

Scope and Sequence

Unit	Warming-up	Reading A	Listening	Speaking	Reading B
1 Cross-border E-commerce / 1	Matching and Discussion	Cross-border E-commerce	Conversation and Passage	Buying Products Through Cross-border E-commerce	Tmall Global
2 International Finance / 19	Matching and Discussion	What Does a Foreign Exchange Trader do?	Conversation and Passage	Opening a Letter of Credit	The IMF
3 Banking / 39	Matching and Discussion	Mobile Banking and Online Banking	Conversation and Passage	Applying for an Account	Money and Currency
4 Accounting / 63	Matching and Discussion	Balance Sheet	Conversation and Passage	Being an Accountant	AI in Accounting
5 Investment / 85	Matching and Discussion	The Skills You Need to Invest in Stock	Conversation and Passage	Making Personal Financial Planning	How Do Managed Funds Work?
6 Internet Marketing / 107	Matching and Discussion	The New Direct Marketing Model	Conversation and Passage	Making a Live Stream Broadcast	Marketing Your Business with TikTok
7 Business Management / 127	Matching and Discussion	What Is Business Management?	Conversation and Passage	Being a Good Team Leader	The Evolution of CIMC's Mission and Vision
8 Technology Innovation and Entrepreneurship / 151	Matching and Discussion	Sharing Economy	Conversation and Passage	Starting up Your Own Business	How Small Businesses Make Money
9 Supply-side Structural Reform and Dual Circulation Development / 171	Matching and Discussion	Supply-side Structural Reform	Conversation and Passage	China's Development Stories	China's New "Dual Circulation" Development Paradigm
10 International Trade and BRI / 193	Matching and Discussion	Belt and Road Initiative	Conversation and Passage	Payment and Shipment	The Regional Comprehensive Economic Partnership

Scope and Sequence

Writing	Project	Vocabulary	Grammar	Chinese Finance and Economy	Enjoy Yourself
Product Description	Inquiring about the Vacuum Cleaner	New Words and Expressions Vocabulary and Structure	Part of Speech and Their Interrelations	Quality First	E-commerce Quotes from Experts
Email	International Payment	New Words and Expressions Vocabulary and Structure	Modal Verbs	Benefit and Moral Principle	Famous Forex Brokers
Bank Forms	Opening an Online Savings Account	New Words and Expressions Vocabulary and Structure	Tenses	Attitudes Toward Money	China's Nine Important Changes in the History of Currency
Resume	Applying for the Position of an Accountant	New Words and Expressions Vocabulary and Structure	Sentences	Confucious's Attitude Toward Accounting	Some Famous Accounting Schools in the World
Questionnaire	Going Public	New Words and Expressions Vocabulary and Structure	Attributive Clauses	Take a Ride on China's Economy with Firm Faith	Top 10 Stock Exchanges in the World
Advertorial	Promoting a Product by Livestreaming	New Words and Expressions Vocabulary and Structure	Non-finite Verbs	Selling Agricultural Products by Livestreaming	Some Chinese Short-video Apps
Management Report	Setting up Goals in a Management Team	New Words and Expressions Vocabulary and Structure	Passive Voice	Export Goods for Domestic Sale	Business Leaders Who Changed the World
Business Plans	Talking about Startup Business	New Words and Expressions Vocabulary and Structure	Punctuation	Entrepreneur Spirit	China's Famous Entrepreneurs
Charts Description	Presenting a China's Development Success Story	New Words and Expressions Vocabulary and Structure	Inversion	China's Battle Against Poverty	China's Achievements During the 13th Five-Year Plan Period
Enquiry	Negotiating Price and Time of Shipment	New Words and Expressions Vocabulary and Structure	Subjunctive Mood	Critical Thinking	Tea Culture and Tea Trade



Cross-border E-commerce

1
UNIT

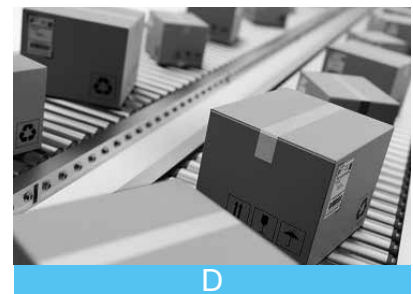
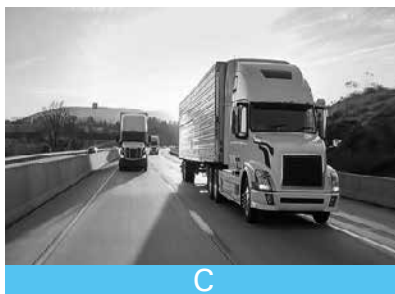
Unit Objectives

After studying this unit, you will be able to:

- © grasp the relative words and expressions;
- © have a general idea of cross-border e-commerce;
- © inquire of customer service clerks about products;
- © write product description.

Warming-up

Task 1 Work in pairs. Match the pictures with the following statements.



1. Cross-border e-commerce logistics transportation is one of the main functions of cross-border logistics, and is also the center activities in all business activities in the cross-border logistics process.
2. Cross-border e-commerce warehousing plays a key role in integrated logistics strategy and in building and maintaining good relationship between supply chain partners.
3. Cross-border e-commerce packaging can generally be divided into consumer packaging and industrial packaging.
4. Cross-border e-commerce inventory management refers to stocks of goods that are maintained for a variety of purposes, such as for resale to others, as well as to support manufacturing or assembling processes.

Task 2 Work in pairs. Discuss the following terms and then share your ideas with another pair.

1. What is SEO?
2. What is URL?
3. What does EFT stand for?

4. What does SKU mean?
5. What does OEM stand for?

Reading A

Task 1 Before reading the passage, see how much you know about cross-border e-commerce.

1. What is B2B marketing and what is B2C marketing?
2. What are the risks for cross-border e-commerce?
3. What is the biggest challenge faced by merchants?
4. How much do you know about cross-border e-commerce logistics?
5. How much do you know about WeChat mini-programs and vertical e-tailers?



Cross-border E-commerce

Cross-border e-commerce can refer to online trade between a business (retailer or brand) and a consumer (B2C), between two businesses, often brands or wholesalers (B2B), or between two individuals (C2C), e.g., via marketplace platforms such as Amazon or eBay.

As for the risks for cross-border e-commerce, there are three main risks that influence cross-border e-commerce:

First, fraud is arguably the biggest challenge faced by merchants who allow customers to purchase from them outside the borders of their countries. Thus picking a good payment service that is aware of local customers' behavior is critical. Second, logistics and reverse logistics are also just as important and can negatively impact the perception of your business by local customers. Consistent and predictable logistics is a requirement for a business that wants to capitalize on cross-border e-commerce. Third, local government and taxation need thorough examination and could potentially and negatively impact your business.



By 2020, over 2 billion e-shoppers, or 60 percent of target global population, had transacted 13.5 percent of their overall retail consumption online, equivalent to a market value of US\$3.4 trillion according to Accenture.

China's e-commerce industry has been evolving over the past 20 years, and all five major formats have their own shares. General e-commerce now accounts for 78 percent, with WeChat mini-programs taking 14 percent, vertical e-tailers accounting for 4 percent, social e-commerce and O2O (Online to Offline) both taking 2 percent, according to latest recent study by NielsenIQ, a global measurement and data analytics company.

New retail underwent profound changes in the post-COVID era, with more channels emerging and digital consumption reshaping the retail market landscape.

The study by NielsenIQ showed consumers are visiting more types of shops. In 2020, consumers visited 5.4 types of retail channels on average, higher than the average of 5 in 2019. Emerging channels such as O2O, e-commerce and Community Group Buy have also gained popularity among consumers.



Task 2 Decide whether the following statements are true (T) or false (F) based on your understanding of the passage.

- () 1. Cross-border e-commerce is carried offline.
- () 2. Four main risks for cross-border e-commerce are mentioned in the text.
- () 3. Customers are not allowed to buy products outside the borders of their countries.
- () 4. The government has no influence on local business.
- () 5. China's e-commerce industry has been evolving over the past 20 years.
- () 6. Six major formats of e-commerce are mentioned.
- () 7. New retail underwent profound changes in the post-COVID era.
- () 8. O2O is not popular among consumers.

Task 3 Fill in each blank with an appropriate phrase given below, changing the form if necessary.

refer to	be aware of	on average	profound changes	according to
as for	capitalize on	retail channels	equivalent to	gain popularity

1. For further information, you can _____ Unit 3.
2. Shares rose, _____, by 38%.
3. Business selecting means what kind of business you are going to deal in _____ the current situation of the platform.
4. You should _____ the factors that affect the sales of the store.
5. _____ in the workforce are making teams tougher to manage.

6. There is excellent potential for children's wear across wholesale and _____.
7. Golf has _____ among the wealthy in my country.
8. Many stores are trying to _____ lower prices for the coming holiday.
9. Many people believe that being wealthy is _____ gaining success.
10. _____ the organization itself, it declined a request for an interview.

Listening

Task 1 Listen to the conversation twice and choose the best answer.

1. The dialogue takes place _____.
A. in the morning B. in the afternoon C. in the evening
2. The woman is keen on _____.
A. a leather backpack B. a laptop backpack C. a convertible backpack
3. The woman sends _____ to the man.
A. the picture B. the product link C. nothing
4. What's the price of the backpack?
A. \$290. B. \$295. C. \$298.
5. Which of the following is correct?
A. The backpack sells well.
B. The man will give the woman a 5% discount if she buys more than 6.
C. The woman decides to buy one backpack at once.



Task 2 Listen to the conversation again and fill in the missing information.

1. Interior Material: _____
2. Measurements: _____ inches long, _____ inches wide, and _____ inches in height
3. Handle Strap Description: _____ Back Luggage Strap, _____ Top Handle, _____ Backpack Straps
4. Interior Details: _____ Zipper Pocket, _____ Slide Pockets, _____ Elastic Loops
5. Price: _____

Task 3 Listen to the following passage and fill in the missing information.

A shopping cart software allows customers to shop on a(n) (1) _____ by adding items to a virtual shopping cart to (2) _____ a list of items they want to buy. Customers can (3) _____ the online shopping cart to see what products have been added and have the (4) _____ to add more products or (5) _____ them.

When customers have (6) _____ shopping, the cart software provides a (7) _____ way to pay for items at a virtual (8) _____. The owner of the e-commerce site is then (9) _____ of the purchase so that they can begin to (10) _____ the order through packing and shipping.



Speaking

Task 1 Work by yourself. Read the following questions and answer them according to your actual situation.

1. Do you buy products through cross-border e-commerce? What platforms do you buy products from?
2. If you are interested in some products, what information would you like to know?

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A. Price.

B. Functions.

C. Reliability.

D. Customer service.

Task 2 Work in groups and create the following role-play.

You want to buy cosmetics from VIP International and you do not know how to buy. You are consulting your classmates about the steps. Make up a dialogue and role-play it to the class.

Task 3 Work in pairs. One student is a customer-service clerk from Jingdong and the other student inquires about the air purifier he wants to buy.

You may use the following questions:

How long will it take to get the product?

How much area can the purifier cover?

What about the noise caused by the air purifier?

How many modes does the air purifier have?

Is the installation video provided?

How often should the filter element be changed?

Reading B

Tmall Global

Tmall Global is Alibaba's import retail platform, dedicated to providing Chinese consumers with globally-imported goods. It is also the preferred platform for overseas brands to reach Chinese consumers directly, and build brand awareness and consumer insight. Tmall Global has launched an English language website to eliminate the friction when brands join Tmall Global and offer various solutions. Brands can learn about and compare the multiple solutions that can be used to enter the Chinese market. In this way, brands no longer have to rely on face-to-face meetings with a Tmall Global representative to learn which strategy works for them.

Every brand needs to complete a questionnaire which describes their products and services, and within 72 hours, Tmall Global will contact the proper candidates to discuss onboarding. This ensures that brands do not have to wait for months to learn whether or not they are a good fit for a Tmall

Global solution.

Most importantly, for brands, Tmall Global website also offers different models for them to enter China. No matter they are using Tmall Overseas Fulfillment, Tmall Direct Import, or Tmall Global Flagship Store, brands can understand the operation mechanism of each model before communicating with Tmall Global. Each of these models offers brands different solutions to help them enter China. It may seem trivial but going cross-border is not hard and not easy either.

Currently, Tmall has 20,000 international brands from 77 countries and regions around the world, and is able to attract small and medium-sized brands from other countries. The growth rate is expected to accelerate further for the coming years. Tmall is also planning to provide additional language support for Spanish, Japanese and Korean speakers in the future.

Task 1 Choose the best answer according to the text you have read.

1. Tmall Global has launched a(n) _____ language website.
A. English B. Spanish C. Japanese D. Korean
2. Successful brands can be contacted within _____ days by Tmall Global.
A. one B. two C. three D. four
3. Which of the following is true?
A. Tmall.com only allows local Chinese to sell products.
B. It's unnecessary for brands to have face-to-face contact with a Tmall Global representative to learn the right strategies.
C. Brands attracted by Tmall Global are mostly large-sized.
D. Cross-border e-commerce is very easy.
4. How many kinds of models are mentioned for brands to enter China?
A. One. B. Two. C. Three. D. Four.
5. Tmall Global's growth rate is expected to _____ for the coming years.
A. decrease B. speed up C. reduce D. remain the same

Task 2 Choose the best translation for each sentence according to the context.

1. Brands can learn about and compare the multiple solutions that can be used to enter the Chinese market.
A. 各品牌可以了解并比较进入中国市场的多种方案。
B. 各品牌可以知道并比较进入中国市场的多种方案。
C. 各品牌可以了解并比较使用中国市场的多种方案。
D. 各品牌可以知道并比较使用中国市场的多种方案。
2. Every brand needs to complete a questionnaire which describes their products and services.
A. 各品牌需要完成一份问卷，问卷是关于他们的产品和服务细则的。
B. 各品牌需要一份问卷，问卷描述了他们的产品和服务。
C. 各品牌需要填写一份问卷，问卷叙述了他们的产品和服务。
D. 各品牌要完成一份描述他们产品和服务的问卷。

3. This ensures that brands do not have to wait for months to learn whether or not they are a good fit for a Tmall Global solution.
- 这需要品牌等待数月来了解自己是否适合天猫国际解决方案。
 - 这确保了品牌无需等待数月来了解自己是否胜任天猫国际解决方案。
 - 这确保了品牌无需等待数月来了解自己是否适合天猫国际解决方案。
 - 这保证品牌无需等待数月来了解自己是否适合天猫国际解决方案。
4. Each of these models offer brands different solutions to help them enter China.
- 每一种模式都为品牌进入中国市场提供了不同的解决方法。
 - 每一种模式都为帮助品牌进入中国市场提供了不同的解决方案。
 - 每一种模式都为品牌进入中国市场展示了不同的解决方案。
 - 每一个模特都为品牌进入中国市场提供了不同的解决方案。
5. The growth rate is expected to accelerate further for the coming years.
- 预计未来几年，增长率还会进一步加快。
 - 即将到来的几年，增长率还有望进一步加快。
 - 即将到来的几年，增长率还希望进一步加快。
 - 预计来年，增长率会进一步加快。

Writing



Product Description

电子商务中有两种类型的产品描述，一种是对产品做简单的描述，另外一种是有助于销售的较为详细的产品描述。一份好的产品描述能够把一名普通的购物者变成能够给你带来巨大收入的买家。

描述方法：

- 运用自然语言描述；
- 描述产品与其他产品的细微差别；
- 使用幽默的语言；
- 如果是高价商品，说出你的产品能够为潜在和理想客户解决的最大痛点是什么；
- 告诉顾客你知道他们正在经历什么，描述一下你是如何站在他们的立场上的，以及你的产品或服务如何完美地解决他们的问题；
- 通过讲故事来描述产品，避免使用“产品质量上乘”这样的短语；
- 购买产品带来的好处。

Sample 1: Natural language

EVERLANE [FASHION & ACCESSORIES]



Details

- True to size, take your usual size
- Leather & suede: 100% Italian leather
- Made in Montopoli in Val Damo, Italy

Description

- This ballet-inspired silhouette is designed with a rounded toe, a walkable 2-inch block heel, and an elasticized back for extra comfort.

Sample 2: Describe the little features

PATAGONIA [OUTDOOR GEAR]

- Built with our burliest fabric package to withstand abuse, the Linked Pack features all the room, convenience and durability you need to keep mobile when you're climbing long routes. Inside, an internal sleeve carries a hydration reservoir, and a zippered stash pocket keeps small items secure and within reach. The waist strap is removable for clean hauling. An external pocket holds a guidebook or your hat and gloves.





Sample 3: Entice with benefits

METHOD HOME [HAND WASH GELS]

- ◎ Sometimes the scent of seasonal hand wash is all we need to rouse our holiday spirits. Available in an array of festive fragrances, our naturally derived gel hand wash will leave your hands soft, clean and ready to be tucked into a pair of fair isle mittens. It really is the most wonderful time of the year.

Task 1 Match the Chinese in Column B with the English expressions in Column A.

A

1. features
2. size
3. leather
4. convenience and durability
5. soft and clean
6. package

B

- a. 方便耐用
- b. 柔软干净
- c. 皮革
- d. 产品特点
- e. 尺寸、大小
- f. 包裹

Task 2 Write the product description according to the following information.

这款超大号的椅子对那些想花几小时在椅子上伸展四肢、阅读自己喜爱的书籍的人来说是完美的选择。精心挑选的面料有一种特殊的光泽，创造了一种优雅的外观。



特性: 框架采用森林木材，所有的贴边绳都由回收织物制成

容纳人数: 2人

硬度: 中等柔软

产品护理: 用湿布和水清洁污渍

组装要求: 不需要



Task 3 Please fill in the missing information according to the information given in Chinese.

- 材 质:** 100% 真丝, 面料柔软舒适。重量轻, 寒冷中帮你保持颈部温暖, 也易于携带。
- 尺 寸:** 70*50 英寸, 日常生活中可作颈部服饰, 夜间可裹发。
- 颜色及包装:** 多种颜色可供选择。每条围巾都装在扁平的塑料拉链袋中, 围巾折叠得非常整齐, 可以送礼。每一条围巾都非常华丽。如果你想买一条, 那就买吧。总有一条适合你。
- 洗 涤:** 使用中性洗涤剂在低于 30 度的凉水中手洗或干洗。



Material:

Size:

Color and packages:

Wash:

Project

Project Objective:

This project aims to go through the process of inquiring about the vacuum cleaner (吸尘器).

Task Descriptions:

Step One

- ⊙ Organize a small group with 5-6 students in your class;
- ⊙ Discuss what kind of vacuum cleaner you are interested in and give your reasons.

Step Two

- ⊙ Compare the functions of different vacuum cleaners mentioned in Step One;
- ⊙ Discuss with group members and choose one brand that suits you most.

Step Three

- ⊙ Discuss with group members about what questions are frequently asked by customers about the vacuum cleaner and the answers to the questions;
- ⊙ Draft the outline of the above questions and answers.

Step Four

- ⊙ Summarize what you have learned from the previous three steps;
- ⊙ Make a presentation about the whole process of inquiring about the vacuum cleaner to the class.

New Words and Expressions

Reading A

New Words

fraud	[frɔ:d]	n.	欺骗; 骗子; 诡计
arguably	['ɑ:gjuəbli]	adv.	可以说; 可论证地
critical	['krɪtɪkl]	adj.	关键的; 至关重要的
logistics	[lə'dʒɪstɪks]	n.	物流
perception	[pə'sepʃn]	n.	感知; 洞察力; 看法
consistent	[kən'sɪstənt]	adj.	始终如一的, 一致的
predictable	[prɪ'dɪktəbl]	adj.	可预言的
capitalize	['kæpɪtəlaɪz]	v.	利用
taxation	[tæk'seɪʃn]	n.	课税, 征税; 税款
potentially	[pə'tenʃəli]	adv.	可能地, 潜在地
consumption	[kən'sʌmpʃn]	n.	消费; 消耗

Phrases & Expressions

refer to	涉及; 指的是
be aware of	意识到; 觉察到
capitalize on	利用
on average	平均
gain popularity	受欢迎

Reading B

New Words

dedicate	['dedɪkeɪt]	v.	致力; 献身
awareness	[ə'weənəs]	n.	意识, 认识; 人群对品牌或产品的认知
insight	['ɪnsaɪt]	n.	洞察力; 洞悉
launch	[ləʊntʃ]	v.	发起, 发动; 推出, 发行
eliminate	[ɪ'lɪmɪneɪt]	v.	消除; 排除
representative	[,reprɪ'zentətɪv]	n.	代表; 典型; 销售代表
questionnaire	[,kwɛstʃə'neə(r)]	n.	问卷; 调查表

candidate	['kændɪdət]	n.	候选人, 候补者; 应试者
model	['mɒdl]	n.	模式; 模特
accelerate	[ək'seləreɪt]	v.	加快; 增速; 增加

Phrases & Expressions

be dedicated to	致力于
Tmall Overseas Fulfillment	天猫国际海外仓
Tmall Global Flagship Store	天猫国际旗舰店

Vocabulary and Structure

Task 1 Match the first half of each sentence with the most appropriate second half and translate it into Chinese.

- A. offering merchants a convenient point-of-sale experience
- B. has never been easier for Chinese mainland companies
- C. to help them enter China
- D. is the largest regional trade fair in China
- E. that wants to capitalize on cross-border e-commerce
- F. in which China can lead and contribute
- G. higher than the average of 5 in 2019
- H. which describes their products and services
- I. gained popularity among consumers
- J. has been evolving over the past 20 years



1. China's e-commerce industry _____.
2. Every brand should complete a questionnaire _____.
3. Alipay is the top digital payment tool in China _____.
4. Emerging channels such as O2O, e-commerce and Community Group Buy have also _____.
5. Direct selling to overseas consumers _____.
6. Each of these models offers brands different solutions _____.
7. The ECF (East China Fair), initiated in 1991 _____.
8. Consistent and predictable logistics is a requirement for a business _____.
9. In 2020, consumers visited 5.4 types of retail channels on average, _____.
10. There are many areas _____.

Task 2 Complete the following passage with the words below. Change the form where necessary.

register	organize	collector	show off	create
complement	original	join	sell	paperwork

We can use Etsy to buy handmade items or antiques from people who have (1) _____ on Etsy to sell them. We can also (2) _____ Etsy to (3) _____ our handmade items or antiques. Moreover, we can use Etsy to find local craft sales, or get advice on how to buy or sell handmade or antique items.

Etsy doesn't sell anything. It does the "middleman" work, like handling the (4) _____ between buyers and sellers, or (5) _____ real-life events to bring buyers and sellers together. As a result, most of the people that use Etsy are either buyers or sellers.

Buyers on Etsy may be looking for handmade goods to (6) _____ or (7) _____ their own unique fashion or home decoration, or as a(n) (8) _____ gift idea. Or maybe they just want to support small-scale artists and craftspeople in their neighborhood and around the world, rather than big corporations. Some people are (9) _____ hoping to (10) _____ rare and valuable items which are difficult to find nowadays.

Task 3 Translate the following sentences into English, using the expressions or words given in the brackets.

- 用户可以通过发布照片与平台有更好的互动。(platform)

- 无论是跨境电商还是传统贸易，物流都是一个核心要素。(logistics)

- 现在销售额在降低，进口预期也会跟着降低。(be expected to)

- 这个队未能充分利用开场时领先的优势。(capitalize on)

- 风险不可能完全消除。(eliminate)

Grammar

Part of Speech and Their Interrelations 词类及其之间的相互关系

一、词类

名称	缩写	中文译称	例子	功能
noun	<i>n.</i>	名词	boy, milk, love	表示人、物及抽象概念的名称
pronoun	<i>pron.</i>	代词	you, I, my, yours	用来指代人或事物

续表

名称	缩写	中文译称	例子	功能
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态
adverb	<i>adv.</i>	副词	well, fast, quickly	表达时间、地点、程度、方式等概念
verb	<i>v.</i>	动词	do, cut, run, jump	表示动作或状态
numeral	<i>num.</i>	数词	two, third, fourth	表示数目多少或顺序
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子，表达逻辑关系
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪

注：不少单词不仅仅属于一个词类，在不同的语言环境下可体现不同的词性。例如：

1. Would you like to take a **walk**? (名词)
2. I usually **walk** to school. (动词)

二、词与词之间的关系

1. 冠词修饰和限定名词。例如：a book, an apple, the president
2. 形容词修饰名词。例如：new cars, beautiful flowers
3. 副词修饰动词、形容词、副词及整个句子。例如：
 - I speak English loudly. (修饰动词)
 - She is really pretty. (修饰形容词)
 - “What happened?” the father asked, rather slowly. (修饰副词)
 - Fortunately, no one was hurt. (修饰整个句子)
4. 介词后接名词或动名词。例如：in spring, look forward to visiting your city

Comprehensive Exercises

Task 1 Identify the part of speech of the word underlined in each sentence.

1. We went to a wonderful show in Beijing. _____
2. Jenny wanted to show Jack her photos. _____
3. Henry thought Claire looked beautiful. _____
4. A strange thought came into her mind. _____
5. The windows are clean. _____
6. We should clean the windows. _____
7. Wendy is feeling quite tired now. _____
8. Studying all day had tired Wendy out. _____
9. We did some hard work. _____
10. They worked hard. _____

Task 2 Fill in each blank with the appropriate form of the word given in the bracket.

1. Living in the country is less _____ (expense) than living in the city.
2. Although John was not experienced in business, he did it with _____ (confident).
3. The chairman emphasized his ideas by speaking more _____ (loud).
4. Some American businessmen in China are spending a lot of time in _____ (learn) Chinese.
5. Some people do believe that smoking will _____ (certain) cause lung cancer.
6. I'm _____ (real) sorry for the mistake our office worker made last month.
7. Could you go to bed _____ (early) than you usually do?
8. The sellers allowed us to pay them on a _____ (month) basis.
9. John is the _____ (clever) student I have ever taught.
10. He told a very _____ (live) story about his life in Africa.

Task 3 Fill in each blank with the appropriate form of the word given in the bracket.

When Helen Keller was born, she was a(n) (1) _____ (health) baby. But (2) _____ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever (3) _____ (disappearance), but she became blind and deaf.

When Helen was seven years old, a teacher, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these things (4) _____ (quick). However, learning to speak was harder. Anne continued to teach Helen (5) _____ (patient). (6) _____ (final), when Helen was 10 years old, she could speak (7) _____ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled (8) _____ (extensive) with Anne. She worked (9) _____ (tireless), traveling all over America, Europe and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and (10) _____ (normal). Helen wanted all people to be treated equally.

Chinese Finance and Economy

Quality First

Quality is the way to develop a country, the foundation of a rich country and the policy to strengthen a country. The competition in the international market is essentially that of the quality. To promote China to achieve high-quality development, we must adhere to "quality first, efficiency first", so as to realize the improvement of quality and efficiency, and to promote the construction of a quality power and "Made in China" to go global.

Innovation is the primary driving force for development. Innovation means development and

future. Innovation has always been an important force for the development of a country and a nation. To implement the innovation-driven development strategy, we need to promote comprehensive innovation with scientific and technological innovation at the core, and adhere to the strategy of demand-oriented and industrial orientation. Cross-border e-commerce is a new path for China to vigorously promote the transformation of economic development mode and economic restructuring. It will form a new source of growth and promote the sustainable and healthy development of the economy.



质量第一

质量是兴国之道、富国之本、强国之策。国际市场上的竞争本质上是质量的竞争。要推动我国实现高质量发展，就必须坚持“质量第一、效益优先”，从而实现质量和效益提高互促共进，推动质量强国建设，推动“中国制造”走向世界。

创新是引领发展的第一动力。抓创新就是抓发展，谋创新就是谋未来。创新始终是推动一个国家、一个民族向前发展的重要力量。实施创新驱动发展战略，就是要推动以科技创新为核心的全面创新，坚持需求导向和产业化方向。跨境电商正是我国大力推进经济发展方式转变和经济结构调整的新路径，跨境电商领域会形成新的增长动力源泉，推动经济持续健康发展。

Enjoy Yourself

E-commerce Quotes from Experts

- 1 *"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful."*
– **Jeff Bezos**, Founder of Amazon.com

- 2 *"I don't create companies for the sake of creating companies, but to get things done."*
– **Elon Musk**, CEO & CTO of SpaceX, Investor in PayPal

- 3 *"The reason it seems that price is all your customers care about is that you haven't given them anything else to care about."*
– **Seth Godin**, American author, entrepreneur, marketer and public speaker

- 4 *"You can't just open a website and expect people to flood in. If you really want to succeed, you have to create traffic."*
– **Joel Anderson**, Walmart CEO

- 5 *"It isn't just that e-commerce depends on express mail; there's a sense in which e-commerce is express mail. Right now, billions of dollars are being spent around the country on so-called "last-mile delivery systems".*
– **Malcolm Gladwell**, Journalist, bestselling author and speaker

- 6 *"People were doing business with one another through the Internet already, through bulletin boards. But on the Web, we could make it interactive, we could create an auction, we could create a real marketplace. And that's really what triggered my imagination, if you will, and that's what I did."*
– **Pierre Omidyar**, Founder of eBay

- 7 *"Communications is at the heart of e-commerce and community."*
– **Meg Whitman**, President and CEO of Hewlett-Packard

- 8 *"You can't wait for customers to come to you. You have to figure out where they are, go there and drag them back to your store."*
– **Paul Graham**, Co-founder of Y Combinator

