



国家汉办/孔子学院总部

通用

季瑾 主编

Tongyong Shangwu Hanyu

# 商务汉语

2

A General Course for  
Business  
Chinese



对外经济贸易大学出版社

University of International Business and Economics Press



国家汉办/孔子学院总部

Tongyong Shangwu Hanyu

# 通用商务汉语

2

主编：季 瑾

编者：（按姓氏笔画顺序排列）

李志娜 张建英 季 瑾 杨康丽

窦小力

译者：杨玉功

A General Course for Business Chinese



对外经济贸易大学出版社

University of International Business and Economics Press

中国·北京

**图书在版编目(CIP)数据**

通用商务汉语.2 / 季瑾主编. — 北京: 对外经济贸易大学出版社, 2010

ISBN 978-7-81134-674-9

I. ①通… II. ①季… III. ①商务-汉语-对外汉语教学-教材 IV. ①H195.4

中国版本图书馆CIP数据核字(2010)第064354号

© 2010年 对外经济贸易大学出版社出版发行

版权所有

翻印必究

**通用商务汉语 2**

**A General Course for Business Chinese 2**

季瑾 主编

责任编辑: 戴菲

---

对外经济贸易大学出版社

北京市朝阳区惠新东街10号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

---

唐山市润丰印务有限公司 印装 新华书店北京发行所发行

成品尺寸: 210mm×280mm 10.5 印张 192 千字

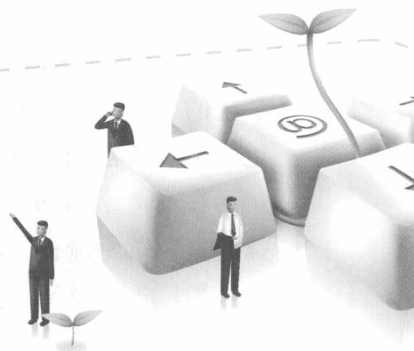
2010年05月北京第1版 2010年05月第1次印刷

---

ISBN: 978-7-81134-674-9

印数: 0 000 - 3 000 册 定价: 38.00 元 (含光盘)

# 前言



《通用商务汉语》（1~3）是以培养学习者商务汉语交际能力为目标的商务汉语综合教材。本系列教材适用于海内外有一定汉语水平（相当于HSK成绩三级或以上水平）的人士的商务汉语学习。本系列教材采用场景式的编排，既便于多媒体商务汉语教学使用，也可为依附于网络平台的远程商务汉语教育服务。

## 一、教材的基本结构

《通用商务汉语》第一册共有6个单元，每单元有2~3篇课文，共有13篇课文；第二册共有6个单元，每单元有2篇课文，共有12篇课文；第三册共有6个单元，每单元有1~3篇课文，共有12篇课文。每个单元包括课文、生词、专有名词、注释、练习。每篇课文均配有拼音和英译文，生词和注释均为中英文对照。每册书附赠配套的光盘。

## 二、教材的编写特点

### 1. 题材的实用性和针对性

本系列教材是针对各类商务汉语学习者的商务交际活动来编写的，强调融专业知识背景、工作技能以及语言基础学习为一体，不再是一些经济类报刊、新闻的简单搜集汇编，而是从语言和商务专业两方面给学习者提供系统、新颖、实用的“汉语+商务知识”的交际及工作使用语言的学习。

本系列教材的语法教学是为商务内容的学习服务，语法项目的讲解是为了帮助学习者学习商务内容时扫除语言上的障碍。注释中的语法按照其在课文中出现的顺序排列，以例句和通俗的表述来展现。此外，注释中还有习惯用法、口语中的常用语、文化知识、商务常识等方面的介绍。

本系列教材的练习包括语言结构功能训练和商务内容训练两部分。语言结构功能训练是为学习者熟悉、掌握教材中的汉语词汇和句型而设计的，适可而止，学习者会用即可。练习的类型各课基本一致，题型基本固定，前后练习统一，体现出训练的系统性。但也注意到了一些语言点的不同，在少数课后的题型上作了调整。

商务内容训练，此部分从听说读写四个方面全方位地训练学习者商务汉语交际能力，包括分角色朗读课文、阅读理解、角色扮演、完成任务等商务交际和任务训练。

### 2. 内容的商务化

教材的内容着重商务话题下应知应会的商务常识的普及。三册教材的18个单元即为18个商



务专题,每个专题下各有2~3个不同方面的课程内容。内容通过场景的编写相互关联,以扩大学生的各个商务领域的信息量为驱动,建立并扩大学生相关方面易懂信息的储存,为学习者构建一个商务常识信息平台。

在商务常识的学习中,既有社会交往,也有热门话题,题材涉及商务参观、商务接待、商务谈判、贸易流程、职场、企业管理模式和企业文化、商务招标、商务代理、市场调研、营销理念和广告、投资、商标法、知识产权、广交会、理财等。

在内容上,还根据商务交流的需要配置了一些真实的商务图表、合同、信用证、信件、求职简历、招聘广告、招标流程、代理协议、调查问卷等。

### 3. 体例和练习设计的交际性和任务化

本系列教材的课文是以几位核心的海内外商务人士参与商务活动为主线,以情景对话的形式来传达商务知识,在真实的商务交际场景中来学习商务汉语。

练习的重点在商务内容训练,分层次逐步展开,首先每课是帮助学习者熟悉已有的商务情景和信息的训练,如跟读、分角色朗读等。其次进入角色扮演的训练,是由学习者在学完课文的内容后编排出相关的商务情景,进行商务情景会话的操练,学后做,调动学习者自身的语言能力来实战演练。练习的内容上,突出一些与课文相关的商务技能和商务文化情景的训练和再现。练习的最后是完成任务的训练,设计了任务目标,让学习者在“做中学”,实现教学任务和现实世界的社会经济生活的结合。

## 三、教学建议

一般的进度,建议每篇课文和课后练习用6~8课时。这样,如果学习者每周有6~8课时学习本教材,一学期可学完一册书。

教材的信息量大,内容分布广,各单元的场景和内容既相互关联又相互独立,学习者可以根据自己的需要、兴趣和学习时间自由选学。练习的设计具有一定的弹性,教学过程中,可根据学习者的实际水平和教学实际安排灵活掌握。

本系列教材的编写得到了中国国家汉办和对外经济贸易大学的领导和专家们的大力支持和帮助,特表谢意。教材中有何不当之处,敬请读者予以指正,以便进一步修订。

对外经济贸易大学 季瑾  
2010年4月于惠园

# BUSINESS

## Preface



A General Course for Business Chinese (1-3) is a comprehensive course book on business Chinese, aiming to improve the communicative skills of business Chinese learners. The course book suits the needs of those business Chinese learners who have attained a certain level (equivalent to HSK Grade III or above). This series of course books are based on situational scenes, which are convenient for multimedia teaching of business Chinese, and conducive to virtual business Chinese teaching on the Internet platform.

### I. The Basic Composition of the Book

A General Course for Business Chinese (1) consists of six units, each of which contains 2 or 3 texts, totaling 13 texts. A General Course for Business Chinese (2) consists of six units, each of which contains 2 texts, totaling 12 texts. A General Course for Business Chinese (3) consists of six units, each of which contains 1 text to 3 texts, totaling 12 texts. Each unit includes text(s), new words, proper nouns, notes and exercises. Each text is matched with Pinyin (Chinese phonetic symbol) and English translation; new words and notes are both bilingual. A corresponding CD-ROM is attached to each copy.

### II. The Main Features of the Book

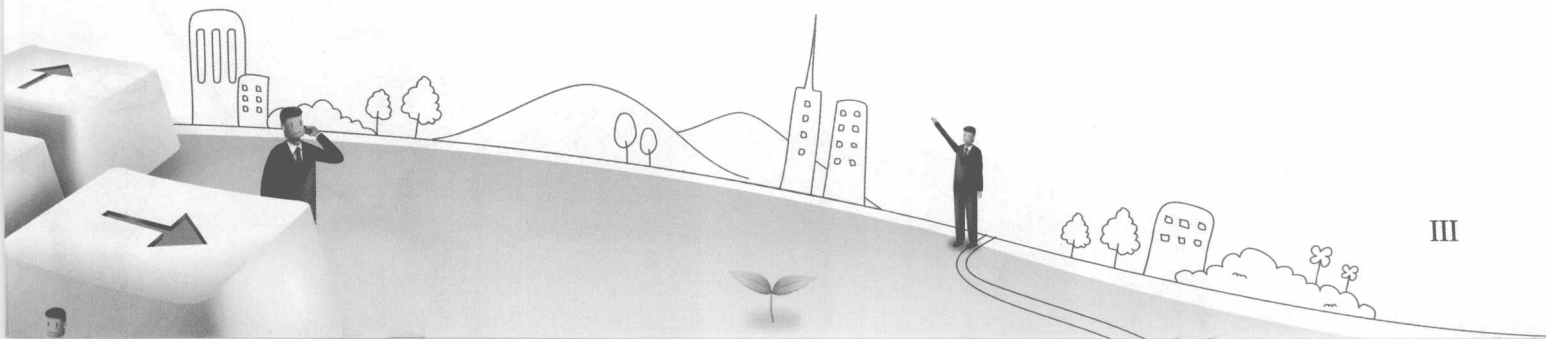
#### 1. The practicality and effectiveness of the thematic materials

The course books cater for business Chinese learners in their business communication activities, emphasizing the combination of special knowledge, working skills and language basics. They are not just simple collections of news items from economic newspapers or journals, but provide systematic, novel and practical communicative skills for our learners from the aspects of language and business.

The grammar in these books serves the learning of business communications; the explanation of grammar helps the learners to remove the language barriers while studying the business content. The grammar in the notes is illuminated with examples and interesting explanations. In addition, the notes also touch upon idioms, popular phrases, knowledge about culture and business.

The exercises in these books consist of language structure training and business communication training. The former is designed for learners to understand and use the Chinese phrases and patterns. The types of exercises are basically fixed and consistent and therefore more systematic. However, with different language points the types of exercises in some texts are accordingly modified.

The business communication training is divided into the four aspects of listening, speaking, reading and writing, and the tasks include reading aloud, reading comprehension, role playing and mission accomplishing.



## 2. The business content

The content of the course books is focused on the basic knowledge of business communication. The 18 units of the three books are actually 18 topics of business communication, each of which contains 2-3 aspects of the topic. The content forms a connected whole through different situations so as to enlarge the volume of business information, to enhance the learners' memory of relevant knowledge, and to establish an information platform for business Chinese learners.

In the process of learning business knowledge, both social exchanges and hot topics are included, such as business tours, reception, negotiations, trade procedures, jobs, corporate management and culture, tendering, agency, market research, marketing and advertising, investment, trademark law, intellectual property, Canton fair, financing etc.

Required by business communication, we have also added some real business charts, contracts, L/C letters, resumes, advertisements, tendering procedures, agency agreement and questionnaires.

## 3. The communicative and task-oriented arrangement of format and exercises

The texts are arranged along the story line of several major business people participating in business activities. The business knowledge is learned through situational conversations and business Chinese practiced in real business communication occasions.

The focus of the exercises is in the training of business content which unfolds through different stages. The first is to help the learners to familiarize themselves with the specific business situation through shadow reading and reading aloud. Second, the learners may do role playing by making up their own conversations based on the text, which may very well stimulate their potentials in learning Chinese. In the content of the exercises, business skills related to the text and the reproduction of business situations are especially highlighted. The ultimate objective of the exercises is to help learners to learn by doing, thus combining the class teaching with the real practicing of our social and economic life.

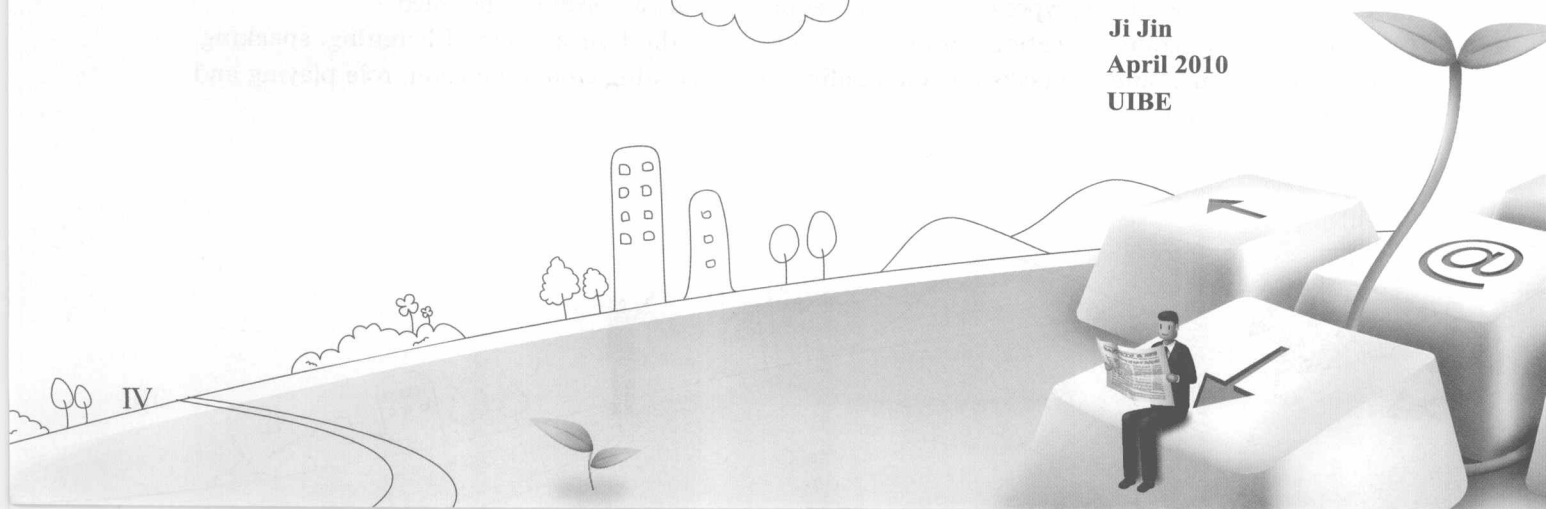
## III. Suggestions for the teaching

The average pace of the class is advised to be set at 6-8 class hours for each text including exercises. Thus learners may finish the studying of book (1), book (2) or book (3) in a semester if they spend 6-8 class hours every week.

This series of course books are rather extensive and diverse in their contents, and the situations of the units are both connected and relatively independent, so the learners may choose and learn conveniently according to their needs, interests and time. The design of the exercises is flexible. The teachers may have the liberty to arrange their own classes according to the actual level of the learners.

I hereby extend my heartfelt gratitude to the leaders and experts from Hanban and UIBE for their great support and assistance in the compilation of the course books. All comments from the readers are welcome and will be used for reference to further revision of these books.

Ji Jin  
April 2010  
UIBE



## 主要人物介绍

### Introduction to the main characters

马莉——女，意大利人（Maria Luigi），意大利爱玛服装公司中国分公司的总经理

Maria Luigi——female, from Italy; general manager of Italian Emma (China) Garment Co. Ltd.



比尔——男，美国人（Bill Andrew），原来是职业经理人，辞职后在对外经济贸易大学中国经济贸易实务研修班进修

Bill Andrew——male, from the US; formerly a professional manager, now studying in the Graduate Program for Chinese Economic and Trade Practice of UIBE

赵红——女，中国人，对外经济贸易大学国际贸易专业四年级的学生

Zhao Hong——female, from China; a senior student majoring in International Trade at UIBE







齐远——男，中国人，对外经济贸易大学MBA二年级的学生

Qi Yuan——male, from China; in his second year of UIBE's MBA Program

马莉和比尔是老朋友。齐远和赵红是比尔在对外经济贸易大学认识的朋友。马莉希望利用业余时间提高自己的商务汉语水平，比尔介绍齐远和赵红辅导马莉。他们四个人成了好朋友。

Maria and Bill are old friends. Bill gets acquainted with Qi Yuan and Zhao Hong at UIBE. Maria wishes to improve her level of business Chinese in her spare time and Bill introduces Qi Yuan and Zhao Hong to help Maria with her Chinese. The four become good friends.



# 目 录

## 第一单元 公司管理 /001

课文一 公司正在进行组织结构的调整 /001

课文二 他的管理理念非常先进 /009

▶▶ 练习 /018

## 第二单元 企业文化 /025

课文一 很多外企喜欢录用本土人才 /025

课文二 企业文化也有明显的差别 /032

▶▶ 练习 /043

## 第三单元 招标 /049

课文一 我正在看这个招标公告呢 /049

课文二 恭喜你们中标了 /058

▶▶ 练习 /067

#### 第四单元 商务代理 /072

课文一 我们是很有实力的代理商 /072

课文二 我们谈一下代理协议的具体事宜 /079

▶▶ **练习** /092

#### 第五单元 市场调研 /096

课文一 你们公司也在做市场调研啊 /096

课文二 咱们就从这几个方面来调研 /105

▶▶ **练习** /116

#### 第六单元 商务营销 /122

课文一 很多品牌的电脑都在降价促销 /122

课文二 我要为一款新车写营销方案 /130

▶▶ **练习** /138

**生词总表** /148

**专有名词总表** /154



# BUSINESS

## Contents

### Unit 1 Corporate Management /001

Text 1 The company is undergoing organizational restructuring /004

Text 2 His management ideas are very advanced /012

▶▶ Exercises /018

### Unit 2 Corporate Culture /025

Text 1 Many foreign enterprises prefer local talents /027

Text 2 Corporate cultures are distinctly different /035

▶▶ Exercises /043

### Unit 3 Tender /049

Text 1 I was reading the tender notice /052

Text 2 Congratulations on your successful bidding /061

▶▶ Exercises /067

### Unit 4 Business Agent /072

Text 1 We are a very competitive agent /075

Text 2 Let's discuss the details of the agent agreement /083

▶▶ Exercises /092



Unit 5 Market Research /096

Text 1 So your company is also carrying out market research /099

Text 2 Let's do the research in these aspects /108

▶▶ Exercises /116

Unit 6 Business Marketing /122

Text 1 Many brand computers are on sale /125

Text 2 I'll write a marketing plan for a new type of car /133

▶▶ Exercises /138

Vocabulary /148

Proper Nouns /154





## Unit 1

# Gōngsī guǎnlǐ 公司管理 Corporate Management

### 课文一

Gōngsī zhèngzài jìnxíng zǔzhī jiégòu de tiáozhěng  
公司正在进行组织结构的调整

Qí Yuǎn、Mǎ Lì、Bǐ'ěr zài Duìwài Jīngjì Mào yì Dàxué fùjìn de kāfēiguǎn lǐ liáotiān.

齐远、马莉、比尔在对外经济贸易大学附近的咖啡馆里聊天。





Bǐ'ěr: MǎLì, zhè jǐ tiān máng shénme ne?

比 尔：马莉，这几天忙什么呢？

Mǎ Lì: Wǒmen gōngsī gāng bìnggòu le liǎngjiā gōngsī, xiànzài zhèngzài jìnxíng zǔzhī jiégòu de tiáozhěng.

马 莉：我们公司刚**并购**了两家公司，现在正在进行组织结构的调整。

Bǐ'ěr: Bèi bìnggòu de zhè liǎngjiā gōngsī de yèwù hé nǐmen gōngsī de yíyàng ma?

比 尔：**被并购的这两家公司的业务**和你们公司的一样吗？

Mǎ Lì: Bù yíyàng. Wǒ xiànzài jì yào jǐnkuài shúxī zhè liǎngjiā gōngsī de yèwù qíngkuàng, yòu yào zhěng hé jǐjiā gōngsī de shìchǎng zīyuán, hébìng chóngzǔ xīn de shìchǎng bù.

马 莉：不一样。我现在既要尽快熟悉这两家公司的业务情况，又要**整合**几家公司的市场资源，**合并重组**新的市场部。

Qí Yuǎn: Nà nǐ zuìjìn tǐng máng de ba?

齐 远：那你最近挺忙的吧？

Mǎ Lì: Shì ya, wǒ xiànzài yā lì hěn dà.

马 莉：是呀，我现在压力很大。

Qí Yuǎn: Bǐ'ěr, nǐ de gōngzuò yā lì dà bú dà?

齐 远：比尔，你的工作压力大不大？

Bǐ'ěr: Yě hěn dà. Wǒmen gōngsī yě gānggāng jìnxíng le zǔzhī jiégòu de gǎigé, jiǎnshǎo le yìxiē juécè huánjié.

比 尔：也很大。我们公司也刚刚进行了组织结构的**改革**，**减少**了一些**决策环节**。

Qí Yuǎn: Shì ma? Nǐde gōngzuò yǒu shénme biànhuà ma?

齐 远：是吗？你的工作有什么变化吗？

Bǐ'ěr: Yǒu, yǐqián wǒ dōu shì xiàng bùmén jīnglǐ huìbào gōngzuò, xiànzài bùmén jīnglǐ bèi qǔxiāo le, wǒ zhíjiē xiàng gōngsī de fù zǒngjīnglǐ huìbào gōngzuò.

比 尔：有，以前我都是向**部门经理汇报**工作，现在**部门经理被取消了**，我直接向公司的**副总经理汇报**工作。

Mǎ Lì: Nǐmen gōngsī de gōngzuò xiàolǜ yīnggāi tíngāo le hěn duō ba?

马莉：你们公司的工作效率应该提高了很多吧？

Bǐ'ěr: Méi cuòr, gōngsī de juécè bǐ yǐqián kuài le hěn duō, gōngzuò xiàolǜ tíngāo le. Dànshì wǒ chéngdān de zérèn gèng zhòng le, yālì yě dà.

比尔：没错儿，公司的决策比以前快了很多，工作效率提高了。但是我承担的责任更重了，压力也大。

Mǎ Lì: Qí Yuǎn, nǐ de xīn gōngsī zěnmeyàng?

马莉：齐远，你的新公司怎么样？

Qí Yuǎn: Wǒmen gōngsī hěn dà, yǒu hěn duō chǎnpǐn shìyèbù, měigè chǎnpǐn shìyèbù dōu yǒu zìjǐ dúlì de yánfābù、shēngchǎnbù hé xiāoshòubù, yǒu dúlì de chǎnpǐn yèwù liúchéng.

齐远：我们公司很大，有很多产品事业部，每个产品事业部都有自己独立的研发部、生产部和销售部，有独立的产品业务流程。

Bǐ'ěr: Nǐ jùtǐ zuò shénme?

比尔：你具体做什么？

Qí Yuǎn: Wǒ xūyào xiángxì liǎojiě wǒmen shìyèbù xiāoshòu de chǎnpǐn, búduàn de kāifā xīn de shìchǎng zīyuán, xúnzhǎo xīn de kèhù. Wǒ yě miànlín zhe hěn dà de tiǎozhàn.

齐远：我需要详细了解我们事业部销售的产品，不断地开发新的市场资源，寻找新的客户。我也面临着很大的挑战。

Bǐ'ěr: Kànlái wǒmen dōu yíyàng!

比尔：看来我们都一样！

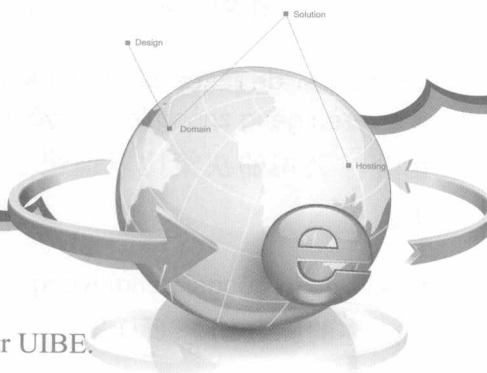






## Text 1

### The company is undergoing organizational restructuring



Qi Yuan, Maria, and Bill are chatting in a café near UIBE.

Bill: Maria, what have you been doing these days?

Maria: Our company has just taken over two companies, and now we are conducting organizational restructuring.

Bill: Are these two acquired companies in the same line of business as your company?

Maria: Not the same. Now I have to familiarize myself with the business operations of the two companies as soon as possible; at the same time I have to integrate their market resources and merge them into a new marketing department.

Qi Yuan: Then you must be very busy these days?

Maria: Yes, I'm under a lot of pressure.

Qi Yuan: Bill, do you have any pressure from your job?

Bill: Yes, I have. Our company has just undergone an organizational reform and reduced a few decision-making procedures.

Qi Yuan: Really? Are there any changes in your work?

Bill: Yes, I reported to departmental manager before, and now the position of departmental manager has been cancelled, and I report directly to vice general manager.

Maria: The efficiency of your company must have improved a lot, right?

Bill: That's right, the decision making of the company becomes much faster, and the efficiency has been improved. But my responsibility is bigger; the pressure is heavier as well.

Maria: Qi Yuan, what about your new company?

Qi Yuan: Our company is very big with many product divisions; and each division has independent departments for research and development, production and sales; each has an independent business process for its products.

Bill: What do you do specifically?

Qi Yuan: I need to know the details of those products sold by our division, develop new market