

《商务汉语全球通》系列教材
CHINESE FOR GLOBAL BUSINESS



国家汉办/孔子学院总部
Hanban/Confucius Institute Headquarters

INTO BUSINESS WITH CHINESE

商务汉语一本通

(汉英双语版)

CHINESE-ENGLISH VERSION

主 编 王立非
副主编 史兴松



高等教育出版社
Higher Education Press

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Shangwu Hanyu Yi Ben Tong

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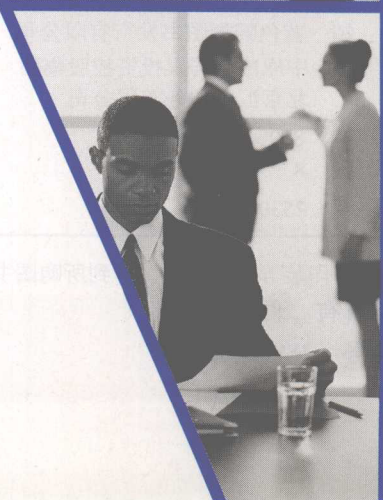
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主 编 王立非

副 主 编 史兴松

编 者 张晓静 王平平 阮敏桑

英语审校 刁凤河(美)



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前言

中国经济的高速发展加快了汉语走向世界的步伐，世界各国和地区对商务汉语的需求日益凸显，《商务汉语全球通》系列教材就是在这样一个大背景下产生的。本系列教材适合外国公司员工、从事对华商务活动的外国商人、海外孔子学院的学员为提高商务汉语水平使用。本系列教材按照商务汉语教学的基本规律编写，在语言与内容上循序渐进，突出商务口语特色，力图帮助外国人提高商务汉语应用能力，克服商务沟通中的汉语障碍，达到跨文化商务交际的目标。

本系列教材包括三本教材，既可以每本教材独立使用，也可以三级连续使用，具体如下：

《商务汉语一本通》专为商务汉语入门水平学习者编写，提供60课时的解决方案；

《商务汉语通》专为商务汉语中级水平学习者编写，提供90课时的解决方案；

《精通商务汉语》专为商务汉语高级水平学习者编写，提供120课时的解决方案。

本系列教材具有以下四大特色：

- 理念国际化：符合外国人学习语言的特点和习惯，教材设计和内容将国际化与中国元素相结合，融入商务英语先进教学模式和方法，语言学习与商务学习同步，商务文化与传统文化兼顾。

- 结构立体化：三本教材循序渐进，相互衔接；纸质教材、多媒体课件、网络课程、学习平台等多手段立体教学形式相互补充；汉语和10种外语对照，几乎覆盖与中国经贸往来活跃的主要国家和地区，形成完整的立体化体系。

- 场景模块化：三本教材的商务场景精心设计和选择，分别由12个场景模块组成，基本涵盖了所有重要商务活动情景。

- 教法多样化：综合运用多种语言教学法，如任务教学法、认知教学法、情景教学法、交际教学法、合作教学法、游戏教学法、语块教学法、文化教学法等，大大提高汉语教学的趣味性和有效性。

《商务汉语一本通》是本系列教材中的第一本，专门为外国人初学商务汉语而编写。教材的12个单元按商务活动流程编排。每个单元涉及一个常见的商务活动场景，围绕该商务主题，设计了6个部分的教学任务：文化导入、看图识词（常用表达）、熟能生巧、常用对话、学以致用、实用汉语。每单元的教学时间为5课时，也可根据情况自行确定计划。书后所附MP3光盘收录了教材中主要教学内容。

本系列教材由教学经验丰富的语言及商务教授和博士精心设计与编写，并得到了国家汉办的领导、对外经济贸易大学的领导以及国内外许多商务专家和语言教学专家的指导、关心和帮助，他们提出了许多宝贵的真知灼见，在此一并表示衷心的感谢。同时要特别感谢对外经济贸易大学国际商务汉语推广中心对本项目所提供的资助，感谢对外经济贸易大学外语学院的专家将本系列教材译成九种外语，在全球同步发行。感谢高等教育出版社的精心设计 with 编辑。

一本高质量的商务汉语教材是许多人共同努力的结晶，也需要经过反复的打磨和时间的考验。我们衷心地希望广大读者提出宝贵意见，以便我们今后不断改进和完善。

谨以此书献给学习商务汉语的海内外各国读者！

编者

2009年11月于中国北京

Preface

The rapid-developing Chinese economy is globalizing the Chinese language and culture at a faster pace. Business Chinese has become much in demand worldwide.

Who this textbook is for

Into Business with Chinese, as the first book of the series *Chinese for Global Business*, is intended to be a new and interesting textbook for beginners of business Chinese, such as international company staff abroad, foreign business people in China and learners of business Chinese in Confucius Institutes around the world.

What this textbook is for

The book has applied the general language learning principles and common procedures of international business practice, in an attempt to improve the business Chinese proficiency and inter-cultural business communication competence of foreign learners.

What this series contains

The series consists of three books, which can be used separately or consecutively in training: *Into Business with Chinese* is suitable for a 60-hour entry-level program of business Chinese; *New Concept Business Chinese* is suitable for a 90-hour intermediate program of business Chinese; *Business Chinese Masters* is suitable for a 120-hour advanced program of business Chinese.

Why the book is different

This series of books is distinctive for the following four elements:

International concepts: It conforms to the language learning habits of foreigners, mixes Western and Chinese elements in design, integrates the learning concepts of business English into business Chinese, and keeps a balance between language and cultural learning, as well as business culture and traditional Chinese culture.

Multidimensional structure: *Into Business with Chinese* forms a multi-faceted and cohesive structure to provide the courseware, online courses, and e-learning platform supplementary. Moreover, apart from the Chinese pinyin (*the phonetic system of Chinese characters*), the textbook provides bilingual versions of Chinese and ten foreign languages respectively, covering all the important business languages of the world.

Business situation modules: Each book contains 12 units of business situation modules to describe the entire process and each phase of business activities.

Diverse teaching methods: The textbook integrates the task approach, communicative method, interactive, collaborative or cultural learning modes for business Chinese training.

With clear business traits, the textbook distributes its contents and tasks in six sections: *Cultural tip*, *Words and expressions* (*Common expressions*), *Practice makes perfect*, *Dialogues*, *Practice activities*, *Practical Chinese*. Each unit takes five class hours. The book is accompanied by an MP3 disk, containing recorded materials for oral-aural practice.

The authors are deeply indebted to the leaders of Hanban/the Confucius Institute Headquarters, and the University of International Business and Economics (UIBE) for their strong guidance and support. Special thanks should go to many scholars at home and abroad for their valuable comments, suggestions and reviews. We also acknowledge the help and support from the Center for International Business Chinese Communication and the School of Foreign Languages, UIBE in translating the book into nine foreign languages. Specially, we are very graceful to the editors of Higher Education Press for their professional, careful and highly efficient editing.

A textbook can never be of good quality without the readers' contributions. We sincerely hope that we are lucky enough to get them and improve it in the future.

Let us dedicate this book to the overseas business Chinese learners!

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第

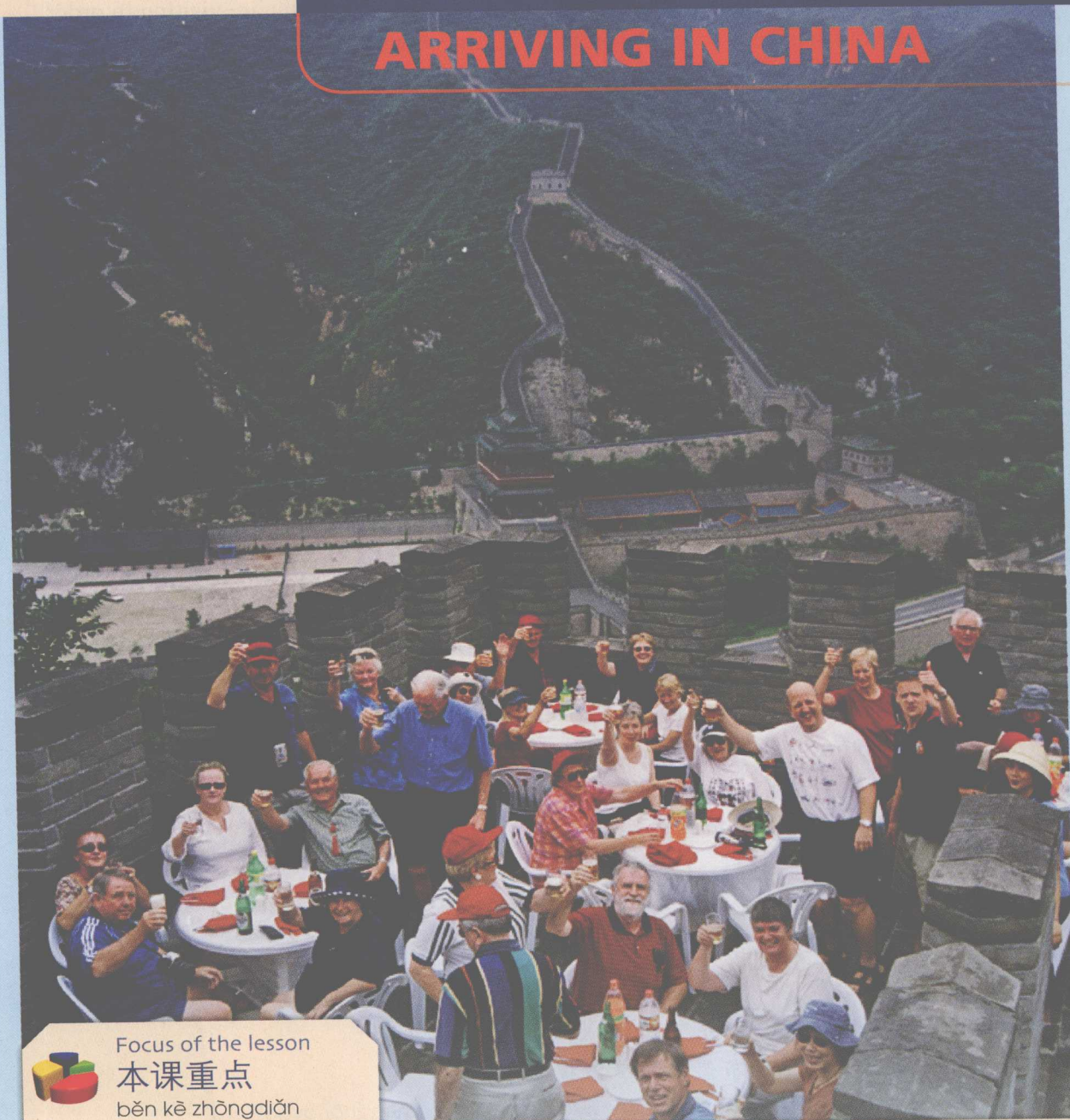
1

课

chū dào Zhōng guó

初到中国

ARRIVING IN CHINA



Focus of the lesson

本课重点

běn kè zhòngdiǎn

Greeting

打招呼

dǎ zhāohu

Introduction

介绍

jièshào

Schedule

日程安排

rìchéng ānpái

wénhuà dǎorù

文化导入

Culture tip

It is highly important to know the vacations of the country you are visiting in order to arrange your business schedule properly. Chinese work from Mondays to Fridays, and rest on Saturdays and Sundays. China has many festivals as legal holidays. For instance, National Day is a three-day holiday. Together with the two weekend days before and after, the three-day holiday can be lengthened into a seven-day holiday. That's why National Day is called "Golden Week" in China. In addition, the Chinese government now has 3 days for the Spring Festival, and 1 day for the Dragon Boat Festival, the Tomb-sweeping Festival, and New Year's Day.

了解 访问 国家的节假日 情况，对 恰当地安排 商务
Liǎojiě fǎngwèn guójiā de jié jiǎ rì qíngkuāng, duì qiàdāng de ānpái shāngwù
活动 十分 必要。中国人 的工作 时间是 周一到 周五，
huódòng shífēn bìyào. Zhōngguó rén de gōngzuò shíjiān shì zhōu yī dào zhōu wǔ,
周六、周日是 法定休息日。近年来，中国 将 很多节日 规定
zhōu liù, zhōu rì shì fǎdìng xiūxi rì. Jìn nián lái, Zhōngguó jiāng hěn duō jiérì guīdìng
为 法定节假日。比如 “国庆节”，中国人 可以 享受到
wéi fǎdìng jié jiǎ rì. Bǐrú "Guóqìngjié", Zhōngguó rén kěyǐ xiǎngshòu dào
三 天的假期，连接 前后的 双休日，可有 七天的 长假，因此
sān tiān de jiǎqī, liánjiē qiánhòu de shuāngxiū rì, kě yǒu qī tiān de chángjià, yīncǐ
素有 “黄金周” 之称。另外，中国 规定 春节 放 三天假，
sù yǒu "huángjīnzhōu" zhī chēng. Lìngwài, Zhōngguó guīdìng Chūnjié fàng qī tiān jiǎ,
端午节、清明节、元旦 都有一天的假期。
Duānwǔjié, Qīngmíngjié, Yuándàn dōu yǒu yī tiān de jiǎqī.

Why is it important to know the vacations of the country you are visiting?

为什么说了解访问国家的节假日情况很重要？

Wèi shénme shuō liǎojiě fǎngwèn guójiā de jié jiǎ rì qíngkuāng hěn zhòngyào?



kān tú shí cí
看图识词

Words and expressions

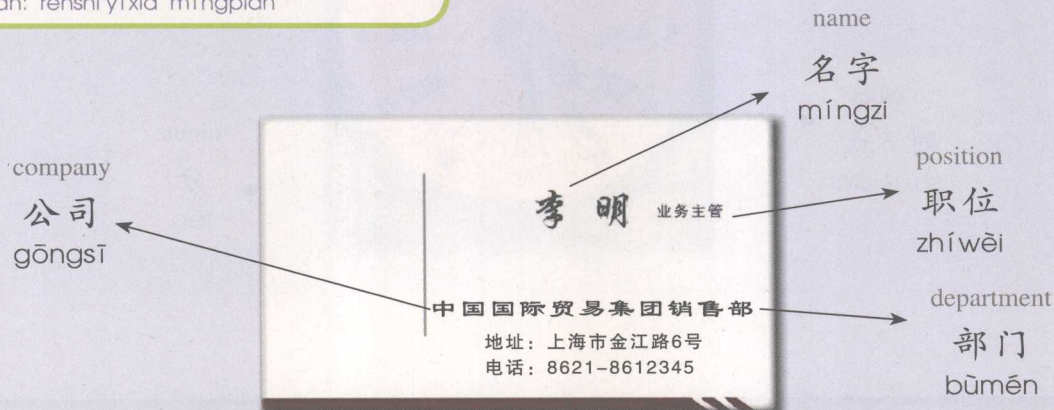
边听录音边看图学习生词。

Listen to the recording and learn the new words through the pictures.

Business card: get to know a business card

名片：认识一下名片

míngpiàn: rènshi yíxià míngpiàn



Time: get to know time

时间：认识一下时间

shíjiān: rènshi yíxià shíjiān

1

rìqī
日期 Date

It is March the 28th today. What is the date tomorrow? And yesterday?

今天是3月28号，明天是几号？昨天呢？

Jīntiān shì sān yuè èrshíbā hào, míngtiān shì jǐ hào? Zuótiān ne?



month

月
yuè

year

年
nián

week

星期
xīngqī

day

日
rì



2

shíjiān
时间 Time

second
秒
miǎo

o'clock
时/点
shí / diǎn

diǎn

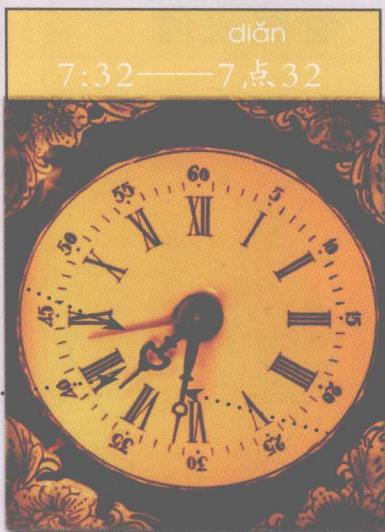
7:32——7点32

clock/watch

钟/表
zhōng / biǎo

minute

分
fēn



shū néng shēng qiǎo
熟能生巧

Practice makes perfect

做名片：自己动手做一张名片，名片要包括姓名、职位、公司名称、地址、电话、邮箱等信息。

Making a card: Please try to make your own business card. Make sure your card covers the following information: name, position, company, address, telephone, and email address.

XXXXXXXX 有限公司

地址：
电话：
传真：
邮箱：

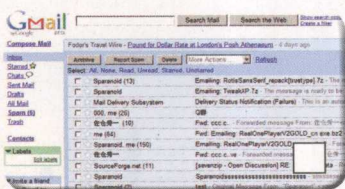
姓名/职位

日程安排：根据以下六张图片排出日程表。

Making a schedule: Arrange a schedule according to the following six pictures.

check emails

查看 邮件
chākàn yóujiàn



have a meeting

开会
kāi huì



meet clients

会见 客户
huìjiàn kèhù



visit a factory

参观 工厂
cānguān gōngchǎng



dine with clients

宴请 客户
yànyǐng kèhù



sign a contract

签订 合同
qiāndìng hétóng



chángyòng duìhuà
常用对话

Dialogues

听录音并朗读对话1和2。

Listen to the recording and read aloud Dialogue 1 and 2.

Dialogue 1: Greeting and introduction

对话1: 打招呼 and 介绍

duìhuà 1: dǎ zhāohu hé jièshào



Athena Computer Co., Ltd is seeking a partner in China to make computer monitors. Thus Athena dispatches her representative Jeff Harris to a Chinese computer company, Lihaihua Computer Company. The following dialogue happens when Jeff Harris first arrives and meets the Lihaihua people.

Athena电脑有限公司想找中国的一家企业为其制造显示器。

Athena diànnǎo yǒuxiǎn gōngsī xiǎng zhǎo Zhōngguó de yī jiā qǐyè wèi qí zhìzào xiǎnshìqì.

因此派出代表Jeff Harris到中国寻找合作者。下面的对话是Jeff

Yīncǐ pài chū dàibiǎo Jeff Harris dào Zhōngguó xúnzhǎo hézuò zhě. xiàmiàn de duìhuà shì Jeff

Harris初到中国，中国利海华电脑公司前来迎接的场景。

Harris chū dào Zhōngguó, Zhōngguó Lìhǎihuà diànnǎo gōngsī qián lái yíngjiē de chǎngjǐng.

Wang Jing

王晶:
Wáng Jīng

Good morning, I'm Wang Jing, managing assistant of the company. How would you like me to call you?

早上好，我是王晶，公司的经理助理。请问
Zǎoshang hǎo, wǒ shì Wáng Jīng, gōngsī de jīnglǐ zhùlǐ. Qǐngwèn
怎么称呼您？
zěnmē chēnghu nín?

Jeff Harris:

Good morning Ms. Wang, I am Jeff Harris.

早上好，王女士，我是Jeff Harris。
Zǎoshang hǎo, Wáng nǚshì, wǒ shì Jeff Harris.

Wang Jing

王晶:
Wáng Jīng

Nice to meet you! This is Mr. Li Mingchao, general manager of our company.

很高兴见到您！这位是我们公司的总经理，
Hěn gāoxìng jiàn dào nín! Zhè wèi shì wǒmen gōngsī de zǒng jīnglǐ,

李明超先生。

Lǐ Míngchāo xiānsheng.

Hello Mr. Li. I am Jeff Harris.

Jeff Harris:

您好，李先生。我是Jeff Harris。

Nín hǎo, Lǐ xiānsheng. Wǒ shì Jeff Harris.

Li Mingchao

Welcome to our company Mr. Harris.

李明超:

欢迎到我们公司来，Harris先生。

Lǐ Míngchāo

Huānyíng dào wǒmen gōngsī lái, Harris xiānsheng.

Thank you.

Jeff Harris:

谢谢。

Xièxie.

Dialogue 2: Schedule

对话2: 日程安排

duìhuà 2: rìchéng ānpái

Wang Jing

Good morning, Mr. Harris. Did you sleep well last night?

王晶:

早上好，Harris先生。昨晚睡得好吗？

Wáng Jīng

Zǎoshang hǎo, Harris xiānsheng. Zuó wǎn shuì de hǎo ma?

Yes, I slept soundly. I feel relaxed now.

Jeff Harris:

睡得很好。我感到轻松多了。

Shuì de hěn hǎo. Wǒ gǎndào qīngsōng duō le.

Wang Jing

I made a schedule for this week, and have emailed it to you.

王晶:

我起草了一份这一周的日程表，已经发到您

Wáng Jīng

的邮箱了。

de yóuxiāng le.

Yes, I've read it. The schedule is fine.

Jeff Harris:

嗯，是的，我看了，日程安排得不错。

Ng, shì de, wǒ kàn le, rìchéng ānpái de búcuò.

Wang Jing

王晶:
Wáng Jīng

You will have a meeting with some managers at 9 o'clock this morning, and then go to visit our factory with them. At noon, you will meet a client, and have meal together.

今天上午9:00您先与一些经理开会, 然后一起去
Jīntiān shàngwǔ jiǔ diǎn nín xiān yǔ yìxiē jīnglǐ kāi huì, ránhòu yìqǐ qù
参观工厂。中午您还要见一个客户并一起**用餐**。
cānguān gōngchǎng. Zhōngwǔ nín hái yào jiàn yí ge kèhù bìng yìqǐ yòng cān.

OK, I see.

Jeff Harris:

好的, 我知道了。
Hǎo de, wǒ zhīdào le.

Wang Jing

王晶:
Wáng Jīng

I arranged a free afternoon for you especially, in case you would like to visit some old friends, or go around town.

我**专门**为您留了一个下午**自由支配**, 您可以
Wǒ zhuānmén wèi nín liú le yí ge xiǎowǔ zìyóu zhīpèi, nín kěyǐ
看看老朋友或是在城里**转转**。
kànkàn lǎo péngyou huò shì zài chéng lǐ zhuǎnzhuān.

Thank you. Oh, by the way, could you help me book an air ticket to Shanghai for next Monday?

Jeff Harris:

谢谢。哦, 对了, 请帮我订一张下周一去上海的
Xièxie. Ò, duì le, qǐng bāng wǒ dīng yí zhāng xià zhōu yī qù Shànghǎi de
机票。
jīpiào.

Wang Jing

王晶:
Wáng Jīng

Sure.

没问题。
Méi wèntí.

New words

生词

shēngcí

听一听，读一读，背一背。Listen, read and recite.

1 Ltd.
有限公司
yǒuxiàn gōngsī

2 enterprise
企业
qǐyè

3 manufacture
制造
zhìzào

4 monitor
显示器
xiǎnshìqì

5 partner
合作者
hézuò zhě

6 welcome
迎接
yíngjiē

7 assistant
助理
zhùlǐ

8 call
称呼
chēnghu

9 general manager
总经理
zǒngjīnglǐ

10 relaxed
轻松
qīngsōng

11 draft
起草
qǐcǎo

12 schedule
日程表
rìchéng biǎo

13 e-mail box
邮箱
yóuxiāng

14 have a meal
用餐
yòng cān

15 especially
专门
zhuānmén

16 free
自由
zìyóu

17 arrange
支配
zhīpèi

18 go around
转转
zhuǎnzhuān

看图造句：我是/这位是……

Please make a sentence with 我是/这位是…… according to each picture.

重点句型 Key sentence patterns

I am/This is...

我是/这位是……

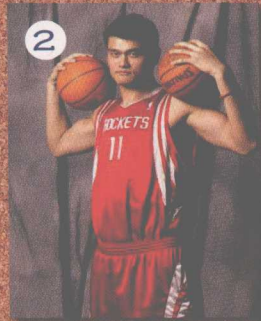
Wǒ shì/ Zhè wèi shì...

I am Li Mingchao, manager of this company.

1 我是李明超，这家公司的经理。
Wǒ shì Lǐ Míngchāo, zhè jiā gōngsī de jīnglǐ.

This is Zhang Jing, managing assistant of the company.

2 这位是张晶，公司的经理助理。
Zhè wèi shì Zhāng Jīng, gōngsī de jīnglǐ zhùlǐ.



xué yǐ zhì yòng
学以致用

Practice activities

Pair work

双人 活动

shuāng rén huó dòng

1. 情景模拟：请按照下列情景进行对话练习。

学生A扮演公司公关部总监：带客户到公司并介绍给公司的经理；学生B扮演客户：感谢学生A的接待并会见经理。

Simulation: Please create a dialogue according to the following information. Student A as company public relation director — takes the client to the company and introduces him to the manager; Student B as client — thanks the director of public relations for his reception and then meets the manager.



2. 汇报：学生两人一组，彼此询问日程安排，然后向全班汇报对方的日程安排。

Report: Work in pairs. Ask each other's daily schedule and then report it to the whole class.

shí yòng Hànyǔ
实用汉语

Practical Chinese

朗读并熟记下列重点句子。

Read aloud and recite the following key sentences.



Nice to meet you!

很高兴见到您！

Hěn gāoxìng jiàn dào nín!



Welcome to our company!

欢迎到我们公司来！

Huānyíng dào wǒmen gōngsī lái!