



高职高专公共基础课规划教材

商务英语资格考试培训教材

实用

商务英语教程

宋晓星 黄中军 主 编

周志杰 丁 艺 副主编

杨 昆 主 审



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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内 容 简 介

本书是一本具有全球化视野和鲜明时代特色的教材,根据国家经济建设发展对人才素质提出的新要求,紧密结合商贸企业特点,依照商务活动的基本过程和规律,主要介绍商务社交、商务礼仪、公共关系、企业文化、就业市场、接待客户、产品服务、质量监控、市场营销、广告宣传、电子商务、商务谈判、国际贸易、商务会展、商务旅行、商务设备、公司业绩、公司财务等知识,并通过指导学员实训,强化技能培养。本书配套光盘为听力部分,纯美式发音。

由于本书具有知识系统、内容翔实、案例丰富、贴近岗位实际、突出实用性、适用范围宽泛等特点,且采取新颖活泼统一的版面风格设计,因此既适用于高职高专国际贸易、工商管理、经济管理、金融保险、财税等财经专业的教学,也可作为商贸与商务工作从业者的岗位培训教材,对于广大社会读者也是一本非常有益的自学读物。

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序 言

随着我国改革开放进程的加快和社会主义市场经济的快速推进,中国经济已经连续多年保持着持续、高速、稳定的增长态势,并且进入了一个最为活跃的经济发展时期。随着我国加入 WTO 后有关承诺条款的逐年兑现,众多外资企业纷纷抢滩登陆、进军中国市场;不仅促进我国经济迅速地融入世界经济全球化的大潮之中,而且也促使中国经济国际化发展的特征越发日益凸显。

目前我国正处于经济快速发展与社会变革的重要时期,随着经济转型、产业结构调整、传统企业改造,涌现了一大批电子商务、文化创意、绿色生态及循环经济等新型产业;面对国际化市场的激烈竞争、面对新一轮的人才争夺,我国企业既要加快管理体制与运营模式的整改,也要注意加强经营理念与管理方法的不断创新,更加注重企业发展的本土化策略、抓紧培养具有创新意识和掌握新专业知识的技能型人才;这既是企业立于不败之地的根基,也是企业可持续长远发展的重要战略选择。

处于知识经济时代,科学技术的发展越来越快,高科技促使专业研究深入、驱使社会分工越来越精细。公共基础课作为各专业的根基,既为学习好后续专业课程做铺垫,也为培养高素质人才打好必要的牢固基础,注重基础教育是我国的基本国策。结合中国共产党第十八次代表大会提出“扎实推进社会主义文化强国建设”的号召,本套教材的出版对帮助学生掌握基础教育文化知识,提高素质能力具有重要意义。

针对我国高职基础教育偏弱、教材陈旧、脱离实际、缺乏与时俱进等问题,为了适应我国经济发展、产业调整、新兴产业兴起、社会变革对“基础牢、会用脑、有后劲、肯动手”人才培养的需要,为了全面贯彻中国共产党第十八次代表大会提出“扎实推进社会主义文化强国建设”的号召,结合高职高专院校公共基础课教学计划及课程设置与调整的实际,我们组织北京财贸职业学院、深圳职业技术学院、首钢工学院、黑龙江工商职业学院、北京联合大学、山西商务职业学院、北方工业大学、海南职业学院、北京城市学院、吉林工程技术师范学院、北京朝阳职工大学、牡丹江大学、北京西城经济科学大学、辽宁省交通高等专科学校、北京石景山社区学院、华北科技学院、北京宣武红旗大学、黑龙江商务技术学院等全国 30 多所高职高专院校的主讲教师及有关专家教授,在多次研讨论证和深入实际调查的基础上,共同精心编撰了此套系列教材、旨在更好地服务于我国高职公共基础课程教学。

本套教材作为高职教育公共基础课程的特色教材,坚持以科学发展观为统领,严格按照教育部“加强职业教育、注重基础教学”的要求,根据高职教育基础课程教学大纲,包括:《经济数学基础教程——微积分》、《经济数学基础教程——概率统计与线性代数》、《财经应用文写作》、《公共关系与现代礼仪》、《实用商务英语教程》、《职业教育与就业指导》、《人际沟通与交流》等。

由于本套教材融入高等职业教育公共基础课程最新的创新实践教学理念,注重基础知识、突出学生应知应会、强化人素质与能力的培养;具有理论适中、知识系统、语言简洁、案例经典、侧重实践能力训练等特点,且采取新颖统一的体例格式化设计;因此本套教材既可作

为高职高专、成人教育院校工商管理、经济管理、物流管理、信息管理、金融管理、财税等专业教学的首选教材,同时兼顾高等自学考试,对于广大社会读者也是提高文化素质教育有益的参考读物。

教材编委会

2013年4月

前 言

随着全球经济一体化进程的加快及世界经济的高度融合,中国市场国际化、中国经济国际化发展日趋明显。外语既是敲门砖,也是对外交流的主要工具,商务英语是开展国际化经济活动的基础,也是提升涉外企业核心竞争力的关键;商务英语在国际贸易、商务活动、商务谈判、商务会议、市场营销、会展旅游、涉外文化交流合作中发挥着非常重要的作用,并在我国服务经济中占有极其重要的位置。

紧密结合行业业务特点,加强商务英语学习,既是国家经济建设发展形势变化对人才素质提出的新要求,又是大学生毕业之后直接面对就业上岗的迫切需要;能够熟练地掌握商务英语,并能够应用于实际业务工作中,已经成为现代化、国际化、技能型、复合型涉外人才的必备能力之一,因而越来越受到我国教育与企业界的高度重视。

商务英语是高职高专非常重要的公共基础课程,也是涉外企业就业者所必须熟练掌握的基本知识技能。当前面对全球化、国际商贸市场的激烈竞争,对商务从业者外语专业应用技能的要求越来越高,社会经济发展和国家产业变革,急需大量具有理论知识与实际操作技能复合型的商务英语专门人才。为了保障我国外向型产业经济活动的顺利运转,加强现代商务英语从业者应用技能培训,强化专业业务素质培养,既是加快我国与国际经济接轨的战略选择,也是本教材出版的目的和意义。

本书作为高职高专公共基础课的特色教材,全书共 20 个单元,以学习者应用能力培养为主线,坚持以科学发展观为统领,严格按照教育部“加强职业教育、突出实践应用技能培养”的要求,遵循商务活动的基本过程和规律,具体介绍商务社交、商务礼仪、公共关系、企业文化、就业市场、接待客户、产品服务、质量监控、市场营销、广告宣传、电子商务、商务谈判、国际贸易、商务会展、商务旅行、商务设备、公司业绩、公司财务等知识,并通过指导学员实训体验过程、培养实战能力、提高应用技能。

由于本书融入了商务英语最新的实践教学理念,力求严谨,注重与时俱进,具有结构合理、流程清晰、知识系统、内容翔实、语言真实自然、练习形式活泼多样、突出实用性、注重应用性等特点,并为参加中国教育部考试中心与英国剑桥大学考试委员会联合组织的剑桥商务英语资格证书考试(Business English Certificate)打好基础。

本书由李大军进行总体方案策划并具体组织,宋晓星和黄中军任主编并统稿,周志杰和丁艺为副主编;由具有丰富教学实践经验的商务英语专家杨昆教授审定。作者编写分工:牟惟仲(序言),黄中军(第 1~4 单元),宋晓星(第 5~8 单元),丁艺(第 9~11 单元),怀宁宁(第 12 单元、第 13 单元),张玉芬(第 17 单元),周志杰(第 14 单元、第 15 单元、第 18 单元),安芮(第 16 单元、第 19 单元、第 20 单元),李文洁、安锦兰、蔡丽伟(附录);华燕萍(文字修改和版式调整),李晓新(制作教学课件)。

在教材编著过程中,我们参阅借鉴了国内外有关商务英语的最新书刊资料,并得到有关

专家教授和商贸企业经理的具体指导,在此一并致谢。为配合本书的使用,本书配有纯美式发音的听力部分录音光盘,并提供配套的电子课件,读者可以从电子工业出版社网站(www.phei.com.cn)免费下载。限于编者的水平及经验,书中纰漏在所难免,恳请同行和读者批评指正。

编者

2013年4月

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Unit

1

Business Social Encounters 商务社交用语



Learning Focus

- To learn how to introduce yourself and someone else on business occasions.
- To familiarize yourself with some of the etiquettes and expressions of business social encounters.
- To be able to read and write the letter of congratulations.

Listening

Task 1: Listen to the four dialogues and learn how to ask people's jobs. As you listen, match up the people's names with their positions.

James Bond	
Tom Baker	
Anita Black	
Duke Snow	
Sarah Munson	
Elizabeth Taylor	
Donald King	
Steve Smith	

Task 2: Listen to the dialogue and choose the best answer.

- What is Alison doing in Paris?
 - She is attending a conference.
 - She is working there.
 - She is there on business.
 - She is there with Richard.
- Where did Alison and Harry meet?
 - In America.
 - In London.
 - In Paris.
 - In Africa.
- Harry Smith has some _____ in Paris and London.
 - trading partners
 - branches
 - good friends
 - relatives
- From the conversation we know that Harry and Richard _____.
 - have met many times
 - have never seen each other before
 - once worked in the same office
 - were once business partners
- What does Richard do?
 - He is marketing director
 - He is a marketing representative
 - He is a marketing assistant
 - He is a marketing executive

Task 3: Listen to the passage and decide whether the following statements are True or False.

- () The writer of this passage works at the College of Public Speaking.
- () When you introduce a speaker, your job is to provide an interest in the room.
- () The job of introducing a speaker is quite easy.
- () The three words you should get into your introduction are successful, friend, lucky.
- () Introducing a speaker is a little bit like a relay race.
- () As the introducer, your job is to get enough momentum up by the time you hand the baton over to the speaker.

Task 4: Listen to the passage. As you listen, fill in the missing words.

How do you greet someone when you first meet them? Do you kiss their cheek, “airkiss” (kiss the air next to their cheek), hug, squeeze their arm, or shake their hand? The _____ of greeting is confusing to many British people who, up until recently, would shake hands in a business context and only kiss _____ friends or relatives.

Social kissing has become more _____ in British business culture over the last few years, especially between people who already have a business relationship. However, it is better to give a _____ handshake when you meet someone for the first time. This is _____ true when you meet people from cultures where social kissing is not generally practiced.

When you introduce people, you must be _____ who you introduce first. In “Mr. A, I’d like you to meet Mr. B”, Mr. A has the higher _____. When you are introduced to someone, you can use a _____ phrase such as “Pleased to meet you”. You don’t need to say much at all, unless you are asked a direct question.

If you meet someone at a business _____, you’ll probably spend a couple of minutes in small talk after you introduce yourselves. The _____ of small talk is often

related to the situation. For example, if you are both at a business _____, the topic of conversation will probably be the conference itself. “Interesting seminars this year” could be the starting _____, or “Did you go to the talk by Mr. White?” If you are unsure about what to say, take your cue from the other person, responding to their questions, and taking the conversation further.

Speaking

Activity 1: Work in pairs and learn how to introduce yourself. Use the model and language box below to strike up a conversation.

Model:

Speaker A: Hello, allow me to introduce myself. My name's Bill Carter. I'm a cashier.

Speaker B: Pleased to meet you, Mr. Carter. I'm Jean Brick. I'm a lawyer.

1. Hello, allow me to introduce myself. My name's..., I'm...; Pleased to meet you, I'm...
2. Hello, I'm...; Nice to meet you. My name's..., I'm...
3. How do you do? My name's ..., I'm...; Nice to meet you. My name is ..., I'm...
4. Good morning, my name's...; Very nice to meet you. My name is ...
5. Good evening. I'm...; It's very nice to meet you, I'm...
6. Good afternoon. I'm...; I'm glad to meet you. My name..., I'm

Activity 2: Work in groups of three. Act out the following dialogues and learn how to introduce someone else.

Dialogue 1

Speaker A: Bill, this is Alice Brown. Alice is a marketing consultant. Alice, I'd like you to meet Bill Green. Bill is a sales rep.

Speaker B: Nice to meet you, Mrs. Brown.

Speaker C: Nice to meet you, too. Mr. Green.

Dialogue 2

Speaker A: Diana, could you introduce me to Jimmy Carter?

Speaker B: Of course. Let me introduce you to him. Jimmy, this is Cindy Bush. She is a fashion designer.

Speaker C: Very nice to meet you.

Dialogue 3

Speaker A: I haven't met your advertising manager yet.

Speaker B: Oh, I'm sorry. Jane, this is our advertising manager, Tony Enders.

Speaker C: How nice to meet you.

Dialogue 4

Speaker A: I don't know anyone here. Can you introduce me to them?

Speaker B: Of course. Angela, this is Denny Martin. He's a director of human resources.

Speaker C: I'm glad to meet you.

Dialogue 5

Speaker A: Let me introduce you two. Jeffery, this is Emma Harper. She is our executive manager.

Speaker B: What a pleasure to meet you.


Speaker C: Very nice to meet you, too.


Activity 3: Work in pairs. Use the model and business cards below to practice introductory conversations. Tell your partner about your job, telephone number and the name of your company.

Model:

A: *Where do you work, Ms. Davis?*

B: *Well, I work with Grace Accounting Services. I'm a certified public accountant.*

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Activity 4: Work in pairs. Act out the following dialogues and learn how to talk about your jobs.

Dialogue 1

Speaker A: What do you do for a living, Mike?

Speaker B: Well, I work as a program designer.

Speaker A: Nota bad job.

Speaker B: What about you?

Speaker A: I work for Allied Chemical Corporation. I'm the chief financial officer. I'm responsible for the company's accounts and financial matters.

Dialogue 2

Speaker A: I believe you're in computers.

Speaker B: Yes, that's right. I work for IBM. I'm on the recruitment side.

Speaker A: That's a coincidence. My father is the Admin Manager there.

Speaker B: Really? May I have his name?

Speaker A: Michael Warren.

Speaker B: I think I've met him before. He always wears a red tie.

Dialogue 3

Speaker A: So are you from New York or just here for the fair?

Speaker B: I'm from New York. I'm a sales manager.

Speaker A: Oh, what kind of company do you work for?

Speaker B: I work at General Motors.

Speaker A: What does your job involve?

Speaker B: I deal with marketing research and sales promotion.

Dialogue 4

Speaker A: Are you staying here long?

Speaker B: No, unfortunately only a couple of weeks.

Speaker A: Business or pleasure?

Speaker B: Business. I've come here about a contract.

Speaker A: Do you still work for Boston Scientific Corp. ?

Speaker B: No, I work with Shell Oil Company now. I deal with customers' complaints.

Dialogue 5

Speaker A: So you work in a real estate company?

Speaker B: Yes, I'm a certified public accountant. What do you do?

Speaker A: Well, I work at ADC Garments. I'm a fashion designer.

Speaker B: Do you like your job?

Speaker A: Yes, I like it a lot.

Reading

Text A

The Handshake in American Business

How do rank and hierarchy affect who initiates a handshake?

Rank and hierarchy do influence who initiates a handshake. For example, you could

work in a big company, and run into the CEO of your company in the elevator. Now one might think that you would initiate the handshake, but that's incorrect. The senior executive in a company initiates the handshake of someone in lower management.

If I am a visitor in an office, who initiates the handshake?

If you are a visitor in an office, you wait for them to initiate the handshake. Let's say that you walk into someone's office, and you're selling something. Now, your main thought would be to walk in and put your hand out to shake someone's hand. In fact that's not true! You wait for them to initiate the handshake. So there's again a matter of who initiates a handshake in American business.

Is it proper for women to initiate a handshake?

Most women in business today around the United States shake hands in business, and even initiate it. However, there are certain parts of the country, and women of a certain age who do not initiate a handshake.

When is it inappropriate to initiate a handshake?

It can be inappropriate to initiate a handshake sometimes. I've had some very interesting experiences with that. Once I tried to initiate a handshake with a gentleman at an affair in Beverly Hills and he wouldn't shake my hand because he was a religious Jew and I really didn't see his yarmulke. I didn't understand that I should not have initiated that handshake and he put his hand behind his back and I was very surprised. I've been very sensitive to that since then and it was a long time ago and I've learned a lot about who to offer to initiate a handshake with some people from different ethnicities and religions around the world.

What if I initiate a handshake and it's refused?

If you initiate a handshake and it's refused, you don't ask for an apology. You don't say, "Oh, I'm so sorry." You don't do that in business, you don't say you're sorry in business. You make it interactive and you say, "Forgive me, I didn't realize that wasn't part of your culture." Just say forgive me, and a lot is forgiven, because that person has to in fact forgive you if you ask for it. I mean, it's unconscious, but it works very easily, so don't say "I'm sorry" in business.

Are the 'business kiss' or 'business hug' appropriate greetings?

It's so common in business and yet the business hug or kiss is not appropriate. Any physical contact besides a handshake is not appropriate in the business setting, unless you pat someone on the back. In America, some areas and some parts of the country do initiate a quick hug. But it's reserved for someone you know, don't hug someone you don't know.

How should I handle it if a business acquaintance tries to kiss or hug me in greeting?

If a business acquaintance tries to hug or kiss you in greeting within a business setting, it can be touchy. In every situation it is on a case by case basis. I create very clear boundaries with people. I'm not offended if someone hugs me, but I don't really welcome that. It's just the way I stand and keep my distance. I want to be treated as a professional woman.