

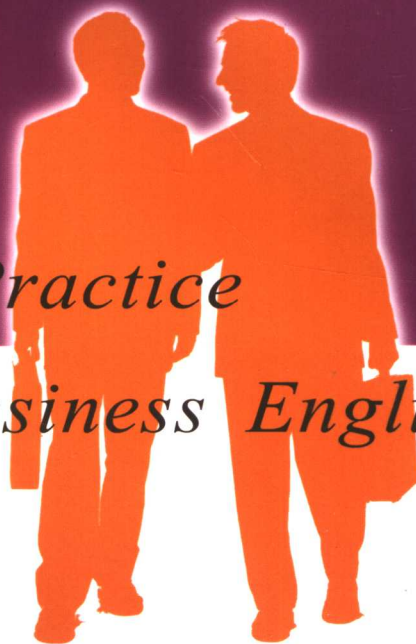
21世纪实用商务英语教程
Know-How 21st Century International Business English

► 丛书主编 张立玉

国际商务英语中级口语

► 编著 谢春萍 伊 睿

*Intermediate Oral Practice
for International Business English*



WUHAN UNIVERSITY PRESS

武汉大学出版社

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序

自从实行对外改革开放的政策以来,我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开放,日益融入到区域经济和全球经济一体化的框架中,国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战,如何充分利用现有教育资源,培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《21 世纪实用商务英语教程》(Know-How for 21st Century's International Business)丛书。该丛书为“高等教育百门精品课程教材建设计划一类精品项目”。

本套丛书分为八分册,依次为:《国际商务英语中级口语》、《商务旅游英语》、《商务英语写作技巧》、《外贸英文制单》、《商务英语听说》(上)、《商务英语听说》(下)、《国际商务英语谈判》、《电子商务英语》。

《国际商务英语中级口语》针对国际商务活动的各个侧面,提供了充分的素材,以使学生掌握真实的、准确的商务知识,并根据口语教学的特点,设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等,通过语音练习、实践对话、话题讨论等活动,让学生切实学会在国际商务活动中用英语表达自己,与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容,提高口语表达能力。本书还配有光盘一张。

《商务旅游英语》力求结合商务工作的实际需要,介绍与中国进行商务贸易的主要国家的风土人情,社交礼仪等,为商务旅游人士,从业人员更好地熟悉不同国家的风俗习惯,礼仪礼节起到引导和指南的作用。

《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。



《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容,帮助学习者进一步掌握国际贸易单据缮制的要点,提高实际操作技能,为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》(上、下两册)选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖。强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论;电子商务企业对客户、企业对企业的运作流程,网上支付,网络安全,电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强,通俗易懂、层次配套,其读者对象虽定位于高等学校商贸英语专业的学生,但对外贸贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。2001~2002 年我们曾成功地策划和出版了《现代实用商务英语》丛书,该丛书有八册,依次为《商务跨文化交际》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》(该书已列入“十一五”国家级规划教材)、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出,立即受到大家的好评,这套丛书已重印多次,获得了很好的社会效益和经济效益。根据市场新的需求,和广大读者来信的迫切需要,我们又精心策划组织了《21 世纪实用商务英语教程》这套丛书。相信这套丛书的出版定会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者同仁予以批评指正。

总主编 张立玉

2006 年 7 月于武昌珞珈山

前 言

随着全球国际商务往来活动的日益频繁,越来越多的工作要求从业人员掌握国际通用语言的运用技能,通晓国际商务知识,熟悉国际商务环境,善于跨文化交际,以便与国外同行进行直接的交流与沟通。中国在加入世界贸易组织后的今天更是如此。为了适应社会经济发展的需要,满足就业要求,我们在 Basic Oral Practice for International Business (《国际商务英语初级口语》)的基础上,编写了 Intermediate Oral Practice for International Business (《国际商务英语中级口语》)一书。本书与《国际商务英语初级口语》在内容上相衔接,在层次上相递进,通过对与国际商务有关的各项知识的系统性的训练,进一步提高准备从事或已经从事这一方面工作的学生和工作人员的专业英语水平,尤其是业务口语的交流和沟通能力。

本书根据国际商务的有关业务知识将其内容分为八个章节:国际商务、世界贸易组织、商业企业的组织形式、国际经商方式、产品促销、国际商务合同、国际商品检验、国际仲裁。其中的每个章节都由八个部分组成:

语音练习 规则简明,解释扼要,练习有的放矢,以帮助学习者更加自如地准确发音。

词汇与术语练习 收集了 30 个与章节内容密切相关的专业词汇与术语,以缓解学习者在口语交流时的专业词汇之不足。

常用句式练习 收集了 15 句与章节内容密切相关的常用句子,以规范学习者所必须的业务口头表达。

业务会话练习 通过对本章节内容密切相关的会话练习,提高学习者的专业英语会话能力。

专业知识回答问题式练习 选编了一篇与章节内容密切相关的阅读材料,用回答问题的方式进行练习(所有问题的答案均包含在阅读材料之中),以提高学习者专业知识的英语表述能力。

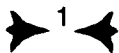
幽默故事复述 通过一则经商小幽默,活跃课堂气氛,领悟经商之道,以提高学习者的英语表达能力。

专题讨论 选题恰当,信息量大,自主性强,以锻炼学习者的英语思维能力和口头表达能力。

中华自然景观览胜 题材精当,信息量大,为增加学习者必要的知识储备提供帮助。

此外,每个章节还配有课外练习,包括行业知识拓展、一般常识充电、时事新闻交谈、基础知识考查四项任务。以开阔学习者的眼界,拓宽他们的知识域,丰富他们的头脑,达到提高英语口语表达的能力。

本书集知识性、专业性、教育性、娱乐性于一体,重点突出,内容新颖,英汉对照,易学易



懂。为了更好地锻炼口语表达能力,本书还配有 MP3 光盘一张。通过学习,学习者不仅能提高国际商务专业英语的口语表达能力,还可以丰富社会知识,端正生活态度,提高思想素养。

本书可作为普通高等院校国际商贸专业本科学生的教科书,同时对从事国际商贸工作的从业人员也有很强的实用参考价值。

在本书的编著过程中,作者参考了大量的相关书籍和资料,咨询了许多的专家学者,由于数量太多,不能一一列出。在此特向各书作者和给予本人帮助的老师们表示深深的感谢。

由于本书编著者的水平有限,书中难免有缺点和纰漏,敬请广大读者批评指正。

谢春萍

2006 年 7 月

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Chapter One International Business

Let's Pack!

准备行装吧!

International Business

国际商务

The First Lesson

第一课

The Scope of International Business Activities

国际商务活动的范围

Nine-village Valley

九寨沟

The Global Economy

世界经济一体化

What Is Business?

什么是商业?

Trade follows the flag.

——English Proverb

国旗飘到哪里,生意就做到哪里。

——英国谚语



Section 1

Warm-up—Phonetics: Syllable

1. What is Syllable

Generally speaking, a syllable, as defined by the ancient Greeks, is a unit of speech-sounds consisting of a vowel or a vowel with one or more than one consonant. Therefore, a syllable is a word part and the basic unit of English rhythm. An English word can have one, two, three or even more syllables.

e. g. I, be, can, desk, flash, sphere, etc.

ahead, bounteous, chopsticks, language, etc.

butterfly, embody, remember, signature, etc.

symbiosis, ecological, individualistic, impressionistic, etc.

As a syllable, it needs to have a leading sound (a “peak” or a “centre”). Since vowel phonemes are such sounds, they naturally act as leading or syllabic sounds in syllables.

1) A syllable can be composed of one vowel or diphthong only.

e. g. a, I, are, ear, eye, oar, oh, hour, our, etc.

2) In the majority of cases, however, a syllable consists of one vowel flanked by one or more than one consonant.

e. g. an, bee, cross, find, make, kick, stream, myth, etc.

3) An English word can have one, two, three or even more syllables.

e. g. good, splendid, wonderful, excellent, magnificent, etc.

4) Occasionally a syllable is formed without a vowel. In that case, one of the so-called liquids [l], [n], [m] acts as a vowel substitute, becoming a leading sound.

e. g. bottle, people, cousin, listen, chasm, euphemism, etc.

5) In a syllable composed of more than one sound, the sounds before the leading ones are called starting sounds.

e. g. be, before, deep, match, follow, something, symbol, etc.

6) In a syllable composed of more than one sound, the sounds after the leading ones are called closing sounds.

e. g. accountt, antt, Englishsh, explainn, midnightt, thoughtt, etc.

7) As vowel phonemes always act as leading sounds, consonant phonemes, then, do the duty of closing or starting sounds.

e. g. breakfast, class, pen, Sunday, thick, visit, write, etc.

**2. Syllables are usually combined in the following ways****1) a leading sound only**e. g. about, air, ecology, electric, iambic, isolate, utter, etc.**2) a starting sound + a leading sound**

e. g. bore, hear, go, no, murmur, play, say, tea, wear, etc.

3) a leading sound + a closing sounde. g. art, ant, entry, inept, illness, umbrella, uncle, etc.**4) a starting sound + a leading sound + a closing sound**

e. g. board, matchwood, mystique, put, response, technique, etc.

Section 2**Individual Work—Phrases & Expressions****The following common phrases & expressions are associated with International Business.****Read aloud and try to keep them in mind.**

- | | |
|---|------------|
| 1) business activities | 商务活动 |
| 2) elbow one's way into the world market | 打入国际市场 |
| 3) gear to international conventions | 与国际接轨 |
| 4) the establishment of a fair and rational new
international economic order | 建立国际商贸新秩序 |
| 5) introduce advanced science and technology | 引进先进的科学技术 |
| 6) the internationalization of China's foreign trade | 中国外贸的国际化进程 |
| 7) involvement in international competition and
cooperation | 参与国际竞争与合作 |
| 8) explore international market | 开拓国际市场 |
| 9) new international economic order | 国际经济新秩序 |
| 10) multilateral trading system | 多边贸易体制 |
| 11) pioneering spirit | 开拓精神 |
| 12) trade and investment liberalization | 贸易投资自由化 |
| 13) forge ahead | 开拓进取 |
| 14) stimulate domestic demand | 扩大内需 |
| 15) international practice | 国际惯例 |
| 16) technical innovations | 技术革新 |
| 17) royalty rate | 提成率 |



18) technological transformation	技术改造
19) equipment upgrading	设备更新
20) a step-by-step manner	循序渐进
21) strategic alliance	战略同盟
22) potential market	潜在市场
23) a wide range of services	广泛的服务范围
24) smooth out supply and demand fluctuation	调节供需波动
25) the initial down payment	入门费
26) market economy	市场经济
27) sustainable development	可持续发展
28) government regulation	政府规定
29) overseas operations	国外经营
30) farmer's market	农贸市场

Section 3

Pair Work—Sentences Practicing

The following sentences are often used when conducting International Business. Read aloud and then practice them repeatedly with your partner.

1. International business activity is in essence the fair and deliberate exchange of commodity and service across national boundaries.
国际商务活动是在平等基础上进行的有意识的商品和服务的跨国界交换行为。
2. For most nations, exports and imports are the most important international activities.
对大多数国家来说,进出口贸易是最重要的国际活动。
3. The Chinese Export Commodities Trade Fair takes place every six months.
中国出口商品交易会每半年举办一次。
4. We cordially invite you businessmen to have trade talks with us and to invest here in China.
我们竭诚邀请各位客商前来中国洽谈贸易和投资。
5. We'd like to help you. We have a group of excellent technicians and we'll send three or four of them to help you and give technical guidance.
我们很乐意与你合作。我们拥有一支先进的技术人员队伍。我们可以派三至四名技术人员来帮助你们并提供技术服务。
6. In order to keep balance, the total amount of export to our country must be fixed at a certain level.



为了保持进出口的平衡,我国出口总额必须固定在一定的水平上。

7. Trade and commerce have always sought speedier, more economic and more efficient methods of moving their goods.

商贸活动始终在寻求商品运输的更快捷、更经济和更有效率的方法。

8. Modern commercial system depends on reliable, fast communications and large-scale production of goods.

现代商业系统有赖于可靠的通信和大规模的商品生产。

9. Our purpose is to try our best to increase efficiency, cut costs and improve service.

我们正在努力提高效率,减少成本,改进服务。

10. You've done such good work in promoting our mutual trade.

您为发展我们两国之间的贸易做出了巨大的贡献。

11. When dealing in international trade, a merchant faces conditions different from those he has experienced in the domestic trade.

在从事国际贸易时,一个商人所面临的各种境况与他所熟知的国内贸易不太一样。

12. The special risk elements confronted in international business activity include financial, political, regulatory and tax risks.

国际商务活动面对的特别风险因素包括金融、政治、规章和税务风险。

13. International trade can greatly expand the market, which enables the suppliers to take advantage of economies of scale.

国际贸易可以大大扩展市场,这使得供应者能够利用规模经营的优势。

14. With the increasing number of trading partners, suppliers can also get more profits.

随着贸易伙伴的增多,供应者同时也可获得更大的利润。

15. International trade has become more and more important as it creates jobs, which are of great significance for the economic growth of individual countries as well as the advancement of the whole world.

国际贸易变得越来越重要是因为它能创造就业机会,这对各国经济的发展乃至整个世界的进步都具有极大的意义。

Section 4

Role Play—Dialogue Practicing

Find your partner(s) first, and study the following dialogue together, then practice it with different roles.

Let's Pack!

A: How would you like to take a month's trip to Europe and the Far East?

- B: What? Are you joking?
- A: No. First of all, let me explain that it's a business trip.
- B: A business trip?
- A: Yes, the company wants me to visit some of our operations and have some meetings about this new computer I'm developing. They feel if we combine expertise, we'll advance more quickly on the idea.
- B: Oh, that's terrific. Where would we be going?
- A: We'd go to about eight countries. We have eight development laboratories. Actually, I'm just now beginning to realize how big the company is. We're very much of a global company.
- B: But it's basically an American company, isn't it? I mean, the company started here. It's incorporated here, isn't it?
- A: True. In that sense, we're American. Every company has to be incorporated somewhere. It could be here, but it could be just as well as in Japan or Canada or Liberia. Legally, it's subject to regulations of the country in which it is incorporated, only getting certain rights wherever it expands. But we are a true multinational corporation.
- B: What do you mean?
- A: Well, aside from our whole American operation, we're in 126 countries where we have 125,000 employees. We do business in 30 languages and in more than 30 currencies. We have plants in 13 countries and 8 development labs...
- B: I'm convinced! You're multinational. But you know, a lot of industries—shipbuilding, aircraft, and automobile, in addition to computers—can't survive without selling abroad.
- A: That's right. And for the last seven or eight years, more than half of the corporation's net income has come from overseas business. So we are really a part of the world community.
- B: I think it's very exciting.
- A: It will be very exciting to see what's happening at these different development labs around the world.
- B: Internationalism is the trend of the times.
- A: Yes. I really feel that nations are tied to each other through business operations. This internationalism may be our hope for a better world. We have to work together.
- B: I couldn't wait any longer. Let's pack!

Section 5

Class Work—Question Answering

The following passage will tell you something about International Business. Listen carefully



as your teacher reads it and then read it yourselves before you are ready to answer the questions attached to it.

International Business

Traditionally, business simply meant exchange or trade for things people wanted or needed. But today it has a more technical definition, which is a series of activities, including production, distribution, sale of goods and service for a profit. Production refers to the creation of products or the offer of services and the conversion of iron ore into metal machine tool parts is a good example. The machine tools, made up of various parts, need to be moved from a factory to a market place or a machine dealership, which is known as distribution. A machine tool is sold to someone in exchange for money or a mechanic offers a service by repairing a machine tool for money, which is called sales. Through all the activities mentioned above, profit or economic surplus will be created. The major goal in functioning of any business company is to make profit—the money that remains after all the expenses are paid. So creating profit or economic surplus is a primary goal of business activities.

International business deals with the special features of business activities that cross national boundaries. These activities may be movements of goods, services, capital, or personnel; transfers of technology, information, or data, or even the supervision of employees. International business has emerged as a separate branch of management training, because the growing scale and complexity of business transactions across national boundaries gives rise to new and unique problems of management and governmental policy that have received inadequate attention in traditional areas of business and economics.

Business transactions that extend between different sovereign political units are not new phenomena on the world economic scene. Some business firms have had foreign direct investments and foreign operations for many years, predominantly in (but not limited to) the fields of mining, petroleum, and agriculture. But since the end of World War II a dramatic change has occurred in the patterns of international business activities. Thousands of business firms in many nations have developed into multinational enterprises—enterprise based in one country and operating in one or more other countries—with ownership control or other links that cross national boundaries. These firms take a global view of all aspects of business—from markets to resources—and they integrate markets and production on a world scale. Traditional international trade in the form of transactions between independent firms in different nations has continued to grow. But the relative importance of trade in the total picture has declined to other forms of cross-border business transactions which have expanded more rapidly.

The international business field is concerned with the issues facing international companies and governments in dealing with all types of cross-border business transactions, such as international transactions in commodities, international transfers of tech-