



商务英语书系

BUSINESS ENGLISH SERIES

商务英语洽谈与技巧

BUSINESS TALKS AND STRATEGY

陈良旋◎编著

河南人民出版社

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内 容 提 要

本册分为迎送外商,洽谈业务,磋商合同条款,讨论进出口具体事宜,解决贸易纠纷以及谈判期间安排宴会、观看球赛、观光、看病等 21 个专题,详细介绍了商务谈判的具体内容及技巧,并为读者提供了各种类型的商务会谈及会话实例。各实例附有参考译文、生词和专业术语,归纳了最常用的功能性语言用法,乃至提供口语句型操练。本书资料翔实,编排合理,简单易学,可作为培养商务英语人才及外经贸人员的口语教材。

序

改革开放以来,我国人民与世界各国人民的友好往来日益频繁,对外经济贸易、科技文化交流、出国求学深造、旅行游览服务、接待来访观光乃至各行各业各门各类的涉外工作空前活跃,中国加入世界贸易组织(WTO)以后,这类国际交往更是成倍增长,国家需要更大量懂得国际经济和国际贸易的人才,对商务英语人才的素质也提出更高的要求。为顺应当前迅猛发展的形势,满足各条战线人们迅速掌握和自如运用有关知识和技能的迫切愿望,现特编写这套《商务英语书系》。

本书系在撰写过程中,参考了大量的国内外有关书刊资料,走访了部分外贸、外事、旅游工作者,征求了部分高校具有长期商务英语教学经验的资深教师及外籍教师的意见,并进行了反复的修改和补充,使其内容丰富,编排系统,题材广泛,通俗实用,语言规范,深入浅出,易于上口。

本书系适用于全日制大学本科、专科、成人教育及职业培训的各级各类学生学习,尤其是英语、经济、商务、涉外等专业学生的学习。

为满足急需,本书系首批推出《商务英语洽谈与技巧》、《商务英语函件与单证》、《电话传真与缩略语》等,以飨读者。

本书在出版过程中承蒙河南人民出版社马怀松、刘玉军两位先生的鼎力协助,谨此表示谢忱。

编著者

2004 年元月

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I . Meeting a Foreign Business Friend

1. At the Airport

Lin: Excuse me, but are you Mr. Black?

Stranger: Oh, no. I am afraid you've made a mistake.

L: Sorry. But can you tell me who is Mr. Black?

S: I'm afraid not. You had better ask that gentleman over there.

(*Going up to the gentleman*)

L: Excuse me, but aren't you Mr. Black from America?

B: Yes, I am John Black from America.

L: I'm an interpreter from China National Textiles Import and Export Corporation, Zhengzhou Branch. My name is Lin.

B: How do you do, Mr. Lin.

L: How do you do. Our Marketing Manager Mr. Wang has made a special effort to come and meet you. (*To Wang*) This is Mr. Black from America.

W: How do you do, Mr. Black. We've been expecting you for quite some time. Now you've come at last. Let me extend our warm welcome to you.

B: Thank you. It's a pleasure to have an opportunity to come to

Zhengzhou.

W: The pleasure is all ours. We hope your visit will promote our mutual understanding.

B: And reinforce our business relations, too.

W: Quite right. Well, I suppose you must be very tired after flying for so many hours.

B: Er . . . not very tired. The service in the plane was really not bad. As a matter of fact I had a very enjoyable journey. And to tell you the truth, I have been very excited all the way as this is the first time I come to China, you know.

W: I'm very glad to hear that. Oh, Mr. Black, shall we go over to the waiting room for a short rest before fetching the luggage and going through the formalities?

B: Yes, that's not a bad idea.

W: This way, please, Mr. Black.

B: Yes, thank you.

2. Conversation in the Waiting Room

W: Take a seat please, Mr. Black.

B: Thank you. This is quite a big waiting room.

W: Yes. But sometimes even this waiting room seems a bit crowded, as more and more passengers travel by plane nowadays, you see.

B: China is a big country with a very large population.

W: Right you are. Well, may I offer you a cup of tea?

B: Thank you. Mmm. It smells wonderful. No wonder they often say

that Chinese tea is famous all over the world. It really has a well-deserved reputation.

W: This is Jasmine tea, the favourite tea of the people in North China.

B: You mean that people in South China have their own favourite?

W: Yes, it is. They prefer black tea to green tea. Maybe, that is because different people have different tastes.

B: Perfectly right. The same is true with people in the West. Some have their coffee white while others like black coffee, with a little sugar, no milk.

W: That's interesting. By the way, would you like a cup of coffee?

B: No, thanks. I've been well rested. It's time for me to go through entry formalities and for my luggage.

W: All right. Let's go then.

B: OK. Thank you.

(After getting the luggage)

B: Now, could you tell me where the taxi service is?

W: Yes, it's just over there. But I have a company car waiting at the parking lot.

B: That's very considerate of you. Thanks.

3. Talking on the Way to the Hotel

W: So you had a pleasant journey, hadn't you?

B: Yes, a most pleasant one. The weather was fine all the way through. And I had a splendid bird's-eye view of Zhengzhou suburbs. It seems to me that Zhengzhou is overwhelmed by a sea of green trees.

W: Yes. Since the founding of the People's Republic of China, the Zhengzhou people, under the leadership of the Chinese Communist Party and Chairman Mao Tse-tung, have made great efforts to make the city green by planting trees, flowers, etc. And now you've seen the satisfactory result. Nearly all the main streets are covered by big plane trees. Other trees and flowers can be seen everywhere.

B: It's a great pleasure to drive in such a beautiful city. If only I could live here for some time.

W: Well, after our business talks, we can have time for sight-seeing, I'm sure. You could enjoy the beautiful sights so long as we have regular business relations.

B: Sure. I'll try what I can. I hope to conclude some substantial business with you.

W: I hope so, too. Oh, here we are. Let's get off, Mr. Black.

B: Is this where we should get off?

W: Yes. This is the International Hotel, one of the best hotels in Zhengzhou. You will stay here, Room 803.

B: So you've booked me a room before hand. That's great.

4. In the Hotel

(*At the reception desk*)

Attendant: Good afternoon, Sir. What can I do for you?

W
B: Good afternoon.

W: I've booked a suite for my foreign guest, Mr. Black. It's Room 803.

A: Let me see. Yes, it is. Welcome to our hotel, Mr. Black.

B: Thank you.

A: Now, Mr. Black, here is the guest registration form. Would you mind giving me your passport and filling in this form?

B: OK. (*After filling the form*) Here you are. Is it all right?

A: Well, let me see — nationality, age, profession . . . Yes. But please put the room number as well at the top right — this place. That's right.

B: What's my room number, eh? I've forgot it.

A: Room 803 on the eighth floor.

B: Yes, Room No. 803. OK?

A: Yes, that'll do. Now, here is your passport and this is the key to your room, Mr. Black.

B: Thank you.

A: Come along with me. I'll take you there. Let me help you with your luggage. This way, please. The elevator is at the end of the hallway on the left.

(*Getting out from the elevator*)

A: Turn to the right, please. Here you are.

(*Coming into the room*)

B: Ah. What a charming room! So bright and spacious!

A: Yes. It faces south, and it's full of sunshine in the morning.

B: It's got such a lovely view over the countryside.

A: This is the drawing room. That's the bedroom door on the right.

B: Very nice.

A: This is the closet, and there is the bathroom. The bell is on the bedside table. Just ring if you want room service.

B: By the way, what shall I do if I've got something to be sent to the

laundry?

A: Just leave it in the laundry bag behind the door of the bathroom.

B: What if I want to have my shoes polished?

A: Just leave them outside the room before going to bed and they'll be ready in the next morning.

B: OK. Thank you very much.

A: You are welcome. Good-bye.

B: Good-bye. (*Turn to Wang*) Thank you very much for your thoughtful arrangement, Mr. Wang.

W: Don't mention it. You are my distinguished guest. This is what I should do. Well, tomorrow morning will be for our first business talk. In the afternoon, we'll invite you to have a visit to one of our factories. And in the evening, the director of that factory will give a dinner party in your honour.

B: Very nice. When shall we meet again, Mr. Wang?

W: Eight thirty tomorrow morning. Does that suit you?

B: Can we make it a bit later? How about nine?

W: Fine. See you tomorrow then.

B: See you tomorrow.

New Words and Expressions

textile n. 纺织品

corporation n. 公司

Marketing Manager 经销部经理

effort n. 努力

opportunity n. 机会

mutual. a. 相互的