



MARKET LEADER

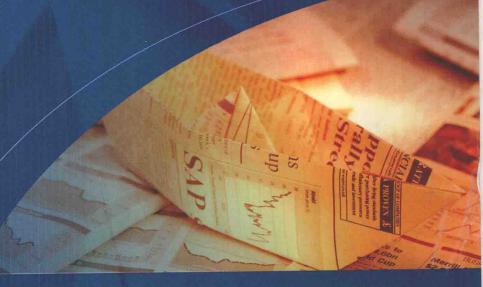
a new language course for tomorrow's business leaders

商务英语

商务英语语法 Business Grammar and Usage

Peter Strutt

《体验商务英语》改编组





高等教育出版社 Higher Education Press





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TARIA BENEFIT

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随着我国国际经济地位的稳步提升,随着 2008 年奥运会、2010 年世博会的日益临近,培养具有国际视野和商务知识、具备用英语有效地进行商务交际能力的人才是时代的要求,也是对我国英语教学的挑战。高等教育出版社引进培生教育集团出版的 Market Leader 和 Powerhouse,并将其精心打造成《体验商务英语》系列教材,为有效地进行教和学,为迎接时代的挑战提供了形式和内容俱佳的蓝本。

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Present tenses

Present simple (1)

Form I / you / we / they work. He / she / it works.

> I / you / we / they do not work. He / she / it does not work.

Do I / you / we / they work? Does he / she / it work?

Uses

1 Presenting factual information, e.g. about company activities

Our company employs over 100,000 people, operates in many overseas markets, and offers a wide-range of hi-tech products for the 21st century.

2 Actions and situations which are generally true

Imperial Tobacco **belongs to** the Hanson group.

High taxation discourages investment.

We **sell** our products into many markets.

A good brand guarantees a certain level of quality to customers.

British wines usually have a sweet taste.

Competition **brings out** the best in products and the worst in people.

3 Verbs used only in the present simple

There are a number of verbs which are almost always used in the present simple and not with -ing. These verbs usually refer to:

mental states: believe, doubt, forget, imagine, know, realise, recognise, regret,

remember, suppose, think, understand

likes and dislikes: admire, dislike, hate, like, love, want, wish possession: belong to, contain, have, include, own, possess

appearance: appear, look like, resemble, seem

being: be, consist of, depend, exist

perception: hear, see, smell, taste

4 Saying how often you or other people do things

We usually use the present simple with frequency adverbs:

I never smoke at work.

He plays golf every Sunday morning.

I often take files home at the weekend.

When she **gets** to the office she *always* **checks** her e-mail first.

B

(Jacques Delors)

A Mission statements

A mission statement talks in general terms about a company's overall policies and objectives. Read the two mission statements below and use the verbs to complete them, paying attention to the verb endings. The first one has been done for you in both cases.

admit introduce lead welcome mean work depend improve stay come spend

pro seg cou	stless? Yes. Dissatisfied? True. We cheerfully
	believe strive cultivate deliver enable help give endeavour acknowledge foster
org ob an un to bu	stman Kodak Company
Ge	eneral truths
Со	omplete these sayings appropriately, using these verbs.
	buy believe believe tend say put mean talk
	'Every time we
	'Money; all it ever said to me was "Goodbye".' (Cary Grant)
	'Democracy government by discussion but it is only effective if you can stop people talking.' (Clement Attlee, British Prime Minister)
4	'In a hierarchy every employee to rise to his level of incompetence.' (L. J. Peter)
5	'Not all Germans in God, but they in the Bundesbank.'

Present simple (2)

5 Asking for and giving directions and instructions

'How do I get to your office?'

'You **turn** left after the station, **cross** the bridge and it's the second building on your right.' **Place** the CD in the drive and **click** on the icon.

6 Talking about timetables and scheduled events

The bus leaves at 8:35 tomorrow morning.

The exhibition opens on 25 January.

The legislation comes into force on 1 January.

These are seen as fixed and the speaker is unlikely to be able to influence them.

Future 2.5 page 30

7 Providing a summary or abstract at the beginning of a report

The first section of this report **provides** introductory comments, **focuses** on important new developments and **highlights** some of our operations outside the United States. The second section **analyses** the results for the group as a whole. The final two sections **address** our consolidated cash flows and financial condition. The report **concludes** by pointing out the need for further investment if the group is to continue its expansion policy.

8 Newspaper headlines

The use of the present simple creates a sense of dramatic impact.

Unilever sells coffee operations

Russia doubles tea import duties

MARKETS TUMBLE
AS INVESTORS
TAKE PROFITS

PepsiCo links with Suntory

Shortages force up food prices

BANK REGULATOR BLOCKS MERGER

9 Doing by saying

We use the present simple with certain verbs which say what their function is. When we say them we 'perform' the action. For example, saying 'I **promise** to meet you at the airport' is making a promise. Other examples include:

resign!

apologise.

I **declare** this meeting open.

I demand to see the manager.

I admit I was wrong.

I advise you to look again at our proposal.

A A travel booki	ing	
------------------	-----	--

Read the following dialogue about travel arrangements. Make any necessary changes to the verbs in brackets.

Traveller OK, that's fine. What about times?

Agent Not later than 20 minutes before departure.

B A summary of a report

Complete the introduction to this report, using these verbs.

highlight recommend focus call for provide

This report¹ on the employment of women and children in a number of emerging nations. In particular, it² the conditions endured by thousands of workers in places where child labour, poverty wages and health risks are endemic. Each chapter³ an analysis of the situation on a country-by-country basis.

The report4 that retailers should lay down tough rules to make sure overseas suppliers pay sufficient wages to meet basic needs. It also5 companies to draw up a code of conduct and employ inspectors to make manufacturers keep it.

C Headlines

Match the beginnings and ends of the headlines.

- 1 FORD SEEKS TO CUT -
- 2 BOURSES SLIP
- 3 SÃO PAULO DEBT CRISIS
- 4 HE RENEWS ATTACK
- **5** PESSIMISTS FORESEE
- **6** UNDERWATER VENTURE NEEDS

- a) SENDS OUT SHOCK WAVES
- b) DEATH OF EMPLOYMENT
- c) ON THE TECHNOLOGY REPORT
- d) BACKING TO STAY AFLOAT
- e) AS DOLLAR FALLS AGAINST YEN
- f) 1bn IN COSTS