



国家汉办/孔子学院总部

通用

季瑾 主编

Tongyong Shangwu Hanyu

商务汉语

3

A General Course for
Business
Chinese



对外经济贸易大学出版社

University of International Business and Economics Press



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主编：季 瑾

编者：（按姓氏笔画顺序排列）

卢 莹 李小萌 张建英 季 瑾

奚 俊 潘景景

译者：杨玉功

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通用商务汉语 3

A General Course for Business Chinese 3

季瑾 主编

责任编辑: 胡小平

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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

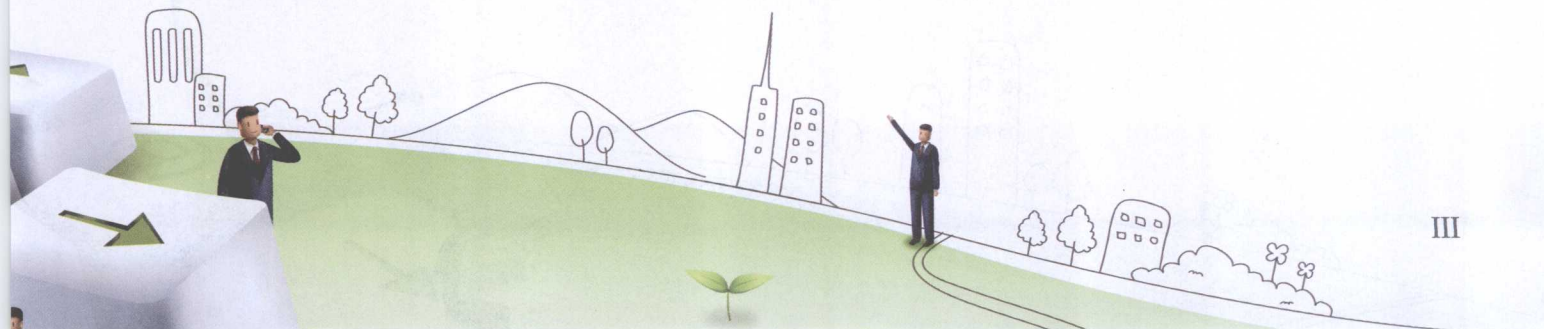
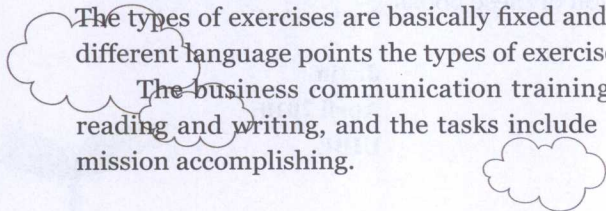
1. The practicality and effectiveness of the thematic materials

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

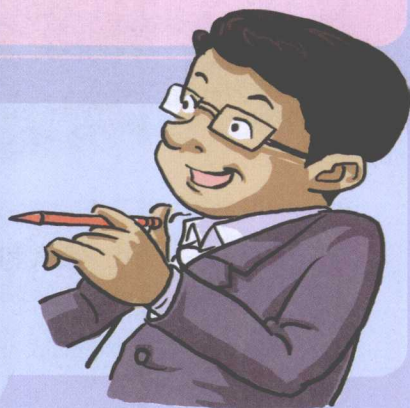




齐远——男，中国人，对外经济贸易大学MBA二年级的学生
 Qi Yuan—male, from China; in his second year of UIBE's MBA Program

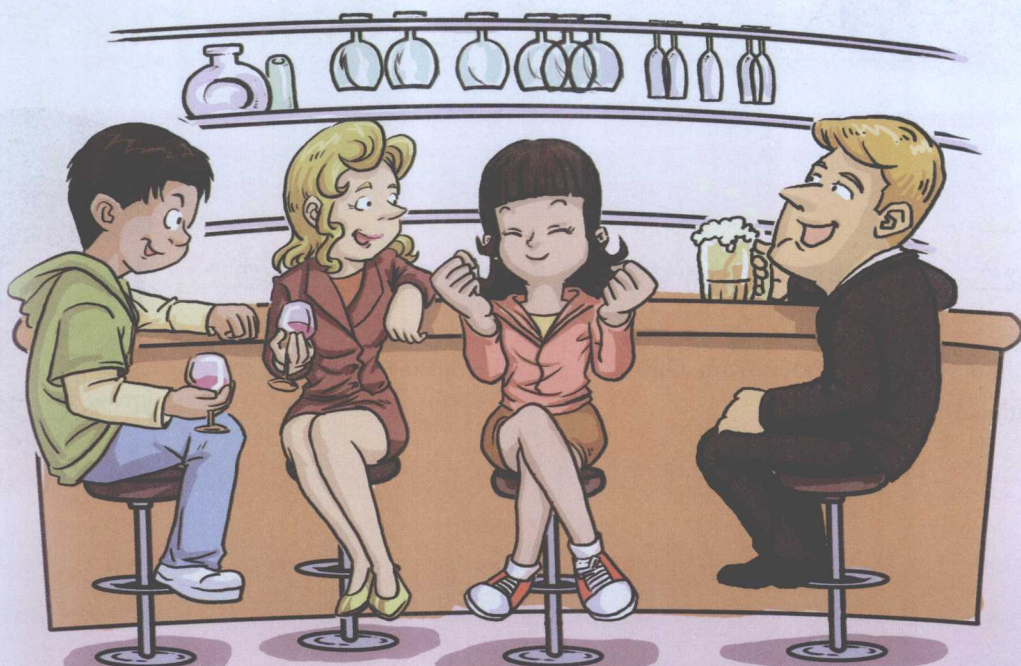
王伟——男，中国人，一位职业经理人，瑞华公司的
 总经理

Wang Wei—male, from China; a professional manager, general
 manager of Ruihua Company Ltd.



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。王伟是马莉的朋友，他通过马
 莉认识了比尔、齐远和赵红。

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. Wang
 Wei is Maria's friend, and through Maria he gets to know Bill, Qi Yuan and Zhao Hong.



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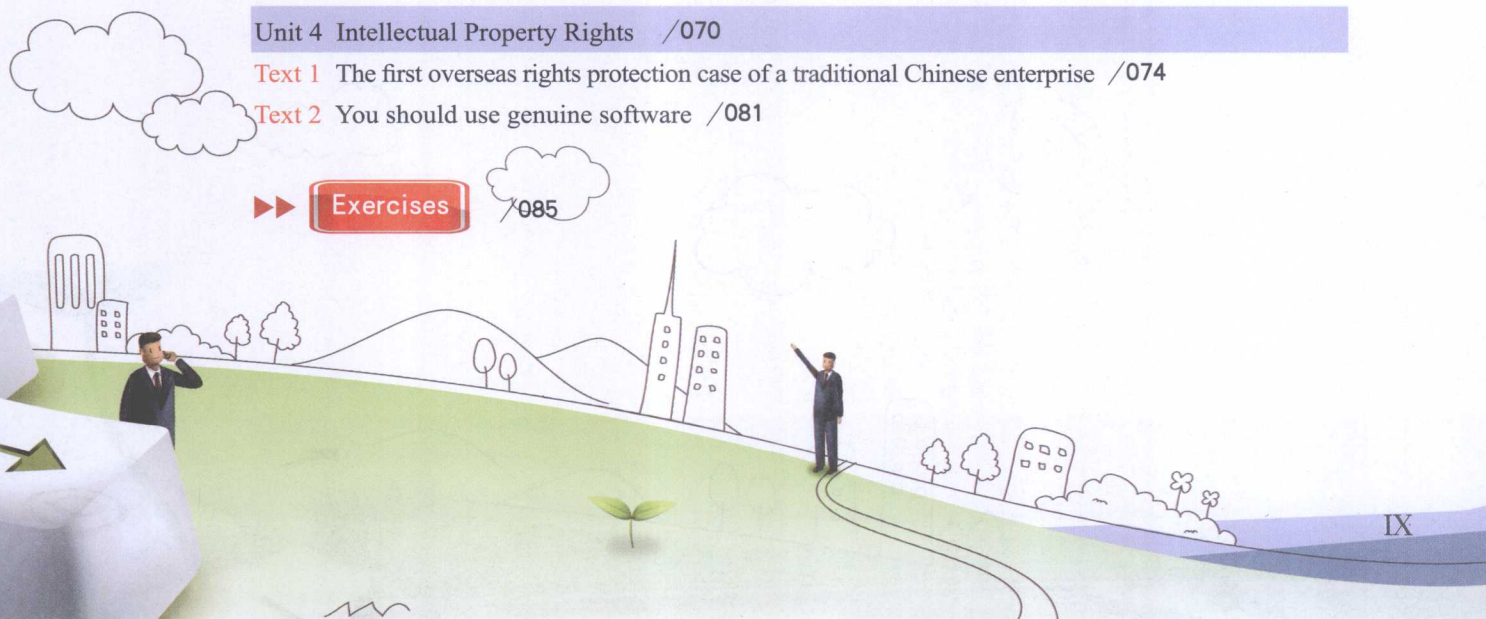
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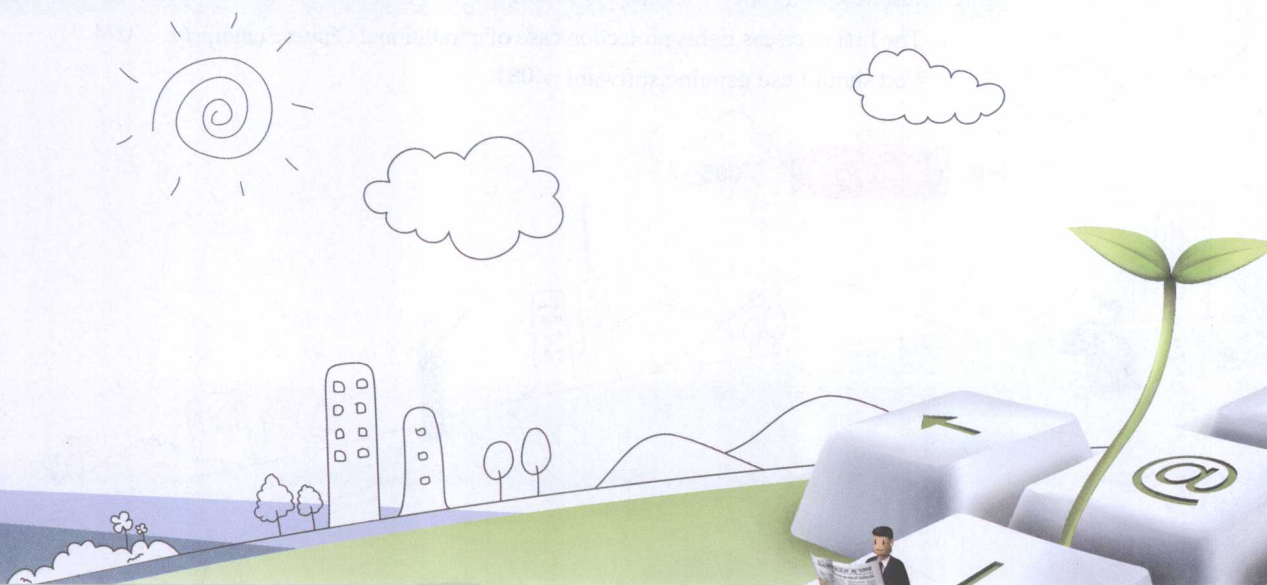
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Unit 1

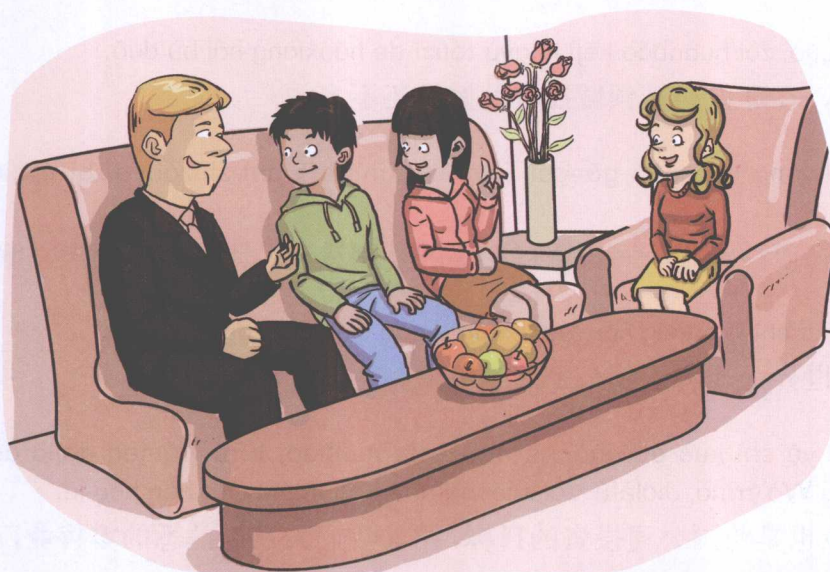
Wàishāng zài huá tóuzī 外商在华投资 Foreign Investments in China

课文一

Tīngshuō yìxiē tóuzī lǐngyù kuòdà le
听说一些投资领域扩大了

Mǎ Lì qǐng Bǐ'ěr, Qí Yuǎn, Zhào Hóng zhè jǐ wèi péngyǒu dào jiā lǐ lái jùjù. Tāmen liáo qǐ le tóuzī de huàtí.

马莉请比尔、齐远、赵红这几位朋友到家里来聚聚。他们聊起了投资的话题。





通用商务汉语 3

Mǎ Lì: Xiànzài wàishāng zài Zhōngguó de tóuzī hěn duō a.

马 莉：现在**外商**在中国的**投资**很多啊。

Bǐ'ěr: Shì a. Wǒ zuótiān zài wǎngshàng kàn dào yì zé xiāoxi shuō, Yīngtè' ěr gōngsī de quánqiú tóuzī jīgòu zài Běijīng xuānbù le sān gè xīn de tóuzī xiàngmù.

比 尔：是啊。我昨天在网上看到一则消息说，**英特尔公司**的全球**投资机构**在北京**宣布**了三个新的**投资项目**。

Mǎ Lì: Dōu shì nǎxiē fāngmiàn de tóuzī ne?

马 莉：都是哪些方面的投资呢？

Bǐ'ěr: Tāmen jiāng fēnbié xiàng sān jiā zhōngzī gōngsī zhuzī. Yì jiā shì yīliáo wèishēng hángyè de, liǎng jiā shì huánbǎo xīn kējì lǐngyù de.

比 尔：他们**将**分别向三家**中资公司****注资**。一家是医疗卫生行业的，两家是**环保新科技领域**的。

Zhào Hóng: Zhè sān jiā gōngsī dōu shì gāoxīn kējì gōngsī ma.

赵 红：这三家公司都是**高新科技公司**嘛。

Qí Yuǎn: Duì, gāoxīn jìshù chǎnyè xiànzài shì kuà guó gōngsī tóuzī de rèdiǎn.

齐 远：对，**高新技术产业**现在是**跨国公司**投资的**热点**。

Bǐ'ěr: Yīnwèi zhōngguó búdàn yǒu fēngfù de láodònglì zīyuán, hái yǒu hěn duō gāo shuǐpíng de kēyán rényuán.

比 尔：因为中国不但有**丰富的劳动力资源**，还有很多高水平的**科研人员**。

Zhào Hóng: Búguò, zài huánbǎo kējì lǐngyù tóuzī de hǎoxiàng hái bù duō.

赵 红：不过，在**环保科技领域**投资的好像还不多。

Bǐ'ěr: Shì a, yǐwǎng kuà guó gōngsī tóuzī zuì mìjí de shì zhìzàoyè, bǐrú qìchē zhìzào, fúzhuāng jiāgōng.

比 尔：是啊，以往**跨国公司**投资最**密集**的是**制造业**，比如汽车制造、服装加工。

Zhào Hóng: Suǒyǐ shìjiè shàng cái yǒu le nàme duō de “Zhōngguó zhìzào”.

赵 红：所以世界上才有了那么多的“**中国制造**”。

Mǎ Lì: Fúwùyè yě shì kuà guó gōngsī tóuzī de mùbiāo, bǐrú wǒmen dàjiā dōu shúxī de língshòuyè jùtóu Wò'ěrmǎ, Jiālèfú, zài zhōngguó yǐjīng fāzhǎn de hěn hǎo le.

马 莉：**服务业**也是**跨国公司**投资的目标，比如我们大家都熟悉的**零售业**巨头**沃尔玛**、

家乐福，在中国已经发展得很好了。

Qí Yuǎn: Nǐmen shuō de zhèxiē dōu shì bǐjiào chéngshú de tóuzī lǐngyù, èr líng líng qī nián xiūding de 《wàishāng tóuzī chǎnyè zhǐdǎo mùlù》 zhōng yǒu hěn duō xīn de biànhuà.

齐 远：你们说的这些都是比较**成熟**的投资领域，2007年**修订**的《外商投资产业指导目录》中有很多新的变化。

Mǎ Lì: Dōu yǒu nǎxiē xīn biànhuà ne? Nǐ kuài shuōshuo kàn! Tīngshuō yìxiē tóuzī lǐngyù kuòdà le.

马 莉：都有哪些新变化呢？你快说说看！听说一些投资领域扩大了。

Qí Yuǎn: Shì de, wǒmen gānggāng shuō dào de huánbǎo xīn kējì, gāoxīn jìshù chǎnyè jiùshì xīn zēngjiā de, shì zhèngfǔ gǔlì de tóuzī lǐngyù.

齐 远：是的，我们刚刚说到的环保新科技、高新技术产业就是新增加的，是政府**鼓励**的投资领域。

Bǐ'ěr: Háiyǒu nǎxiē biànhuà?

比 尔：还有哪些变化？

Qí Yuǎn: Yuánlái jìnzhǐ wàishāng tóuzī de yìxiē lǐngyù xiànzài yǐjīng duìwài kāifàng le, bǐrú diànxìnyè.

齐 远：原来**禁止**外商投资的一些领域现在已经**对外开放**了，比如**电信业**。

Zhào Hóng: Dànshì duì yǒuxiē lǐngyù de xiànzhì yě zēngjiā le ba.

赵 红：但是对有些领域的**限制**也增加了吧。

Qí Yuǎn: Méi cuò! Bǐrú fángdìchǎn yè, háiyǒu nàxiē gāo hàonéng、gāo wūrǎn de chǎnyè shòudào le yángé kòngzhì.

齐 远：没错！比如**房地产业**，还有那些**高耗能**、**高污染**的产业受到了**严格控制**。

Mǎ Lì: Yǐqián fángdìchǎn yè yě shì wàishāng tóuzī de yíge hěn zhòngyào de lǐngyù ne, xiànzài biànhuà quèshí hěn dà a.

马 莉：以前房地产业也是外商投资的一个很重要的领域呢，现在变化确实很大啊。

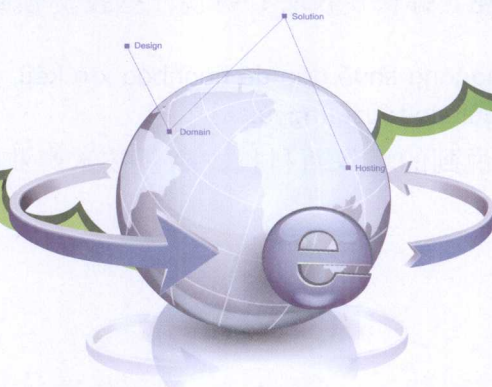
Zhào Hóng: Shì a, nǐmen shìbùshì yě xiǎng zài zhōngguó tóuzī ne? Kànhǎo le shénme xiàngmù jiù gǎnjīn chūshǒu ba.

赵 红：是啊，你们是不是也想在中国投资呢？看好了什么项目就赶紧**出手**吧。



Text 1

I hear the range of investment has been expanded



Maria invites Bill, Qi Yuan and Zhao Hong to a party at home, chatting over the topic of investment.

Maria: Now foreign enterprises have lots of investments in China.

Bill: Yes, I saw some news on the Internet saying that Intel's global investment arm has announced three new investment projects in Beijing.

Maria: What areas do the investments go to?

Bill: They will fund three Chinese companies. One is in the medical industry, and two others are in the field of new environmental protection technologies.

Zhao Hong: That explains why companies are all high-tech companies.

Qi Yuan: That's right, high-tech industries are the hot spot for multi-national companies' investment.

Bill: Because China not only has rich labor resources but also high level research and technical personnel.

Zhao Hong: But investments are relatively few in the field of environmental protection technologies.