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Unit 1

Designing

- 知识目标:**
- ① 了解产品设计的相关概念。
 - ② 掌握会议议事日程和日程安排的特点。
- 技能目标:**
- ① 根据产品设计的特点推销商品。
 - ② 写出正确的议事日程和日程安排。
- 情感目标:** 提高创新意识、沟通能力和团队协作能力。



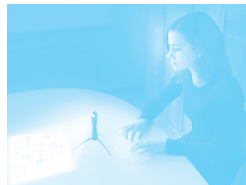
➔ Preparation

Match the products to their names and find out their special features.

- A. Spider computer B. Viva speakers C. Project Ara D. Flat CD Mouse



picture 1: ()



picture 2: ()



picture 3: ()



picture 4: ()

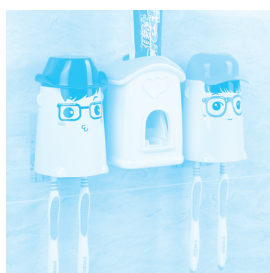
New Words and Expressions

| | | |
|----------------------------|-----------|------------------|
| package ['pækɪdʒ] | <i>n.</i> | 包裹; (包装食物等的)盒, 包 |
| generation [ˌdʒenə'reɪʃən] | <i>n.</i> | 一代(人); 代(约30年) |
| screen [skri:n] | <i>n.</i> | 屏幕, 银幕 |
| commercialization | <i>n.</i> | 商业化; 商品化 |
| [kə,mɜ:ʃəlaɪ'zeɪʃən] | | |
| analysis [ə'næləsɪs] | <i>n.</i> | 分析 |
| concept ['kɒnsept] | <i>n.</i> | 概念 |



Warming-up

1. What's innovative in products below?



2. Match the pictures to the terms.

- A. Brand design B. Package design C. Web design D. Product design



picture 1: ()



picture 2: ()



picture 3: ()



picture 4: ()

3. Discuss the major stages in new-product development. Put them into the correct order.

- | | |
|------------------------|------------------------------------|
| A. Idea screening | B. Commercialization |
| C. Test marketing | D. Idea generation |
| E. Business analysis | F. Concept development and testing |
| G. Product development | H. Marketing strategy |



Listening and Speaking

1. Listen to a conversation and decide whether the statements are true (T) or false (F).

- () (1) They are talking about the design of the logo.
 () (2) Mike wants green and black.
 () (3) Jenny doesn't agree with Mike.
 () (4) The pattern of the logo is a butterfly.
 () (5) The pattern of the logo are green leaves.

2. Listen again and fill in the blanks with the missing words.

Jenny: Mike, have you got any ideas about (1) _____ for the medical company?

Mike: Hmm, first I think (2) _____, which will show the meaning of life and safety.

Jenny: Right, I agree with you. Now how about (3) _____?

Mike: What about a butterfly?

Jenny: I think (4) _____ may be better. Green leaves make people feel (5) _____.

Mike: Great, let's start designing it now!

3. Make a similar conversation by applying the following information.

Scenario

There are three big cell phone systems in the market. They are Android, Windows and IOS. Talk together for about two minutes about their system design, telling each other which one you like best.

Prompt material

- ★ features
- ★ advantages
- ★ disadvantages
- ★ after-sales service

New Words and Expressions

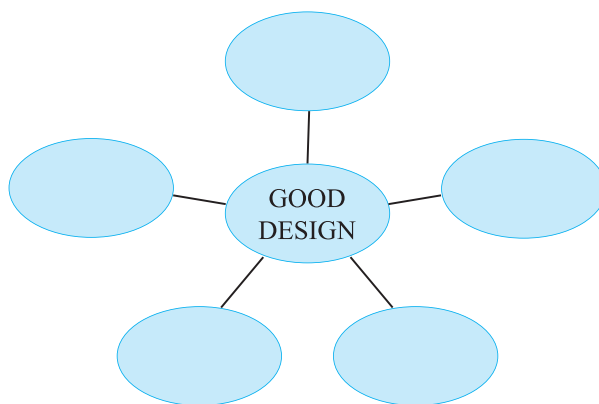
| | | |
|----------------------------------|-------------|-------------|
| starting point | | 起点 |
| combination [ˌkɒmbɪˈneɪʃən] | <i>n.</i> | 结合, 合并 |
| form [fɔ:m] | <i>n.</i> | 形式 |
| function [ˈfʌŋkʃən] | <i>n.</i> | 功能 |
| quality [ˈkwɒləti] | <i>n.</i> | 质, 质量 |
| sustainability [səˌstenəˈbɪləti] | <i>n.</i> | 持久性; 稳定性 |
| developer [diˈveləpə] | <i>n.</i> | 开发者 |
| balance [ˈbæləns] | <i>n.</i> | 平衡; 均衡 |
| process [ˈprəʊses] | <i>n.</i> | 过程, 进程 |
| Sweden [ˈswi:dn] | <i>n.</i> | 瑞典 |
| unique [juːˈni:k] | <i>adj.</i> | 唯一的; 特别的 |
| technician [tekˈniʃən] | <i>n.</i> | 技术员, 技师; 巧匠 |
| manufacturer [ˌmænjuˈfæktʃərə] | <i>n.</i> | 制造商; 制造厂 |
| specialist [ˈspeʃəlɪst] | <i>n.</i> | 专家 |
| special [ˈspeʃəl] | <i>adj.</i> | 特殊的 |
| partnership [ˈpɑ:tnəʃɪp] | <i>n.</i> | 伙伴关系 |
| technique [tekˈni:k] | <i>n.</i> | 技术; 技巧; 技能 |
| material [məˈtɪəriəl] | <i>n.</i> | 材料 |
| instead of | | 代替 |
| based on | | 基于 |
| furniture [ˈfɜ:nɪtʃə] | <i>n.</i> | 家具 |
| lab [læb] | <i>n.</i> | 实验室 |
| co-worker | <i>n.</i> | 合作者, 同事 |
| supplier [səˈplaɪə] | <i>n.</i> | 供给者 |

➔ Pre-reading

1. Answer the following questions.

- 1 Which company is the passage talking about?
- 2 Which element is the most important of a product?
- 3 What makes the IKEA design process unique?
- 4 Where are two IKEA Test Labs?
- 5 What is good quality based on?

2. Write down the elements of a good design.



Text A

Design at IKEA: the Story behind Our Products



Every IKEA product has a story to tell. And like every good story, it starts with a great idea. What's ours? We want to make everyday life at home better. That's why we do thousands of home visits every year to learn more about peoples' needs and dreams. This is the starting point for every product we design.

Designing good quality

For us, good design is the right combination of form, function, quality, sustainability and a low price. Our product developers and designers have to find the right balance of all these when the design process begins.

We design and develop about 9,500 products ourselves in Älmhult, Sweden—the small village where IKEA first started.

The people behind our designs

What makes the IKEA design process unique is that our suppliers play a very important role. At the beginning of the design, our product developers and designers work with different teams of technicians, manufacturers and specialists, often right on the factory floor. This special partnership helps keep our prices low and the techniques latest to make products the IKEA way.

High-quality testing

We test all of our materials and products during the product development process. For us, good quality is based on the needs of our customers, how they use our furniture and their lives at home. Our two IKEA Test Labs in Sweden and China are also training centers for our co-workers and suppliers.

**➔ Post-reading****1. Choose the best answer for each question.**

- ① What does IKEA start with?
- A. A reason. B. A great idea. C. A story. D. A legend.

- 2 According to the passage, what is the most important in a good design?
 A. Form and function. B. Quality.
 C. Sustainability. D. A low price.
- 3 All of the following makes the IKEA design process unique except _____.
 A. technicians B. manufacturers
 C. specialists D. buyers
- 4 For IKEA, good quality is based on the needs of the _____, how they use our furniture and their lives at home.
 A. suppliers B. customers
 C. designers D. technicians
- 5 Our two IKEA Test Labs in _____ and _____ are also training centers for our co-workers and suppliers.
 A. Sweden; China B. Switzerland; China
 C. Sweden; Cuba D. Japan; China

2. Find words and phrases in the article which mean:

- 1 a place where sth. begins

- 2 an idea maker

- 3 a product maker

- 4 a buyer

- 5 a natural or usual duty of a person or purpose of a thing

- 6 a person that one works with

- 7 anything from which sth. is or can be made

- 8 being the only one of its type

3. Write the corresponding forms of the given words.

| Verb | Noun (Person) |
|-------------|-----------------|
| supply | |
| design | |
| develop | |
| manufacture | |
| co-work | |
| Verb | Noun |
| combine | |
| | balance |
| sustain | |

4. Language focus.

- ① And like every good story, it starts with a great idea.
就像每一个好故事一样，它源于一个非常好的构思。
start with 以……开始
e.g. To work out a plan, one has to start with investigation.
制订计划要从调查研究入手。
- ② That's why we do thousands of home visits every year to learn more about peoples' needs and dreams.
那就是为什么我们每年都进行很多次家庭拜访来了解更多人们的需求和梦想。
learn about 了解，获得，学得
e.g. How did you learn about the meeting?
有关会议的情况你是怎么知道的？
- ③ For us, good design is the right combination of form, function, quality, sustainability and a low price.
对于我们来说，好的设计是形式、功能、质量、持续性和低价的正确结合。
the right combination of 正确的组合，正确的结合
e.g. They must find the right combination of soil mix, water content and drying methods.
他们必须找到土壤混合方法、含水量和干燥方法的正确结合。

- ④ What makes the IKEA design process unique is that our suppliers play a very important role.

宜家设计过程独一无二的原因是供应商发挥了重要的作用。

play an important role 发挥重要作用

e.g. Computers play an important role in our daily life.

计算机在我们的日常生活中起着重要的作用。

- ⑤ For us, good quality is based on the needs of our customers.

对于我们来说, 好的质量基于我们客户的需求。

be based on 建立在……的基础上

e.g. Fluctuating prices are usually based on a fickle public's demand.

物价的波动往往是由大众需求的不稳定而引起的。

5. Translate the following sentences.

- ① 设计应该从市场调查需求开始。

Design should _____ market research.

- ② 销售员需要详细了解产品信息。

Salespeople should _____ the products _____.

- ③ 好的设计是一等的质量与合理的价格的结合。

Good design is the right _____ of first-class quality and _____.

- ④ 创新能力在产品设计中发挥着重要作用。

Creativity _____ in product design.

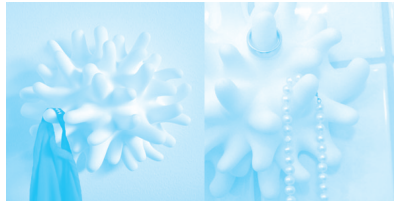
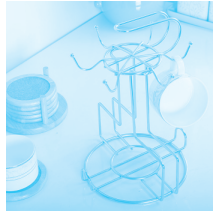
- ⑤ 产品研发是建立在市场需求的基础上的。

Product _____ bases on the _____ of the market.

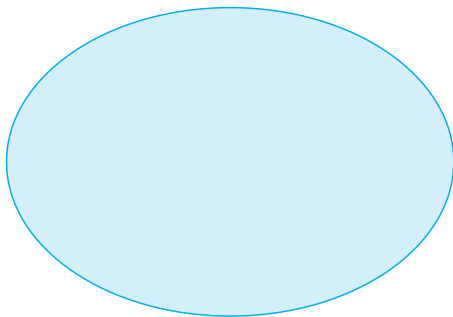
6. Fill in the blanks without referring to the original text.

Making everyday life at home (1) _____ is the starting point for every product IKEA designs. Good (2) _____ is the right combination of form, function, (3) _____, sustainability and a low (4) _____. Product developers and (5) _____ work with teams of technicians, (6) _____ and specialists. We test all of our (7) _____ and (8) _____ during the product development process.

7. Which design of IKEA's products do you like best? Why? If your city has IKEA stores, go and find your answer. If not, browsing its website is OK.



8. Please do some research with your classmates on factors which affect their purchase. Then make a pie chart according to the figures you've collected.



- quality
- low price
- good design
- material
- place of production
- outlook
- ...



Text B

Product Design Meeting Agenda

Date: August 1st, 2015

Time: 8:30—18:00

Place: The 4th conference room

8:30—8:40 Arrival & Signing in

8:40—9:30 Opening speech by General Manager

9:30—11:00 Design display given by R&D Department

A. Group 1

B. Group 2

C. Group 3

11:00—11:30 Q&A: Chairman, CEO and Department Managers will response to inquiries if required

11:30—14:30 Adjournment

14:30—16:00 Report by —

A. Market Manager

B. Sales Manager

C. Financial Director

16:00—16:15 Coffee & Tea Break

16:15—17:00 Discussion

17:00—18:00 AOB (any other business)

18:00 Adjournment

Notes:

Please bring along the digital copy of your report or presentation.

Please switch off your cell phone during the meeting.

1. Answer the following questions.

- 1 What is the main content of the meeting?
- 2 When will the meeting begin?
- 3 Where will the meeting be hold?

2. Fill in the blanks with the following sentences.

- A. We'll have reports by Department Managers
- B. We'll have design display by R&D Department

- C. Let's keep this meeting fairly brief
- D. We'll have time to discuss the design proposal
- E. We'll have Q&A Time

Okay, everybody, thanks for coming. (1) _____, really just a few things on the agenda. In the morning, first of all, as you can see, (2) _____; And secondly, (3) _____. In the afternoon, at first, (4) _____ and after a short break, (5) _____. Finally, we'll have a little bit of time for any other business.



Skills Focus

1. Check the ones that you need to prepare for a meeting.

| | |
|--------------------|-------------------------------|
| () Fax machine | () Conference call system |
| () Paper shredder | () Video conferencing system |
| () Computer | () Tea & Coffee |
| () TV set | () Typewriter |
| () Telephone | () Overhead projector |
| () Printer | () Flowers |

2. Put the following words and phrases into the correct places.

- | | |
|--------------|--------------------------------------|
| A. Lunch | B. Opening ceremony |
| C. Breakfast | D. Farewell Party & Closing Ceremony |
| E. Break | F. Adjournment |

Conference Agenda

| | |
|--------------------------|---------------------------------------------|
| 7:30 a.m. to 8:00 a.m. | (1) _____ |
| 8:00 a.m. to 10:00 a.m. | (2) _____ |
| 10:00 a.m. to 10:30 a.m. | Break |
| 10:30 a.m. to 12:00 p.m. | Presentation: Goals of modern education |
| 12:00 p.m. to 1:30 p.m. | (3) _____ |
| 1:30 p.m. to 3:00 p.m. | Presentation: Sharing educational resources |
| 3:00 p.m. to 3:15 p.m. | (4) _____ |

续表

| | |
|------------------------|-----------------------------------------------------|
| 3:15 p.m. to 4:45 p.m. | Seminar: What needs to be done for positive changes |
| 4:45 p.m. to 6:00 p.m. | (5) _____ |
| 6:00 p.m. to 8:00 p.m. | (6) _____ |

3. Make a schedule according to your typical day and see if you have finished the activities.

| _____ 's Schedule | | |
|-------------------|----------|--------------------------|
| Time | Activity | Check |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |
| | | <input type="checkbox"/> |

4. Writing.

You work as the assistant of Mr. Wang, Director of IKEA Company. One of your company's business partners is visiting your company and wants to know if he has the chance to do business with your company. He will stay in your company for a day. Make a meeting agenda.

Agenda



Activity

Here are some traditional products of China. What can we do with the design to sell them well in the domestic and international markets? Choose one product to make a detailed plan.

