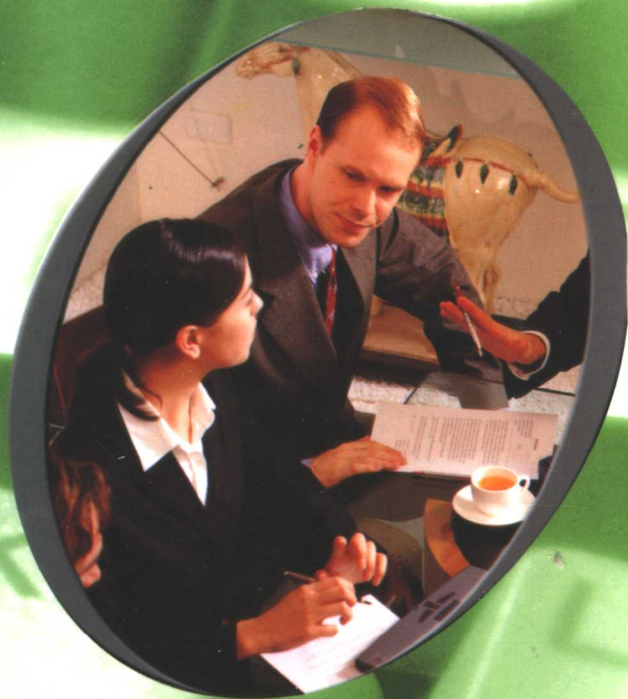


21 世纪高等教育商务秘书系列教材



中国高教学会秘书学会组织编写

商务秘书 实用英语

中国建材工业出版社

商务秘书实用英语

汤平平 主 编

中国建材工业出版社

图书在版编目(CIP)数据

商务秘书实用英语 / 汤平平主编. — 北京: 中国建材工业出版社, 2004. 8

(21 世纪高等教育商务秘书系列教材)

ISBN 7 - 80159 - 670 - 6

I. 商... II. 汤... III. — 高等学校 — 教材 IV.

中国版本图书馆 CIP 数据核字(2004)第 010917 号

内 容 简 介

本书针对商务秘书在实际工作中应掌握的英语社交、礼仪、函电、会议组织等内容,每一单元安排一个情景,共 16 单元,每一单元后附有课后练习及附录、文化沙龙等相关知识。

该书知识涵盖面广、实用性强,具有很强的操作性、针对性。通过对本书的学习,可提高读者的英语听、说、读、写、译的水平。

本书不仅可以作为商务秘书的教材,也可供从事商务活动的其他人士学习使用。

商务秘书实用英语

汤平平 主编

出版发行:中国建材工业出版社

地 址:北京市西城区车公庄大街 6 号

邮 编:100044

经 销:全国各地新华书店

印 刷:北京鑫正大印刷有限公司

开 本:787mm×960mm 1/16

印 张:17.5

字 数:370 千字

版 次:2004 年 8 月第 1 版

印 次:2004 年 8 月第 1 次

印 数:1~5000 册

书 号:ISBN 7 - 80159 - 670 - 6/F·036

定 价:28.00 元

网上书店:www.ecool100.com

本书如出现印装质量问题,由我社发行部负责调换。联系电话:(010)68345931

21 世纪高等教育商务秘书系列教材 编 审 委 员 会

主 任:范立荣

执行主任:范慰慈

副 主 任:侯力学

委 员:(按姓氏笔画为序)

王世红 王 敏 伊 强 杜永昌

吴欢章 杨重燕 杨继昭 杨硕林

林安杰 周同庆 张金涛 张 虹

张春山 罗宜军 郑彦离 郑德源

郭建庆 胡晓涓 胡鸿杰 顾超雄

姬瑞环 黄良友 程勉中

秘 书 长:贺 悦

《商务秘书实用英语》

主 编:汤平平

副 主 编:刘忠见 尹平平 张雪芹

参编人员:(按姓氏笔画为序)

王海燕 王 梅 李红梅 李常玉 李 楠

沈小兵 吴金花 吴 倩 陈根生 金晓莉

郑燕平

主 审:范 睿

序一

——高级商务秘书人才成功之路

我国经济的高速发展,使市场需求发生了显著的变化,从而使人们的职业取向也发生了显著的变化。一些在几年前还难以想像的职业现在开始大量涌现,而过去十分看好的职业却越来越乏人问津。商务秘书就是近年涌现出的一支新兴职业大军。目前,发达国家秘书队伍中商务秘书占绝大多数。随着我国社会主义市场经济体制的建立和逐步完善,商务秘书的需求量将越来越大,我国商务秘书队伍正在迅速发展。

在新形势下,学会用开阔的视野和面向世界的眼光正确地把握商海大潮的大趋势,培养符合新时期各类公司和企业需要的商务秘书人才是当务之急。经济日报集团所属的中国建材工业出版社紧跟形势,抓住机遇,在党的“十六大”精神指引下,组织高等院校从事秘书学科教学的教授、专家、学者编写了一套商务秘书教材。这套系列教材,以“三个代表”重要思想为指导,立足国内商务和教学需要,纵观国际商海风云,借鉴国外经验,归纳综合了目前秘书界研究的新成果,明确了商务秘书的工作内容,强调了商务秘书的基本功和运作能力,对当前商务秘书研究的一些薄弱环节和秘书工作的发展动向等进行了有益的探索,富有新意和特点。

这是一套适合培养高层次商务秘书人才的好教材,它对全面提高商务秘书的素质将发挥重要作用。

郭长宇

2003年7月

(郭长宇先生系教育部国家督学、中国高教学会秘书学会副会长)

序二

——高层次、多视角、实用性强的 商务秘书教材

秘书在中国已经成为一大职业。其中,商务秘书又是秘书大军中需求量增长最快的后起之秀。中国的经济改革催化了商务秘书职业的诞生,而商务秘书职业的形成也标志着中国社会主义市场经济的日渐成熟和完善。

秘书是公司企业中的重要职务。公司企业可以没有副总,但不能没有秘书,可是却有很多从业的秘书(办公室人员就是秘书)没有受过正规培训,这无法适应社会主义市场经济的发展需要。所以,近几年很多高校,特别是高职、高专纷纷开设秘书专业,培养新时期秘书人才,特别是商务秘书人才。那么,如何将一名普普通通的学生培养成为称职的商务秘书人才呢?这首先就需要有一系列符合经济全球化要求的、完整的、高质量的、实用性强的商务秘书教材。

经济日报报业集团所属的中国建材工业出版社在中国高教学会秘书学会协助下,组织了富有教学和实践经验的专家、学者编写了这套商务秘书系列教材,其主要特点是技能性、针对性、商务性、系统性、实用性。“技能性”是指在教材的结构安排上加强了实践性教学的比重,精心设计课程的实训、模拟,使学生获得从事秘书职业所需的实际知识和技能,并获得进入劳务市场的有关证书。“针对性”是指本系列教材的市场定位非常清晰,填补了商务秘书市场的空白,为大学秘书系和高职、高专秘书专业及时地提供了一系列好教材。“商务性”是指将大量的商务知识贯穿于秘书学科的每一个模块中,使学生在大学阶段就了解经济、了解市场、了解商务。“系统性”是指编委和学者们从市场对秘书的要求出发确定了这套教材的规模和范围,系统地将商务秘书工作囊括其中。“实用性”是指编委和作者明确将秘书教育定位为职业教育,作者借鉴国外以能力为基础的秘书教育经验,为读者提供了具有中国特色的有时代感的实用知识和方法。

笔者曾多年在中央机关、国有公司工作,后又投身秘书教育事业,可以说

当过秘书,领导过秘书,培养过秘书,而且深爱着秘书事业。在此我代表中国惟一的一所秘书学院——北京高等秘书学院衷心地感谢教材的主编、编委及各位作者与时俱进、开拓创新,编写出了这套高层次、多视角、实用性强,既便于教学,又便于自学的商务秘书教材。感谢中国建材工业出版社出版了这套好教材。我借此机会,向广大秘书工作者、秘书专业的学员表示良好的祝愿。

王世红

2003年7月

(王世红先生系秘书教育家、中国高等秘书学院董事长)



CONTENTS



Unit One

Job Application and Interview

Part I Reading	(1)
The Job Interview	(1)
Part II Situational Dialogues	(6)
Dialogue 1 Before the Interview	(6)
Dialogue 2 At the Interview	(7)
Part III Practical Writing	(11)
1. Letters of Job-Application	(11)
2. Resume	(13)
3. Letters of Resignation	(14)
Guide to Grammar	(15)
Gerund	(15)
Cultural Salon	(18)



Unit Two

Meeting and Introduction

Part I Reading	(19)
Making an Introduction	(19)
Part II Situational Dialogues	(24)
Dialogue 1 Allow Me to Introduce Myself	(24)
Dialogue 2 Who is the Gentleman beside You	(25)
Dialogue 3 Would You Introduce Me to Your Manager	(25)
Part III Practical Writing	(28)

1. Visiting Card	(28)
2. Greeting Card	(28)
3. Letters of Appreciation	(29)
4. Letters of Congratulation	(30)
Guide to Grammar	(31)
Participles	(31)
Cultural Salon	(35)

Unit Three

<i>Leave Taking and Seeing sb. off</i>	
Part I Reading	(36)
Leave Taking	(36)
Part II Situational Dialogues	(40)
Dialogue 1 Saying Farewell	(40)
Dialogue 2 Seeing the Smiths off at the Airport	(41)
Part III Practical Writing	(45)
1. Personal Correspondence	(45)
2. Seeing-off Speech	(46)
Guide to Grammar	(48)
Inversion	(48)
Cultural Salon	(50)

Unit Four

<i>Telephone and Fax</i>	
Part I Reading	(51)
The Use of Telephone and Fax	(51)
Part II Situational Dialogues	(58)
Dialogue 1 Using the Telephone	(58)
Dialogue 2 Making an Appointment on the Phone	(59)
Part III Practical Writing	(64)
1. Keeping Telephone Message	(64)
2. Sending Fax	(65)
3. E-Mail	(67)
Guide to Grammar	(69)

Negation	(69)
Cultural Salon	(72)



Unit Five

Invitation and Thanks

Part I Reading	(73)
Invitation and Thanks	(73)
Part II Situational Dialogues	(77)
Dialogue 1 Invitation to a Dinner	(77)
Dialogue 2 Asking Manners	(78)
Part III Practical Writing	(81)
1. Invitation Card	(81)
2. Letters of Invitation	(83)
3. Answering Speech	(84)
Guide to Grammar	(86)
Ellipsis (I)	(86)
Cultural Salon	(87)



Unit Six

Dinners and Giving Presents

Part I Reading	(88)
Dinners and Giving Presents	(88)
Part II Situational Dialogues	(92)
Dialogue 1 At the party (I)	(92)
Dialogue 2 At the party (II)	(93)
Part III Practical Writing	(95)
1. Toast	(95)
2. Letters of Congratulations	(96)
3. Speech	(96)
Guide to Grammar	(99)
Ellipsis (II)	(99)
Cultural Salon	(100)

Unit Seven

Congratulation and Consolation

Part I Reading	(101)
Congratulation and Consolation	(101)
Part II Situational Dialogues	(105)
Dialogue 1 Congratulations	(105)
Dialogue 2 Consolation	(106)
Part III Practical Writing	(108)
Letters of Consolation	(108)
Guide to Grammar	(110)
Substitution (I)	(110)
Cultural Salon	(111)

Unit Eight

Apologies and Requests

Part I Reading	(112)
Apologies and Requests	(112)
Part II Situational Dialogues	(116)
Dialogue 1 Apologies	(116)
Dialogue 2 Requests	(116)
Part III Practical Writing	(118)
1. Letters of Apology	(118)
2. Letters of Application	(119)
Guide to Grammar	(121)
Substitution (II)	(121)
Cultural Salon	(122)

Unit Nine

Errand and Submit an Expense Account

Part I Reading	(123)
Travel Arrangements	(123)
Part II Situational Dialogues	(129)

Dialogue 1 Travel Arrangement (I)	(129)
Dialogue 2 Travel Arrangement (II)	(130)
Part III Practical Writing	(134)
1. Itinerary	(134)
2. Schedules of Activities	(135)
Guide to Grammar	(137)
Adverb for Emphasis	(137)
Cultural Salon	(140)



Unit Ten

<i>Conferences and Organization</i>	
Part I Reading	(141)
Business Meetings and Conferences	(141)
Part II Situational Dialogues	(148)
Dialogue 1 Organization of a Conference (I)	(148)
Dialogue 2 Organization of a Conference (II)	(149)
Part III Practical Writing	(151)
1. Meeting Notice	(151)
2. Agenda	(153)
3. Reply Form	(155)
Guide to Grammar	(157)
1. Reflexive Pronouns	(157)
2. Do for Emphasis	(159)
Cultural Salon	(160)



Unit Eleven

<i>Minutes</i>	
Part I Reading	(161)
Minutes	(161)
Part II Situational Dialogues	(165)
Dialogue 1 Before the Meeting	(165)
Dialogue 2 During the Meeting	(166)
Part III Practical Writing	(169)
Minutes	(169)

Guide to Grammar	(172)
Emphatic Sentence	(172)
Cultural Salon	(173)



Unit Twelve

Presentation and Explanation

Part I Reading	(174)
A Well-planned Sales Presentation	(174)
Part II Situational Dialogues	(176)
Dialogue 1 Before the Show	(176)
Dialogue 2 At the Show	(177)
Part III Practical Writing	(180)
1. Experts' instruction	(180)
2. Getting Useful Information Through Different Channels	(180)
3. Guide of the Exhibition Hall	(181)
4. Sales Presentation	(182)
5. Follow-up of Contacts	(183)
Guide to Grammar	(184)
Complex Object	(184)
Cultural Salon	(186)



Unit Thirteen

File and Management

Part I Reading	(187)
Filing	(187)
Part II Situational Dialogues	(192)
Dialogue 1 File Things (I)	(192)
Dialogue 2 File Things (II)	(194)
Part III Practical Writing	(196)
Certificate Letters	(196)
Guide to Grammar	(200)
Transformation of Sentences(I)	(200)
Cultural Salon	(201)

Unit Fourteen

Information and Communications

Part I Reading	(202)
Communications	(202)
Part II Situational Dialogues	(207)
Dialogue 1 Pay a Visit (I)	(207)
Dialogue 2 Pay a Visit (II)	(208)
Part III Practical Writing	(210)
1. Announcement	(210)
2. Poster	(212)
Guide to Grammar	(214)
Transformation of Sentences (II)	(214)
Cultural Salon	(215)

Unit Fifteen

Reception and Negotiation

Part I Reading	(216)
Negotiation strategies	(216)
Part II Situational Dialogues	(221)
Dialogue 1 Getting Down to Business	(221)
Dialogue 2 Getting Down to Brass Tacks	(222)
Part III Practical Writing	(227)
Quoted Price	(227)
Guide to Grammar	(232)
The Use of Punctuation Marks(I)	(232)
Cultural Salon	(234)

Unit Sixteen

Contract and Agreement	(235)
Part I Reading	(235)
Contract	(235)

Part II	Situational Dialogues	(239)
	Dialogue 1 Proceeding with Negotiations	(239)
	Dialogue 2 Signing a Contract	(241)
Part III	Practical Writing	(244)
	Contract and Agreement	(244)
Guide to Grammar		(256)
	The Use of Punctuation Marks(II)	
		(256)
	Cultural Salon	(258)
Appendix I		(259)
Appendix II		(262)
Appendix III		(264)

Unit One

Job Application and Interview

求职与面试

Part I Reading

The Job Interview

One of the most important components of successful job hunting is the job interview. There are thousands of people entering new careers and searching for job placement. In order to give yourself an edge over others applying for the job you want, it is important to create a solid impression during the job interview.

Because what you say during an interview is so important, there are two rules to remember. One is to present yourself in a favorable way and stress your areas of competence. However, don't exaggerate; tell the truth. Second, listen carefully and get involved in what the interviewer is saying. Notice the interviewer's interests and relate your comments to them.

The job interview is the time to "sell" yourself by giving examples of experiences you've had related to the job and by revealing your good points. It's a good idea to have handy job resume or a list of school courses that prepared you for the job. Don't exaggerate the truth. Be honest, but show confidence in yourself and your ability to do the job.

If you are not certain what the job will require of you, ask questions to see whether you do feel qualified. Do more listening than talking. Don't be afraid to ask for a second interview if you need time to gather information that will be more useful in the second interview. Most interviewers will appreciate your questions and your ability to listen and respond.

Some people talk themselves out of a job by saying too much or by digressing from the point. Although it's important to talk about your successful experi-

ences, don't come on too strong and sound like a braggart.

Each of us has sensitive areas, which could refer to your lack of an academic degree, a long period of unemployment, or lack of work experience if you are entering a new field. Answer sensitive questions briefly and positively. If you believe that this area presents a real obstacle to a job offer, you could be communicating this doubt to the interviewer. Many times, however, an interviewer will override these sensitive areas if you have a confident, positive attitude.

The job interview is an important part of the job search because the attitude and impression you project can make the interviewer feel "with you" or "against you". Remember that you have the power to create a favorable impression. Interviewers have the intelligence to recognize genuine enthusiasm and interest.

Words and Expressions

interview /'intəvju:/

n. an oral examination of an applicant for employment, a college place, etc.

v. hold an interview with 面试

interviewer 面试者, 接见者

interviewee /'intəvju:'i:/ 接受面试者, 被接见者

edge /edʒ/

n. a boundary line or margin of an area or surface 边, 边线, 边缘

v. to have the edge on/over: to be (slightly) better than or have a (slight) advantage over (稍微)胜过……

apply (for) /ə'plai/

v. make a formal request for something to be done, given, etc. (正式)提出申请

applicant /æplikənt/ *n.* 申请人

application *n.* 申请, 申请书

present /pri'zent/

v. to be when looked at; show

显露, 展现, 呈现, 出示

presentation *n.* 展现, 显示

cf. 1. present /'preznt/ *n.* 礼品

2. present /'preznt/adj. 出席的