

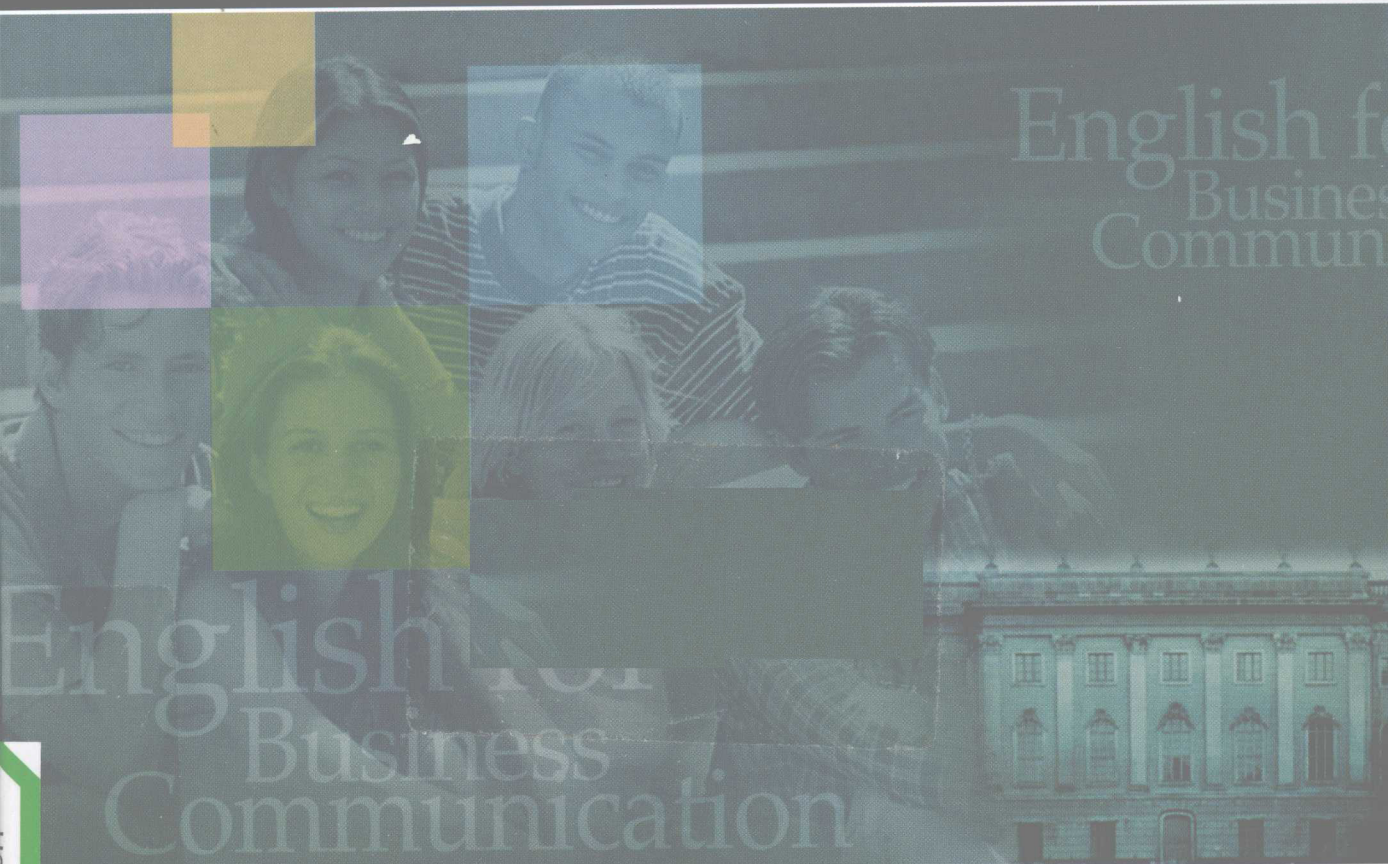


新基点 全国高等院校商务英语专业本科系列规划教材·语言技能子系列

NEW BENCHMARK

全方位商务英语口语

(第二版)



王 艳 编著

English for Business Communication
(2nd Edition)



对外经济贸易大学出版社

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出版说明

新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、东北财经大学、上海财经大学等学校的骨干教授编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设, 适应教学改革和创新的需要, 对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求, 是面向二十一世纪的一套全新的立体化商务英语教材, 主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功, 掌握国际商务基础理论和知识, 具备较高的人文素养, 善于跨文化交流与沟通, 能适应经济全球化, 具备国际竞争力的复合型英语人才。共由语言技能、商务知识、人文素养三个子系列组成。

语言技能子系列包括商务英语综合教程 1-4 册、商务英语听说 1-4 册、商务英语写作 1-4 册、商务英语翻译 1-2 册、全方位商务英语口译 (第二版)。

商务知识子系列介绍商务基础理论和商务实践的具体知识, 主要包括经济学原理、管理学原理、商法导论、跨文化交际导论、国际贸易实务、营销学等主干教材。

人文素养子系列主要包括语言学导论、英美国家概况、欧洲文化、英美文学选读、英美散文、大学英汉翻译、大学汉英翻译等核心教材。

上述的每套子系列教材都自成体系, 合在一起又形成了有机的整体。本套教材不是封闭的, 而是随着教学模式、课程设置和课时的变化, 不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源, 与时俱进、推陈出新, 推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者们不仅具有丰富的语言教学经验, 而且获得工商管理、经济学等商科专业的硕士、博士学位, 具备商务活动的实践经验。他们集教学经验和专业背景于一身, 这正是本套商务英语系列教材编撰质量的有力保证。

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前言

随着经济全球化进程的加快,社会急需一大批高层次复合型的国际商务英语人才。较高的商务英语交际能力,熟练的商务英语沟通技巧,已成为新经济时代商务人员必备的专业技能之一。该教材力图使学习者通过全方位、综合性的商务英语交际训练,培养在各种商务环境下熟练运用英语知识与技能的能力,学习涉外商务活动中的交际方法,从整体上提高商务英语交际能力。

该教材具有鲜明的时代感,体现“实用性、全面性、话题式、趣味性”等特点,根据各种商务活动的具体情境、商务交际的不同内容或商务活动的不同环节,为学习者提供了语言规范、内容新颖、通俗易懂、层次分明、集科学性、教育性和趣味性于一体的互动式商务交际场景。全书共分18个单元,每个单元由4个主要部分组成: **Warm-up**, **Read and Talk**, **Act It Out** 和 **Self-evaluation** 等。每个部分都设有针对性的交际活动,活动由浅入深,循序渐进,以小组或项目活动为核心,充分发挥学生的创造性和自主性。

笔者认为口语教学应充分体现“一个中心和四个要点”,即以学生自主参与为核心,以广泛的信息输入为出发点,以多样的情景操练为根本点,以深入的话题拓展为重点,以发展创造性思维为延伸点。该教材无论从材料的选择、内容的编排,还是活动的设计等方面都尽可能体现口语课堂教学的规律和特点。其主要特点体现在:

1. **以商务交际情景为核心**: 活动的设计强调交际功能的重要性,突出口头操练和深入的思维相结合,力图培养学生使用规范的语言,得体地从事商务交际活动的能力。
2. **选材广泛、内容新颖**: 每个单元精选最新的商务文章,力图体现时代性、广泛性和知识性,要求学生在阅读的基础上熟悉最新的商务知识,掌握相关的词汇和表达法,了解商务交际特定的社会文化环境,提高学生的语言欣赏能力和语言运用能力。
3. **实用性强**: 话题紧扣商务活动的某一方面,使学生在了解相关商务知识的同时,操练商务交际技能。根据外贸业务的基本环节和商务活动的情境,设计了询价、报盘与还盘、价格、包装、保险、支付、装运、签订合同以及不同商务场合的接待、商务洽谈或不同商务情境的演说等交际场景。
4. **活动形式丰富多样**: 活动以学生为中心,话题力求丰富、新颖,便于引发畅谈和交流。活动注重提高学生从不同的角度阐述见解的交际能力,如商务场景对话、角色

扮演、案例分析、会议发言、演讲、访谈以及辩论等。

5. 集科学性、教育性和趣味性于一体：内容的编排力图调动学生个人感性经验的介入，既激发学生说英语的兴趣，又训练他们自如地应对不同交际场合的能力，充分发挥他们的想象力和创造性思维，培养他们在口语表达中做到言之有物，言之有序和言之有理，在真实的交际情境中提高语言运用能力、丰富社会知识、提高思想素养。

本书适宜商务英语专业、经济管理等专业以及英语专业二、三年级学生或非英语专业中等程度以上的学生使用，也可供商务英语自学者、涉外商贸工作人员参考使用。在使用本书时，笔者建议教师在教学中要注意引导学生触类旁通，加强引导和总结辨析，根据学生的特点和实际交际情景的需要，有的放矢地选择和提炼教学内容。

本书在编写过程中参考了一些国内外近年来出版的有关资料，特向这些作者致以衷心的感谢！在此特别说明的是：本书主要用于教学。

由于时间仓促，编者水平有限，书中疏漏谬误之处在所难免，恳请各位专家、同行和广大读者批评指正。

北京外国语大学

王艳

2009年1月

CONTENTS

Unit 1	Improving Oral Communication Skills	1
Unit 2	Working Effectively in Teams	19
Unit 3	China's Power Brands	35
Unit 4	Interviewing for Employment	49
Unit 5	Personal Success in Business	67
Unit 6	Delivering Dynamic Presentations	83
Unit 7	Bright Outlook	103
Unit 8	Handling Business Ethics	119
Unit 9	Olympic-Sized Profits	135
Unit 10	Making Speeches of Persuasion	151
Unit 11	Changing Power of the E-Revolution	167
Unit 12	Leadership and Motivation	181
Unit 13	Globalization or McDonaldization?	199
Unit 14	Speaking on Special Occasions	213
Unit 15	How Are We Influenced?	227
Unit 16	Intercultural Business Communication	243
Unit 17	Building Relations with All Publics	263
Unit 18	Who Wants to Be a Millionaire?	279

Unit 1

Improving Oral Communication Skills

Oral communication is an important business communication skill. It includes listening, conducting interviews and meetings, and giving speeches and presentations. Good communication skills are highly important in assessing an individual's chance of success.

Part I Warm-up

Situational Practice

Hosting Business Guests

► Sample Dialogue 1

(At the airport)

A: Excuse me. Are you Mr. Johnson from England?

B: Yes, I am.

A: My name is Zhang Lan. I'm from China Chemicals Imp & Exp Corporation. This is Wang Ning, from Ever Bright Trading Company. We've come to meet you.

B: How are you, Mr. Zhang? I'm very pleased to meet both of you. Thanks for coming to meet me.

A: Welcome to Beijing.

B: Well, I'm sorry I'm so late. You see, there was a certain delay in Manchester and we were late for 30 minutes. I hope you haven't been waiting long.

A: No, no, it's all right. I was able to catch up on some of my notes.

B: Oh, good.

A: It's a great pleasure to meet you, Mr. Johnson.

B: Yeah, I've been looking forward to meeting you too, Mr. Zhang.

A: How was your flight?

B: Great service and nice food! Thanks. Where are we heading now?

A: Oh, good. Let's go to your hotel to check in first if that's all right. If you don't mind, we'd like to accommodate you at the Holiday Inn. This way, please.

B: Terrific!

A: Can I take one of your bags?

B: Oh, thanks, here you are.

(On the way)

A: You'll be here for three days, right?

B: That's right. I'll attend the Trade Fair tomorrow and then go to Guangzhou.

A: Is there any place you'd like to visit in particular? I can help you arrange that.

B: Well, the schedule is a bit tight but I'd like to make a field tour to a car manufacturing factory, if possible.

A: No problem. I'll have it set up for you and let you know this evening.

B: That will be terrific. Thank you.

A: My pleasure.

(At the hotel)

A: This is your room. How do you find it?

B: Oh, what a nice room! Thank you for everything you've done for me.

A: It's a pleasure to be of help. If you should have any inconveniences, don't hesitate to let me know and I'll be glad to help you out. And I hope you will enjoy your stay in Beijing.

B: I'm sure I will. By the way, can I get a city map in the hotel?

A: Yes, you can get one at the service counter downstairs.

B: I see.

A: Mr. Johnson, if there's nothing else, I think I will be leaving now.

B: I think that's all. You've thought of everything.

A: Good-bye, then. Have a good rest. I'll be seeing you tomorrow morning.

B: Right. See you tomorrow. I'll be ready for business.

► Sample Dialogue 2

A: Good morning, My name is Rick Wadeson. I'm from England. Here is my card.

B: Thank you. I'm pleased to meet you, Mr. Wadeson. My name is Liu Feng, the representative of China National Arts & Crafts Import and Export Corporation.

A: Pleased to meet you, too, Mr. Liu. I travel a lot every year on business, but this is my first visit to China. I must say I have been much impressed by your friendly people.

B: Thank you for what you said. Have you seen the exhibition halls? On display are most of our products, such as cushions, table cloths and luncheon sets.

A: Oh, yes. I had a look yesterday. I found some of the exhibits fine in quality and beautiful in design. The exhibition has successfully displayed to me what your corporation handles. I've gone over the catalogue enclosed in your last letter. I've got some idea of your exports. I think I'm interested in importing your cushions.

B: Our cushions are known for their good quality. They are one of our major exports. The cushions are brightly colored and beautifully designed. They've met with great favor overseas and are always in great demand.

- A: I like the traditional Chinese design. Now I've a feeling that we can come to a lot of deals in this line. We wish to establish long-term relations with you.
- B: That's great!
- A: As to our financial position, credit standing and trade reputation, you may refer to our bank, or to our local chamber of commerce.
- B: Thank you for your information. As you know, our corporation is state-owned, and we always stick to the principle of equality and mutual benefit in our trade with foreign countries. Establishing business relations between us will be to our mutual benefit. I have no doubt that the mutually beneficial relations will bring about closer ties between us.
- A: That sounds interesting. I'll send an email home. As soon as I receive a definite answer, I'll place an order.
- B: We'll then make an offer as soon as possible. I hope a lot of business will be put through between us.
- A: So do I.

Practice

► *Build up a dialogue with your partner based on the following situation.*

You are Assistant Manager of Hope Computer Corp. Ltd. You are asked to go to the airport to meet an important customer of your company, Mr. Darren Miller from Silicon Valley, California. You have never met this Miller before, and now you're at the airport waiting for him with a signboard. You identify yourself, greet him and start an informal talk about his flight and the weather in Beijing, give a brief introduction to Beijing, and draft an itinerary for him.

Language focus

► *Useful patterns and expressions*

- ✓ Mr. Smith, I'd like to introduce you to...
- ✓ Mr. Smith, I'd like you to meet...
- ✓ Mr. Smith, please allow me to introduce my colleague... and...
- ✓ I don't think we've met each other before. My name is...
- ✓ I'm happy to have the pleasure of meeting you.
- ✓ I've been looking forward to meeting you.

- ✓ It's a great pleasure to have you here with us.
- ✓ You must be our long-expected guest, President Green from the Trade Delegation!
- ✓ Thank you very much for coming all the way to meet me in person.
- ✓ I'm delighted to make your acquaintance.
- ✓ Thank you for coming all the way to our company.
- ✓ Welcome to Shanghai General Motors.
- ✓ It is a great pleasure to have such an enthusiastic group to participate in our project.
- ✓ We appreciate very much that you have come to visit our city in spite of the long and tiring journey.
- ✓ I would like to show you our tentative itinerary.
- ✓ We have a tight schedule for your short/brief visit. I hope you don't mind.
- ✓ May I ask what line of business are you in exactly?
- ✓ You can talk the business out with Mr. Smith who is in charge of this line.
- ✓ I'm sure our business dealings will develop productively.

Part II Test Your Communication Skills

What do you want from your career? Money? Respect? Achievement? Freedom? Stimulation? All of the above?

Most of us want it all, but very few of us get it. Why does one person succeed and another fail? No doubt the reason is complex. But one factor is surely the ability to communicate—the knack of understanding other people, predicting their probable reactions, and expressing ideas to influence them in desired ways.

In almost every occupation, your success will depend, at least to some extent, on your ability to work with other people. And that means you will need to communicate. If you can do it well, you will have an advantage. The ability to communicate is highly valued by employers.

Consider this: Out of 120 job descriptions appearing in one issue of the National Business Employment Weekly, almost every listing included this requirement: "The persons we seek must have strong oral and written communication skills."

Perhaps the best way to improve your ability is to practice. Establish some realistic goals for yourself. Now we'll guide you through some communication practice, teach you how to build up your communication skills and prepare you for whatever may come along later in your life and career.

Are you an effective communicator? Now try to find out what kind of communicator you are. Please answer the following questions honestly.

Questions**Yes No**

1. I often try to put myself in the speaker's shoes.
2. I feel comfortable when I speak, even if others disagree with me.
3. I can comfortably talk about my feelings in front of the public.
4. I know how to ask for an additional explanation if I do not understand.
5. I don't think it good to interrupt a speaker.
6. I can detect the mood of listeners while speaking.
7. I do not jump to conclusions.
8. I can confront someone who is against me.
9. I can voice my disagreement with others.
10. The audience usually can understand what I say.

(The more "Yes" answers, the better communicator you probably are.)

Exchange opinions with your partner. What kind of communicator are you? Do you share some similarities? When you've finished, you may share your ideas as a class.

Part III Read and Talk

1. To Be a Good Conversationalist

Have you ever wished you were better at making conversation? A great conversationalist is someone who connects with people and makes them feel important. When they talk to you, they make you feel like you're the only person in the room.

Becoming a good conversationalist requires knowing three things: *first, how to start a conversation; second, how to keep it going; and third, how to end it.*

Starting a conversation usually means coming up with an opening line or icebreaker. The best kind of icebreaker is one that's positive. The last thing people want to hear from a stranger is how noisy the party is, how awful the food is, or how ugly the people are dressed.

A compliment is always a good icebreaker and will usually be appreciated. Any news event is a good icebreaker. Read the newspaper because it's so important to know what's going on in the world. The fact is, any opening line will do, as long as it's not negative. The best way to entice a person to have a conversation with you is by being sincere and respectful, and letting them know that you are interested in talking to them.

Once you've got a conversation going, the best way to keep it going is by asking the other person questions that don't require just a *yes* or *no* answer or questions which show genuine interest on your part. For example, if someone says, "*I'm from Miami,*" you may respond with, "*I've been to Miami!*" and continue with, "*How long have you lived there?*" then, "*I was born there, and I've lived there all my life.*" You might say, "*I've never met anyone who is a Florida native. Is your family from Miami as well?*"

You keep asking questions based on the last thing a person says. This is called the "elaboration technique." Choose questions that will get the other person to elaborate on what they're saying. Ask questions similar to those a reporter might ask to draw a person out: who, what, when, where, and why questions.

Once you hit on something you find interesting, keep asking questions in order to get the person to elaborate about the topic as much as possible. A good conversationalist elaborates on the experiences they've had. Instead of saying the party was fun, tell why it was fun. Describe why you had a good time—who was there, what happened, where it was, and how people arranged the party. Go into detail. Description is the best form of communication because it keeps people's interests up and stimulates them. Use words to create images and paint pictures so that the other person can get a visual as well as an auditory image of what you're describing to them. If you use the description effectively, you can make the person feel as though they were actually there. Here are seven tips that can help you be an excellent communicator:

- ◆ ***Be aware of your own body and facial language.*** Make good facial contact when you speak, and be physically expressive without being excessive.

- ◆ ***Don't gossip.*** You run the risk of offending the person you're talking to. It also makes you look small.
- ◆ ***Cultivate a wide range of topics.***
- ◆ ***Have a sense of humor.*** Everyone enjoys a humorous story or joke. Sexual and ethnic humor, however, are not worth the effects that jokes may have on your total image. People may be offended.
- ◆ ***Don't interrupt.*** People hate being interrupted. Fight the impulse to interrupt and give the person you're talking to the time they need to complete what they're saying to you.
- ◆ ***Be enthusiastic and upbeat.*** Don't be afraid to show enthusiasm. It allows other persons to feel that you're interested in what they're saying to you.
- ◆ ***Be flexible in your point of view.*** Try to be as open as possible, and try to see things from the other person's point of view.

There are also some signals that you can send to other persons that will bring the conversation to its close without hurting anyone's feelings. Breaking eye contact is a discreet signal that the conversation is about to end. Another way to signal is to use transitional words like *well* or *at any rate*. You may want to recap all that was said. Whatever you do, don't lie to other persons. If you're not interested in talking to them again, don't mention the possibility of a future meeting, just be polite. Instead, you may want to say, "*Nice meeting you.*" And then, leave.

Finally, be sure to give the other person a good firm handshake. The final impression you make can be just as important as the initial one you made.

- **Read the above article out aloud.**
- **Work in pairs. Exchange opinions with your partner on "How to be a good conversationalist?"**

2. What Characterizes a Good Communicator?

Communication is a two-way street. If someone is communicating with you, then you are understanding the message that they are giving. Invariably we remember a person who is a good communicator, but unless their approach is analyzed we usually will not understand exactly why they are such a good communicator. ***What then characterizes a good communicator?***

Be an active listener. To listen carefully is to try to understand what the message is. A person needs to listen to the obvious message and also see if there is another, more indirect message being delivered. The active listener will give appropriate signs and use body language to indicate the high level of involvement in the listening process (nodding, uttering appropriate sounds). Importantly, a good listener does not interrupt someone when they are speaking. Difficult though it may be, it is better to wait until the speaker has finished.

Clarify a point if it is not clearly understood. To do this, the listener should wait for an appropriate juncture in the conversation and then request further information. There are various ways to do this: rephrase what has been said (“*So what you are saying is that...?*”) or to ask for additional explanation (“*What exactly did you mean by...?*”). For the message to be clearly understood, the listener must indicate the level of understanding.

Give your listener undivided attention. This is shown by limiting outside influences, by eye contact and by concentrating on what is being said. No doubt you have all experienced the uncomfortable situation in which you are talking and the listener’s eyes wander to something else. The message is no longer being clearly received. This registers with the speaker and usually affects the communication.

Be able to deal with topics that are often delicate or sensitive. Some people find it a strain to talk about their emotions or feelings, a situation, which often causes problems in a relationship or marriage. Even if the subject is particularly sensitive, an individual has the right and the power of communication to express what is being felt. Sometimes for complex matters it is advisable to break the information up into categories to facilitate clearer understanding. If there are three things to be communicated, deal with them, one at a time and check understanding of each one before moving on to the next.

For most of us mere mortals it is difficult to talk about touchy topics and more often than not we tend to avoid them. But this is denying the communicative ability that each of us has. Usually it is much better to talk about the issues, to communicate what and how you are feeling. Talking over matters can hone your communication and lead to better understanding all round. After all, human communication is a remarkable ability—we need to use it well.