

## Contents

第一课	中国的经商热潮
Lesson 1	China's Upsurge of Going into Business
,	
	77 No Fee Jan 11, 179 177
第二课	<b>经济与</b> 义化联姻
Lesson 2	Affinity Between Economy and Culture
	24
第三课	尚人与又人
Lesson 3	Businessmen and Scholars
<i>f-/-</i>	36
第四课	文化商品市场
Lesson 4	The Market of Cultural Commodities
第五课	
Lesson 5	文化经纪人 Cultural Brokers
Lesson 3	Cultural Blokers
第六课	
Lesson 6	Culture Puts up the Stage and Economy Sings the
_50000	Opera
第七课	
Lesson 7	Rapid Economic Development and Gradual Changes
	in Folkways

		81
第 八 课  Lesson 8	入境问禁 居乡随俗 When in Rome, Do as the Romans Do	01
第九课 Lesson 9	企业文化与企业形象 Corporate Culture and Corporate Image	92
第十课 Lesson 10	"老字号"文化 Culture of Time-Honored Brands	103
第十一课 Lesson 11	广告与广告文化(一) Advertising and the Culture Therein (1)	116
第十二课 Lesson 12	广告与广告文化(二) Advertising and the Culture Therein (2)	127
第十三课 Lesson 13	品牌与商标文化(一) Brands and the Culture of Trademarks (1)	138
第十四课 Lesson 14	品牌与商标文化(二) Brands and the Culture of Trademarks (2)	149
第十五课 Lesson 15	包装与包装文化 Packaging and Its Culture	161
英译课文 English Tra	inslations of All the Texts	173
生词总表 Vocabulary	List	244