

Listening Guide
听力指南

Time for Your Meeting

百答不厌
咨询商务英语

Lin Lougheed 博士著



外语教学与研究出版社



麦克米伦出版社

美国之音广播

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Introduction

Time for Your Meeting is a course in international business English. This Listening Guide is one of many components of Dr Loughheed's Business English Series. The components of the series include:

The Radio Broadcasts

The Listening Guide

Reading and Writing Guide One

Reading and Writing Guide Two

Advanced Listening Activities

The Radio Broadcasts introduce you to the language of contemporary international business English. The topics are timely and the vocabulary is current. **The Listening Guide** provides a transcript of the English conversations heard on the broadcasts. For further listening practice there is an audiotape / CD that accompanies the Listening Guide.

Reading and Writing Guides One and Two give you practice in reading and writing. The activities in the Reading and Writing Guides parallel the type of questions found on the Business English Certificate exam. By studying the Reading and Writing Guides, you will not only widen your knowledge of business English, but you will also increase your familiarity with the types of questions on the BEC. A wider knowledge of English and a deeper familiarity with the BEC questions will help you improve your BEC score.

The Advanced Listening Activities are context-based activities using the same case studies found in the Series. The Advanced Listening Activities parallel the type of listening questions found on the listening part of the BEC.

The main goal of the course is to improve your ability to understand written and spoken business English. By listening to and reading about business case studies, you will become familiar with a wide range of contexts in the business world. These case studies will introduce current business problems and their solutions.

While learning business skills, you will also be reviewing English grammar. Using English in business contexts like letters, e-mails and faxes, will give you a real-life purpose for learning. Learning Business English in context will produce results that amaze you.

Dr Loughheed's Business English Series will be the most enjoyable and topical English courses you have ever taken.

简介

「洽谈英语会话 (TIME FOR YOUR MEETING)」是一套国际商务英语听力教材，是Lougheed博士众多的国际商务英语系列教程之一。该系列教程中的其它教材包括：

- 英语广播
- 听力指南
- 读写指南一
- 读写指南二
- 高级听力活动

「英语广播」为学员介绍当代国际商务英语。课题和词汇紧随时代步伐。「听力指南」为学员提供广播对话录音原文。随教材提供有录音带／光碟，供学员加强听力练习。

「读写指南」一和二为学员提供读写练习。教材中的活动沿用商务英语证书考试中的考题类型。透过学习读写指南，学员将不仅拓宽自己在商务英语方面的知识，更会让自己熟悉商务英语证书考试中的考题类型。更广阔的英语知识，加上对商务英语证书考试考题类型更深入的了解，将有助改善学员的商务英语考试成绩。

「高级听力活动」是以理解上下文为基础，使用教程中相同的个案研究作为听力练习。高级听力活动沿用商务英语证书考试听力部分的考题类型。

教材的主要目标是改善学员在理解书面和口头商务英语的能力。透过收听和阅读有关商务个案研究的内容，学员将熟悉商务世界中的各种语言环境。个案研究还将向学员介绍当前的商务问题及其解决方案。

在学习商务技能的同时，学员还将复习英语语法。以信函、电子邮件、传真等商务沟通方式作为背景，将使在学习商务英语这过程时更具现实意义。在有关语言环境下学习商务英语，必会产生意想不到的效果。

Lougheed博士的商务英语系列教程，是在众教材之中，最具趣味和最能切合社会需要的英语教程。

How to use the Listening Guide

The Listening Guide accompanies the Radio Broadcast. For each lesson of the Radio Broadcast the Listening Guide gives a synopsis of the action (**You will HEAR**) and a list of important vocabulary items with examples of use and Chinese translations (**You will LEARN**). You should read these two sections before each broadcast.

The audioscript for all 52 lessons follows. Answer the questions asked during the broadcast then check your answers in the Answer Key at the back of the book.

Also at the back of the book, the Glossary gives Chinese translations of important words and phrases.

如何使用听力指南

「听力指南」是「英语广播」的配套教材。对于「英语广播」中的每一课，「听力指南」为学员提供活动摘要（**You will HEAR**）及重要词语和中文解释（**You will LEARN**）。在每节广播之前学员应首先阅读这两节。

随后是五十二课的录音原文。学员可解答广播中所提出的问题，并在书后的标准答案一节中检查自己的答案。

书后还附有词汇表，列出重要单词和短句的中文解释。

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Role of a Consultant 1

LESSON 1

You will **HEAR**

Today's meeting takes place in the offices of Tate Associates, a global consulting firm. Mr Max Dodge, a journalist, is interviewing Ms Sue Tate, the President and Founder of Tate Associates.

Ms Tate and Mr Dodge discuss Tate Associates' areas of expertise and its employees' qualities.

You will **LEARN**

- | | |
|---|--|
| <input type="checkbox"/> Global consulting firm
国际性咨询公司 | Tate Associates is a <i>global consulting firm</i> with 90 offices around the world. |
| <input type="checkbox"/> Access to local markets
进入本地市场的途径 | To be a global player, a firm needs to have <i>access to local markets</i> . |
| <input type="checkbox"/> Core of the business
核心事务 | Although we consult in many areas, the <i>core of our business</i> is in accounting services. |
| <input type="checkbox"/> To keep pace
赶上 | Having offices around the globe helps us to <i>keep pace</i> with changes in the global economy. |
| <input type="checkbox"/> Global network
全球网络 | Through our <i>global network</i> of contacts, we can help our clients access the right people. |
| <input type="checkbox"/> Sensitive to local cultures
对本地文化很敏感 | Tate consultants are <i>sensitive to local cultures</i> . |
| <input type="checkbox"/> Sensitive, objective, and competent
敏锐、客观、胜任的 | Employees of Tate Associates must be <i>sensitive, objective, and competent</i> . |

Question 1.1 *What kind of a consulting firm is Tate Associates?*

Dodge: Tate Associates is a *global consulting firm*, right?

Tate: That's right. A few years ago, we had just two offices. Now we're up to 90.

Dodge: Why so many, so fast?

Tate: We had to. To be a global player, we needed *access to local markets*. A local office gives us access to these markets.

Dodge: So local companies come to you...

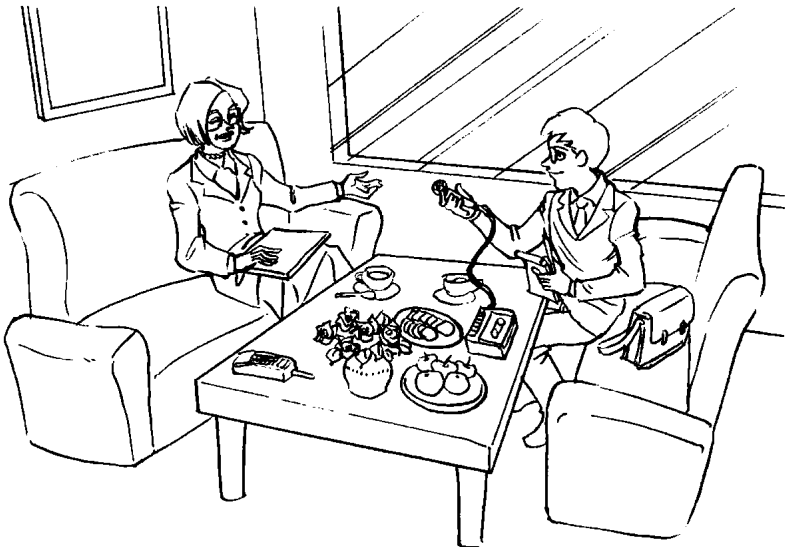
Tate: They come to us and ask: "What do I do now"?

Dodge: In what areas?

Tate: You name it. Accounting, computers, all areas.

Dodge: So you consult in all areas.

Tate: We consult wherever there's a need. And if there isn't a need, we create one.



Question 1.2 *What are two strengths of Tate Associates?*

Dodge: Specifically, though, what are your strengths?

Tate: The *core of our business* is accounting. We provide accounting services for many of our clients.

Dodge: You're more than bookkeepers.

Tate: Of course. We're planners. We help our clients *keep pace* with the global economy.

Dodge: Having offices around the globe helps.

Tate: We can say to our clients, "We have access, we know people... my friend in Tokyo, my friend in Washington, my friend in Beijing."

Dodge: So your network is another of your strengths?

Tate: Yes. Our *global network* is a major strength.

Question 1.3 *How are Tate Associates' employees described?*

Dodge: Global networking isn't easy.

Tate: For us it is easy. All of our employees speak several languages.

Dodge: So they're *sensitive to local cultures*?

Tate: They're sensitive and they're objective.

Dodge: Objectivity is a . . .

Tate: It's a necessity for consultants. You have to be objective or you can't do your job.

Dodge: So sensitivity and objectivity are the major strengths of your employees, correct?

Tate: Correct. But let me add competent. My employees are very, very good at *their jobs*.

Dodge: In sum, then, your employees are *sensitive, objective, and competent*.

Tate: That sums it up nicely.

SMALL TALK Patterns

Showing appreciation 表示欣赏

I want to thank you for
meeting with me today.

It was my pleasure. I was glad to
have the opportunity to brag
about my company.

I was glad to come.

I enjoyed being here.

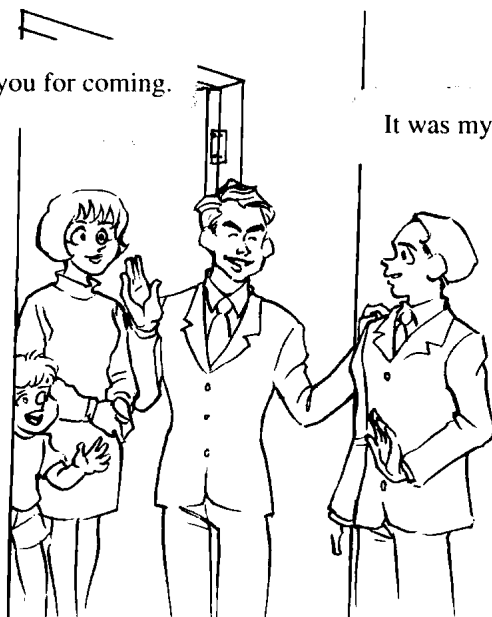
I want to thank you for
listening.

I want to thank you for
waiting.

It was my pleasure.

I want to thank you for coming.

It was my pleasure.



CASE STUDY 1

Information Systems

LESSON 2

You will **HEAR**

In today's meeting, Mr Roy Hyde has come to Tate Associates to talk to Ms Sue Tate. Mr Hyde was laid off when the advertising firm where he worked downsized. Mr Hyde started his own graphics business and is now planning to expand.

You will **LEARN**

- | | |
|--|---|
| <input type="checkbox"/> To be one's own boss
为某人自己的决策者 | Since <i>I'm my own boss</i> , I make all the decisions. |
| <input type="checkbox"/> To be laid off
被解雇 | When there was no more work for Mr Hyde, he was <i>laid off</i> from the firm. |
| <input type="checkbox"/> To downsize
精简人手 | The company <i>downsized</i> when there wasn't enough work to keep the employees busy. |
| <input type="checkbox"/> To work out
努力想出/解决 | In the end, it all <i>worked out</i> for the best. |
| <input type="checkbox"/> Web site
网址 | Many companies have <i>web sites</i> on the Internet. |
| <input type="checkbox"/> Graphic designer
平面造型设计师 | A <i>graphic designer</i> creates logos for companies. |
| <input type="checkbox"/> To expand
扩展 | The designer <i>expanded</i> from designing corporate letterheads to designing pages for web sites. |

CASE STUDY 1: Information Systems

Question 2.1 *Why did Mr Hyde start his own business?*

Tate: How are things in the graphic design business, Mr Hyde?

Hyde: Great. I really like *being my own boss*.

Tate: You started your own business last year, didn't you?

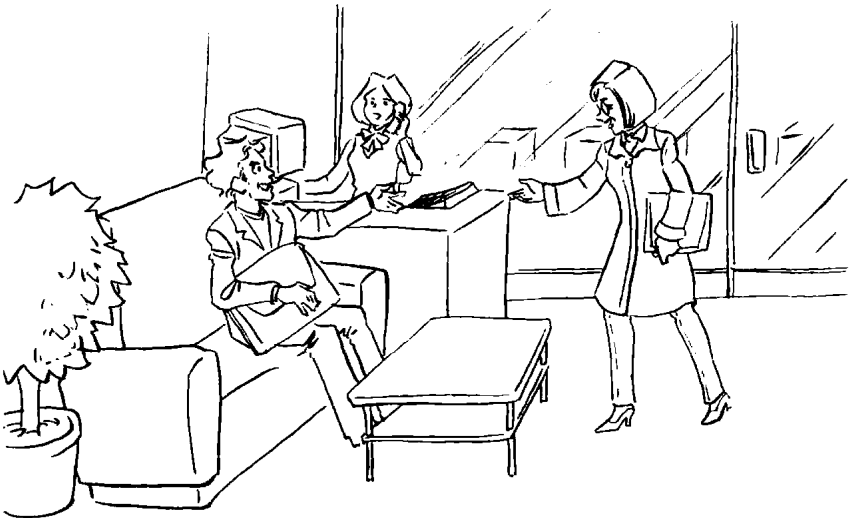
Hyde: Yes. Right after I *was laid off*.

Tate: Weren't you working for an advertising firm?

Hyde: Before they *downsized*.

Tate: In the end, being downsized *worked out*. Your new business is a success.

Hyde: As I said, it's good to be your own boss. No one can lay you off.



Question 2.2 *What is Mr Hyde's business?*

Tate: Your graphic design business has *worked out* for you.

Hyde: It has. Even Tate Associates uses my design services.

Tate: That's right. Didn't you design our logo?

Hyde: I designed your logo and your letterhead.

Tate: You're going to do our *web site*, too, right?

Hyde: If I get into web design.

Tate: If? Web design is a logical next step for a *graphic designer*.

Hyde: Perhaps. But it's a big step.

Question 2.3 *What does Mr Hyde want to design?*

Tate: So you've come to us to ...

Hyde: I've come to you for advice. I need to *expand*. I need to grow.

Tate: You want to expand into designing web sites.

Hyde: I want to design web sites, no, I have to design web sites, but ...

Tate: But, with expansion comes investment.

Hyde: Yes, I need to invest in computers and personnel.

Tate: You'll need powerful computers to do web designs.

Hyde: And skilled designers to use the computers.

CASE STUDY 1: Information Systems

SMALL TALK Patterns

Responding to inquiries about preferences 偏好的回应

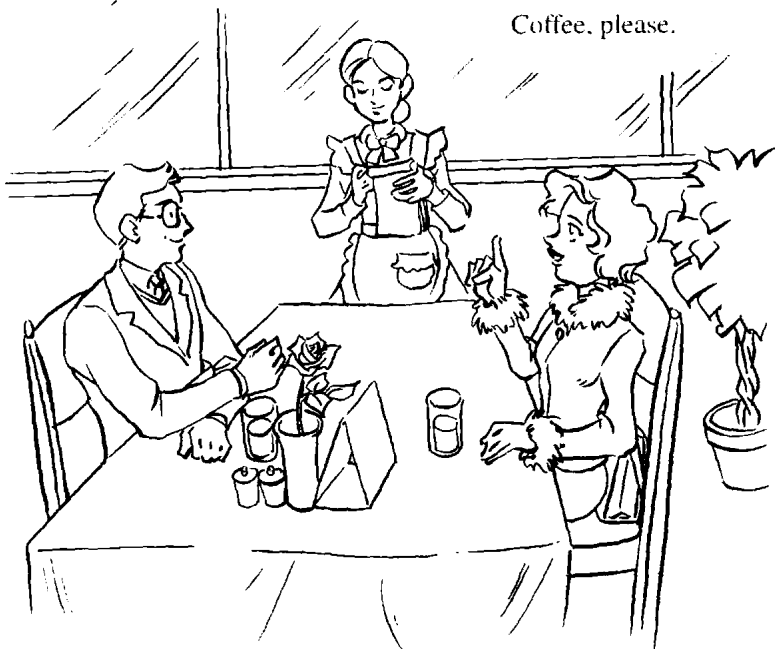
We have soup and salad.
Which would you rather have?



I'd rather have salad.

We have coffee and tea.
Which would you like?

Coffee, please.



CASE STUDY 1

LESSON 3

You will **HEAR**

In today's meeting, Mr Roy Hyde tells Ms Sue Tate that he is worried about investing in technology because it changes so rapidly. When he started his business, he had only a single phone. Now his clients can get in touch with him anytime and anywhere.

You will **LEARN**

- | | |
|--|--|
| <input type="checkbox"/> Multi-line phone
集团电话 | Major corporations have several phone lines and numbers, so they need <i>multi-line phones</i> . |
| <input type="checkbox"/> Beeper
寻呼机 | Sales personnel often carry <i>beepers</i> so their clients can page them. |
| <input type="checkbox"/> Cell phone
移动电话 | People can use <i>cell phones</i> anywhere. |
| <input type="checkbox"/> Voice mail
口声邮递 | Homes and businesses use <i>voice mail</i> to take phone messages. |
| <input type="checkbox"/> Downtime
停工期 | According to this schedule, there is no <i>downtime</i> . |
| <input type="checkbox"/> To reach (someone)
与 (某人) 接触 | Mr Hyde tried to <i>reach</i> Ms Tate, but she wasn't available. |
| <input type="checkbox"/> To get hold of (someone)
找着 (某人) | They got hold of me before I left the hotel. |
| <input type="checkbox"/> Computer savvy
知晓电脑的 | <i>Computer savvy</i> people shop around before they purchase hardware. |

CASE STUDY 1: Information Systems

Question 3.1 *What does Mr Hyde think about technology?*

Tate: Mr Hyde, you're worried about making more of an investment.

Hyde: Especially investing in computers. The technology changes so rapidly.

Tate: And you have to change with it.

Hyde: When I started, I had one simple phone. One single-line phone.

Tate: Life was simpler then.

Hyde: That was only last year! Now I have a *multi-line phone*, a *beeper*, and a *cell phone*.

Tate: No e-mail?

Hyde: Of course, e-mail. And *voice mail* and fax.

Tate: You should be used to changing technology.

Hyde: I can't keep up with the changes. They happen too fast.

