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现代商务英语 综合教程 (第1册)

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前言

自 20 世纪 90 年代以来,经济全球化逐渐渗透到社会生活的方方面面,而随着中国加入 WTO 后与国际接轨程度的进一步加深,对于具有良好的英语语言技能同时精通商务知识的复合型人才的需要日益凸显。当今,商务英语的范畴已延伸到与商务有关的所有领域,包括营销、管理、贸易、金融、法律、电子商务和跨文化交际等,构成了具有自己特色的完整的商务英语体系。

从培养目标上看,商务英语课程的教学目的不仅仅是了解有关领域的基本知识,更重要的是能够灵活运用英语进行有效的商务沟通,处理国际商务中的实际问题。这种变化和概念的更新给商务英语教学在内容和质量上都提出了更高的要求,这是传统的大学英语教学所不能达到的。教育部《关于外语专业面向 21 世纪本科教育改革的若干意见》中也明确指出:“从根本上来讲,外语是一种技能,一种载体;只有当外语与某一被载体相结合,才能形成专业。过去常见的是外语与文学、外语与语言学的结合。应该看到,即使在社会主义市场经济的条件下,我国高校仍肩负着为国家培养外国语言文学学科领域的研究人员的任务。同时,我们也应当清醒地面对这样一个现实,即我国每年仅需要少量外语与文学、外语与语言学相结合的专业人才以从事外国文学和语言学的教学和研究工作,而大量需要的则是外语与其他有关学科——如外交、经贸、法律、新闻等——结合的复合型人才,培养这种复合型的外语专业人才是社会主义市场经济对外语专业教育提出的要求,也是新时代的需求。”适应这一要求,我们设计了这套系列教材。

一、编写宗旨

《现代商务英语综合教程》的编写宗旨是:在遵循现代外语教学理念的基础上,强调外语在商务领域中的应用,注重为学生创造商务环境,全面培养学生的英语综合应用能力,使他们在今后的工作中能用英语有效地进行口头和书面商务沟通。

二、编写原则和教材特色

与以往相互独立而处于割裂状态的商务英语听说、商务英语阅读、商务英语翻译、商务英语写作的教材设计理念不同,本系列教材将听、说、读、写、译技能的培养融入每一个章节的商务活动中,围绕同一个商务主题,通过形式多样的活动,全面培养学生的语言综合运用能力。在借鉴国外原版教材设计理念的基础上,结合中国学生的实际需要,集知识性与趣味性于一体。教材体例安排新颖,语言真实地道,风格清新活泼,练习灵活多样,摒弃沉闷枯燥的说教,将真实的商务世界带进课堂,有助于学生轻松地体验商务英语学习的快乐。

三、主要内容

《现代商务英语综合教程》系列教材共分为六册，每册的各个章节之间具有一定的内在关联性。每章内容如下：

1. **Background Case:** 每章以一个言简意赅的案例形式导入，案例与本章的内容直接相关，且贴近社会经济生活、商务活动实际。围绕每一个案例，提出兼顾趣味性、知识性和思考性的讨论问题，以此引起学生进一步学习的兴趣。

2. **Listening:** 每章的听力部分由两个不同类型的听力任务组成，包括新闻、对话、访谈、电话录音、短文、电影剪辑等多种形式，听力练习的设计灵活多样。

3. **Reading:** 围绕本章的主题选取原汁原味、可读性强、丰富多彩的商务篇章，深入浅出地介绍一些当代的商务理念、商务惯例、商务文化及背景，将学生引入真实的商务世界。练习形式多样，包括着眼于篇章结构的框架分析、针对相关商务词汇的训练、侧重商务知识及内容的理解和应用等，使学生在掌握语言技能的同时，了解现代国际商务的现状，同时提高学生的语言水平和商务交际能力。

4. **Translation:** 对于母语非英语的学生而言，翻译总是第二语言习得过程中必不可少的环节和技能。通过英汉、汉英的翻译练习，学生将逐渐地建立起两种语言之间的关联，从而实现两种语言间的融会贯通。围绕本章的商务主题设计的翻译练习，不仅有助于学生培养和提高翻译技能，而且有助于学生巩固和掌握有关的商务知识，为说和写两方面的应用奠定基础。

5. **Speaking:** 模拟商务情景，通过开放式对话、命题场景对话、辩论、课堂讨论、个人演讲或展示、案例分析、角色扮演等多种形式展开由个人或团队完成的口头语言输出，提高学生分析、解决问题和商务沟通的能力。

6. **Writing:** 本系列教材中的写作练习侧重与商务活动有关的应用性写作，每章的写作任务根据该章的商务主题设定。学生将有机会练习特定情境下的各种商务文件写作，诸如电话记录、商务信函、传真、电子邮件、备忘录、通知、通告、日程安排、广告文案、会议记录、公司简介、简历、商务单证、意向书、商务报告、调查问卷、产品说明书、合同或协议等，为将来进入真实的商务世界做好充分的准备。

7. **Additional Reading:** 为丰富学习内容、扩展相关商务知识，每章最后还附有一篇围绕本章主题的补充阅读文章，供学生课外阅读使用。

四、使用对象与使用方法

《现代商务英语综合教程》系列教材内容由浅入深，由普通商务常识逐渐过渡到专业性较强的商务知识，语言水平也由易到难，适用对象为大学一至三年级的学生。本书为《现代商务英语综合教程》第一册，共十二章，按照每周4~6学时设计。使用时各校可根据教学目标和条件结合学生的需要，灵活选择每一章的教学内容。为方便使用，《现代商务英语综合教程》系列教材还配有教参和PPT课件。

为保证教材质量，《现代商务英语综合教程》系列教材由美籍专家 Jane Martens 女士进行审校。

Activity 2

Choose the answer you think is best for each question and explain your choice.

- (1) What is the key to business success?

A. Business knowledge.	B. Market awareness.
C. Hands-on management.	D. Sufficient capital.
E. Hard work.	
- (2) If a relative ever asks me for advice about starting a business, I will tell them to _____.

A. work for someone else in the field first	B. write a business plan
C. study marketing	D. give up the idea
E. learn about budgeting	
- (3) Rank the following in order of importance for small-business marketing success.

A. Word-of-mouth.	B. Advertising.
C. Signs.	D. Location.
E. Community events.	
- (4) In hiring people, _____.
 - A. I take far too long
 - B. I look for the cheapest person
 - C. personality is more important than experience
 - D. I look for the best person, and am willing to pay
 - E. I only hire at the trainee level
- (5) Competition is _____.

A. dumb	B. smart
C. cunning	D. everywhere
E. a constant threat	
- (6) The best competitive advantage is _____.

A. experience	B. understanding what the market wants
C. confidence	D. conducting a business ethically
E. a detailed plan	
- (7) My dream is _____.
 - A. to grow the business until someone else can run it
 - B. to work until I drop
 - C. to give up these headaches and have more fun at work
 - D. to try another business
 - E. to take a vacation

- (8) I think business plans are _____.
- A. for the birds
B. nice but not necessary
C. something I can do with my accountant
D. useful and informative
E. essential. Business wouldn't do business without them
- (9) What does a business need most?
- A. Money.
B. Market research.
C. Help.
D. Time.
E. A solid business plan.
- (10) What is essential to marketing?
- A. "A sixth sense".
B. Market research.
C. Customer awareness.
C. Experience.
E. Testing.



Writing

1. Write a letter appropriate for the following situation.

You have just received a letter from your parents inquiring whether you'd like to start your small business after your graduation. Write a reply. In your letter, you must explain your business intention, which might include your business idea, your analysis about market and product, finance source, etc.

2. Write an essay within 250 words, stating an important figure in business field.



Additional Reading

Stay Hungry. Stay Foolish.

[1] I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

[2] The first story is about connecting the dots...

[3] My second story is about love and loss.

[4] I was lucky—I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees. We had just released our finest creation—the Macintosh—a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

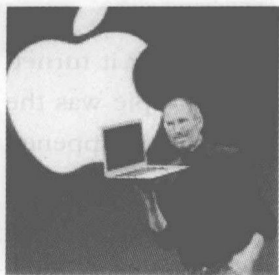
[5] I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down—that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me—I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And

so I decided to start over.

[6] I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

[7] During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, *Toy Story*, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

[8] I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful-tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking.



Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets

better and better as the years roll on. So keep looking until you find it. Don't settle.

[9] My third story is about death...

[10] About a year ago I was diagnosed with cancer...

[11] Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept.

[12] Your time is limited, so don't waste it living someone else's life. Don't

be trapped by dogma—which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary...

[13] Stay Hungry. Stay Foolish. And

I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

[14] Stay Hungry. Stay Foolish.

[15] Thank you all very much.

Source: Excerpts from Steve Jobs' 2005 commencement address at Stanford University

CHAPTER

2

Business Recruitment



Keynotes

Business recruitment refers to the process of sourcing, screening, and selecting people for a job at an organization or firm.

Background Case

Southwest Airlines Recruitment

A group of pilots who want to be hired by Southwest Airlines are asked to change from their suits and ties to Bermuda shorts. Some refuse; a few comply. Only those who comply are considered for the next stage of hiring.

Southwest “hires attitudes”, says former CEO Herb Kelleher. It believes that “intangibles are more important than tangibles, because the culture of Southwest is probably its major competitive advantage. That culture is partly built on delivering a fun experience for passengers.” Kelleher says, “Our esprit de corps is the core of our success. That’s the most difficult for a competitor to imitate.”

To ensure that a prospective employee fits the company’s culture, Southwest uses a personality test that ranks candidates on seven traits: cheerfulness, optimism, decision-making ability, team spirit, communication, self-confidence, and self-starter skills.

Southwest Airlines is among the leaders in the worldwide trend of matching recruitment procedures to the company strategy. Leading companies around the world are realizing that they don’t want to be “the employer of choice” for everybody. Instead, their goal is to be the employer of choice only for those particular people who fit their culture and strategy. “An Employer of Choice realizes that just because her firm is a great place to work, that doesn’t mean it’s

great for everybody, or even most people,” says *Workforce* magazine. The selection process at such companies is rigorous, but they are as interested in whether or not a person “fits” the environment as they are in the applicant’s capabilities. These companies are at the forefront of the practice of “talent management”.

Source: <http://www.ceconline.com/hr/ma/8800037507/01/>

Questions for Discussion

1. Why does Southwest Airlines value these seven traits in the candidates’ personality test?
2. What other traits do you think need to be included in the personality test?
3. How do you understand the statement “leading companies don’t want to be ‘the employer of choice’ for everybody”?



Listening

Activity 1

1. Warm up by reading the following words and phrases before listening to the passage.

critical /'kritikəl/ *adj.* indispensable; essential 必不可少的, 必需的

permanent /'pə:mənənt/ *adj.* lasting or remaining without essential change 永久性的, 耐久的, 固定不变的

attribute /ə'tribju(:)t/ *n.* a quality or characteristic inherent in or ascribed to someone or something 属性, 特质

grapevine /'greipvain/ *n.* gossip, or rumor 谣传, 流言

fall foul of 同……冲突, 同……发生纠葛

discriminatory /di'skriminətəri/ *adj.* showing prejudice 歧视的


steep /sti:p/ *adj.* excessively high (要求或价格) 过分的, 过高的

disability /di'sə'biliti/ *n.* the condition of being disabled 残疾

headhunter /'hedhʌntə(r)/ *n.* a recruiter of personnel (especially for corporations) 猎头

negotiate /ni'gəʊʃieit/ *v.* to arrange or settle by discussion and mutual agreement 谈判, 磋商

2. Listen to the passage. Then fill in the following table with the missing words you hear.

<p>Recruitment details</p> 	<p>When you advertise, include the position that's on <u>(1)</u>, and whether the role is <u>(2)</u> and full-time. What responsibilities will you expect the recruit to do and what level of <u>(3)</u> must be met? As part of the business recruitment process, <u>(4)</u> the benefits of joining your company. It's a good idea to include the personal attributes you are <u>(5)</u> as this can help you narrow your recruitment choice.</p>
<p>Recruitment methods</p>	<p>The cheapest way is through the <u>(6)</u>. Turn to your local job <u>(7)</u> for recruitment advice. Press ads are an <u>(8)</u> choice. If the recruitment is for a very <u>(9)</u> role, consider <u>(10)</u> a headhunter.</p>

3. Listen again and choose the best answer from the choices given.

- (1) Which of the following is not mentioned as the details required in job ads?
 - A. Family background.
 - B. Responsibility.
 - C. Personal attributes.
 - D. Experience.
- (2) By including personal attributes in job ads, you can _____.
 - A. broaden your horizon
 - B. narrow your choice
 - C. have more opportunities
 - D. make it reader-friendly
- (3) "Grapevine" means _____.
 - A. spreading rumors
 - B. word of mouth
 - C. advertising in newspapers
 - D. letting acquaintances know you are recruiting and they will spread the news
- (4) What help can't you get from a job centre?
 - A. Interview space.
 - B. Recruitment advice.
 - C. Free service.
 - D. Details of applicants' personal life.
- (5) Press ads should avoid _____.
 - A. position description
 - B. benefits outline
 - C. company introduction
 - D. sex preference

4. Questions and Answers

- (1) How do you recruit through the cheapest method, the grapevine?
- (2) What do you need to be careful with in press ads?
- (3) What is suggested when considering hiring a headhunter?

Activity 2

1. Warm up by reading the following words before listening to the dialogue.

resume /'rezju:mei/ n. a list of education and work experience 履历

bunch /bʌntʃ/ n. a considerable number or amount; a lot 许多

operation /'ɒpə'reiʃən/ n. a process or series of acts involved in a particular form of work
经营, 业务

global /'gləʊbəl/ adj. involving the entire earth; worldwide 全球的

demonstrate /'demənstreit/ v. to show to be true by reasoning or adducing evidence;
prove 证实, 证明

distinguish /dis'tiŋgwɪʃ/ v. to make noticeable or different; set apart 使显出特色

contribution /kən'tri'bju:ʃən/ n. the act of giving or supplying 贡献

2. Do the exercises to review the vocabulary.

- (1) At the end of the application letter, it reads "Enclosed please find a(n) _____, a photo and an autobiography."
A. instruction
B. introduction
C. feature
D. resume
- (2) Education should be made _____ and educational standards should be raised.
A. global
B. universal
C. exclusive
D. critical
- (3) For safety's sake, they did not _____ the nature of the talk after their return.
A. reveal
B. demonstrate
C. expose
D. illustrate
- (4) With years of experience, he _____ himself in Human Resource management.
A. sacrificed
B. expedited
C. advanced
D. distinguished

(5) The two parties have _____ over the price question for several weeks.

- A. negotiated
B. yielded
C. commissioned
D. consulted

3. Listen to the dialogue. Then write the words you hear in the correct blank.

Interviewer: Hello, Mr. Jones. Thanks for coming. Please have a seat. Your resume says your (1) is computer technology. Why are you interested in the sales position we are recruiting for?

Applicant: I have a (2) knowledge background in computer technology. I also took a (3) of marketing courses at school. What's more, I started right away from graduation as a salesman and worked my way up to the head of the marketing department, so I believe with my tech background as well as my experience in marketing, I'm right for the technology sales position.

Interviewer: Why are you applying to our company?

Applicant: Because your (4) are global, so I feel I can gain the most from working in this kind of environment. I hope to demonstrate my ability and (5) in my field adequately.

Interviewer: What do you think will distinguish you from the other candidates?

Applicant: With my qualifications and experience, your organization could benefit from my (6) and interpersonal skills. What's more, I am hardworking, responsible and diligent in any project I undertake. I hold the belief that I will make a positive (7) to your company.

Interviewer: How's your English?

Applicant: I think my English is good enough to (8) with English-speaking people.

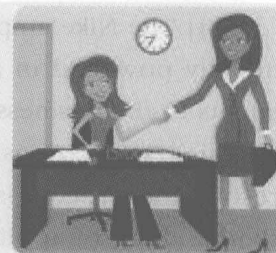
Interviewer: How long would you like to stay with our company?

Applicant: I will stay as long as I can continue to learn and to grow in my field.

Interviewer: What's your salary (9) ?

Applicant: I am willing to negotiate, but I expect at least 3,000 Yuan a month.

Interviewer: I'll make note of that. Now we know something about you. You know, we have to interview several applicants before we make our final decision. Thank you for your concern about our recruitment, we shall (10) you as soon as we have made our decision.





Reading

Nike's E-recruitment Strategy

[1] The growth of the Internet has provided a new means of employment advertising for businesses. Developments in technology, like the increased use of broadband Internet in workplaces, means that the Internet will have an even greater impact on traditional employee recruitment techniques.

[2] The increasing presence of broadband Internet connections in homes and offices means that on-line job seekers will look for longer and have more engaging interactions with employers on-line. The reductions in the price of broadband mean that the number of broadband users will continue to rise. The faster connection speeds of broadband will allow employers to communicate more effectively with candidates. Corporations now include an employment section on their website, including features such as employee video profiles, virtual office tours, on-line presentations, and interactive tests.

[3] Nike is one of the best illustrations of the implementation of an e-recruitment strategy.

[4] The Nike employer brand is enormously powerful in attracting potential talents to the business, and the process of handling applications and supporting the resourcing process is vital. Yet, recently the handling of applications became too

demanding and high numbers of resumes circulating in the business became impossible to track.

[5] A review of the recruiting processes confirmed that Nike had to standardize its human resources and it worked with human resource experts to implement an e-recruitment solution, ActiveRecruiter.

[6] This solution created a number of avenues for people to apply for jobs, including the traditional means of advertising in newspapers.

External applicants are able to apply for specific jobs via the Nike website.

Nike employees can also directly apply on the internal website. The applicants applying to Nike via its website can attach their resume after filling in a profile. This digital posting enables line managers to easily view the details of qualified short-listed candidates. The system makes the first match between the job requirements and the competencies and experience of the candidate. The program also retains a pool of applicants on file, which ensures Nike has a readily available supply of resumes for open positions. Each of these applicants is automatically asked to update his or her details every six months to remain active on the system. With the



implementation of ActiveRecruiter Nike has seen a 54% saving in recruitment costs. The average time to fill vacancies has also decreased from 62 days to 42 days.

[7] In the future, Nike hopes to get more out of ActiveRecruiter. It hopes that the program will become the “one-stop-shop” for all of their recruiting needs. Once this is achieved, increased time can be put into improving the capability of line management in interviewing techniques, and the resourcing group can be freed up to play a more researching, consulting and advisory role.

[8] Although the Internet can open up the recruitment process to a greater number of candidates, it can also mean businesses are swamped with unsuitable applicants. An automatic culling feature on software packages can help to separate out those that fulfill the main criteria and

those that do not. Another way around the problem is to have some form of preselection before the candidate actually applies.

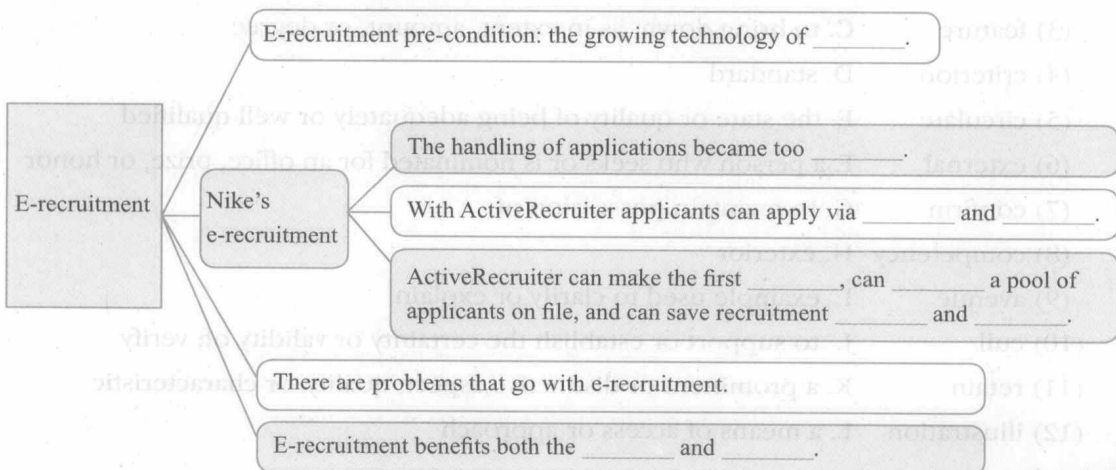
[9] Despite the problems that might come with e-recruitment, e-recruitment gives employers real costs savings by reducing the outlay on advertisements in the printed media, which also brings about ease and efficiency in the recruitment process. It also benefits candidates because it means that they no longer need to print out and post cumbersome application forms, which is an improved experience.

Source: Adapted from “Business—Effects on Traditional Business—E-Recruitment—Case Study: Nike”, by Jacqueline Ball,

http://wiki.media-culture.org.au/index.php/Business_Effects_on_Traditional_Business_E-Recruitment_Case_Study:_Nike

Structure

1. Read the article and complete the chart.



2. Read paragraphs [2], [4] and [6], and answer the following questions.

(1) What changes does the broadband progress bring about with regard to recruitment?

(2) What problems accompany Nike's fast growth?

(3) What can Nike's ActiveRecruiter system do for the company?

Vocabulary

1. Word-Meaning Matching Drill

- | | |
|-------------------|--|
| (1) reduce | A. to pick out from others; select |
| (2) candidate | B. to move in or flow through a circle or circuit |
| (3) feature | C. to bring down, as in extent, amount, or degree |
| (4) criterion | D. standard |
| (5) circulate | E. the state or quality of being adequately or well qualified |
| (6) external | F. a person who seeks or is nominated for an office, prize, or honor |
| (7) confirm | G. to maintain possession of |
| (8) competency | H. exterior |
| (9) avenue | I. example used to clarify or explain |
| (10) cull | J. to support or establish the certainty or validity of; verify |
| (11) retain | K. a prominent or distinctive aspect, quality, or characteristic |
| (12) illustration | L. a means of access or approach |