the opposite. When used as a verb, it can have a complement, such as 为, which means “to change ... into ...”*

1. 在老板的面前，他的态度突然转变了。  
In the presence of his boss, his attitude suddenly changed.
2. 跟他做了这个项目以后，我对他的看法有了转变。  
After working with him on this project, I have changed my view of him.
3. 中国的经济体制由计划经济转变为市场经济了。  
China's economy is changing from a planned economy to a market economy.

## 5. 此外（连）“in addition to; besides; moreover”

a. *The 此 “this” in 此外 refers to what has just been mentioned. 此外 can be followed by a positive statement to indicate that there is something more in addition to what has been mentioned.*

1. 他上次到中国出差，考察了公司业务发展状况。此外，他还签了几份合同。  
On his last business trip to China, he reviewed the development of the company's operation. In addition, he also signed several contracts.
2. 中国的企业目前包括国有企业、私有企业，此外，还有合资企业。  
In addition to state-owned and privately-owned enterprises, there are also joint ventures presently in China.

b. *此外 can also be followed by a negative form indicating that there is nothing more to add to what has already been mentioned.*

1. 我们只在上海建立了工厂，此外没有在别的地方投资。  
Except for the establishment of a factory in Shanghai, we have not invested in any other location.
2. 中国只有走市场经济的道路，此外没有别的出路。  
China has no other choice but to take the path toward a market economy.

## 6. 从而（连）“thus; thereby”

*从而 is used to link clauses which have the same subject; the last clause introduces the result or a further action of the preceding clause.*

1. 两家公司互相交流，增进了解，从而加强了合作。  
Through mutual exchange and increased understanding, the two companies thereby strengthened their cooperation.
2. 政府实行改革开放，发展市场经济，从而提高了人民的生活水平。  
The government implemented the “Reform and Open Door Policy” and developed the market economy, thus improving people’s living standards.

## 7. 越来越多 “more and more”

*This pattern shows that the degree of a situation or condition has been intensified over time. It is also used as an adjective to modify a noun.*

1. 越来越多的外商对在中国投资具有信心。  
More and more foreign investors are becoming confident about investing in China.
2. 在政府的政策鼓励下，私有企业越来越多。  
With the encouragement of government policy, the number of privately-owned enterprises is increasing.
3. 越来越多的外国资金流入中国。  
More and more foreign capital is flowing into China.

## 8. 看好（动）“to seem good; to look promising”

*看好 is a newly developed usage which is used to describe the marketing prospect of a product or business.*

1. 很多投资者看好网络公司未来的市场。  
Many investors think the future market of the Internet seems promising.
2. 笔记本电脑市场近来非常看好。  
The laptop computer market looks very promising lately.
3. 在零件供应短缺的情况下，公司下半年的营收不看好。  
With a short supply of components, the company's profit earnings for the second half of the year do not look good.



## 词语辨析

### 1. 制度 体制

制度（名）“system”

1. 每个公司都有不同的财务制度。  
Each company has its own financial system.
2. 教育制度改革已经成为政府的重点工程。  
Reform of the educational system has become one of the government's key projects.
3. 制定严格的管理制度是为了提高公司的经营效率。  
Formulating a strict management system is for the purpose of enhancing the company's efficiency.

体制（名）“system; structure”

1. 经济体制改革发展了生产力，促进了经济的发展。  
Reform of the economic system has improved productivity and promoted the development of the economy.

2. 国有企业效率低下的原因之一是原有的经济体制缺乏市场活力。

One of the reasons for the low efficiency of the state-owned enterprises is that the original economic system lacked market vitality.

3. 中国正在积极推行经济、金融、政治等体制的改革。

China is actively undertaking reforms in economy, finance, and politics.

*Both 制度和体制 mean “system.” However, 制度 is used at a micro level, whereas 体制 is used at a macro level.*

## 2. 实行 推行

实行（动）“to put into practice or effect; to carry out; to implement”

*实行 means to take action in order to implement or carry out a plan, policy, law, or regulation.*

1. 计划经济体制缺乏效率，因此不能再继续实行下去。

Due to the inefficiency of the planned economic system, it can no longer be implemented.

2. 中国正在实行新的税法。

China is implementing a new tax law.

3. 计划生育政策已经实行一段时间了。

Family planning has been implemented for a period of time.

推行（动）“to carry out; to pursue; to introduce”

*Since 推 means “to push,” 推行 refers to policies or regulations that have been pushed to be carried out or to be put into practice.*

1. 公司正在推行新的奖惩制度。

Our company is in the midst of carrying out a new system of rewards and penalties.



2. 中国政府刚刚开始推行计划生育政策时，很多人不能接受。  
When the Chinese government first implemented the family planning policy, many people could not accept it.

### 3. 成为 变为

成为（动）“to become; to turn into”

*成为 is used in a written form. It is a verb and must have a noun as its object. It cannot be used with 了、着, or 过. When 成为 is used as a complement of a resultative verb, 为 can be omitted.*

1. 他已经成为一个很成功的企业家了。  
He has become a very successful entrepreneur.
2. 解决下岗职工再就业问题成为热门的话题。  
Solving the problem of re-employment for laid-off workers has become a hot topic.
3. 我们要把中国建设成(为)一个具有中国特色的社会主义国家。  
We should build China into a Socialist country with Chinese characteristics.

变为（动）“to change; to alter”

*变为 is always followed by a noun or an adjective. It cannot not be used with 了、着, or 过. 变 and 为 can be used separately as “变...为...” which means “to change ... into ...”*

1. 技术革新可以把生产方法由低效率变为高效率。  
Technological renovation can turn manufacturing methods from low to high efficiency.
2. 目前很多国有企业已经变为私有企业了。  
At present, many state-owned enterprises have been changed into privately-owned enterprises.

3. 谈判的时候，我们应该变被动为主动。

We should take the initiative (lit. change from passive to active) during the negotiations.

*成为 should not be confused with 变为. 成为 means someone or something develops into another state of being or becomes something else. However, 变为 implies a change from the original quality, form, shape, or condition into a different one. In other words, 成为 means A becomes A' while 变为 means A changes to B.*





SAMPLE



## 词汇索引

				章节	
<b>B</b>					
bānbù	颁布	頒布	(动)	to promulgate; to issue	1.2
bǎozhàng	保障	保障	(名、动)	guaranty; to guarantee	2.4
bāozhuāng	包装	包裝	(名、动)	packaging; to pack	3.4
biàndòng	变动	變動	(名、动)	change; to change; to alter	2.2
biǎnzhí	贬值	貶值	(动、名)	to depreciate; depreciation	2.2
biàngé	变革	變革	(名、动)	transformation; to transform; to change	3.2
biāomíng	标明	標明	(动)	to indicate; to mark	2.3
bìbìng	弊病	弊病	(名)	drawback; shortcoming; problem	1.1
bóde	博得	博得	(动)	to win (through hard work); to gain; to earn	2.4
bōdòng	波动	波動	(动)	(price of goods) to fluctuate; to undulate	2.2
bùfá	步伐	步伐	(名)	step; pace	1.1
bùfen	部分	部分	(名)	part; portion	1.1
búshàn	不善	不善	(形)	bad; with ill intent; not good at	1.1
búshèng méijǔ	不胜 枚举	不勝 枚舉	(成)	too numerous to mention one by one	1.3
<b>C</b>					
cáichǎn	财产	財產	(名)	property; assets	1.4
cáizhèng	财政	財政	(名)	(public) finance	1.3
cèhuà	策划	策劃	(动)	to plan; to hatch (a plot)	3.2
cèlùè	策略	策略	(名)	strategy; tactics	1.4
chǎnshēng	产生	產生	(动)	to produce; to engender; to give rise to	2.2

chǎnyè	产业	產業	(名)	industry	1.1
chāyì	差异	差異	(名)	difference; divergence; discrepancy; diversity	3.1
chéngbāo	承包	承包	(动)	to contract	1.2
chéngdān	承担	承擔	(动)	to undertake; to bear; to assume	1.4
chéngwéi	成为	成為	(动)	to become	1.1
chōngjī	冲击	衝擊	(名、动)	impact; to pound; to lash	3.2
chóngshàng	崇尚	崇尚	(动)	to adore	3.3
chuándì	传递	傳遞	(名、动)	transmission; to transmit; to deliver	3.1
chǔyú	处于	處於	(动)	to be in a situation or position of	2.3
cǐwài	此外	此外	(连)	in addition; besides; moreover	1.1
cóng'ér	从而	從而	(连)	thus; thereby	1.1
cóngshì	从事	從事	(动)	to go into (a profession or business); to be engaged in	1.2
cùjìn	促进	促進	(动)	to promote; to advance; to accelerate	1.1
cùshǐ	促使	促使	(动)	to spur; to promote	2.3
cùxiāo	促销	促銷	(名、动)	promotion; to promote sales	3.1

## D

dāng ... shí	当...时	當...時	(介)	when; while	2.2
dàngcì	档次	檔次	(名)	grade of products or goods	3.3
dàolù	道路	道路	(名)	path; way; road	2.3
dǎoxiàng	导向	導向	(名、动)	direction; to direct towards; to guide	3.2
děngyú	等于	等於	(动)	to equal; to be equivalent to	3.2
diàndìng	奠定	奠定	(动)	to establish; to settle	2.4
diǎnxíng	典型	典型	(形、名)	typical; classic case	3.2
diàowǎng	调往	調往	(动)	to transfer to; to shift to	2.2

## 词语例释索引

			章节
<b>A-F</b>			
àn	按	按	1.4(2)
biàn	便	便	3.3(4)
bùjǐn	不仅	不僅	1.2(6)
cǐwài	此外	此外	1.1(5)
cóng'ér	从而	從而	1.1(6)
dàlì	大力	大力	3.4(1)
duìyú...éryán (láishuō)	对于...而言 (来说)	對於...而言 (來說)	1.4(7)
ér	而(连)	而(連)	2.2(4)
ér	...而... (连)	...而... (連)	2.3(3)
fǎnzī	反之	反之	2.2(3)
fēnfēn	纷纷	紛紛	1.3(7)
<b>G-L</b>			
guānjiàn	关键	關鍵	3.1(2)
guīmó	规模	規模	2.4(3)
huà	~化	~化	1.4(6)
huīfù	恢复	恢復	2.3(1)
huòzhě	或者	或者	1.4(3)
jì...yě	既...也...	既...也...	2.2(1)
jǐn	仅	僅	2.1(1)
jìnguǎn	尽管	儘管	3.1(5)
jíshí	及时	及時	3.1(1)
kànǎo	看好	看好	1.1(8)
lái	来	來	1.4(4)
lìng	令	令	1.2(3)

**M-R**

měidāng	每当	每當	2.2(2)
mǒu	某	某	3.4(4)
nǎizhì	乃至	乃至	2.4(1)
qí	其	其	1.4(9)
qǐ	...起	...起	1.3(1)
qǐ	起	起	2.1(3)
qǐ	起(补)	起(補)	1.3(4)
qǔdài	取代	取代	3.4(2)
qǔdé	取得	取得	2.4(2)
rúhé	如何	如何	2.2(7)

**S-X**

shènzhì	甚至	甚至	1.2(4)
shǐ	使	使	2.1(4)
shòu	受	受	3.1(4)
shǒuduàn	手段	手段	3.1(3)
suízhe	随着	隨著	2.1(5)
suǒ	所+V+的	所+V+的	1.4(5)
suǒwèi	所谓	所謂	3.3(1)
tōngguò	通过	通過	2.3(2)
wèi	为(介)	爲(介)	1.3(5)
wèi	为(动)	爲(動)	1.4(1)
wèile	为了(介)	爲了(介)	1.1(3)
xiānhòu	先后	先後	1.3(2)

## 词语辨析索引

<b>B</b>		章节	同义词
bānbù	颁布	頒布	1.2(3) 公布
bǎozhàng	保障	保障	2.4(4) 保证
bǎozhèng	保证	保證	2.4(4) 保障
bǎwò	把握	把握	3.1(1) 掌握
biàndòng	变动	變動	2.2(1) 变化
biànhuà	变化	變化	2.2(1) 变动
biànjí	遍及	遍及	3.3(2) 普遍、普及
biànwéi	变为	變為	1.1(3) 成为
biǎodá	表达	表達	2.2(6) 表示、表明
biǎomíng	表明	表明	2.2(6) 表示、表达
biǎoshì	表示	表示	2.2(6) 表达、表明
bìmiǎn	避免	避免	2.2(5) 防止
<b>C</b>			
cǎiqǔ	采取	採取	3.2(2) 采用
cǎiyòng	采用	採用	3.2(2) 采取
cèluè	策略	策略	3.2(4) 战略
chénglì	成立	成立	1.3(2) 建立、设立
chéngxíng	成形	成形	3.4(2) 形成
cǐwài	此外	此外	2.4(1) 另外
<b>D</b>			
duì	对	對	1.4(3) 对于
duìyú	对于	對於	1.4(3) 对



## F

fāngfǎ	方法	方法	1.2(5)	方式
fāngshì	方式	方式	1.2(5)	方法
fángzhǐ	防止	防止	2.2(5)	避免
fāzhǎn	发展	發展	2.1(2)	展开、开展
fēndān	分担	分擔	1.4(2)	分享
fēnxiǎng	分享	分享	1.4(2)	分担

## G

gàiniàn	概念	概念	2.3(3)	观念
gōngbù	公布	公布	1.2(3)	颁布
guǎngdà	广大	廣大	3.1(3)	广泛
guǎngfàn	广泛	廣泛	3.1(3)	广大
guānniàn	观念	觀念	2.3(3)	概念
guānxīn	关心	關心	3.1(4)	关注
guānzhù	关注	關注	3.1(4)	关心
gǔlì	鼓励	鼓勵	2.2(3)	勉励

## H

huòdé	获得	獲得	3.3(4)	取得
-------	----	----	--------	----

## J

jí	及	及	2.1(1)	以及
jiànli	建立	建立	1.3(2)	成立、设立
jiànli	建立	建立	3.2(5)	树立
jiāodiǎn	焦点	焦點	2.4(3)	热点
jǐnmì	紧密	緊密	2.3(2)	密切
jūnhéng	均衡	均衡	3.3(5)	平衡

---

练习

SAMPLE

---

---

## Introduction

This Exercise Book contains practice exercises corresponding to each lesson found in Volume One of the textbook entitled *Open for Business: Lessons in Chinese Commerce for the New Millennium*. These exercises are designed to challenge students and improve their ability to use Chinese business lexicon correctly. Particular emphasis is placed on sentence structure and reading comprehension. The “Questions and Exploration” section is also included with each set of exercises to encourage students to use their newly acquired skills outside of the classroom, to perform further research on the Internet, and to present such information either orally or in writing for further classroom discussion.

There are two sections in this Exercise Book. The first section contains exercises in simplified Chinese while the second section contains the same exercises in traditional Chinese. The pages of this book are conveniently perforated so that students can remove and submit completed assignments for correction and review by instructors. Solutions to selected exercises from each lesson can be found in the “Exercise Answers” section at the end of the book in both simplified and traditional Chinese. However, solutions to sentence construction, translation, and open-ended reading comprehension are purposely not provided so as to stimulate individual thought and to help generate meaningful discussions in the classroom.

---

---

## Table of Contents

	简体	繁體
	<u>Page</u>	<u>Page</u>
<b>第一章 改革开放</b> <b>Open Door Policy</b>		
1.1 中国的经济体制改革 The Reform of China's Economic System	1	71
1.2 私有企业的发展 The Development of Private Enterprises	7	77
1.3 经济特区 Special Economic Zones	13	83
1.4 三资企业 Three Capital Enterprises	19	89
<b>第二章 金融发展</b> <b>Development of Finance</b>		
2.1 中国银行业的改革 China's Banking Reforms	25	95
2.2 利率和汇率对经济的影响 The Influence of Interest Rates & Foreign Exchange Rates on the Economy	31	101
2.3 中国股票市场的发展 The Development of the Chinese Stock Market	39	109
2.4 将上海建成国际金融贸易中心 Turning Shanghai into an International Financial and Trade Center	45	115

(continued on the next page)

---

## Table of Contents, continued

	简体 <u>Page</u>	繁體 <u>Page</u>
<b>第三章 市场营销 Marketing</b>		
3.1 市场调研在中国 Market Research in China	49	119
3.2 市场营销的变革及趋势 Transformation and Trends in Marketing	55	125
3.3 品牌意识 Brand Consciousness	61	131
3.4 中国商品的国际竞争力 International Competitiveness of Chinese Products	67	137
<b>练习答案 Exercise Answers</b>	141	155

---

练习

SAMPLE



## 1.1 练习

### 1. 选择适当的动词填空：

Fill in each blank with the most appropriate verb:

促进 吸引 建立 成立 克服

实行 看好 鼓励 分配 充满

- |                     |                     |
|---------------------|---------------------|
| a. (            )困难 | f. (            )公司 |
| b. (            )发展 | g. (            )资源 |
| c. (            )外资 | h. (            )市场 |
| d. (            )信心 | i. (            )生产 |
| e. (            )体制 | j. (            )改革 |

### 2. 选词填空：

Fill in each blank with the most appropriate word:

a. 中国有可能\_\_\_\_\_经济大国吗？

- 1) 成为      2) 变为      3) 转为

b. 因为长期亏损，我们只好把公司\_\_\_\_\_了。

- 1) 倒闭      2) 关闭      3) 关门

c. 改革的步伐应该再\_\_\_\_\_一点儿。

- 1) 加快      2) 加速      3) 加强

- d. 政府应该赶快\_\_\_\_\_下岗职工再就业。
- 1) 指导      2) 领导      3) 引导
- e. 目前哪一个国家的失业问题最\_\_\_\_\_呢？
- 1) 严重      2) 严厉      3) 严格
- f. 中国从1979年开始\_\_\_\_\_经济体制改革，刚开始\_\_\_\_\_的时候，遇到很多困难。
- 1) 推行      2) 实行      3) 实施
- g. 你们公司的管理\_\_\_\_\_很现代化吗？
- 1) 体制      2) 制度      3) 体系
- h. 我们要把不利的条件\_\_\_\_\_有利的条件。
- 1) 变为      2) 成为      3) 转变为

### 3. 完成句子并翻译：

Complete the following sentences and translate the sentences into English:

- a. 在领导的鼓励下， \_\_\_\_\_
- 翻译： \_\_\_\_\_
- b. 为了降低失业率， \_\_\_\_\_
- 翻译： \_\_\_\_\_
- c. 公司分了两个月的奖金，此外， \_\_\_\_\_
- 翻译： \_\_\_\_\_



d. 中国实行计划经济政策是为了\_\_\_\_\_

翻译：\_\_\_\_\_

e. 为了公平起见，\_\_\_\_\_

翻译：\_\_\_\_\_

f. \_\_\_\_\_，从而促使美国公司进一步扩大在中国的投资。

翻译：\_\_\_\_\_

g. 越来越多的\_\_\_\_\_

翻译：\_\_\_\_\_

h. 经过多年的努力，他已经成为\_\_\_\_\_

翻译：\_\_\_\_\_

#### 4. 翻译：

Translate into Chinese/English:

a. Besides Taiwanese and Hong Kong business people, there are also business people coming from all over the world to invest in China.

\_\_\_\_\_

b. Under the planned economic system, productivity is very low.

\_\_\_\_\_

c. The members of the delegation were selected by the Ministry of Foreign Affairs.

---

d. More and more privately-owned enterprises have purchased state-owned enterprises.

---

e. Which company will become the world's largest manufacturer of laptops?

---

f. Before Nixon visited China, the diplomatic relationship between the U.S. and China had not been officially formed.

---

g. He still can not change his opinion.

---

h. 所有的员工都由此进出。

---

i. 国有企业的经营方式正在转变。

---

j. 这家软件公司在世界各地都建立了子公司。

---

SAMPLE

**5. 问题与探讨：**

Questions and Exploration:

- a. 外国投资者可不可以收购中国的国有企业？
- b. 处理国有企业资产的主要困难是什么？
- c. 多数下岗职工的再就业有什么问题？
- d. 中国政府怎样解决失业问题？

SAMPLE

---

練習

SAMPLE

---



## 1.1 練習

### 1. 選擇適當的動詞填空：

Fill in each blank with the most appropriate verb:

促進 吸引 建立 成立 克服

實行 看好 鼓勵 分配 充滿

- |           |           |
|-----------|-----------|
| a. ( ) 困難 | f. ( ) 公司 |
| b. ( ) 發展 | g. ( ) 資源 |
| c. ( ) 外資 | h. ( ) 市場 |
| d. ( ) 信心 | i. ( ) 生產 |
| e. ( ) 體制 | j. ( ) 改革 |

### 2. 選詞填空：

Fill in each blank with the most appropriate word:

- a. 中國有可能 \_\_\_\_\_ 經濟大國嗎？  
 1) 成爲      2) 變爲      3) 轉爲
- b. 因爲長期虧損，我們只好把公司 \_\_\_\_\_ 了。  
 1) 倒閉      2) 關閉      3) 關門
- c. 改革的步伐應該再 \_\_\_\_\_ 一點兒。  
 1) 加快      2) 加速      3) 加強

- d. 政府應該趕快\_\_\_\_\_下崗職工再就業。
- 1) 指導      2) 領導      3) 引導
- e. 目前哪一個國家的失業問題最\_\_\_\_\_呢？
- 1) 嚴重      2) 嚴厲      3) 嚴格
- f. 中國從1979年開始\_\_\_\_\_經濟體制改革，剛開始\_\_\_\_\_的時候，遇到很多困難。
- 1) 推行      2) 實行      3) 實施
- g. 你們公司的管理\_\_\_\_\_很現代化嗎？
- 1) 體制      2) 制度      3) 體系
- h. 我們要把不利的條件\_\_\_\_\_有利的條件。
- 1) 變為      2) 成為      3) 轉變為

### 3. 完成句子並翻譯：

Complete the following sentences and translate the sentences into English:

- a. 在領導的鼓勵下， \_\_\_\_\_  
翻譯： \_\_\_\_\_
- b. 為了降低失業率， \_\_\_\_\_  
翻譯： \_\_\_\_\_
- c. 公司分了兩個月的獎金，此外， \_\_\_\_\_  
翻譯： \_\_\_\_\_

d. 中國實行計劃經濟政策是爲了 \_\_\_\_\_

翻譯： \_\_\_\_\_

e. 爲了公平起見， \_\_\_\_\_

翻譯： \_\_\_\_\_

f. \_\_\_\_\_，從而促使美國公司進一步擴大在中國的投資。

翻譯： \_\_\_\_\_

g. 越來越多的 \_\_\_\_\_

翻譯： \_\_\_\_\_

h. 經過多年的努力，他已經成爲 \_\_\_\_\_

翻譯： \_\_\_\_\_

#### 4. 翻譯：

Translate into Chinese/English:

a. Besides Taiwanese and Hong Kong business people, there are also business people coming from all over the world to invest in China.

\_\_\_\_\_

b. Under the planned economic system, productivity is very low.

\_\_\_\_\_

c. The members of the delegation were selected by the Ministry of Foreign Affairs.

---

d. More and more privately-owned enterprises have purchased state-owned enterprises.

---

e. Which company will become the world's largest manufacturer of laptops?

---

f. Before Nixon visited China, the diplomatic relationship between the U.S. and China had not been officially formed.

---

g. He still can not change his opinion.

---

h. 所有的員工都由此進出。

---

i. 國有企業的經營方式正在轉變。

---

j. 這家軟件公司在世界各地都建立了子公司。

---



**5. 問題與探討：**

Questions and Exploration:

- a. 外國投資者可不可以收購中國的國有企業？
- b. 處理國有企業資產的主要困難是什麼？
- c. 多數下崗職工的再就業有什麼問題？
- d. 中國政府怎樣解決失業問題？

SAMPLE

---

# 练习答案

SAMPLE



---

# 練習答案

# SAMPLE

