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BUSINESS IDIOMS  
INTERNATIONAL



# 商务英语 10000句

[英] Christopher Goddard 著



对外经济贸易大学出版社

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## Business Idioms International

[英] Christopher Goddard 著

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# 前言

短语是表达想法与态度的简短而又有效的方式。它是一群有自己独特意义的文字组合;好象化合物不等于简单的混合物一样,短语的意义也不等于原先独立的各个单词的总和。

本书精选了三百多个在各种商业与专业场合中经常使用的短语及一千多个例句。虽然商业世界有自己的专门用语,甚至行话——本书反映了其中许多短语也频繁用于非商业场合。

## 本书特色

本书旨在向英语学习者提供最有用,国际上最通用的和最不易混淆的短语。本书在编排及选材上具备以下几个特色:

1. 每个英语国家都有适用于不同目的、不同场合的短语,比如:书面语与口头语;街头语言和俚语;中性的、非正式与正式的用语;专业的科技用语等。以英语为第二语言或者一门外语的英语学习者面临的问题是,如何避免使用太正式或太不正式的英语,以及在某些场合使用了不恰当的语言(如以诗意化的英文来描述科学过程或者在重要的会议上用街头俚语等)。所以,本书的第一个也是主要的特色在于提供了几乎适用于各种商业场合的短语,包括讨论、会议、做陈述、谈判、报告及书信写作等,而少数例外也特别标明了“非正式用法”的字样。

2. 本书的第二个特色是书中所有短语并未局限于英语国家的某些特定地区或文化(运动是国际性活动,所以书中也包含了少数的运动类短语)。换句话说,虽然书中的语言可能源于某个英语群体,但全世界所有说英语的人们都可以使用和理解这些语言。

3. 语言的目的是清楚地交流信息和想法,所以本书着重于不会被误解或不易混淆的短语(某些短语有多种含义,常会发生混淆)。正因为如此,有些常见的短语本书并未涉及。特别指出的是,本书出现的短语或包含一种意义,或只列出常见的意义(并不常见的意义会另外标明)。

4. 对母语是英语的读者来说,短语学习是很自然的事,但对母语非英语的学习者而言,在适当的时候找到适当的字眼可能会出现困难。因此书中的短语是按功能来编排的,便于读者在正确的场合、正确的时机找到正确的词语。目录也依照功能编排,目录下列出

相关短语及例句。

## 本书对象

本书专为英语学习者而撰写,特别是那些在商业或其他相关领域的专业人士,他们在日常交易中经常需要使用商业语言来清楚有力地进行交流。

## 本书结构

### ◆ 学习单元

全书分为 28 个单元。每一单元包含同一主题的相关短语,每个短语解释后有数个例句来说明短语用法和句法规则。例句中的短语以粗体表示。每个短语至少会在书中出现四次,以强化学习效果。练习部分也会出现这些短语及在例句中出现的一些有用的表达方式。

### ◆ 练习部分

每四个单元结束后会有一个练习活动,包含阅读、听力、口语、写作和词汇练习。

一般来说,前四个单元中的短语会立刻在随后的练习部分中出现,但为避免用法过于生硬,并且本书的目的之一是为了让读者能通过开始熟悉并加以强化来学习短语,所以练习中也会涉及其他相关的短语。

练习活动描述了一个真实的商业项目,包括从初期草拟到进入生产阶段的各个过程。故事通过阅读与听力练习呈现。如大家所知,在故事情节中你会遇到形形色色的任务、情境、备忘录、演示会、信件等。为了完成任务,所有短语会被一再使用。每个练习部分都与一门特殊的商业领域有关,通过完成各项练习,读者不但可以熟悉各种短语的用法,还可以随着商业项目的进展学习各项技巧。

练习部分包括阅读、听力、口语、写作练习。你可以在适当的情景下使用这些短语和句子。每个练习部分还包括一些词汇练习,除所练习的短语外,还将涉及在学习单元中出现的许多其他表达方式和用法。

### ◆ 录音稿

录音稿里包含许多例子,所有短语将以斜体标明,便于读者了解它们是如何自然而又频繁地使用于日常生活中。

除此之外,一边读录音稿,一边听录音内容,可以帮助读者克服发音上的问题,特别能帮助读者听录音时辨认这些短语。这对于把写英语与说英语结合起来有困难的人来说,特别有效。

#### ◆ 答案

帮助读者检查回答正确与否,特别对于自学者来说。

#### ◆ 索引

帮助读者快速有效地检索短语的定义及例句说明。例如,在练习 A 的第三个问题的录音稿中出现 *action we're going to take*。这个短语(*to take action*)在索引中的‘take’和‘action’中都可以找到。绝大部分的短语都可以用这个办法在索引的多处地方找到。

### 如何使用本书

本书不是一本字典,也不是一本简单的短语用书,而是一本灵活实用的学习指南,讲述商业实际和如何进行专业性的交流。假设你要参加一个谈判会议,那么可以在第八单元和第二十八单元找过许多与谈判相关的用法。使用本书的最佳方法是将其看作是一本英文商业教材,其中穿插了语法及词汇的讲解。这样读者便能循序渐进地学习。

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## Unit 1

# Speaking Generally

## 一般而言

### 1. **as a rule:** usually (but not always)

经常；一般说来

☞ I don't **as a rule** interview clients after five o'clock, although I do make an exception for urgent cases.

一般说来我不在五点后接见客户，但紧急状况时例外。

☞ **As a rule** we deliver within seven days of receipt of order.

一般说来，我们在接到订单后七天内发货。

☞ We prefer payment in US Dollar or DM **as a rule**.

原则上请以美元或马克付款。

### 2. **as usual:** as always; in the normal or accustomed way; following a normal pattern

照惯例；像往常一样

☞ An annual bonus will be paid **as usual** to employees who have performed well this year.  
像往常一样，今年表现优异的员工可以获得年度奖金。

☞ The bank will be pleased to offer your company a loan or overdraft facility. **As usual**, the directors will be asked to sign the necessary documents.

银行很乐意给贵公司提供贷款或是透支额度。按照惯例，将请贵公司的主管签署必要的文件。

### 3. **the exception proves the rule:** something which differs from the usual, the normal, or some principle, rule or theory and yet, by the same token, reinforces what is usual etc.

### 正因存在例外，才证明有普遍规律

**用法提示** an exception to the rule 例外

☞ Bankers will confirm that most customers are honest and repay their loans on time; put differently, the relatively few fraudsters and bad payers are **the exceptions that prove the rule**.

银行业者证实，大多数的消费者都会诚实地按时偿还贷款。换句话说，骗子或信用不佳者是比较少数的例外。

☞ \* Tests have shown that this product lasts at least three times longer than other similar products, so it is quite **an exception to the rule**.

实验证明，此产品的耐用度至少是其他类似产品的三倍，这的确非比寻常。

4. **for the most part**: mainly; generally; largely; in the majority of cases or instances; on the whole.

大多数情况下；主要地；大致上；总的来说

☞ That's an interesting idea. **For the most part** I agree with you, but I have my doubts about a couple of points.

这主意听起来不错。我基本上同意你的看法，但对几个地方有疑问。

☞ Our clients are not rich, **for the most part**.

我们大多数的客户并不富有。

☞ **For the most part**, staff remain with the company for at least five years.

大多数员工会在公司工作至少五年。

5. **to hold good**: to continue to be consistently or constantly correct, true, valid or applicable.

有效；适用

**同义词** to hold true \*

☞ Does the offer you made last week still **hold good**?

你上星期的报价还有效吗？

☞ The conditions which gave rise to easy profits over the last three years no longer **hold good**.

过去三年来轻松获利的条件已不复存在了。

- ☞ \* Some scientific and other principles established over 2,000 years ago still **hold true** today.

某些两千多年前建立的科学原理或其他原则至今仍然适用。

**6. in general/in particular:** speaking generally (followed by a specific example or, especially)

一般说来/特别是

**用法提示** in general 和 in particular 可以同时用或单独使用

- ☞ Today, I'd like us to consider marketing **in general** and European marketing **in particular**.

今天,我想考虑一下一般的销售情况,特别是欧洲市场上的情况。

- ☞ Our main competitor is trying to drive everyone else—and us **in particular**—out of the market.

我们的主要竞争者正试图把其他人,特别是我们,赶出市场。

- ☞ We do not, **in general**, like our office staff to come to work wearing jeans.

一般而言,我们不太喜欢员工穿牛仔裤上班。

**7. in principle:** as a general idea or principle, but without considering details or practical possibilities.

原则上

**用法提示** in principle 有时可作形容词,如 in-principle decision

- ☞ So, **in principle**, then, we are agreed on the new proposals. We now have to study them in depth before reaching a final decision.

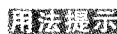
原则上,我们赞同新提案。现在我们必须深入研究之后才能作最后决定。


- ☞ I can say, 'yes', **in principle**, now, as long as you understand that this is subject to checking that importing your product is not against our import regulations.

现在,原则上我可以答应,条件是你了解我们必须先确定进口贵公司产品没有违反进口规定。


- 8. in theory / in practice:** what should be correct, according to some rule or principle, in contrast with the actual situation

理论上/实际上


 **用法提示** in theory 及 in practice 可分别单独使用 \*

-  **In theory** this machine could be converted to run on a different fuel, although *in practice* this would be expensive.

理论上, 这部机器可以改用另一种燃料, 虽然实际上这种做法花费昂贵。

-  \* Yes, we work hard—the office is open until 17:00 although **in practice** everyone goes home at 18:00.


是的, 我们很努力——办公到下午五点, 而实际上大家到六点才回家。

-  \* **In practice**, equality exists only as a mathematical phenomenon.


实际上, 平等只存在于数学算式里。

- 9. nine times out of ten:** almost always

十之八九; 几乎总是

-  **Nine times out of ten** our customers are completely satisfied.


我们的顾客十有八九都完全满意。

-  If you want to reach me between 19:00 and 20:00, **nine times out of ten** you'll find me at the Cafe Espejo in Recoletos.


如果你想在晚上七点到八点之间找到我, 十有八九我都会在雷克列多斯的艾斯贝荷咖啡馆。

- 10. no exception or (not) any exception:** thing or person following or forming part of some expected or normal type, pattern or rule

不例外

-  The last few years have been difficult ones for the company. As we have seen from the latest annual report and accounts, last year **proved no exception**.

这几年公司一直很难熬。我们从最近的年度报告和账目中看到, 去年也不例外。

-  The notice says, 'Helmets must be worn on the construction site.' I take it that you can read, but you're not wearing a helmet—so what makes you think you're **any**



exception?

告示写着：“工地上必须戴安全帽”。我想你应该识字，但你并没有戴。你凭什么认为你可以例外？

### 11. on paper: in theory; if judged from the written evidence

理论上（未经实践）

☞ The new printed circuit board design looks good **on paper**, however, it remains to be seen whether it will work in reality.

新印刷电路板设计理论上看起来不错，但是实际上管不管用还得看。

☞ According to its brochure, the company has offices in 15 countries, so **on paper it's** a well-established multinational.

根据简介所言，公司在十五个国家设有分部，所以理论上它应该是一家体制完善的跨国企业。

☞ Both candidates have excellent CVs, so they're promising **on paper**; what we have to do is judge their potential performance at interview.

这两个人选都有出色的简历，所以理论上两人都大有可为。我们要做的是在面试时判断他们的潜在表现。

### 12. on the whole: generally speaking; considering the most important or the majority of factors

整体而言

**同义词** for the most part

☞ **On the whole**, last year was successful, with profits up by eight per cent in spite of difficulties in the market.

整体而言，去年尽管市场不景气，但是获利上升了八个百分点，是成功的。

☞ It seems a good idea, but I think **on the whole** I'd prefer not to make an immediate decision. It's an important matter and I'd like to reflect on it, in case I have second thoughts.

这个主意看起来不错，但整体而言，我认为不应该现在仓促决定。这件事很重要，我想再深思熟虑一下，免得又改变主意。