

总主编 宫桓刚 李 丽

现代商务英语 综合教程 (第1册)

教学参考书

主编 范连颖 王艳

 中国人民大学出版社



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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、使用说明

本书为《现代商务英语综合教程》教学参考书第一册，共十二章。本书除了客观题的全部答案外，所有主观题，包括翻译、口语活动和作文，均提供了内容丰富、观点不同的实例，便于教师开阔学生思路、展开课堂活动。本书还提供了听力原文、课内阅读的参考译文、围绕主题的商务背景知识以及补充阅读材料，供教师备课时参考选用。书中每单元需6~8课时：**Background Case** 和 **Listening 2~3** 课时，**Reading 3~4** 课时，课后练习1课时。**Supplement Reading** 可以作为学生课后阅读的补充材料，也可以作为教师备课的补充资源。任课教师可以根据自己班级的情况和不同的单元适当调整，灵活掌握。

为保证质量，《现代商务英语综合教程》教学参考书由美籍专家 **Jane Martens** 女士进行审校。

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Introduction to Business

Background Info

Business is goal-directed behavior aimed at getting and using productive resources to buy, make, trade and sell goods and services that can be sold at a profit. Productive resources—land, labor, capital, and enterprise—are four crucial ingredients that make this possible. Typically, a business (1) operates from a specific location and facility (land); (2) employs one or more people (labor); (3) needs money (capital) to buy raw materials, inputs, machinery and computers, land, and labor; (4) requires the foresight, drive, knowledge, ability and ingenuity (enterprise) of one or more people—its owners or managers. Together, the cost of acquiring and using these four resources to make and sell goods and services determines a company's operating costs.

The role of the business owner and manager is to be enterprising, to sense an opportunity to acquire and to use all the other productive resources to create a product. A product is any kind of goods or service that other people value or want to buy. Value refers to how much utility a product gives customers, that is, how well it satisfies their desires or needs. In business, the most common way of measuring the value of a product is by how much customers are willing to pay for it, that is, by its price. A company has a competitive advantage when it can offer customers a product that has more value to them than similar products offered by other companies. If the business is competitive, the customers are attracted to the company's products, and then the company generates money, or income, from the sale of the products. This is called sales revenue. The profit a company earns is the total amount of money left over after operating costs have been deducted from its sales revenues. If sales revenues are less than operating costs, a company has made a loss.

Profit that is kept in a company and invested in its business increases its capital, the total monetary value of its financial assets such as cash, property, land, stock, patents and brand name.

To sum up, businesses are established to perform economic activities. With rare

exceptions (such as cooperatives, corporate bodies, non-profit organizations and institutions of government), they are for-profit ventures. That is, one of the main objectives of the owners and operators of the business is to receive a financial return for their time and effort.

There are many ways to classify types of businesses. Service businesses offer intangible products and typically have different, usually smaller, capital requirements than manufacturers. Distributors will have different inventory control needs than a retailer or a manufacturer.

In most legal jurisdictions, the forms that a business can take are specified and a body of commercial law has been developed for each type. The most common types are partnerships, corporations, and sole proprietorships.

Source: Adapted from Introduction to Business by Gareth R. Jones

Questions for Discussion

1. What accounts for Donald Trump's business success?

Donald Trump's inborn business genes, father's influence, finance training in school, sharp eyes for business opportunity, unique insight for market as well as his persistent and optimistic attitude towards business and life all account for his success in business.

2. What can business bring about?

Narrowly speaking, business can bring prosperity and wealth as well as status to a businessman. It can also help to boost his or her self-esteem. In a broad sense, with business trading and global networking, business can help to boom the economy nationally and globally.

3. How do you understand "attitude is sometimes everything"?

In the case of Donald Trump, his positive attitude has helped him to bounce back from bankruptcy to the business world and achieve more success. This means that by having a positive attitude towards business as well as life, everything can be achieved as long as you believe you can achieve it.

Listening



1

Activity 1

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

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

A businesswoman named Cindy was in the airport VIP (1) lounge on her way to Los Angeles. While in the VIP lounge, she noticed Donald Trump sitting on the sofa enjoying a (2) brandy. As luck would have it, Cindy was meeting with a very important client who was running somewhat late. Being a (3) bold businesswoman, Cindy decided to go ahead and (4) approach Mr. Trump. She introduced herself. Much to her surprise, Mr. Trump turned out to be very nice. (5) Encouraged by this, she explained to Donald Trump that she was about to (6) close a very important business deal and that she would be very (7) grateful if he could say a quick, "Hello, Cindy" to her when she was with her client. Mr. Trump (8) consented to do just that. Ten minutes later while Cindy was speaking with her client, she felt a (9) tap on her shoulder. It was Donald Trump. Cindy turned around and looked at him as Trump said, "Hi Cindy, what's going on?" to which Cindy (10) glibly replied, "Not now, Donald. Can't you see I'm in a meeting!"

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

- (1) A (2) C (3) D (4) B (5) D

4. Questions and Answers

(1) Why did Cindy want Donald Trump to do her a favor by simply greeting her while she was with the client?

It was to mislead the client into believing that Cindy was well connected to influential people like Donald Trump, so she could take advantage of his reputation and build up her credibility. It is a psychological game to make the client more confident about making a business deal with Cindy.

(2) Why did Cindy pretend to be interrupted by Donald Trump's greeting?

She pretended to be interrupted because she wanted her client to believe this encounter was unexpected. Besides, it can tell the client that she was close enough to Donald Trump that she could treat his greeting casually, so the client would believe that the business deal was more "important" to Cindy than a greeting from Donald Trump.

(3) Do you think Cindy will be successful in her deal and why?

Yes, she will be successful in securing her deal as she puts her client first, ahead of anything else, even a greeting from Donald Trump. The client will feel appreciated by her attentiveness and thus the business deal will be a success.

○ *Activity 2*

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

2. *Do the exercises to review the vocabulary.*

(1) D (2) A (3) C (4) A (5) C

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

(1) expectation	(2) impressed	(3) investment
(4) staked	(5) ambitious	(6) researching
(7) seed	(8) raising	(9) outlets
(10) aspiring		

Listening Script

Sahar Hashemi, the founder of Coffee Republic, one of the best known coffee chains, is being interviewed about her newly published book, *Anyone Can Do It*.

Interviewer: Hello, Sahar. Welcome to our program, "Bestseller".

Sahar: Hi, it's my pleasure.

Interviewer: You know the book written by you and your brother Bobby Hashemi has been the bestseller for weeks. How does it sound to you?

Sahar: That's exciting and out of expectation. Anyway, the book is a very personal story of dreaming, acting and succeeding.

Interviewer: But our readers find your success story really inspiring. They are impressed by your courage to give up your professional job as a lawyer in London.

Sahar: That's right. My brother also gave up his job as an investment banker in New York. Anyway, whatever you do, you need to pay the price.

Interviewer: It seems you and your brother staked everything at the very beginning.

Sahar: To create the best coffee chain in Britain is our dream.

Interviewer: Have you got any advice for our ambitious young men who are planning to start their own business?

Sahar: My only advice is if you really have a dream, go for it. Just do it from now on, from the very beginning of thinking, researching, planning.

Interviewer: Thank you, Sahar, for the interview.

(to the audience)

In the book, *Anyone Can Do It*, Sahar and Bobby will take you through their first conversations when the seed of the idea was planted, to writing the business plan, finding a name, raising money, opening the first store, taking the company public and to the present Coffee Republic with over 100 outlets around the United Kingdom. If you haven't read the book, come and get one, where you will find a myriad of lessons for aspiring entrepreneurs.

Reading



宜家奇迹

[1] 平板包装家具是在 1956 年被偶然发明的，这完全归功于一个叫吉利斯·伦德格伦的年轻人，在当时他还只是个制图员。在这之后，他取得了更了不起的成就：他建立了设计团队，设计了 BILLY 书架和 KLIPPAN 沙发。但是在那一天，他和一个同事正站在一辆小轿车的旁边，盯着汽车后备箱，意识到他手上那个大大的木头桌子根本没法放进车里，这时他说出了足以改变一种文化的 12 个字：“哦，天哪，把桌腿拆下来放下面。”

[2] 拆下桌腿并不单单意味着桌子终于可以放进车里了，由此产生的平板包装被提升为一种包罗万象的哲学，并开始创造奇迹。它省去了产品从工厂到商店运输过程中大量浪费空间的费用。它把家具销售人员昂贵耗时的安装工作转嫁到了顾客的身上。它使得家具价格便宜，而吉利斯·伦德格伦的老板——家具供销商英格瓦·坎普拉德，一个当地农民的儿子，可以利用这个优势成为最富有的人，创造他的宜家家居帝国。

[3] 春天来了，可小城埃耳姆哈耳特依然白雪皑皑。宜家这一世界性大企业仍然在这座小城边缘一处不知名的建筑群里运转。

[4] 就在这样平凡的背景中，宜家在六十多年中，执著地将欧洲、北美和亚洲逐渐纳入其帝国的怀中。创建于埃耳姆哈耳特小城一家小店的宜家现在已经拥有近 200 家经销店和近万名员工，尽管“员工”这一字眼在宜家一律被弃用，这里人们更愿意用“同事”这个词。凭借着如同传教一般的热情，宜家终于取得了世界的主导地位。在 1976 年，坎普拉德明确了他的思想，提出了宜家的“神圣信念”：“扩张就是我们的职责所在……那些不能或者不愿加入我们的人会受到同情……无论我们想做什么，我们都能一起去做并且都能一起做到。我们的未来绚烂无比！”

[5] 宜家的成功源于勤奋和节俭。宜家创建于一个只有两平方米的小屋。坎普拉德将它作为自己初创的邮购生意的基地，他给人们送火柴、打火机和尼龙袜。为了省钱，他用送牛奶的卡车来运送他的货物。宜家将这种节俭和善于变通的态度推广至全世界。据说宜家 20 世纪 90 年代出售的某种相框完全是用沃尔沃汽车厂的橡胶边角料制成的。

[6] 另外一种从坎普拉德年轻时开始就伴随着他的品质是勤奋。很多埃耳姆哈耳特的员工都能够讲述公司创立时期的一个故事。年轻的时候，英格瓦·坎普拉德每天早晨都不情愿从床上爬起来到父亲的农场挤奶。他的父亲骂他是个懒家伙，终将一事无成。有一年他生日那天，坎普拉德收到了一个闹钟。他把闹钟定到了 5:40，并且把关闭按钮给拆掉了。他下了决心：“现在，我要开始全新的生活了。”

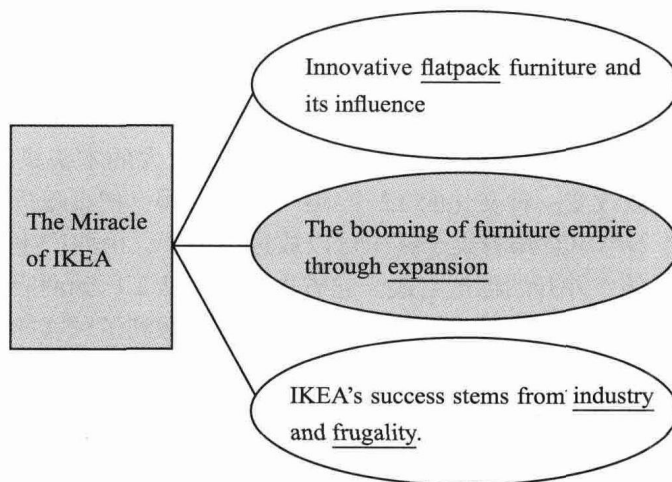
[7] 后来他对时间的概念变得更加精确，他说：“十分钟，你可以做很多事。十分钟没了，就永远没了。把你的人生分成‘十分钟’的单位，尽可能不在无谓的事情上浪费‘十分钟’。”整个宜家公司都充满了这种自我提升的风气。

[8] 现在坎普拉德已经从宜家的日常事务管理中退了出来，他把这些工作交给了别人。但是他执著的个性和热衷节俭的精神已经渗透到公司的任何角落。

[9] 对创新的鼓励、扩张的理念和对勤奋和节俭的执著创造了宜家奇迹。

Structure

1. Read the article and complete the chart.



2. Read paragraphs [2], [4], [7] and [8], and answer the following questions.

(1) What's the profound influence of the invention of flatpack furniture?

The invention of flatpack furniture not just makes the table fit into the car. It also eliminates the cost of shipping vast quantities of air whenever a product is sent from factory to shop floor. It offloads an expensive and time-consuming job of putting the stuff together onto the customer, which makes the low-price furniture possible. To some extent, the low-price, high-quality furniture has been the key for Lundgren to build up his furniture empire of IKEA.

(2) Why does IKEA favor the term “co-worker” over the word “employee”?

The word “co-worker” emphasizes the prefix “co-”, which means “together” or “jointly”, so it's more emotionally accepted by company workers. The word



- (2) 掌握自己生意的命运，你所需要的是好的主意、决心和商业头脑。

All you need is a good idea, determination, and a good business mind to take your business fate into your own hands.

- (3) 独自承担创业的高风险，会让你处在巨大的压力之下。

Taking the huge risk of starting business on your own will put you under an enormous amount of pressure.

- (4) 你所要销售的产品或服务究竟有多少竞争存在？

How much competition is there for the product or service you intend to sell?

- (5) 在现代充满竞争的商业世界，找到提高利润的方法并不是很容易。

In the modern competitive business world, finding ways to increase profit is not easy.

2. Please translate the following English sentences into Chinese.

- (1) To be successful in starting a new business, the entrepreneur needs an innovative and attractive business idea, effective research and a clear planning.

成功开创一个企业，企业家需要的是富于创新且有吸引力的商业构想、有效的市场调查还有清楚的计划。

- (2) It is more complicated to set up as a limited company, but the entrepreneur gains from limited liability.

创立一家有限责任公司要复杂一些，但有限债务责任也使企业家受益。

- (3) Marketing and sales are the lifeblood of any business and both factors are hugely responsible for the success or failure in the beginning stages of any business.

市场和销售是任何企业的命脉，两者对任何企业初期的成败都至关重要。

- (4) Is your business retail, wholesale, Internet-based? Do some research to figure out what distribution sale channel is best for the product or service you want to offer.

你的企业是以零售或批发为基础的还是基于互联网的？你需要做些调查来弄清楚什么是你所提供的商品或服务的最佳销售渠道。

- (5) You can offer special deals that offer fantastic value to your loyal clients to get a boost of income.

对那些忠诚客户你可以给他们些特别的优惠，以便大幅提高收入。

Speaking

Activity 1

Work in groups. Discuss the following questions.

- (1) After graduation, I want to start my own business. First, I don't want to stay for

another two years on campus in a postgraduate program. I can't wait for the day I enter the real world. Second, I won't choose to serve in the army, because I don't think I can bear the toughness as well as the military style there, so I choose to be a small business owner. For one thing, I like the flexibility of being my own boss. For another, I like the challenges of starting a business, running it and confronting the competition in the market.

- (2) While planning to start my own business, I need to consider many factors such as the product or service, target customers, location, financial sources, pricing, promotion strategy, etc. Anyway, to start a business is risky, so I need to start at the very first step of business planning.

○ *Activity 2*

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

- (1) B. Business profit is achieved through the product or service that can be accepted or welcomed by the market, so market awareness is of utmost importance for the success of a business. Market awareness includes customer, product or service, price, promotion, etc.
- (2) A. I'd like to suggest that he should work for others first. The aim is not just to earn money. It's the experience and understanding of the field that counts.
- (3) A, D, B, C, E. A small business can't afford the cost of advertising on media, so the best way is through word of mouth, which means to earn customers with your product or service and the customers will surely recommend your business to their contacts. This network is powerful beyond expectation.
- (4) A. I consider recruitment important. Cheap employees are more likely to be less productive. The so-called best ones may not fit my business requirement, so I only choose those whose experience, skills and personalities suit my business.
- (5) D. Business is more competitive than ever before. Though competition is challenging, it can also bring constant improvement, which is necessary for the survival as well as the prosperity of a business.
- (6) B. Those who are successful in business are those who are well aware of market needs and can meet market needs in time.
- (7) C. Though business is exciting, it can also be frustrating and depressing, so my dream is to leave my trouble behind and to simply have fun at work.
- (8) E. A business plan is essential for any business. It includes the business idea, finance source, market analysis and research, customer targeting, etc. In practice, the business plan needs to be adjusted constantly. Without planning, the business is doomed to fail.

- (9) B. Market research may help to find out whether the business idea fits the market or not. Only when the business meets the market demand, has it potential for further development.
- (10) C. The top priority for marketing is customers, who are the ultimate judges of the product or service the business is providing. Therefore, the business marketing must anticipate and meet customer needs.

Writing

1. Write a letter appropriate for the following situation.

To all at home,

How are all of you doing at home? Well, I have pondered opening a business, specifically, an education consultation company.

Looking at the big picture, the education industry is the least affected by the economic turmoil compared to other industries like banking. These days, parents work day and night just to pay for their child's education, especially for university education. Some even save up for their child's education or even mortgage their property just to pay the tuition fees in order to secure for their children an overseas degree. When it's time to choose the university and majors, both the parents and students are confused. Our company will offer a consultation service, which specifically will include an introduction to universities, instruction about visa issues and accommodation arrangements, etc.

To start this business, my partner, Jane, and I will each fork out RMB 50,000 amounting to RMB 100,000 as startup capital. We will take a 5-year business loan of RMB 50,000 with an annual interest rate of 5%.

As for the location of our consultation company, we will rent an office near Sunway City where there are two world-renowned university campuses. Obviously our target group will be university students at the age of 18~24 who desire degrees wholly or partially abroad.

Anyway, this will be blueprint plan for our establishment of an education consultation company. Hope you can give us more advice.

Can't wait to see you. I will be home on the 2nd July. Take care all!

Lots of Love,

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

Li Ka-Shing rose from poverty to become Asia's richest man with currently over 11 billion US dollars. His success is in part attributed to a promise that he made at the age of 15 to his dying father that he would become a wealthy businessman.

Born into a poor family in Chaozhou, Li and his family fled to Hong Kong in 1940 to escape the Japanese invasion. Although he was a high school dropout, Li never let his lack of formal education get in the way of studying the business world. At the age of 15, Super Li began learning lessons by selling plastic watches and belts. Some say that education Li learned on the street prepared him for the rough and tumble world of big business. At the age of 21, Li had saved enough money to start a small factory named Cheung Kong that focused on producing plastic flowers to export to foreign market. By the time he was 30, he had saved H.K. 1 million and decided to enter the H.K. real estate market. He turned Cheung Kong into a property development company, which was the turning point in Li's ingenious career. In 1972, Li took Cheung Kong public and by 1979 had become the largest private landlord in H.K. While some businessmen would be content with building a successful property business, Li was only getting started. Li diversified his wealth and gained international prominence by purchasing Hutchinson Whampoa from what is now HSBC. Li and his management team began to invest in everything from mobile phones to H.K.'s retail chain Parkn-Shop grocery store and international investment.

Li's ability to convert a plastic flower business to one of the most profitable companies in the world is a testament to his business acumen, raw passion and ability to see long-term opportunities that other businessmen did not.

Li Ka-Shing will forever be respected and remembered for his business brilliance. His father would be proud to know that his son made good on his promise.

Supplement Reading



How to Keep Financial Stability While Starting a Business

[1] It's a story all too familiar for some people. They've got a good paying job and naturally start to build a lifestyle tailored around that particular income. Yet maybe

they hate the idea of working for someone else, maybe they want higher income, more freedom, more time with the kids, more flexibility, whatever the reasons are,