

图书基本信息

书名：<<商务英语综合教程参考答案（第4册）>>

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## 内容概要

《商务英语综合教程》是一套针对高等学校经贸英语专业的学生及相应水平的商务工作者与英语爱好者而编写的基础课系列教材。

章节摘录

Keys to Unit 1 Reading I 1. Virtually every kind of commodities and real estate can be traded at an auction.

In history, auctions even served as a means for transferring ownership of slaves. In the late 20th century, artworks and antiques were the most prominent and profitable commodities sold at auction because of a spectacular rise in art prices.

2. In some cases, the seller sets a minimum price for which he / she is willing to sell their item. The lowest price a seller is willing to accept for an item is called the "reserve price."

Bidders know there's a reserve price but don't know what it is. In order to win at an auction, a bidder must meet or exceed the reserve price and have the highest bid. If no bidders meet the reserve price, neither the seller nor the high bidder are under any further obligation to complete the transaction.

3. (Omitted)

4. No. Because of the nature of the bidding, you don't know the opposition's maximum; you just know that the bid is now \$1 more than what you thought you were willing to pay. A marginal value fallacy sets in. If you're willing to pay \$20, why not \$21? And if \$21 is not too much, neither should \$22. So it's also quite easy to get sucked into paying more than you wanted by the heat of the auction. Bidding can get bloody. In the end, you may have to pay more than you have intended.

5. No. Auction is a public meeting where land, buildings, various kinds of collectibles, etc. are sold to the person who offers the most money for them, whereas pawn is a shop where you leave something valuable with a pawn broker in order to borrow money from them.

1. Questions for Comprehension

1) To rescue some puppy mill dogs by buying them at the auction.

2) She was heartbroken, and she felt it almost impossible to maintain her equilibrium or her sanity, much less the undercover role she was expected to play.

3) The living conditions are very bad. The dogs are kept in cages in nasty barns.

编辑推荐

《商务英语综合教程参考答案(第4册)》是《商务英语综合教程》第4册的配套参考答案, 该答案详细, 便于任课老师操作及英语自学者参考。

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