

新商务英语英语口语教程

A NEW ORAL ENGLISH COURSEBOOK FOR BUSINESS



王咏梅 著

清华大学出版社



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内 容 简 介

《新商务英语口语教程》是为大专院校本科生、研究生课堂学习,以及从事国际商务工作或将要从事国际商务工作的人员,在实际工作中练习商务英语对话而编写的一本教程。本书将国际商务专业知识与英语对话有机地结合起来,指导学员循序渐进地学习国际商务的全过程。通过学员独自练习、成对练习和小组活动的形式,增进学员实际运用英语语言的能力,为学员提供练习英语听、说技能的机会。

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■ 本书编写的目的 ■

《新商务英语口语教程》是为大专院校本科生、研究生课堂学习,以及从事国际商务工作或将要从事国际商务工作的人员,在实际工作中练习商务英语对话而编写的一本教程。本书将国际商务专业知识与英语对话有机地结合起来,指导学员循序渐进地学习国际商务的全过程。通过学员独自练习、成对练习和小组活动的形式,增进学员实际运用英语语言的能力,为学员提供练习英语听、说技能的机会。

■ 本书独具的特色 ■

教材中每一课的对话部分包括一至两个专门话题。第一、二章对 21 世纪国际商务的环境作了概述。对话的焦点集中在公司经理们正在计划进入国际商务领域。第三、四章让学员熟悉在海外开展商务工作的实践。对话部分在买卖双方之间关于商务协议的进程展开。通过实景对话的方式,与话题相关的常用商贸英语在对话过程中逐步介绍。

每一课都有一段简明的背景知识介绍本课对话的主题。这些介绍性的段落可以帮助学员初步理解本课对话的主题思想。

替换练习的训练使学员懂得如何在实际商务英语对话中正确使用专业术语,提高学员商务英语对话的技巧,从而使学员变得更自信,讲话更流利,表达更准确。

常用商务英语短语及缩略语帮助学员掌握英语在商务背景下的应用。

书后列有简明词汇表,学员不必借助字典也可学习本书。

本书的附录提供了有关国际商务的实际应用信息和丰富的网络链接资源。学员可作参考及深入研究之用。

专门设计的练习有助于引导学员展开情景对话,增强学员中英文互译的能力。学员通过本书具体的引导,能运用新学习的语言技巧,得出新观点,组织新思路,扩大词汇量,并能书写、编辑、修改自己的文章。

本教材为教师配有录音 CD 碟片一张,由美国本土人士录制而成。相信通过对本材料的反复听练,通过模仿各种背景下的自然对话,学员不仅能够切实提高听力水平,英语对话能力也必将登堂入室,更加流利。任课教师可向出版社联系索取。

INTRODUCTION

■ What is this book for?

A New Oral English Coursebook for Business is for undergraduates, graduates and business people who need to, or will soon need to, use English in their classroom or workplace. This edition incorporates both Business and English to teach students the step-by-step process of International Business and Commerce. It is intended to give students the opportunity to practice their speaking and listening skills in English by promoting realistic use of the language through individual, pair and small group activities.

■ What are the unique features of this book?

The textbook consists of *dialogues* that cover one or two specific topic for each chapter. Chapter I and Chapter II provide students with an overview of the International Business environment in the 21st century. The *dialogues* are focused on corporate executives making plans to enter the world of International Business. Chapter III and Chapter IV acquaint students with the practical aspect of doing business overseas. The *dialogues* are usually between a buyer and a seller formulating and finalizing their business arrangements. In the course of these *dialogues*, the commonly used business terms pertaining to the topic are introduced in realistic situations.

Each Section opens with a concise *text* that introduces the theme of the Section. These introductory passages are intended to prepare students to gain an initial understanding of the subject of the dialogue.

The *substitution drills* are intended to acquaint students with special terminology and colloquial language to practice and improve communication skills in Business English, so that they can become more confident, more fluent and more precise.

Commonly used *expressions* and *abbreviations* help acquaint students with English used in business contexts.

There is a compact *dictionary* of commonly used words as an appendix at the end of the book which frees the students from the trouble of referring to dictionaries.

Appendices at the end of the book also provide practical information and useful Internet links to a wealth of resources that students can use for reference and further research.

Specially designed *exercises* can help lead students to develop situational dialogues and improve their abilities in translations. Students can use their newly learnt language skills to develop new ideas, organize new thinking, enlarge vocabulary, and write, edit, revise compositions of their own through the specific guidance of the book.

Teaching aid available to accompany the textbook is a CD disk recorded by Native American Speakers. We are confident that the students will improve both their English listening comprehension and communication skills through repeated practice including listening and imitating the CD dialogues.

☐ 鸣谢

对美籍教师 Kenneth Inada Su 致以专门的谢意。他的经济学专业知识背景、商务英语教学以及国际商务工作的实践经历,都为本书的写作提供了许多帮助。对来自所有的同事、学生、朋友以及家庭成员的鼓励与支持,表示由衷的感谢。并希望能继续从老师、学生、从事国际商务工作的人员以及所有使用这本《新商务英语口语教程》的人士那里,听到更多有价值的意见和建议。

☐ Acknowledgements

My special thanks should go to Mr. Kenneth Inada Su, an American teacher, whose educational background in Economics and experiences in the teaching of English As Second Language have provided many perspectives from which the book has benefited a lot. The author is also very grateful to all colleagues, students, friends, and family members who gave her much encouragement and support. I hope to continue to hear more valuable opinions and helpful suggestions from the teachers, students and business people who use this edition of *A New Oral English Coursebook for Business*.

目 录

CONTENTS

前 言 I

INTRODUCTION III

第一章 全球市场 CHAPTER I GLOBAL MARKETPLACE 1

□ 第一节 全球经济 Section I Global Economy 1

背景知识 Background Knowledge 1

商务英语对话 Business Dialogue 2

替换练习 Substitution Drills 3

生词 New Words 4

短语 New Expressions 5

练习 Exercises 6

对话参考译文 Chinese Translation 6

□ 第二节 国际竞争 Section II International Competition 8

背景知识 Background Knowledge 8

商务英语对话 Business Dialogue 8

替换练习 Substitution Drills 10

生词 New Words 11

短语 New Expressions 12

练习 Exercises 14

对话参考译文 Chinese Translation 15

□ 第三节 出口贸易的时机成熟了吗? Section III Is Exporting Right For You? 16

背景知识 Background Knowledge 16

- 商务英语对话 Business Dialogue 17
- 替换练习 Substitution Drills 19
- 生词 New Words 20
- 短语 New Expressions 21
- 练习 Exercises 22
- 对话参考译文 Chinese Translation 22

□ 第四节 制订一项成功的出口贸易计划 Section IV Creating a Successful Export Plan 24

- 背景知识 Background Knowledge 24
- 出口计划大纲图表 Diagram for Export Plan 25
- 商务英语对话 Business Dialogue 28
- 替换练习 Substitution Drills 29
- 生词 New Words 30
- 短语 New Expressions 31
- 练习 Exercises 32
- 对话参考译文 Chinese Translation 33

第二章

国际贸易蓝图 CHAPTER II ROADMAP TO INTERNATIONAL TRADE 35

□ 第一节 电子商务 Section I E-Business 35

- 背景知识 Background Knowledge 35
- 商务英语对话 Business Dialogue 35
- 替换练习 Substitution Drills 38
- 生词 New Words 39
- 短语 New Expressions 40
- 练习 Exercises 42
- 对话参考译文 Chinese Translation 43

□ 第二节 国际市场营销 Section II Marketing Globally 45

- 背景知识 Background Knowledge 45
- 商务英语对话 Business Dialogue 46

替换练习	Substitution Drills	49
生词	New Words	50
短语	New Expressions	51
练习	Exercises	52
对话参考译文	Chinese Translation	53

□ 第三节 进军国际市场 Section III Entering the International Market 55

背景知识	Background Knowledge	55
商务英语对话	Business Dialogue	56
出口报单流程表	Export Entry Chart	58
替换练习	Substitution Drills	59
生词	New Words	60
短语	New Expressions	61
练习	Exercises	63
对话参考译文	Chinese Translation	64

□ 第四节 国际贸易的法律问题 Section IV Legal Aspects of International Trade 66

背景知识	Background Knowledge	66
商务英语对话	Business Dialogue	66
替换练习	Substitution Drills	69
生词	New Words	70
短语	New Expressions	71
练习	Exercises	72
对话参考译文	Chinese Translation	73

第三章 谈判及付款 CHAPTER III NEGOTIATIONS AND PAYMENTS 76

□ 第一节 询盘/价格 Section I Inquiry and Price 76

背景知识	Background Knowledge	76
商务英语对话	Business Dialogue	77
替换练习	Substitution Drills	79
生词	New Words	80

- 短语 New Expressions 81
- 练习 Exercises 82
- 对话参考译文 Chinese Translation 83

□ 第二节 报盘/成交 Section II Offer and Acceptance 85

- 背景知识 Background Knowledge 85
- 商务英语对话 Business Dialogue 85
- 替换练习 Substitution Drills 89
- 生词 New Words 90
- 短语 New Expressions 91
- 练习 Exercises 91
- 对话参考译文 Chinese Translation 92

□ 第三节 付款方式 Section III Terms of Payment 95

- 背景知识 Background Knowledge 95
- 商务英语对话 Business Dialogue 96
- 替换练习 Substitution Drills 98
- 生词 New Words 99
- 短语 New Expressions 99
- 练习 Exercises 103
- 对话参考译文 Chinese Translation 104

第四章

装船及交货 CHAPTER IV SHIPPING AND DELIVERY 107

□ 第一节 包装/标签 Section I Packaging and Labeling 107

- 背景知识 Background Knowledge 107
- 商务英语对话 Business Dialogue 108
- 替换练习 Substitution Drills 110
- 生词 New Words 111
- 短语 New Expressions 112
- 练习 Exercises 113
- 对话参考译文 Chinese Translation 114

□ 第二节 物流/保险 Section II Logistics and Insurance 116

背景知识 Background Knowledge 116

商务英语对话 Business Dialogue 117

替换练习 Substitution Drills 119

生词 New Words 121

短语 New Expressions 121

练习 Exercises 124

对话参考译文 Chinese Translation 125

□ 第三节 海关 Section III Customs 127

背景知识 Background Knowledge 127

商务英语对话 Business Dialogue 128

替换练习 Substitution Drills 130

生词 New Words 131

短语 New Expressions 132

练习 Exercises 134

对话参考译文 Chinese Translation 135

附 录 APPENDIX 138

海关信息 Customs Information 138

多边开发银行信息 Multilateral Development Banks 152

国际采购信息 International Sources of Procurement Information 152

国际金融机构信息 International Financing Sources 156

货运信息 Freight Resources 157

商务词汇表 Business Expressions 161

简明词汇表 Compact Dictionary 166



CHAPTER I GLOBAL MARKETPLACE

第一章 全球市场

Section I Global Economy

第一节 全球经济

背景知识 Background Knowledge

Today, new products and services are being invented, created, produced and sold in the global economy. The globalization of international business is becoming increasingly more important for businesses of all sizes. Technological and scientific advancement has mobilized economic activity through innovation of new ideas. Sophisticated communications have drastically reduced the impact of time and distance involved in international commerce. Tariffs and barriers are coming down to create open market around the world. All of these factors have made international trade more vital than ever before.

□ 中文译文 □

在当今全球经济的发展中,人们不断发明、创造、生产和销售新产品和服务。国际贸易的全球化对各种规模的贸易公司来说,正在变得越来越重要。科学技术的进步通过新观念的革新,激活了经济活动的展开。先进复杂的通信手段,彻底减少了时间与距离给国际商务活动带来的影响。关税与贸易壁垒的削减,使开放的国际市场在全球范围内得以建立。所有这些因素使得国际贸易比以往任何时候都更加重要。

商务英语对话 Business Dialogue

[The Board of Directors of AGTech Corporation is having a conference with reference to International Trade.]

Mr. Smith: CEO, President

Mr. Jones: VP of Corporate Finance

Ms. Stevenson: Director of Research and Development

Mr. Wade: Executive VP of Marketing]

Mr. Smith: I have called forth this meeting to discuss the possibility of promoting our product (digital gadget) in the international marketplace. All agree that cross border trade has greatly accelerated in the pass decades and will continue to advance well into the 21st Century.

Mr. Jones: Indeed, in response to this extraordinary growth in import/export trade, the opportunity for new business in the international arena cannot be overlooked.

Ms. Stevenson: I am delighted to be with all of you this morning. We can look back on a relatively short history of our accomplishments, and in the years ahead. I anticipate that AGTech Corporation will play an increasingly important role in foreign trade.

Mr. Smith: Thank you for the encouraging remark, Ms. Stevenson. I would like to note that the views I express here today are my own. But I am confident that I speak for all my colleagues on this panel in conveying the importance of meeting the challenges of a rapidly changing and highly integrated world economy.

Mr. Wade: The growth in trade over the last 50 years has been remarkable, but equally remarkable has been the shift in the products produced by our economies.

According to a recent study, the products of digital technology, telecommunications, computing services—now constitute the largest industry in the United States.

Mr. Jones: That's a good point. What else but technology can explain the fact that international commerce has continually grown faster than the global economy.

Ms. Stevenson: The exponential growth both in technology – facilitated trade and investment has required our panel to recognize that we really are operating in a different world.

Mr. Smith: Mr. Wade, we all appreciate your foresight in promoting our digital gadget product in the domestic market. Can you give us some advice as to how we can integrate our product into the foreign marketplace?

Mr. Wade: I personally believe that the timing to go global is perfect.

Mr. Jones: How do you figure?

Mr. Wade: There are many factors we need to take into consideration before we can make a definite commitment to go global. We must also consider the benefits and challenges that come with international competition.

Mr. Smith: It is already 10:00 a. m. . We will convene next Friday morning at which time we can continue with our discussion. Thank you for your valuable input this morning.

替换练习 Substitution Drills

(请将以下方框中的词分别替换句中画线部分的词进行口语训练)

Tariffs and barriers are coming down to create open market around the world.

Import tax, blockades
Export tax, quotas
Levies, obstacles

I have called forth this meeting to discuss the possibility of promoting our product (digital gadget) in the international marketplace.

arranged
assembled
organized

The opportunity for new business in the international arena cannot be overlooked.

global marketplace, ignored
foreign country, neglected
world economy, passed over

We really are operating in a different world.

changed environment
altered surrounding
special moment in time

I personally believe that the timing to go global is perfect.

enter foreign trade
join WTO
take part in world trade

We will convene next Friday.
Thank you for your valuable input.

get together, helpful suggestion
meet, important contribution
gather together, useful insight

生词 New Words

- accelerate [æk'seləreɪt] v. 加速 speed up
barrier ['bæriə] n. 界线, 屏障, 障碍物; v. 以屏障隔开 blockade
benefit ['benɪfɪt] n. 利益; v. 获益 advantage
commitment [kə'mɪtmənt] n. 委托, 实行, 承诺, 保证, (律)拘禁令, 奉献, 献身 vow
commerce ['kɒmə(:)s] n. 商业, 贸易 trade
confident ['kɒnfɪdənt] a. 确信的, 自信的 certain
convene [kən'vi:n] v. 集合, 召集, 召唤; v. 聚集, 集合 assemble
convey [kən'veɪ] v. 传达, 运输, 转移, [计算机] 输送 express