

目 录

UNIT 1	Branding.....	1
UNIT 2	Health and Safety	13
UNIT 3	Leadership	23
UNIT 4	E-commerce	35
UNIT 5	Corporate Culture.....	45
UNIT 6	Corporate Social Responsibility.....	55
UNIT 7	Business Etiquette	65
UNIT 8	Business Ethics	76
UNIT 9	Business Disputes.....	86
UNIT 10	Globalization	97
UNIT 11	International Organizations	110
UNIT 12	International Finance.....	120
Scripts	129

Part A Preparatory Activities



Task

Read the passage and discuss the following questions.

1. What is a brand? What is branding?
2. Can you give some examples of branding?
3. What technique of branding is introduced in the passage?
4. What does it mean by “premium image, premium price”?
5. Why does branding mean “greater company equity”?

Branding is the process of creating distinctive and durable perceptions in the minds of consumers. A brand is a persistent, unique business identity intertwined with associations of personality, quality, origin, liking and more.

Although most people associate brands with big companies, the smallest enterprises can use branding techniques with great rewards. When a home-based craftsperson ties a nicely designed tag on all her products telling the story of who she is and where her creations come from, she’s branding her work. When the local market bundles groceries in bags bearing its logo instead of generic “Thank you!” or plain bags, it’s branding.

While we associate brands with national names like Crest, Huggies, or Healthy Choice, branding doesn’t necessarily require the budgetary resources of Procter & Gamble. Branding doesn’t even require a product or a tangible delivery mechanism. When humorist Dave Barry declares in almost every column “I am not making this up,” and refers to “alert reader” so-and-so having sent in some news clipping, he is branding.

A common technique of branding is associating a company with things such as logos, distinctive colors, slogans, musical sounds or songs, unusual qualities, mascots, packaging, a memorable name, and behavioral hallmarks.