

mp3



免费语音下载

www.c-textilep.com

阳程◎主编

Fluent Oral English for Business Communication



商务接待 ◇ 商务会议 ◇ 商务洽谈 ◇ 商务行销 ◇ 商务贸易 ◇ 商务旅行

商务英语

张口就来

常用表达：高频常用表达，让你先声夺人。
会话现场：有效会话练习，让你张口就来！

中国纺织出版社

mp3 

免费语音下载
www.c-textile.com

阳程◎主编

Fluent Oral English for Business Communication



商务接待 ◇ 商务会议 ◇ 商务洽谈 ◇ 商务行销 ◇ 商务贸易 ◇ 商务旅行

商务英语 张口就来

 中国纺织出版社

图书在版编目(CIP)数据

商务英语张口就来/阳程主编.
—北京:中国纺织出版社,2010.10
ISBN 978-7-5064-6627-1

I. ①商… II. ①阳… III. ①商务-英语-口语
IV. ①H319.9

中国版本图书馆CIP数据核字(2010)第131319号

策划编辑:苏广贵 责任编辑:王力凡
特约编辑:孙红 责任印制:刘强

中国纺织出版社出版发行
地址:北京东直门南大街6号 邮政编码:100027
邮购电话:010-64168110 传真:010-64168231
<http://www.c-textilep.com>
E-mail: faxing@c-textilep.com
北京世纪雨田印刷有限公司印刷 各地新华书店经销
2010年10月第1版第1次印刷
开本:710×1000 1/16 印张:16
字数:190千字 定价:29.00元

凡购本书,如有缺页、倒页、脱页,由本社图书营销中心调换



Preface

中国的国际化地位日益凸显,掌握一门外语成为必然之势。英语是我们打开世界大门的一把重要的语言钥匙,是我们了解世界,了解社会,了解文化的绿色通道。处在信息爆炸时代的打拼一族,只有经历一场英语暴风雨的洗礼,才能更加稳健地屹立于职场,让自己可以自由穿梭在信息世界中。《商务英语张口就来》正是为打拼一族量身编写的英语口语应用手册。

本书语言简练,纯正地道,取材广泛,句型经典,会话生动,要词突出,讲解详实,让英语学习真正地成为你乐于想做的一件事。

本书的主要版块设计有:

Useful Expressions 常用表达:高频常用表达,使你先声夺人;

Live Conversations 会话现场:有效会话练习,让你张口就来;

Key Points 重点词汇:实用口语词汇,教你轻松搞定;

Language Tips 语言贴士:点滴语言贴士,帮你丰富知识;

Authentic Words 洋腔洋调:精彩口语习语,为你飙升人气。

“张口就来系列”分为六个部分:“商务接待”、“商务会议”、“商务洽谈”、“商务行销”、“商务贸易”、“商务旅行”。字里行间中,让你自如驾驭商务快车,与世界牵手,用娴熟的口语征服世界,一条康庄大道就会在你的脚下延伸。





处在打拼中的你,也许正渴望拥有流利的美式口语,也许正为自己的英语口语犯愁,也许正苦于在浩瀚书海中无从选择一套可以让自己真正喜欢的口语书,也许……不!我们不要“也许”,让“也许”远离自己吧!“张口就来系列丛书”正是你练习英语口语的必备蓝本。让你我在打拼的路上更加勇敢地去交流,与世界,与未来!

编者
2010年6月



目录

Contents

Part One Business Reception**商 务 接 待**
.....

- 3 / Unit 1 Meeting at the Airport 机场迎接
- 15 / Unit 2 Meeting a Customer 正式会见
- 24 / Unit 3 Entertaining a Guest 宴请外宾
- 35 / Unit 4 Farewell before Leaving 临行离别

Part Two Business Meeting**商 务 会 议**
.....

- 45 / Unit 1 Preparing Meeting 会议准备
- 53 / Unit 2 Meeting Agendas 会议议程
- 60 / Unit 3 Executing Meeting 执行会议

Part Three Business Negotiation**商 务 洽 谈**
.....

- 73 / Unit 1 Price Negotiation 价格谈判
- 81 / Unit 2 Contract Negotiation 合约洽谈
- 93 / Unit 3 Agency Negotiation 代理商谈
- 104 / Unit 4 Lodging a Claim 索赔事宜





Part Four Business Marketing

商 务 行 销

.....

- 117 / Unit 1 Marketing Strategy 营销策略
- 127 / Unit 2 Advertising Campaign 广告宣传
- 138 / Unit 3 Product Sales 产品销售
- 146 / Unit 4 After-sale Services 售后服务

Part Five Business Trade

商 务 贸 易

.....

- 155 / Unit 1 Establishing Trade Relations 建立往来
- 163 / Unit 2 At the Exhibition 展销交易
- 170 / Unit 3 Inquiry and Offer 询价报价
- 179 / Unit 4 Ordering Goods 订购货物
- 186 / Unit 5 Uploading and Shipment 装运交货
- 196 / Unit 6 Terms of Payment 付款条件

Part Six Business Trip

商 务 旅 行

.....

- 211 / Unit 1 Making a Reservation 机票预订
- 218 / Unit 2 Passport Control 护照检查
- 224 / Unit 3 By Plane 顺利飞行
- 232 / Unit 4 Hotel Services 酒店服务
- 242 / Unit 5 Expense Reimbursement 出差报销

Part One

Business Reception

商务接待



Unit 1

Meeting at the Airport

机场迎接



常用表达

Useful Expressions

Did you have a good trip?

旅途愉快吗?

Excuse me, are you Mr. White from Edison Inc.?

对不起,请问您是爱迪生公司的怀特先生吗?

Hello, I'm Henry of United Trading Company.

你好!我来自联合贸易公司叫亨利。

Yes, I am. And you must be Mr. Dennis.

是的,我就是,你一定是丹尼斯先生吧。

I'm Donald. We met last time you visited Taiwan.

我是唐纳德,上次你来台湾时我们见过面。

I'm John. I'll show you to your hotel.

我是约翰,我带你去旅馆。

Was it easy to find here?

这地方好找吗?

May I help you with your suitcase?

我可以帮您提行李吗?





Welcome to Beijing.

欢迎您来北京。

Is this your first trip to Beijing?

这是你第一次来北京吗？

My pleasure, I hope your visit to Beijing is very enjoyable.

这是我的荣幸,我希望您北京之行愉快。

It's been a while since I've seen you. It was ten years ago when we last met.

好久不见。上次见面到现在有十年了吧！

You must be tired from the long flight. Please take a rest today.

长时间地搭乘飞机您一定累了,今天就请好好休息吧。

This is my subordinate, Adam. He will drive you to the hotel.

这是我的员工亚当。他将开车送您到饭店。

There's a shuttle bus we can use.

我们可搭乘机场班车。

We will take your baggage to your hotel.

我们将把您的行李送到饭店。

What time shall we meet tomorrow morning?

明天早上我们几点碰面？

We've been expecting you.

我们一直在等你。

We are glad you could come.

很高兴您能来。



Conversation 1

A: Mr. Brown? Hi, I'm Mark from Florence Incorporated. I'll be glad you made it okay. How was your flight?

B: It was pretty bumpy, also a bit long, all together about 5 hours.

A: That is a long flight. You had a layover too, is that right? You must be tired.

B: Actually I feel quite rested. I was able to sleep on the plane.

A: Good! Here, let me help you with your bag. Is it your first time to Seattle? I'd be happy to take you around this city and show you the sights tonight if you're up to it.

B: That will be very nice. You're too kind.

A: I've already made a hotel reservation for you, let's go to the hotel first and

A: 是布朗先生吗?您好,我是佛罗伦萨股份有限公司的马克。很高兴您能及时抵达。一路顺利吧?

B: 路上颠簸得很厉害,时间也有点长,总共大约5个小时。

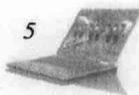
A: 路程真是不近。中途还有短暂停留吧?您一定累坏了。

B: 实际上我休息得不错。飞机上能睡觉。

A: 太好了!那我帮你拿包吧。您是第一次来西雅图吗?如果您今晚有空的话,我很乐意陪您在城里转转,看看风景。

B: 那样太好了,非常感谢。

A: 我已经为您订了旅馆,我们先过去把东西放下。然后,我们去喝





drop off your things. Then, I'd like to have a drink so that we can get better acquainted. I've booked a table at an exclusive restaurant downtown. Afterwards, I've made arrangements to take you to see the city lights. Seattle's nightlife can be really quite exciting. How does that schedule sound to you?

B: Sounds great. Thank you for your hospitality.

点什么好好认识一下,我在市区一家高档饭店订了位。吃完饭后,我已安排了带您去看城市夜景。西雅图的夜生活真的很热闹。您觉得这样安排可以吗?

B: 听起来好极了。谢谢你的热情款待。



Key Points 重点词汇

bumpy 颠簸的

layover 中途下车

drop off 把……放下

acquaint 使了解;使熟悉

exclusive 高级的;时髦的

downtown 城市商业区;闹区

make an arrangement 做出安排

hospitality 热情

Conversation 2

A: Excuse me, are you Mr. Smith from America?

A: 请问,你是从美国来的史密斯先生吗?



B: Yes, I am.

A: I'm Lin Mei, the secretary of Beijing Trading Company. Our general manager Mr. Ma meant to come here to meet you in person. But some other business held him back, so he asked me to come in his place and say "hello" to you.

B: Thanks. How do you do, Miss Lin?

A: How do you do, Mr. Smith? Welcome to Guangzhou.

B: Thank you. It's very kind of you to come and meet me at the airport, Miss Lin.

A: With pleasure. I hope you've had an enjoyable flight.

B: Yes, thank you.

A: I'm glad to hear that. Is this your first trip to Guangzhou, Mr. Smith?

B: No. This is the second time.

A: I hope you will enjoy your stay here in Guangzhou.

B: Thanks. I'm sure I will.

A: Our car is waiting over there. Let's drive to the hotel. May I help you with

B: 是的,我是。

A: 我叫林美,是北京贸易公司的秘书。我们的总经理马先生本来打算亲自来这儿接你,但因公务缠身,才由我代替,并让我转达他对你的问候。

B: 多谢。你好,林小姐。

A: 你好,史密斯先生。欢迎到广州来。

B: 谢谢,林小姐。你特地到机场来接我,真是太客气了。

A: 乐意效劳。旅途愉快吧!

B: 很好,谢谢。

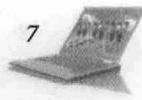
A: 那太好了。史密斯先生,你是初次来广州吗?

B: 不是的,这是第二次。

A: 希望你在广州过得愉快。

B: 谢谢。我相信会的。

A: 车正在那边等着,咱们现在就去宾馆吧。我来帮你拿行李好吗?





your luggage?

B: No, thanks. I can manage all right.

Let's go.

B: 不用,谢谢。我自己能行。咱们走吧。



Key Points 重点词汇

general manager 总经理

in person 亲自

hold back 阻止;阻碍

in one's place 代替某人;在某人的立场上

enjoyable 快乐的;有乐趣的

drive to 开车去

Conversation 3

A: Excuse me. Are you Mr. Mike Johnson?

B: Yes, I am from Northern Reflections of Canada. And are you Mr. Wang?

A: No, sir, I'm not. I'm Liu Yang, Sales Manager at ABC Trading. Hi. (Extending hand first; they shake hands) Mr. Wang asked me to come and meet you, because he was unexpectedly tied up this morning. He is very eager to meet you, and sends his warmest regards.

A: 打扰,您是迈克·约翰逊先生吗?

B: 是的,我代表加拿大 Northern Reflections 公司,您是王先生吧?

A: 我不是。我是刘阳,ABC 贸易公司的销售经理。您好,(伸手与对方握手)王先生要我来接您,因为他今早突然有事无法分身。他非常想见您,要我先代他向您致意。



B: I see. Well, it's very nice to meet you, Liu Yang. And please, feel free to call me Mike. I'm not big on formalities.

A: That would be my pleasure. Can I help you with you bags? We've got a limo waiting outside.

B: A limo? (Chuckling) I see you're trying to butter me up!

(On their way to the hotel.)

A: I hope you had a pleasant flight over here, Mike. I've travelled the trans-Pacific routes before, and I know how tiring they can be.

B: This one was uneventful, except for a little turbulence here and there. In fact, I feel as crisp as a new dollar bill.

A: Glad to hear it. Would you like an informal dinner with us tonight? Mr. Wang asked me to inquire.

B: It's very nice of him, but truthfully I'd rather just spend a quiet evening in the hotel getting ready for tomorrow's appointment. Mr. Liu won't mind?

B: 原来如此。非常高兴认识你,刘阳。叫我迈克就可以了,我不喜欢拘泥于礼节。

A: 这是我的荣幸。让我帮您提行李好吗? 我们有辆豪华轿车在外面候驾。

B: 豪华轿车?(低声地笑)我看你们是想讨好我吧!

(离开机场,驱车前往饭店。)

A: 迈克,我希望你来访旅途愉快,我以前也搭过横渡太平洋的航线,我知道那有多累。

B: 除了不时气流不稳之外,一路都很顺利。事实上,我觉得自己还是很有精神的。

A: 很高兴听你这么说,您愿意今晚让我们招待便饭吗? 王先生要我问一声。

B: 他太客气了! 不过事实上我更想静静地在饭店休息一晚,准备明天的会谈。刘先生不会介意吧?





A: Not at all. Mr. Wang expected you'd want a little rest at first. Just to confirm—you know that tomorrow's meeting is set for 10 a. m. , at our office? I'll pick you up at the hotel at 9:15.

B: That'll be fine. Liu Yang, thank you so much.

A: It's my pleasure. By the way, are there any sights you'd like to see while you're here? I'd be happy to show you around.

B: Well, I have instructions not to mix pleasure with business on this trip. But could we see International Trade Center, and Zhongguancun Science & Technology Park?

A: That's no problem. I'll set up appointments for later this week.

B: Thank you very much.

A: 当然不会,王先生想到您可能需要稍作休息。跟您确认一下,您知道明天的会议是早上10点在我们的办公室举行吗?我会在9点15分到饭店接您。

B: 好的,刘阳,谢谢你。

A: 我很乐意为你服务。对了,在停留期间,您是否想去参观一些地方?我可以带你逛逛。

B: 很不巧,老板指示我这次不能假借谈公事四处游玩。不过,我们可以到国贸中心与中关村科技园区吗?

A: 没问题,这周晚些时候我会安排时间。

B: 非常感谢您。



Key Points 重点词汇

Sales Manager 销售经理

unexpectedly 未料到地;意外地