

新世界
NEW WORLD



商务英语系列教材
商务英语综合教程子系列
BUSINESS ENGLISH



北京市高等教育精品教材立项项目

商务英语

学生用书 第二册 (第二版)

Into Business with English
Student's Book Book 2 (Second Edition)

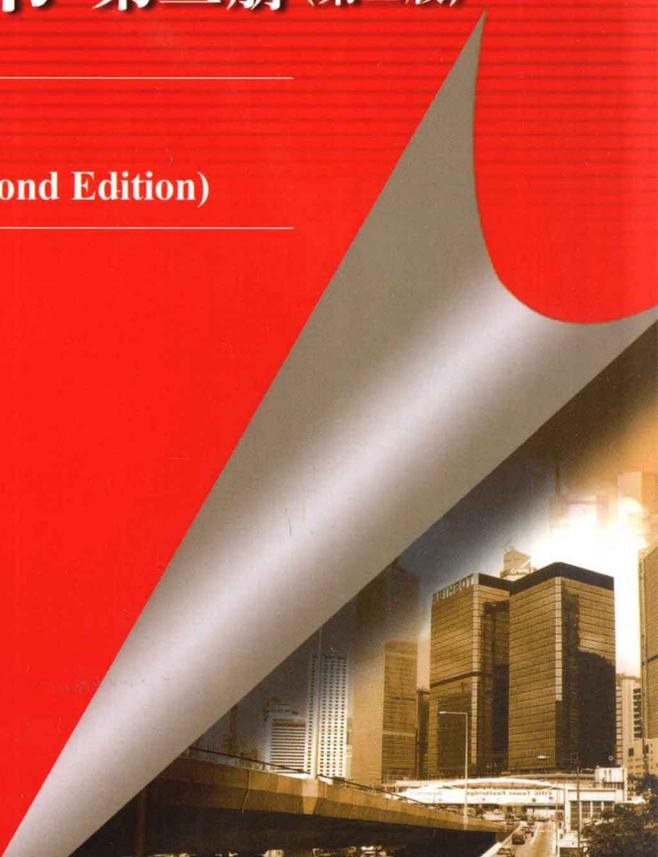
总主编 王立非 陈俐丽

主 编 李啸初



对外经济贸易大学出版社

University of International Business and Economics Press





北京市高等教育精品教材立项项目

新世界商务英语系列教材·商务英语综合教程子系列
New World Business English

Into Business with English

Student's Book

Book 2 (Second Edition)

商务英语

学生用书

第二册

(第二版)

总主编 王立非 陈俐丽

主 编 李啸初

编 者 (按姓氏笔画为序)

李啸初 李秀清 李 莉

宋佳音 郭 巍

对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

商务英语学生用书. 第2册 / 王立非, 陈俐丽总主编; 李啸初分册主编. —2版. —北京: 对外经济贸易大学出版社, 2010

北京市高等教育精品教材立项项目
(新世界商务英语系列教材)
ISBN 978-7-81134-480-6

I. ①商… II. ①王… ②李… III. ①商务-英语-高等学校-教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2009) 第 227752 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

商务英语学生用书 第二册 (第二版)
Into Business with English Student's Book
Book 2 (Second Edition)

李啸初 主编
责任编辑: 陈欣

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

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: 185mm × 230mm 20.75 印张 416 千字
2010年5月北京第2版 2010年5月第1次印刷

ISBN 978-7-81134-480-6
印数: 0 001 - 5 000 册 定价: 38.00 元 (含光盘)

“新世界商务英语系列教材”编委会

总顾问

陈准民（对外经济贸易大学）

编委会主任委员（按姓氏笔划为序）

丁衡祁（对外经济贸易大学）

王立非（对外经济贸易大学）

王关富（对外经济贸易大学）

车丽娟（东北财经大学）

邬孝煜（上海对外贸易学院）

陈洁（上海对外贸易学院）

沈素萍（对外经济贸易大学）

陈振东（上海财经大学）

宫桓刚（东北财经大学）

郭桂杭（广东外语外贸大学）

“新世界商务英语系列教材（本科）”编委会

编委会委员（按姓氏笔划为序）

丁衡祁	丁崇文	王立非	王关富
王燕希	江 春	邢建玉	沈素萍
陈小全	陈延军	杨伶俐	张海森
张翠萍	李月菊	李 丽	俞利军
郭桂杭	常玉田	窦卫霖	

出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社与对外经济贸易大学、东北财经大学、广东外语外贸大学、上海财经大学、上海对外贸易学院等院校联手推出的一套面向不同层次、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科和高职高专。研究生层次的商务英语适用于全国各高等院校商务英语方向以及财经类专业的硕士研究生。整体思路贯彻《研究生英语教学大纲》和《考试大纲》，适应全国研究生英语教学发展的新要求。本套全国高等院校研究生商务英语系列教材由阅读教程、翻译教程、写作教程、听说教程以及配套多媒体课件组成。

本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向和国际贸易、国际经济、国际工商管理 etc 专业的学生。

高职高专层次的商务英语教材按照教学模式设置，包括语言技能教材和商务谈判、国际贸易实务、外贸英文制单、商务礼仪等商务知识核心教材。

针对本科层次商务英语教学模式和课程设置，商务英语方面的教材涵盖下述三大模块：语言技能、混合模块（语言技能 + 专业知识）、商务专业知识：

第一：语言技能

商务英语综合教程子系列（1-4 册）

高级商务英语听说

商务翻译（英译汉）

商务翻译（汉译英）

国际经贸文章选读

商务英语阅读

商务英语写作

实用经贸英语口语

商务英语口译

商务英语综合教程

英语商务信函写作

第二：语言技能 + 专业知识

人力资源管理专业英语

国际商法专业英语

国际贸易专业英语

金融专业英语

饭店管理专业英语

国际经济合作专业英语

工商管理专业英语

证券专业英语

银行专业英语
国际经济专业英语
国际营销专业英语

海关专业英语
国际投资专业英语
旅游管理专业英语

第三：商务专业知识

跨文化商务交流 (英文版)
商务广告 (英文版)
进出口实务与操作 (英文版)

国际商务礼仪
经济学导论 (英文版)
商务沟通 (英文版)

上述的每套子系列教材都自成体系，合在一起又形成有机的整体。本套教材不是封闭的，而是随着教学模式、课程设置和课时的变化，不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源，与时俱进、推陈出新，整合出一套不断更新、日趋完整的商务英语系列教材，以实现我们为广大读者提供服务的口号：“读经贸图书，做国际儒商” (Get versed in economic and commercial subjects, and succeed in the international business arena)。

编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，或者曾任驻外商务领事，或者获得工商管理、经济学等商科专业的硕士、博士学位。他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

对外经济贸易大学出版社

2008年1月

A

cknowledgements



The new edition of Into Business and Economics (Book 2) was produced by Li Li, Guo Wei, Li Xiaochu, Li Xiuqing, Song Jiayin and Chen Lili from the University of International Business and Economics. The writers of this book would like to thank all who started and sponsored the project and the rewriting. Teachers from UIBE who contributed ideas to the new edition are: Bao Qianyi, Hao Qing, Jiang Chun, Kang Jin, Ruan Yongzhi, Shao Ling, Shi Chunli, Shan Lingyun, Su Yurong, Wang Shufang, Yan Bin, Yue Liqun, and Zhang Ping.

This book would not have been possible without considerable team-work from teachers at University of International Business and Economics, Tianjin Institute of Foreign Trade, Shanghai Institute of Foreign Trade, and Guangzhou Institute of Foreign Trade. The following teachers from UIBE have made the major contributions to its first edition: Yang Boning, Chen Lili, Li Ping, Chai Junxiong, Huang Zhenhua, Han Xiaoming, Wang Yiping, and Fang Hong. The following teachers have made contributions to its first edition: from UIBE: Cao Ling, Chang Li, Ding Chongwen, Fan Li, Gu Xiaobing, Jiang Chun, Jiang Lijun, Kang Jin, Liu Jiawei, Liu Yu, Shen Hong, Su Ling, Wang Lu, Wang Wenjun, Wang Xuewen, Zhang Cuiping, Zhang Erhu, Zhi Cong, Zhao Wanying, Zhao Hetian, and Zuo Fangjun; from GIFT: Cao Xudong, Yu Honghong, Jia Xiuting, Du Bo, Zhou Qiming, Fan Xin, Sun Min, Zhang Kan, Ye Qing, Zhang Cong, and Chen Qin; from SIFT: Zhou Linggen, Chen Jie, Wang Yuanqing, Zhang Ying, Sang Huiming, Xu Dongfeng, Yu Chen, Wang Xinsun, and Ye Xinguo; from TIFT: Chang Lianrong, Hao Yunzhi, Liang Wei, Qiu Qing, Lin Su, Zhou Yi, and Hu Wenxiang. Our thanks are due to Liu Xiaopeng, Wang Rongqiang, Ban Ruo, Aidan Thorne, and Trevor Grimshaw for their illustrations and ideas. Typing was done by Wang Yu, Xi Wei, Ren Chi and Ban Ruo.

During the years of the development of Into Business with English, the following British lecturers were associated with the project: Sue Bailey, Bruce Catt, Susan Croft, Chris Defty, Judy Dyer, Trevor Grimshaw, Terry Jordon, Ricky Lowes, Yvonne Marsden, Angela O'

Connell, Mary Rack, Sarah Robinson, Christine Thorne, Tony Ward, and Patricia Warren. Our thanks are particularly due to Susan Croft, who was the main contributor to the materials throughout the early years of the project, Bruce Catt, Judy Dyer, Christine Thorne, Trevor Grimshaw, Sue Bailey, Sara Robinson, and Tony Ward, who wrote the first edition of the materials, and Trevor Grimshaw, who edited and revised Book 1 (1996 edition).

Also to be thanked is the Ministry of Foreign Trade and Economic Cooperation of China for its continued financial support to the project. The Overseas Development Administration of the United Kingdom—through the Cultural Section of the British Embassy in Beijing—has helped the project with personnel and equipment.

We are grateful to Prof. Zheng Rongxuan of Nankai University and to Alan Cunningsworth and Dr. Adrian Holliday of Canterbury Christ Church College for their suggestions concerning the revision of Book 1 (1996 edition). Thanks also to the University of International Business and Economics Press.

The recording is done by Paul Murph and Debbie Mason. It is produced by Beijing Huanqiuzhiyin Company.

前

言



全球化时代，商务英语进入了全面发展时期。2007年，教育部批准对外经济贸易大学首次设立商务英语本科专业。2008年，全世界遭受了罕见的金融危机，这一切对商务英语的人才培养提出了前所未有的严峻挑战。《商务英语》在这样一个大背景下诞生了。本套教材融合了中西方对语言教学的不同理念与方法，将语言学习、语言使用、人文素养和商务知识有机融合，充分调动学生的积极性，在认知和交际过程中提高英语水平，培养跨文化沟通能力、学习技能和研究能力。第1-2册在商务环境下训练语言基本技能和交际功能，突出跨文化交际意识与技能培养；第3-4册按不同话题为主线，结合商务环境下的交际活动，深入讨论相关话题，提高学生的跨文化商务交际能力。

本教材编写采取听、说、读、写整合的思路，以听说导入，以阅读为核心，围绕阅读课文进行口头和写作训练；语言、商务与文化有机结合，知识与技能兼顾，人文素养与商务专业素质并重，重在培养跨文化商务交际能力。

本教材具有以下特点：

- ★ 系统训练商务交际听说技能。
- ★ 关注社会热点问题，启发思考，培养分析问题和解决问题的能力。
- ★ 将技能训练与商务情景结合，为掌握商务知识与业务技能打好基础。

本教材共4册，每册共16个单元，教师可以按照教学计划，每周完成一个单元，每单元包括2个课时，部分内容可删减或扩展。每单元分为5个部分：1) 准备活动：引入话题、输入主要语言点等；2) 听力训练：进入话题、输入语言点、训练听力技巧；3) 阅读理解：学习阅读策略及训练阅读技能、输入语言点、知识点；4) 口笔头练习：根据以上输入操练；5) 补充练习活动：包括多种形式的扩展练习。也可根据学生的水平、课时量和教学重点灵活掌握和使用各阶段的任务。

本教材学生用书附有光盘，适用于对外经济贸易专业、商务英语专业、英语专业

(商务方向) 学生, 也适用于财经类院校本科生、综合性大学经管类本科生等。

本书在设计上主要对 *Into Business with English* 一书进行了较大的修订和改编, 保留了原书中合理的部分, 大幅度地更新了框架和内容。本教材一定还存在不足之处, 恳请广大读者提出宝贵意见, 便于我们不断完善。

对外经济贸易大学英语学院教授

王立非

2009 年元月

序



中国的英语教学，历来十分重视教材，不少人把它比作一剧之本，教师与学生无不想得到一种好的、称心的教材。

在对外经济贸易大学即将庆祝四十周年校庆之际，新编的基础英语教材 *Into Business with English* 付梓了，使用自己编写的、结合对外经济贸易特点的、符合新的教学法原则的基础英语教材的愿望终于变成了现实。这是我国改革开放政策的产物，是团结协作长期努力的成果。

说它是改革开放政策的产物，是因为该教材是中英合作项目。在对外贸易经济合作部和国家教育委员会的支持下，于1987年被确定为两国文化教育合作项目之一。对外贸易经济合作部和英国驻华使馆文化处在人力物力上都作了投入，给予了很大的支持。

说它是团结协作的成果，是因为该项目在1987年由对外经济贸易大学发起，1990年之后广州对外贸易学院、上海对外贸易学院和天津对外贸易学院也加入到教材的试用和修改之中，该教材是四所院校共同协作的产物。它不仅凝聚着参与教材编写和试用的众多教师的大量心血，四所院校的其他教师也对教材的编写方针和初稿提出了不少修改意见。

说它是长期努力的成果，是说该教材从开始设计、编写、试用、修改、到定稿经过了较长的时间，从1987年算起，至今已有6个年头。第一册已五易其稿。全套教材将于1995年出齐。

本教材力图较多地贯彻交际法的教学原则，同时也考虑到中国学生学英语的诸多特点。课文中的经贸线索只是为课本制造一个联系对外经贸的氛围，课本的核心还在于贯彻基础英语教学的具体要求。编者还将教材与国家教委批准的《高等学校英语专业基础阶段英语教学大纲》作了对照，以使教材能符合大纲所规定的要求。本教材注重跨文化交流的问题，注意在打好英语基本功的同时，对中外文化进行一些对比和介绍。

在试用期间，编者在教师和学生中做了大量的调查，并根据他们的反馈，对教材作了反复修改，把师生们认为最有用和最有意思的各种练习保留下来。因此，学生们都认为上新教材有意思、有收获；教师们也认为使用新教材能充分发挥自己的主观能动性。

从这几年的使用效果来看，本教材是令人满意的。例如，对外经济贸易大学使用该

教材的两个系,在高等学校外语专业教学指导委员会所组织的全国性英语专业四级统测和对外贸易经济合作部组织的部属院校英语统测中,平均成绩均比其他系为优;天津对外贸易学院使用本教材的一年级学生的听说能力有了显著的提高。如果说,测试的结果包含有多种因素,不完全是教材的功劳,那么,它至少已经说明,使用该教材是完全可以达到国家教委批准的英语专业基础阶段教学大纲的各项要求的。

本教材共四册,适于高等学校对外贸易英语专业基础阶段教学之用,也适用于对外经贸的其它专业如国际贸易、国际金融、国际工商管理、国际经济合作、国际经济法等专业的英语基础教学,亦可作为其它院系的学生和在职人员学习英语的参考。

由于本教材采用了一些与传统不甚相同的教学路子,为便于教师备课,提高教材的使用效果,每册均配有教师用书,对课本中涉及的语言现象、文化背景和如何组织学生活动等,均作了详尽的说明。本教材配有录音带。编者还正在设计与新的教材和教法相适应的测试系统。

我们清楚地知道,对教材的看法是仁者见仁、智者见智的。一方面,在使用某一种教材时,要注意它的编写原则和教学指导思想,以充分发挥其长处。另一方面,我们并不主张把教材当成束缚教师与学生行为的紧身衣,教师和学生根据具体情况,可以灵活使用本教材,取长补短,以达到最好的教学效果。

在改革开放的形势下,与对外经济贸易相关的各种专业正如同雨后春笋般在各校涌现。我们希望这套教材能给同行们一个参考,给同学们一种新的选择。我们愿通过这套教材,加强与各兄弟院校的联系、交流与合作,尤其是在基础英语教学的研讨方面。我们十分希望能得到各有关同行和同学们对教材的批评和建议。

愿我国的对外经济贸易事业欣欣向荣,愿我国为培养对外经济贸易人才服务的教育事业能兴旺发达,愿各有关院校能加强交流与合作,为探索适合我国情况的基础英语教学新路子而共同努力。

我相信,我们事业的前途是光明的。

副校长 黄震华教授

于对外经济贸易大学

1993年8月

I

ntroduction



A New Book, A New Way of Learning

Up till now, throughout your school years, you have probably learnt English in a fairly traditional way. Now you are *about* to start a course which is quite different. Until now you have been learning lots of information about English. Now, what you are going to do in this course is to learn how to *use* English. You are going to develop some language skills. For example, when you read a passage you are not just going to concentrate on the language points. Instead, you are going to learn how to guess the meaning of new words, how to read quickly, how to look for details in the text, and how to take notes efficiently.

Lessons may be very different from the way in which you have studied before. You will be expected to take more of an active role in class than you have previously had to do. For example, you will be expected to work in pairs or groups. At first you may feel puzzled by this new way of doing things. But you should keep an open mind and try to understand *why* you are using this new approach. You may find it hard at first, but we believe that the initial struggle will be worth it in the end.

What Does It Mean to Speak a Language?

In the past people thought that if you know grammar, vocabulary and pronunciation you could speak a language. But now we realise that communication in a language is much more than this. For instance, “Have you eaten?” is a perfectly grammatical question in English, but it is not appropriate as a greeting as it is in Chinese. Understanding the words and grammar of a sentence does not mean that we can understand its meaning.

Errors Are Part of Learning

You will have plenty of opportunity to practise and to try out new language. Do not be afraid of trying to communicate and making errors. This is a natural part of the learning

process. You will never learn English if you are too afraid to open your mouth or to make mistakes. At first you may feel that you are able to speak more fluently than before but that you are less accurate. Do not worry about this: accuracy will follow.

Use of Dictionaries & Grammar Books

You will find that to carry out the work on this course it is not enough to have a Chinese/English dictionary. If you have not already got one, you should buy an English/English dictionary. You should try to find a good one such as the Oxford Advanced Learner's Dictionary, published by the Oxford University Press, the Collins Cobuild Student's Dictionary, or one of the many Longman's Dictionaries that are currently available.

Dictionaries are an important tool in language learning. But we must recognize that the over use of dictionaries can quickly become a bad habit and can prevent you from using valuable language learning skills. It is better to try to guess the meanings of unknown words from their context rather than looking up every word in the dictionary. After all, in a natural conversation, you would not be able to look up every unfamiliar word in the dictionary. After the lesson you may use your dictionary to get a fuller idea of the meaning of a word, its pronunciation and its use.

You will also find it useful to have a good reference book of English grammar. We recommend the following: Practical English Usage, by Michael Swan, published by the Oxford University Press; A Practical English Grammar, by A. J. Thomson and A. V. Martinet, also published by the Oxford University Press; or Longman English Grammar, by L. G. Alexander.

Self Study

Learning English does not stop outside the classroom. Some activities, such as Extended Activities in the Student's Book are particularly suitable for self study; i. e. exercises which you may wish to do by yourself outside of class time.

As you might expect, your teacher will sometimes ask you to do homework. For example, s/he may ask you to do a writing task; or s/he may ask you to do some preparation (reading, discussion, thinking) for the next lesson.

There are other ways you can improve your English. Try talking with your roommates in English rather than Chinese. Listen to English programmes on the radio. Read English. You should read anything at all which is written in English and which you find interesting. You

will learn much quicker if you are interested in what you are reading. As much as possible, you should take responsibility for your own development. This is an important aspect of language learning.

If—despite all the above—you still find that you have some free time, you should **re-view** the lessons you have already done. This is much more useful than previewing the next lesson.

Map of the book

	Listening	Speaking	Reading	Writing	Grammar/Vocabulary	Functions/Notions
Unit 1 Interpersonal Relationships page 1	listening for specific information	talking about characteristics of an ideal friend and friendship, explaining reasons for choices made	reading for general/specific ideas/information, matching the supporting examples to the statements	writing an email, writing a persuasive essay	vocabulary for talking about friendship, It is ... that ...	describing people's characteristics, giving reasons, expressing personal opinions
Unit 2 Economics in Our Life page 18	listening for specific information	talking about daily economic enigmas	reading for specific information	explaining causes and effects	getting to know some financial and economic terms, linking words: cause and effect	talking about causes and effects
Unit 3 On the Wrong Side of Law page 33	listening for general idea, listening and note-taking	analyzing simple legal cases, talking about various crimes	reading for general idea	summarizing and analysing a case	categorizing, vocabulary about crimes	expressing regrets
Unit 4 Gender and Roles page 46	listening for specific information, listening and note-taking	interpreting data related to gender, discussing differences between men and women	reading for specific information	writing comparison and contrast essays	connectors, vocabulary about gender traits	debating rules, expressing agreement and disagreement, comparison and contrast