



# 商务英语

BUSINESS ENGLISH

徐文娟◎编著

新华出版社

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**BUSINESS** 徐文娟◎编著  
**ENGLISH**

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# Part 1 World of Work

- What do you do?
- Skills and qualification
- Pay and benefits

## Unit 1 What do you do

Keep your eyes on the star, and keep your feet on the ground.

—Theodore Roosevelt, the 26<sup>th</sup> US President

### ● Getting started

Work in pairs and answer the following questions:

1. What do you do?
2. What is your job like?
3. How do you like your job?

### ● Text

Kathy and Mark meet for the first time at a mixer.

#### ■ What do you do?

**Mark**, “It’s very nice meeting you, Kathy. May I ask **what do you do?**”

**Kathy**, “I **work for** a large American car maker, **on** human resources. More specifically, I **run** the **benefits** sector and **manage** a team of HR experts. 15 people **work under** me.”

■What is your job like?

**Mark, “That’s cool. How is your job like?”**

**Kathy,** “It’s very **interesting**. One of my main **responsibilities** is to make sure that **employees** receive proper benefits **package**. I’m also **in charge of** benefits package **design** and **strategy** and need to **deal with** a lot of different people in the company.

**In addition,** I’m **responsible for coordinating** between management and human resources and **work with** managers from different business divisions.”

■How do you like your job?

**Mark, “It sounds really interesting. How do you like your job?”**

**Kathy,** “You know, it’s a **full-time** job and I work as an **office worker**. The job is **nine-to-five** with regular **working hours**. Overall it is quite **satisfying**. Although we all have to **clock in** and **clock out** every day, I am able to go home at a **reasonable** time. But for **engineers**, there is system of **flextime**. They can start at any time before eleven, and finish as early as three, as long as they do enough hours each month. It would be **ideal** for people who have kids to take care of.

Another good thing about my job is that I don't need to work a lot of **extra hours**, or **overtime**. Since my company is located at **downtown**, I have to **commute** to work every day, like thousands of other **commuters**. Although **working from home** using a computer and the Internet is becoming more and more popular, I still **prefer** going into the office and working with other people around me.

●Vocabulary and phrases

Word combination with ‘work’:

Work for/on/under/with      工作

Have work      有工作



Leave for work/go to work	去上班
Get to/arrive at work	到达单位\公司
At work/off work	在上班
In work/out of work	下班
Work from home	在家工作
Run v.	控制、主持、管理
Manage v.	管理
Interesting a.	有意思、有趣
Responsibility n.	任务、职责
Employee n.	员工
Benefit n.	福利
Package n.	包裹
In charge of	管理、控制
Design v.	设计
Strategy n.	战略
Deal with	应付
In addition	另外、还有
Coordinate v.	协调
Full time	全职
Reasonable a.	合理的、适度的
Engineer n.	工程师
Working hours	工作时间
Satisfying a.	令人满意的
Ideal a.	理想的
Clock in/out	上下班打卡
Flextime n.	灵活时间
As...as...	越.....越.....
Overtime adv.	加班, 额外时间
Commute v.	每日往返上班
Downtown n.	市中心
Prefer v.	更喜欢

## ● Useful Expressions

### ▲ Ask about Job 询问工作

What do you do? (你是做什么的?)

—What do you do?

—I'm a teacher.

What business are you in? (你是做哪行的?)

—What business are you in? Finance or marketing?

—I'm in finance, more specifically, in mutual funds.

What's your job? (你是做什么的?)

—What's your job? Are you in sales?

—Yes. How do you know?

Where do you work? (你哪里工作?)

—Where do you work? At ABC, as well?

Which company do you work for? (你给哪个公司工作?)

—Which company do you work for? The ABC Group?

▲ Describe how you feel about a job? 描述你对一个工作的感觉

When you feel positive about your job: satisfying, interesting, stimulating, exciting

When you feel negative about your job: uninteresting, dull, boring

When you are doing the same things again and again: routine, repetitive

When the job is not easy to accomplish: difficult, tough, demanding, time-consuming

▲ Ask about a company 询问一个公司

What does your company do? (你们公司是做什么的?)

—What exactly does your company do?

—What are your main products? (你们公司主要生产什么?)

What are your main products in the hair care category?

—Which do you specialize in? (你们公司擅长做什么的?)

Which sector do you specialize in?

—Which service does your company provide? (你们公司提供什么服务?)

Which service could provide for us?

—Where is your company located? (你们公司在哪里?)

Where are your headquarters located in the States?

▲ Ask about responsibility 询问工作职责

Who is in charge? (谁是管事的?)

—Who is in charge of operations?

Who is running? (谁是管事的?)

—Who is running the marketing division now?

Who is accountable for this? (谁对此负责?)

—Who is accountable for this mistake?

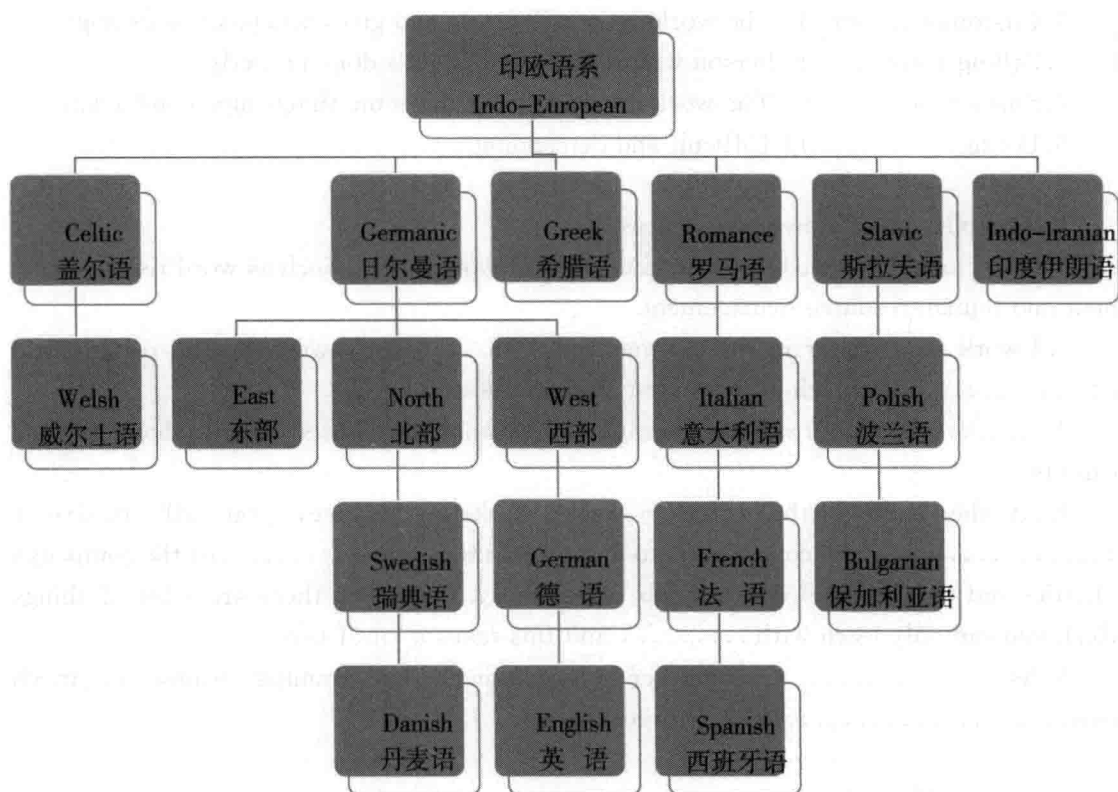
Who will be blamed? (谁对此负责?)

—Who will be blamed? I'm sure it will be me!

## History of the English language Part I

### 英语发展简史 1

#### 现代语言的关系



数据来源: Albert C. Baugh & Thomas Cable (2002). A history of the English Language 5th Edition. New York, Routledge Publishing.

英语属于印欧语系中日尔曼语的一个分支,是目前世界上运用最广泛的语言之一。也是第三大被用作母语的最多的语言(第一大为中文,第二大为西班牙语)。目前,以英语为母语的国家包括英国(United Kingdom)、美国(the United States)、加拿大(Canada)、澳大利亚(Australia)、爱尔兰(Ireland)、新西兰(New Zealand)和一部分加勒比海岛国(a number of Caribbean nations)。英语也被广泛地以第二语言学习并作为欧盟(European Union)、英联邦国家(Commonwealth countries)及联合国(United Nations)的官方语言(Official language)。

English(英语)一词可以被分解为两部分“Engl-”“-ish”。“Engl-”来源于单词Angles,意为盎格鲁人;“-ish”意为“belonging to”属于。所以单词English的本来意思即为“the language belonging to Angels”盎格鲁人的语言。

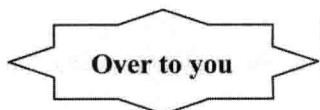
#### ► Exercise

I. Match these words and phrases (1-8) with their definitions (a-h)

- |                     |   |
|---------------------|---|
| 1. Challenging      | A. Employee who takes your money at a supermarket             |
| 2. Stimulating      | B. Gives customers good treatment                             |
| 3. Routine          | C. The work is not interesting                                |
| 4. Cashier          | D. Something which attracts customers                         |
| 5. Customer service | E. The working is interesting and gives you positive feelings |
| 6. Selling point    | F. Person who makes sure a job is done properly               |
| 7. Supervisor       | G. The work involves doing the same things again and again    |
| 8. Boring           | H. Difficult and demanding                                    |

## II. Complete the following sentences

- Our graduate trainee program aims to teach you ..... Such as word risk management and human resource management.
- I work as a waiter in Paris. I get paid with..... Every week by the restaurant. I get....., which is the lowest amount allowed by law.
- ..... and remuneration are formal words used to talk about pay and benefits.
- At the end of the three — week marketing course, you will receive a ..... The course aims to give you a thorough ..... of the company's activities and the skills to do your job competently. However, there are a lot of things which you can only learn with ....., and this takes a lot of time.
- As a .....computer programmer, his training course is much more..... than theoretical.



- What is your ideal job? What would it be like?
- Could you work from home? What do you like and don't like about working from home?

## Unit 2 Skills and qualification

Work spares us from three evils: boredom, vices, and need.

—Voltaire, French philosopher and writer

### ● Getting started

Work in pairs and answer the following questions:

1. What is your major at college?
2. Have you ever received official or unofficial training at your job? What kind of training did you receive?

### ● Text

#### ■ Education background

Education background usually refers to the official education or academic training one has received at school. Advanced education, including undergraduate and graduate education, is a major concern for people who are working in the business world. Different people may have different education backgrounds, as they entered different universities and majored in different academic areas.

People who just left schools are usually called graduates or recent graduates. Many companies consider those who graduated from top or prestigious university having good paper qualifications and great potential, and are more willing to hire them. But they also consider these recent graduates lacking work experience, as those people have never had full-time job before and have only very limited knowledge about how business work in the real business world.

#### ■ Training

Most college graduates have received formal academic training at school, but they will not have chance to have professional training until they land a permanent job in the real business world. Many companies offer management trainee program for these business rookies or newcomers and train them into real professionals. For experienced workers, many companies provide in-house training or on-the-job training programs, in order to advance their professional skills.

There are a large number of companies that put a substantial amount of money in personnel training. In order to find and educate potential employees into future leaders, sometimes they even design and conduct management development or leadership training program.

## ■ Professional competence

Professional competence refers to the capability and qualification to perform certain duties of one's profession, or a particular task, with skill of an acceptable quality. Different business functions or positions require different professional competence. For example, for an accountant, one should be good with numbers and be patient enough; for a marketer, one should have a good sense of the market and knows his or her products and customers well.

There are certain qualifications that are favored and most valued by most companies. For instance, companies prefer self-starters and people who are proactive, independent, self-motivated, and self-driven. They favor self-disciplined people, who are well-organized and systematic and work in a well planned and orderly way. When hiring new people, they usually look for ones who are motivated and committed. In recent years, ideal candidates are expected to have some technical skills and to be computer-literate. They are supposed to be good team players, with excellent people skills. Moreover, companies also prefer talented people who can think strategically and have great potential. These qualifications are considered by many companies as core competences for both a qualified employee and future leader.

## ● Vocabulary and phrases

Education background	教育背景
Official a.	正式的
Advanced education	高等教育
Concern n.	关心
Enter v.	进入
Major v. /n.	主修
Prestigious a.	著名的, 有声望的
Paper qualifications	理论经验、知识
Potential a.	有潜力的
Limited a.	有限的
Lack v.	缺乏
Work experience	工作经验
Permanent a.	永久的
Management trainee program	管理培训生项目
Rookie n.	新人
Newcomer n.	新人
Leadership n.	领导力
Professional a.	职业化的
Experience n.	经验
Advance v.	提高

Substantial a.	大量的
Conduct v.	进行
Competence n.	能力
Capability n.	能力
Qualification n.	胜任力
Duty n.	职责
Acceptable a.	可接受的
Quality n.	质量、素质
Function n.	功能、部门
Position n.	职位
A good sense of	对……有很好的感觉
Accountant n.	会计员
Self-starter n.	做事主动的人
Proactive a.	积极的、主动的
Independent a.	独立的
Self-motivated a.	自我激励的
Self-driven a.	自我鼓励的
Self-disciplined n.	自律的
Well-organized a.	四平八稳、有计划的
Systematic a.	有条不紊的
Motivated a.	有积极性的
Committed a.	忠诚的、坚定的
Candidate n.	候选人
Technical skills	技术技能
Computer-literate a.	懂电脑的
Team player	会与人打交道的
Strategically adv.	战略性地
Qualified a.	能胜任的
Word combination with 'graduate'	
Graduate n.	研究生
Undergraduate n.	本科生
Graduate from	从……毕业
Recent graduate	毕业生
Word combination with 'skill'	
Professional skills	职业技能
Academic skills	知识、学术技能
Writing skills	写作技能
People skills	人际交往技能
Skilled/ highly skilled/ semi-skilled	在技能的/有很高技能的/有一般技能的

Skilled at/in

在……方面有技能

Word combination with 'training'

Academic/ professional training

学术/职业训练

Personnel/ in-house/ on-the-job training 在职培训

## ● Useful Expressions

▲ Ask about abilities/capabilities 询问能力

Could he or she? (他/她可以做)

— Could she lead a team of highly-skilled engineers?

What about your experience in? (你在哪方面有经验?)

— What about your experience in consulting?

Are you able to? (你可以做?)

— Are you able to handle pressure?

How well do you? (你可以做?)

— How well do you know the ACD system?

Do your skills include? (你有哪些技能?)

— Do your skills include news writing?

▲ Ask for strengths and weakness 询问强项与弱项

What are your strengths? (你有哪些强项?)

— What are your main strengths? Accounting?

What do you do best? (你在哪方面做得最好?)

— What do you do best? Advertising or PR?

Do you have any weak points? (你有哪些弱项?)

— Do you have any weak point? What are they?

Can you identify some of your weak points? (你有哪些弱项?)

— Please be honest. Can you identify some of your weak points?

What are you good at? (你有哪些强项?)

— What are you good at? People or numbers?

▲ Ask about a product or service? 询问一个产品与服务

Could you give me some information? (能给我提供点信息吗?)

— Could you give me some information on your services?

What can you tell me about? (能给我提供点信息吗?)

— What can you tell me about this service?

What features does it have? (它有哪些特点?)

— What features does this hydraulic press have?

What are the specifications? (它的特点是什么?)

— What the specifications of the switchboard?



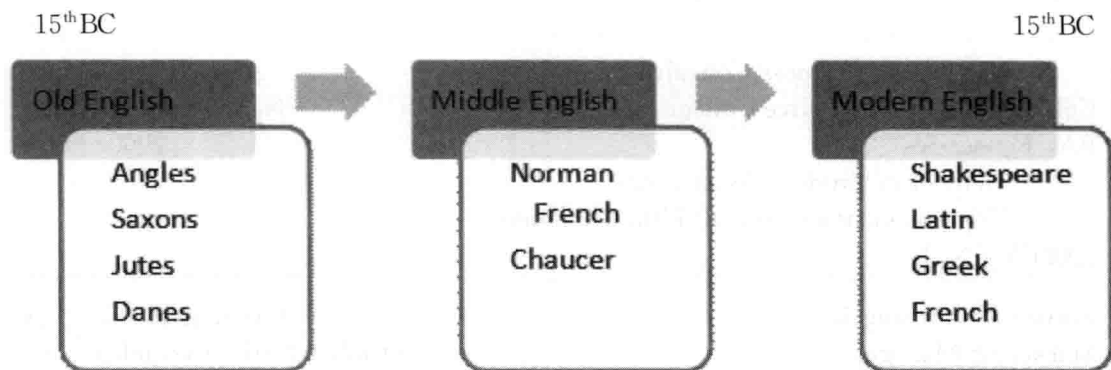
Where can I buy it? (哪里可以买到呢?)

— Where can I buy the MXC lava lamp?

### ● Culture tips

## History of the English language Part II

### 英语发展简史 2



语言史学家一般把英语的发展史分为三个时期：古英语时期 (old English)、中古英语时期 (Middle English)、现代英语时期 (Modern English)。英语的历史可追溯到 1500 多年前的北欧，有记载的英语语言起始于 449 年。公元 5 世纪左右，称为盎格鲁人 (Angles)、撒克逊人 (Saxons)、朱特人 (Jutes) 的部落从德国和丹麦向西越过北海，入侵大不列颠，把原来居信的凯尔特人 (the Celts) 赶到不列颠的北部和西部角落。在 7 世纪末以前，他们所讲的方言即为早期形式的英语。787 年，来自丹麦的北欧海盗 (the Vikings) 陆续进入英国，他们对英语语言有了深远的影响。

中世纪英语 (1100—1500)。1066 年的诺曼底征服事件 (the Norman Conquest) 在英语语言发展史上是一个标志性的事件。法国军队从法国诺曼底出发，穿过英吉利海峡，在英国称王并在伦敦成立了一个法国法庭。之后近三百年内，法语一直是英国的官方语言，而英语则只被平民所用。1204 年，英王失去了在法国诺曼底地区的领地，诺曼底贵族将注意力转向英国本土。贵族与平民的语言差异越变越小。到 14 世纪，英语又重新成为官方语言。

现代英语 (1500—至今)。1476 年，William Caxton 在英国引进印刷机的使用，标志着现代英语的开端。随着西方国家通过探险、殖民、以及贸易等各种方式向世界扩张，超过 50 种语言的外来词汇涌入英语，影响了英语的进一步发展。

### ● Exercise

I. Resume, as one of the most important documents for business professionals, indicates both one's academic and professional competence and one's specific qualifications for a position. Every business professional should have a well-written resume ready. Please refer to the following resume and compose one for yourself.