



英语口语系列小丛书  
Spoken English Series



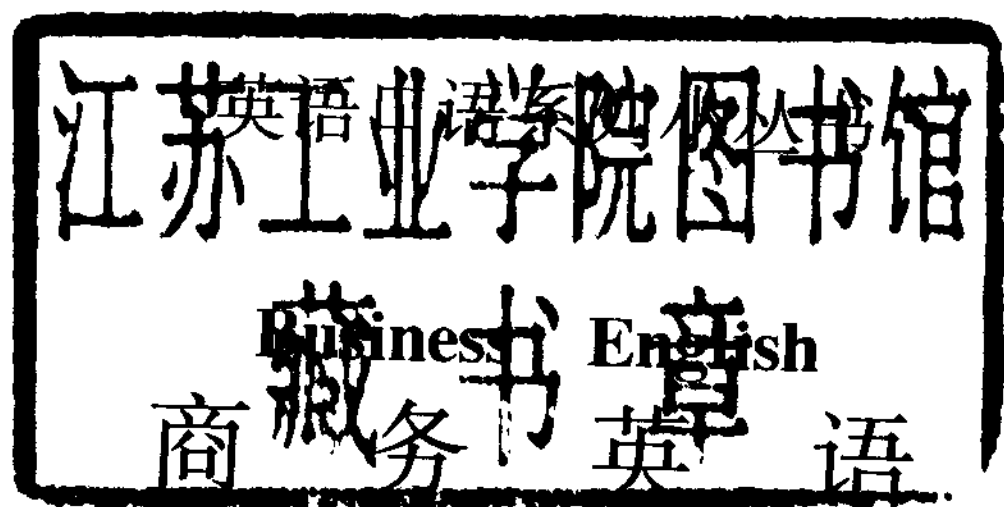
# 商务英语

## Business English

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金盾出版社



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## 内 容 提 要

本书包括基础商务会话和外贸实务会话两章,围绕展开商业活动的各个阶段,精心选取典型、常用的口语句子编成情景对话,英汉对照,供英语初、中级水平的读者学习、使用。

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# 前 言

在“入世”和“申奥”成功的鼓舞下,我国人民掀起了广泛深入学习英语的新高潮。这个高潮的一个显著标志是:学英语、用英语已从学生扩展到各类在职人员,从青少年扩展到幼儿、老年,从教室扩展到家庭、办公室、商务、旅游、体育乃至社会日常活动的各方面。为适应这个新形势,满足广大群众学、用英语的新需求,我们编辑了一套便于携带、易于学说的英语口语系列小丛书,包括《家庭英语》、《校园英语》、《办公室英语》、《商务英语》、《求职英语》、《社交英语》、《旅游英语》、《电话英语》和《体育英语》共九个分册。

经验证明,学习英语应听说领先,以听说带动读写。听说也应尽可能结合学习者日常亲身经历的各种场合、各项活动。这样随时随地触景生情,学了就能用,在应用中又促进学,可以逐步养成用英语思维和表达的习惯。这实为省时间、见效快的学习与掌握英语的好方法。

本丛书面向社会各界和城市、乡村的英语初、中级水平的读者,选材紧密结合日常生活、工作、学习,针对多种常见的现实场景。《商务英语》分册各单元包括情景对话以及单词与短语。

本丛书除《家庭英语》分册外,其余各分册均由霍光利总编。

欢迎大家提出宝贵意见,以便再版时改进。

丛书编者

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# 第一章 基础商务会话

## Basic Business Conversation

### UNit 1 Establishing Trade Relation

#### 建立贸易关系

#### Dialogue 1 对话一

A: Excuse me, could you tell me where I can order electrical appliances?

请问,我在哪里可以订购电器产品?

B: This line. We'll be glad to take your order. Here's my card.

就在这里。我们很乐意接受你的订单。这是我的名片。

A: Thanks. Here's my card. I'm Johnson from North Trading Co. Ltd. We import electronic products.

谢谢。这是我的名片。我是北方贸易有限公司的约翰逊。我们进口电子产品。

B: Please have a look at our samples.

请看看我们的样品。

A: Your development of electronic products has been remarkable.

你们的电子产品进步非常显著。

B: Yes, our research has had good results.

我们的研究已经取得很好的成果。

A: Do you produce video tape recorders?

你们生产盒式磁带录像机吗?

B: Yes.

我们生产。

A: What's that? Is it a television set?

那是什么? 是电视机吗?

B: No. That's television phone. It's still experimental.

不,那是电视电话。它还处于研究阶段。

A: What's the problem?

有什么问题吗?

B: We have to solve some technical problems.

我们得解决一些技术问题。

A: I see.

我明白了。

B: I've forgotten to ask you what products you're inter-

ested in.

我忘了问你对什么产品感兴趣?

A: I think I've already seen some items we'd like to order although I'd still like to study them a bit further.  
我想我已经看到了一些感兴趣的产品,但是我们还要进一步考虑一下。

B: OK, go ahead.  
好吧。

A: I'll probably be able to let you know tomorrow.  
可能明天我就能通知你。

B: I'll be expecting you tomorrow morning, say, at nine.  
我会在明天上午,嗯,9点钟等你来。

A: Tomorrow at nine, perfect.  
明天9点钟。好极了

## Dialogue 2 对话二

A: Here is our sample room.  
这是我们的样品室。

B: You have got a large collection of sample foodstuffs here.  
你们在这里展览了一大批食品样品。

A: Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.

是的,我们向许多国家出口大量的食品,而且需求量越来越大。

B: So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have increased rapidly during the last few years. It shows that Chinese foodstuffs are very attractive.

你说得对。你知道,我们之间并没有业务,但是最近几年里,你们向我国出口的食品迅速增加。这表明中国食品非常有吸引力。

A: You said it. The quality of ours is as good as that of many other suppliers, while our prices are not high as theirs. By the way, which items are you interested in?

确实如此。我们的产品质量与其他生产商的一样好,而我们的价格却不像他们的那样高。顺便问一下,你对哪类产品感兴趣?

B: Cakes are of special interest to me. As your cake is among the most popular ones in our market, I'm going to place an order in a day or two.

我对点心非常感兴趣。因为你们的点心在我国市场上非常畅销,我想一两天之内就下订单。

A: Good. How about our shortbread?

好的。那么酥点呢?

B: I think it will also find a good market in our country.

Will you show me some samples?

我想它们在我国销路也会很不错的。你能让我看一下样品吗?

A: Yes. This way, please. Our shortbread is in various tastes, such as almond, walnut, lotus seed, jujube paste, etc. And different package has different weight.

可以,这边请。我们的酥点分许多种口味,比如杏仁的,核桃的,莲子的,枣泥的等等。包装不同,重量也有所不同。

B: The small sizes are more saleable in our market than the large ones. I wonder if your pastry tastes better.

重量小的点心比重量大的点心在市场上更好销售。我想知道你们点心的味道是否更好些。

A: You are welcome to have a try. Here it is. Ours is of prime quality.

欢迎你来品尝一下。给你,我们的产品质量是一流

的。

B: Oh, it's delicious. Mm... I'm not sure about the pesticide residues in your foodstuffs, though, I'm sure that you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods.

哦,好吃极了。嗯……我不太清楚你们食品中有没有残留的农药,但是我相信你们一定会充分考虑这一点的。你知道,我国政府的规定越来越严,受污染的食品是严格禁止进口的。

A: You can rest assured. Our foodstuffs are guaranteed to conform to the WHO standards.

你可以完全放心。我们的食品保证符合世界卫生组织颁布的标准。

B: Good. I'd like to order shortbread in three ounce if the price is competitive.

那好。如果价格有竞争力,我可以订购这种 3 英两装的酥点。

A: What about other Chinese traditional foodstuffs, such as dried persimmon and candied fruit?

那么其他中国传统食品,比如柿饼和果脯?

B: They are not as saleable as shortbread, I suppose.

我认为它们不如酥点畅销。

A: Mm . . . no, I really don't think that is so. They are also among our major exports and have found a favorable reception in many other countries.

嗯,不,我不这么认为。酥点也是我们的主要出口产品,而且在其他许多国家都很畅销。

B: Then, may I have a look at the samples first?

那么,我能先看一下样品吗?

A: Certainly. Here you are.

当然可以。给。

B: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. May I take some samples home before I make a decision?

啊,确实非常好。但是我不敢保证它们是否适合我国人民的口味。在我做出决定之前,我能带走一些样品吗?

A: That's all right.

可以。

B: Well, I have an appointment at 4:00. Shall we talk the details over tomorrow morning?

嗯,我在4:00还有一个约会。我们明天上午再详



细谈,好吗?

A: OK. See you tomorrow.

好的。明天见。

B: Goodbye.

再见。

## Words and Expressions 单词与短语

1. Co. Ltd. 有限公司  
joint venture 合资企业,合营公司  
subsidiary company 子公司,附属公司
2. remarkable 不平常的,值得注意的,显著的
3. research 研究,调查
4. perfect 极好的
5. demand 需求量
6. attractive 吸引人的,有魅力的
7. supplier 供应者,厂商,供给者
8. popular 流行的,受欢迎的
9. shortbread 用面粉、奶油和糖做成的脆饼
10. various 不同的,各种各样的
11. pastry 面粉糕饼,馅饼皮
12. pesticide 杀虫剂
13. restriction 限制,约束