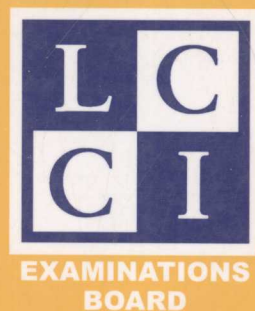


How to Pass
如何通过
English for Business
商务英语



SECOND LEVEL
第二级

The Official LCCI Examinations Board Guide

伦敦工商会考试局考试指南

 上海遠東出版社

How to Pass
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商务英语

[英] Colin Payton 著

Second Level

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图书在版编目(CIP)数据

如何通过商务英语. 第2级/(英)佩顿(Payton, C.)
著. —上海:上海远东出版社, 2002

ISBN 7-80661-620-9

I. 如... II. 佩... III. 商务-英语-自学参考资料 IV. H31

中国版本图书馆 CIP 数据核字(2002)第 109580 号

如何通过商务英语 第二级

著 者/〔英〕Colin Payton

责任编辑/ 张安平

装帧设计/ 张晶灵

版式设计/ 李如琬

责任制作/ 晏恒全

责任校对/ 周国信

出 版/ 上海远东出版社

(200336) 中国上海市仙霞路 357 号

<http://www.ydbook.com>

发 行/ 新华书店上海发行所

上海远东出版社

印 刷/ 昆山市亭林印刷有限责任公司

装 订/ 昆山市亭林印刷有限责任公司

版 次/ 2003 年 1 月第 1 版

印 次/ 2004 年 3 月第 2 次印刷

开 本/ 850×1168 1/16

字 数/ 540 千字

印 张/ 21

印 数/ 5 101—8200

图字: 09—2002—686 号

ISBN 7—80661—620—9

H·42 定价: 50.00 元

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LCCIEB 自 1995 年进入中国后,为中国市场提供所需人才的专业培训及职业资格认证,已提供包括商务英语在内的多种商务技能资格认证。LCCIEB 所有课程由主考官编写、专家审阅,所有习题均按考试局的标准编排,并提供习题的解题要领和答案。

《如何通过商务英语》系列图书所提供的内容是一切商务工作的基础,它将学生置于典型的商务环境中,在学习中辅以有效的督导,使学习者能在各种商务情形下使用国际上通行的正确格式和最恰当、最新颖的文体文本,帮助学习者在商务环境下正确地理解英语并自然地用当代英语交流。可以说,本系列图书既是应试者的课本,又可为各层次工商外贸院校英语师生、在职有关业务人员及广大英语爱好者所用。相信本系列图书的引进有助于国内英语学习者扩大眼界、了解国际通行的商务英语,显著提高运用能力。

顺便说明的是,本系列图书的撰写者为了让学习者自己判断学习质量,在有些练习中,故意有一些英语拼写、语法、用词、标点符号等方面的错误,并在评述中有所指出。相信学习者会正确理解撰写者的意图。



英国伦敦工商会考试局

英国伦敦工商会考试局(LCCIEB)是国际上提供职业资格认证的著名机构,成立至今已有 110 多年的历史,已在全球 90 多个国家和地区建立了考试中心和培训中心,提供职业教育和职业资格认证。

LCCIEB 以提供商务类的职业资格认证为其主要特点。

来自工商界,服务工商界。LCCIEB 一直与世界各地的商务界保持紧密的联系,随时了解人才市场的需求,保证 LCCIEB 职业资格证书能最贴近和满足现代商务界的需求,同时也为持有 LCCIEB 职业资格证书的学员提供更多、更佳的就业机会。严格的教学质量、严谨的认证标准是 LCCIEB 为企业提供最合适人才的保障。

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随着中国加入 WTO,人才需求变化和人才竞争日益加剧,精通国际贸易规则的金融、管理、营销、会计等具有国际竞争力的高级管理人才均供不应求。这种高质量人才的需求是多层次、全方位的,因此高素质人才资源的竞争压力将进一步增大。我们相信,拥有 LCCIEB 证书的人才将会充分展示对日益加剧的人才竞争环境的适应能力,从而在人才市场中脱颖而出。

LCCIEB 自 1995 年进入中国,一直保持着与国家劳动和社会保障厅及国家教委广泛和密切的合作,特别为中国市场提供其所需人才的专业培训及职业资格认证,提供的商务技能资格认证有:商务英语、市场营销、客户服务、会计学、管理会计学、工商管理、销售学、公共关系等 30 多种单科证书及市场营销学、会计学、文秘、商业管理等多种群体证书。

LCCIEB 的任务可以概括成一句话:“保证 LCCIEB 证书的拥有者具备更强的就业竞争力,为企业提供更胜任工作的员工。”在日新月异的工商业社会中,LCCIEB 确保保持最高水准并紧贴时代变化,诚如 LCCIEB 的宗旨:

We help people and businesses grow

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About the author

Colin Payton is the Chief Examiner of English for Business Second Level with the LCCIEB.

Colin originally qualified as a teacher of English and French with distinction in the practice of education. He later graduated with a Bachelor of Arts degree in English and the humanities. In 1981, he completed an MSc degree in psychology, having specialised with a dissertation on language learning and encoding strategies.

For most of his career in education, he worked as a senior teacher teaching a range of subjects including English, French, and Law to Advanced Level and beyond. More recently, Colin's work has been in English as a second and as a foreign language. He also provides advice on the treatment of language-learning difficulties.

Note on English for Business examinations

On 1 January 1999, LCCIEB's English for Business (EFB) examinations were aligned to the new LCCIEB Language Levels framework. In addition to specifying precisely which 'business language' content each examination should contain, the LCCIEB levels comply with the following 2 important official frameworks: the Council of Europe's Language Levels and the British National Standards (NVQ) for languages. In the case of the English for Business Second Level, the corresponding official levels are the Council of Europe's Threshold Level and the British National Standards (NVQ) Level 2.

The Teacher's Guide and Candidate's Book

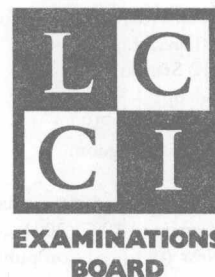
This new *How to Pass English for Business Second Level* Candidate's Book interlinks throughout with the *How to Pass Teacher's Guide* for the subject, the chapters following virtually an identical sequence. The examples and exercises complement each other and yet, except in a very few instances, they are different.

The new Candidate's Book provides an approach that is geared specifically to the needs of candidates, those studying independently or in a class. The Teacher's Guide considers and recommends teaching approaches that will help to formulate a full, structured programme of learning.

Note on product names

This book includes some names that are or are claimed to be owned by certain commercial organisations. For legal purposes, the inclusion of these words does not suggest that they are no longer owned by a specific company or that they have passed into general use, nor is any other understanding implied regarding their legal status. Every effort has been made by the Publisher to seek the permission of the owners to include their product names in this book. The Publisher will rectify any credit omissions or errors in a subsequent edition of this book, should notification of any such error be made at any time.

How to Pass English for Business



SECOND LEVEL
(Third edition)

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BA MSc ACP FRSA

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112 Station Road
Sidcup
Kent DA15 7BJ
United Kingdom

First published in Germany by Logophon Lehrmittel Verlag 1994

Reprinted 1997, 2001

New (third) edition published in Great Britain by the London Chamber of
Commerce and Industry Examinations Board 2001

New (third) edition © LCCI CET 2001

ISBN 1 86247 097 9

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**This is the only book endorsed by the LCCIEB for use by students
of this LCCIEB examination subject at this level. No other book is
endorsed by the LCCIEB for this subject at this level.**

Typeset by LaserScript Limited, Mitcham, Surrey
Printed in the People's Republic of China

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1

Introduction

The Introduction outlines:

- the organisation of the book
- what is in the chapters
- the exercises used
- the contents of the appendices.

It summarises:

- the level of English needed to pass the examination
- the punctuation skills expected
- the impact of e-mail and fax on business English.

It describes the standards expected at each of the grades:

- Pass
- Credit
- Distinction.

Welcome

The Introduction welcomes you to the new *How to Pass English for Business Second Level* Candidate's Book and explains how to use the book.

The organisation of the book

The book is organised into a series of chapters and a set of appendices. There is a chapter on each of the tasks that can be set for the examination: letters, leaflets, reports, articles, lists, memos and notices. There are also chapters on the examination, the language skills that you need to have, and the elements common to many of the tasks.

If you are using the book as part of a course with a teacher, then do the work in the order that the teacher suggests. If you are studying privately, it does not matter what order you follow but it would be sensible to start with 'Common elements'.