

新世界
NEW WORLD

财经类研究生英语核心教材



商务 英语视听说 教程

Business English

— Watch, Listen & Speak

陈振东 主编



对外经济贸易大学出版社

University of International Business and Economics Press

新世界 财经类研究生英语核心教材
NEW WORLD



Business English — Watch, Listen & Speak

商务英语阅读教程

商务英语翻译教程

商务英语写作教程

■ 商务英语视听说教程


责任编辑：马宗贤 胡小平
责任印制：陈治龙
封面设计：FEALL 北京正典
品牌设计机构

ISBN 978-7-81154-708-1



9 787811 547081 >

定价：27.00元(含光盘)

新世界 财经类研究生英语核心教材
NEW WORLD 

商务英语视听说教程

主 编 陈振东
副主编 沈 骑 汪文娟
袁建军 王俊生 李 澜
编 者 王虹慧 张 慧 董慧凝

对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

商务英语视听说教程/陈振东主编. —北京: 对外经济贸易大学出版社, 2010

新世界财经类研究生英语核心教材

ISBN 978-7-81134-708-1

I. ①商… II. ①陈… III. ①商务-英语-听说教学-研究生-教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2010) 第 092274 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

商务英语视听说教程

陈振东 主编

责任编辑: 马宗贤 胡小平

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 15印张 301千字

2010年6月北京第1版 2010年6月第1次印刷

ISBN 978-7-81134-708-1

印数: 0 001 - 5 000 册 定价: 27.00 元 (含光盘)

“新世界财经类研究生英语核心教材”

编 委 会

总顾问

陈准民（对外经济贸易大学）

编委会委员（按姓氏笔划为序）

丁崇文（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）

沈素萍（对外经济贸易大学）

陈 洁（上海对外贸易学院）

陈振东（上海财经大学）

宫桓刚（东北财经大学）

贾秀海（东北财经大学）

雷春林（上海对外贸易学院）

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联合对外经济贸易大学、东北财经大学、上海财经大学、广东外语外贸大学、上海对外贸易学院等院校推出的一套面向不同层次的、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。

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或国际贸易、国际经济、国际工商管理等商科专业的学生。

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，适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

研究生层次的商务英语教材适用于全国高等院校财经类专业和商务英语方向的硕士研究生。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。

本套教材——“新世界财经类研究生英语核心教材”——包括《商务英语听说教程》、《商务英语阅读教程》、《商务英语翻译教程》、《商务英语写作教程》等四册教材以及配套的多媒体课件。作者主要来自对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院等知名财经类院校。他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，集教学经验和专业背景于一身。这是本套教材编写质量的重要保证。

对外经济贸易大学出版社
2007年7月

Preface

自加入世界贸易组织以来,我国的国际经济贸易地位不断提升,国际商务交往更加频繁,对具有国际竞争力的复合型商务人才的需求越来越旺盛,对商务人才的培养提出了更高的要求,也对商务英语教材提出了更高的要求。

本书是为广大财经类专业硕士研究生量身定做的视听说英语教材。在致力于提高学生实用英语听说能力的同时,分门别类地对国际财经知识和商务文化进行了全方位的介绍。全书共十个单元,涵盖财经领域各大重要场合所需的英语知识,具有真实性和现实性。本教材特色如下:

1. 选取真实材料,提供真实语境训练

本书提供了大量的音频和视频材料,且这些材料都是发生在真实语境中的材料(authentic materials),这样有助于学生更好地掌握不同的口音,更好地提高听力水平,同时也更多地接触 authentic materials,为将来工作后在真实的情景中用英语与外国人进行交流做好准备。

2. 体现听说并重,立体化教学新模式

本教材突破传统听力教材编写模式,融视、听、说和网络学习资源四位一体,全面实现立体化教学新模式。教材不仅有原汁原味的视听练习,还结合财经类研究生的实际需要,增加模仿真实场景的会话内容,更有网络学习资源的丰富链接,拓展了学生学习的空间。

3. 注重商务文化,提升语言应用能力

本教材在每单元中独创“话题导入”、“文化背景”、“语汇银行”和“三言两语”等模块,简明扼要地介绍商务文化,从根本上提升学生的语言应用能力。

在跨文化交流活动中,交流能否顺利进行除了对语言的掌握,更重要的是要得体、恰当地使用语言,这就要求我们具备足够多的文化背景知识。

本书在注重培养学生语言能力的同时,还特别注重文化,尤其是商务文化背景知识的介绍,使学生能积累足够多的背景知识,保证跨文化交流的顺利进行。

4. 评点精彩话语,拓展听说训练空间

本教材在听力任务前后附有中文话题简介和精彩点评,帮助学习者熟悉内容,加深

理解，拓展自身的听说训练空间和机会。

5. 设计任务多元，全面提高听说能力

本教材不仅分专题提供视听说综合训练，而且根据多样化的材料，精心设计了融合访谈、报告会、会谈和研讨会等多种形式的会话场景，基本覆盖了实际商战的所有话题和内容，便于学习者培养“实战”经验。

本书由上海财经大学陈振东教授主编，南京航空航天大学沈骑副教授副主编，由上海财经大学、上海外国语大学、南京航空航天大学和南京工程学院等高校具有多年教学经验的中青年教师共同完成，囿于水平有限，定有错讹之处，恳请广大读者指正。

陈振东

2009年9月于上海

Contents

Unit 1	Meeting and Greeting People	1
Unit 2	The Reception Banquet	15
Unit 3	Business Schedule	29
Unit 4	Business Relations	40
Unit 5	Setting Business Relations	54
Unit 6	Business Travel	69
Unit 7	Business Negotiation	85
Unit 8	Telephone Contact	101
Unit 9	Job Interview	118
Unit 10	Business Promotion	129
	Tapescripts and keys	141

Meeting and Greeting People

Module 1 Warm-up Activities (热身练习)

■ 话题导入

在外贸交流中,接待客商、认识新客户、联系老客户是最基本的一步。那么,如何与外国人亲切得体地寒暄呢?在交往中又有哪些礼仪需要注意呢?以下的几个情景对话将会帮助我们了解这一点。

■ 文化背景

不同的国家、民族,由于不同的历史、宗教等因素,各有其特殊的风俗习惯和礼节。因此,在国际交往中,除应发扬我国礼仪之邦的优良传统,注意礼貌礼节之外,还应尊重各国、各民族的风俗习惯,了解他们不同的礼节礼貌和作法,从而使我们在对外活动中真正做到不卑不亢,以礼相待。

■ 专用词汇

cooperative enterprise 合作企业

joint venture enterprise 合资企业

state-owned enterprise 国有企业

collectively-owned (or collective) enterprise 集体企业

individually or privately-owned/private enterprise 私营企业

exclusively (or solely) foreign-owned enterprise 外商独资企业

CCPIT: China Council for the Promotion of International Trade 中国国际贸易促进委员会

■ 三言两语

A) 当我们确认初次见面的客户身份时,我们可以说:

- 1) — Excuse me, but aren't you Mr./Ms. /Mrs. ... from ... ?
- 2) — If I'm not mistaken, you must be Mr./Ms. /Mrs. ... from
— Yes, I'm/I'm sorry, you've got the wrong person.

B) 当我们遇到一个长时间不见的老客户时,可以这样跟他/她打招呼:

- 1) — It's so nice/good to see you again, Mr./Ms. /Mrs. How are you doing?
— I'm doing great.
- 2) — I'm so glad to meet you here in Beijing.
— It seems ages since we last met.

C) 和一个常常见面,关系很好的老客户打招呼就不必过于正式,可以随便一点了:

- Good morning/afternoon/evening, Mr./Ms. /Mrs. ...
- Hi, John/ Mary/ Mr./Mrs. /Ms.

Module 2 Video Watch (先睹为快)

Hi-tech cameras track shoppers to help companies better market products.

Key Words and Expressions

1. retailer *n.* 零售商人
2. grab *v.* 抓
3. psychology *n.* 心理学, 心理状态
4. merchandise *n.* 商品, 货物
5. a short fuse 比喻人们易于烦躁或焦虑
6. queue *n.* 行列, 长队, 队列; *vi.* 排队, 排队等待

I. Interactive Activities (互动练习)

Direction: Watch the video clip for the first time and discuss the following questions or topics with other students orally.

1. What are the major problems with the shopping centers in your own experience?

2. Do you think it is necessary to install Hi-tech cameras to track shopping behaviors?
3. In your opinion, are there any other alternatives to solve the problem in this video clip?

II. Spot Dictation (听写练习)

Direction: Watch the video clip carefully and fill in the blanks with the missing words.

Smile, you're on consumer behavior camera. No surprise that you'll likely be (1) _____ while holiday shopping, but it's not all for (2) _____. Some of it is for market research. Retailers are tracking you to learn how you shop.

"Where are people, shoppers, spending time? What is grabbing their attention? Are they having to wait too, too long for customer service at different points?"

Consumer behavior analysis, it's part (3) _____, part science, part technology and a bit of psychology. Rajeev Sharma's software turns (4) _____ of customers working their way through stores into hard (5) _____, allowing retailers to take fast action if things aren't working out.

"You can move around the merchandise to position of products so that it, it, it creates the right (6) _____, and right products in front of the right people in the right time."

With the holiday shopping crunch, retailers know their customers have short fuses, and crowd hassles don't help.

"And you can create this kind of maps, the hot spots and the cold spots. These are extremely important because there's no number. By just looking at this, this color-coded map, you can see which (7) _____ of this store is receiving more attention."

And that helps retailers decide where to place display units.

"After browsing, decide to interact with it, as in read labels or, or, or you know, experience it more. And finally, of course, what every product and retailer, er, the product manufacturer and retailer want you to drop it into your basket."

But it's not all creative marketing; traffic jams at (8) _____ are often the biggest problem.

"What this shows is a, is a line-forming, and something that you are very familiar with in this, this season."

Best Buy is using its own research to try to (9) _____ those lines.

"We now deploy a queuing system in our stores, where all customers, they wait in a

queue, and we have somebody there directing traffic, so you don't get (10) _____ in the wrong line, which drives people crazy. ”

Module 3 Listening Tasks (习耳攻听)

I. Long Conversations

Dialogue 1

Mr. Wells, a US sports businessman, and his assistant, Ms. Porter, are visiting Shanghai. Ms. Li Xia and Mr. Wang Ping, officials from Shanghai Sub-council of CCPIT, are at the airport to meet them.

Exercise 1

Listen to the conversation and answer the following questions.

Question 1: What is the relationship between Mr. Wells and Ms. Porter?

Question 2: Who is there to meet them?

Question 3: Is it Mr. Wells's first visit to Shanghai? Is it his first visit to China?

Question 4: What did Ms. Porter come to Shanghai for last year?

Exercise 2

Listen again and fill in the missing words with what you hear.

Li: (1) _____ Mr. Wells from the U. S. ?

Wells: Yes, I'm John Wells. (2) _____ from CCPIT?

Li: Yes, I am Li Xia. (3) _____, Mr. Wells. (4) _____
Mr. Wang Pin, head of Foreign Investment Office.

Wang: (5) _____, Mr. Wells? (6) _____

- Wells: Glad to meet you too, Mr. Wang. This is Ellis Porter, my assistant.
 Porter: How do you do, Mr. Wang and Ms. Li?
 Wang & Li: How do you do? (7) _____.
 Wells: (8) _____ invite us to Shanghai and come to meet us at the airport.
 Wang: Not at all. (9) _____
 Wells: Oh yes. The view of Shanghai is (10) _____ from the plane.
 Wang: I hope (11) _____ in Shanghai.
 Wells: Thank you. (12) _____
 Li: Our car is waiting outside. I think you'd like to (13) _____ to (14) _____ the jet lag. (15) _____ go to the hotel first?
 Wells: Yes. It's very (16) _____.
 Li: (17) _____. We are going to take you to the Hilton Hotel.

精彩点评

1. 对第一次见面的客户,为了显示尊重,我们最好用比较正式的语气打招呼,如“Glad to meet you”,“How do you do?”等。当然,如果对方是第一次来中国,一句“Welcome to China”会收到良好的欢迎效果。

2. 在这个对话中,王先生用一句“Is this your first visit to Shanghai?”开启了一段自然亲切的谈话。我们在实际工作中可以仿效这种做法,寻找双方能产生共鸣的话题切入点,如旅途见闻,天气状况等,但切忌询问过于私人的话题,如年龄、体重、婚姻状况、收入、政治及宗教信仰等。

Dialogue 2

On the Way to the Hotel

They get on the car and drive to the hotel. On the way to the hotel, they are talking about Shanghai and the tremendous business opportunities it has.

overseas *adj.* 海外的

headquarter *n.* 总部

thanks to... 由于,因为

stream *n.* 流,川;一股,一串

unprecedented *adj.* 前所未有的,史无前例的

Sino-American 中美的 (Sino-Japanese 中日的)

reform and opening up 改革开放

The New Century Building (上海)新世纪大厦

HSBC (The Hong Kong and Shanghai Banking Coporation) 汇丰银行

Citibank 花旗银行

GM (General Motor Corporation) 美国通用公司

Philips 荷兰飞利浦公司

The Fortune 《财富》杂志

Exercise 1

Listen to the conversation and fill in the blanks with the information you hear.

1. Mr Wells wants to set up _____ in Shanghai.
2. Mr. Wells and Ms. Porter plan to participate in _____.
3. Shanghai Municipal Government has drawn up _____ to attract foreign investment.
4. Many foreign businesses in Shanghai have made a _____ much _____ than their investment.
5. Mr. Wells and Ms. Porter hope they will _____ with Shanghai.

Exercise 2

Listen to the conversation and fill in the blanks with appropriate words.

Shanghai is developing very fast. There're more hotels and new buildings being built all around here, and it is expecting more (1) _____ as more and more (2) _____ companies set up their offices here. Many big banks and companies which (3) _____ among the Fortune Top (4) _____ come here in a (5) _____ stream. They have established their offices and even their (6) _____ in Shanghai. In 2003 alone, Shanghai (7) _____ the establishment of 3,783 joint (8) _____ and cooperative (9) _____ with investments of (10) _____ US dollars.

To (11) _____ foreign investment, Shanghai Municipal Government has drawn up (12) _____ policies. The entire (13) _____ environment has been (14) _____ a great deal. Thanks to China's (15) _____ into the WTO and the (16) _____ of its reform and opening up, Shanghai's economy has been developing at an (17) _____

speed. It is now the (18) _____ of China to the outside world. The future of Shanghai is really (19) _____.

精彩点评

1. Ms. Porter 来过一次上海,对上海的情况显得较为熟悉。因此,再详细介绍上海的基本情况就显得不合适了。王先生不失时机地向外宾们介绍了上海的外商投资新政策,尤其是对方感兴趣的合资企业情况,为以后的项目洽谈做一些铺垫。

2. 在对话中不时地附和一下对方可以使对话显得更为融洽。除了常用的“*Yes*,”“*Right*,”“*Quite so*,”“*I see*,”“*I can't agree more*”等,最好的莫过于偶尔发表具体一些的意见。大家还可以留意自己接触的其他对话材料中谈话双方是如何自然地让对话顺利持续下去的,从而更熟练地掌握对话技巧。

II. Discussions

在商务活动中我们不可避免地会讨论一些比较重要的话题。因此,学会如何在比较正式的讨论中发表自己的意见是一项必不可少的技能。

Discussion 1

inevitable *adj.* 不可避免的

hostility *n.* 恶意;不友善

tap into 接进

inequality *n.* 不均,不平等

Some view it as ... Others regard it with ... 有人将它视为,其他人将其视为

I mean ... 我认为

On the one hand, ... On the other hand, ... 一方面,另一方面

irreversible *adj.* 不可逆转的

have access to 有权使用

unparalleled *adj.* 无与伦比的

It refers to ... 这是指

Directions: An IMF representative has come to CCTV 9 dialogue program to talk about globalization process.

全球化(globalization)是一个不可避免的趋势,那么,什么是全球化?我们对全球化应该抱持什么样的态度?一位国际货币基金组织的代表就这一问题接受了电视台的采访。

Exercise 1

Listen to the interview and answer the following questions.

Question 1: What is the topic of this interview?

Question 2: Will all the countries benefit from the globalization process?

Exercise 2

Listen to the interview and fill in the blanks with the information you hear.

1. Globalization is a historical process. It refers to _____ around the world, particularly through _____. The term also refers to the _____ of _____ (labor) and _____ (technology) across _____.

2. People are worried about globalization because markets promote efficiency through _____. This means the specialization allows people and economy to _____. On the one hand global markets _____ to tap into more and larger markets around the world, so they can have access to _____, technology, cheaper imports, and larger _____. But on the other hand, markets do not necessarily ensure that the benefits of increased efficiency are _____. You must be _____ the policies needed, and in the case of the poorest countries may need _____ as they do so.

精彩点评

在正式场合发表观点或接受采访时,可采用较为正式的说话方式,主要反映在两个方面:一是较为正式或专业化的用词,如本对话中的“financial flow,”“division of labor,”“income inequality”等;二是比较复杂或委婉的句型的运用,如本对话中的“... has acquired considerable emotion,”“The 20th century saw unparalleled economic growth...”以及用 because, so, that 等连接词构成的复杂句等。大家可以仔细辨别一下,还有哪些句子或用词显得比较正式。

Discussion 2

In a seminar, a professor and his students are discussing about what culture is. Each student is required to give a unique metaphor of culture.