



商务英语

Business English

主 编 吴金保

副主编 [加]Andrew James King 平平

插 图 曹连芃



中国石油大学出版社
CHINA UNIVERSITY OF PETROLEUM PRESS

SOCIAL
ACC
E
POLITICS
ECONOMICS
CLINICAL
UNIVERSITY
PS
A
P
E

商务英语

Business English

主 编 吴金保

副主编 [加] Andrew James King 平平

插 图 曹连芃



图书在版编目(CIP)数据

商务英语/吴金保主编. — 东营: 中国石油大学出版社, 2015.4

ISBN 978-7-5636-4635-7

I. ①商… II. ①吴… III. ①商务—英语 IV.

① H31

中国版本图书馆 CIP 数据核字(2015)第 067542 号

书 名: 商务英语

主 编: 吴金保

副 主 编: [加]Andrew James King 平平

责任编辑: 穆丽娜(电话 0532—86981531)

封面设计: 青岛友一广告传媒有限公司

插 图: 曹连芑

出 版 者: 中国石油大学出版社(山东 东营 邮编 257061)

网 址: <http://www.uppbook.com.cn>

电子信箱: shiyoujiaoyu@126.com

印 刷 者: 青岛国彩印刷有限公司

发 行 者: 中国石油大学出版社(电话 0532—86981531, 86983437)

开 本: 180 mm × 235 mm 印张: 16.75 字数: 248 千字

版 次: 2015 年 4 月第 1 版第 1 次印刷

定 价: 46.00 元

PREFACE

前言



本书以商务活动实践的全过程为主线,按商务活动初步阶段、合同签订阶段、合同执行阶段及合同收尾阶段四大部分编写,同时增加了与商务活动有关的知识,如代理、一般合同书写及广告。

商务活动的初步阶段(1~4单元)包括如何运用英语与外国人接触、洽谈生意,如何书写传真、信函,如何打电话等。1~4单元有详细的语法讲解,告诉读者在待人接物的过程中如何有区别地使用 **could, would, can, do, have** 等助动词进行对话,以及在交谈的过程中哪些话该说,哪些话要慎说,哪些话不该说。学好1~4单元,读者就可以与外国人进行初步的社交和商务活动。签订合同阶段(5~8单元)包括询价、谈判、招投标、签订合同。学好这4个单元,读者可以套用书中范本与人讨价还价,进行招投标,签订合同。合同执行阶段(9~11单元)包括合同运作、售后服务、付款等,介绍了一些巧妙的、灵活合同执行方式,它是实际运作过程的经验与教训的总结。合同收尾阶段(12, 13单元)包括抱怨、索赔与赔偿。第14单元和16单元分别介绍了代理和广告的相关知识,第15单元介绍了合同书写的基本知识,书中介绍的句子和特殊用词不是在字典里都能找到的。

本书每一部分都有基本句、案例和情景对话等,对于所涉及的语法、生词也作了必要的注释。与其他书本注释不同的是,本书注重不同句子、不同词汇以

及美语、英语的比较,以便加深读者对句子和词汇的理解。

本书不仅能帮助读者提高运用英语进行商务沟通的能力,还能使读者学到不少谈判技巧、社会科学知识以及提高对外合作的应变能力,特别适合从事商务活动且有初步英文水平的人员学习。

在本书编写过程中,平平对书稿进行了大量校对工作,曹连芃提供了部分图件,在此一并表示衷心的感谢。

编 者

2014 年 12 月

CONTENTS

目 录



UNIT 1	CONTACTING	初次接触	001
○ Section 1	Basic Sentences	基本句	001
○ Section 2	Practice Cases	案例	006
○ Section 3	Dialogues	对话	008
UNIT 2	COMMUNICATION	通讯联络	012
○ Section 1	Basic Sentences	基本句	012
○ Section 2	Practice Cases	案例	015
○ Section 3	Dialogues	对话	021
UNIT 3	GREETING AND TALKING	迎送及会谈	023
○ Section 1	Basic Sentences	基本句	023
○ Section 2	Dialogues	对话	031
○ Section 3	Talking Topics	话题	032
UNIT 4	INTERVIEW	参观访问	040
○ Section 1	Basic Sentences	基本句	040
○ Section 2	Dialogues	对话	047

UNIT 5	INQUIRY 询价	051
○ Section 1	Basic Sentences 基本句	051
○ Section 2	Practice Cases 案例	057
UNIT 6	OFFER AND NEGOTIATION 报价和谈判	067
○ Section 1	Basic Sentences 基本句	067
○ Section 2	Practice Cases 案例	079
○ Section 3	Dialogues 对话	092
UNIT 7	TENDER AND CALL FOR TENDER 招投标	095
○ Section 1	Basic Sentences 基本句	095
○ Section 2	Practice Cases 案例	098
○ Section 3	Dialogues 对话	105
UNIT 8	CONTRACT SIGNING 签订合同	109
○ Section 1	Basic Sentences 基本句	109
○ Section 2	Practice Cases 案例	113
○ Section 3	Dialogues 对话	134
UNIT 9	CONTRACT PERFORMANCE 合同运作	145
○ Section 1	Basic Sentences 基本句	145
○ Section 2	Practice Cases 案例	148
○ Section 3	Dialogues 对话	154
UNIT 10	AFTER SALES SERVICE 售后服务	158
○ Section 1	Basic Sentences 基本句	158

○ Section 2 Practice Cases 案例	161
○ Section 3 Dialogues 对话	162
UNIT II PAYMENT 付款	166
○ Section 1 Basic Sentences 基本句	166
○ Section 2 Practice Cases 案例	179
UNIT 12 COMPLAINTS AND CLAIMS 抱怨与索赔	182
○ Section 1 Basic Sentences 基本句	182
○ Section 2 Practice Cases 案例	188
○ Section 3 Dialogues 对话	191
UNIT 13 COMPENSATION 赔偿	194
○ Section 1 Basic Sentences 基本句	194
○ Section 2 Practice Cases 案例	199
○ Section 3 Dialogues 对话	202
UNIT 14 AGENT 代理	208
○ Section 1 Basic Sentences 基本句	208
○ Section 2 Dialogues 对话	214
UNIT 15 CONTRACT WRITING 合同书写	218
○ Section 1 General 概述	218
○ Section 2 Practice Cases 案例	219
○ Section 3 Special Words Used in Contract 合同中的特殊用词	225

UNIT 16 ADVERTISING AND TRADEMARK REGISTRATION

广告与商标注册 232

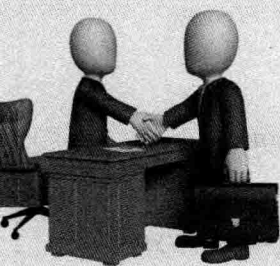
○ Section 1 Basic Sentences 基本句 232

○ Section 2 The Sign of Advertising Color
广告色代表的意义 242

○ Section 3 Dialogues 对话 243

○ Section 4 Reading Materials 阅读材料 249

参考文献 257



UNIT

1

CONTACTING

初次接触

Section I

Basic Sentences 基本句

1. I would like to introduce George Bell, president of our company.
请让我来介绍一下,这位是乔治·比尔,我们公司的总裁。
2. Allow me to introduce myself, I am a senior engineer from Chinowilly Co. and used to be an employee of Amtarco Company.
请允许我自我介绍一下,我是西诺威利公司的高级工程师,曾是阿姆塔科公司的雇员。
3. I used to do technical work and management during my working career.
在我工作期间曾经做过技术和管理工作。
4. I am from the States, and just came from Beijing.
我是美国人,刚从北京来。
5. Have we met somewhere before?
我们在哪儿见过吗?
6. I am pleased to meet you at this exhibition. May I have your business card?
很高兴在这个展览会见到您,您可以给我一张名片吗?
7. I'd like to have you come to introduce your products, if you are free.
如果您有空的话我想邀请您介绍一下贵公司的产品。

- 8.** I'd like to make an appointment with you.
我想跟您有个约会。
- 9.** May I make an appointment with you at 3 o'clock this afternoon?
我可以在今天下午三点和您约见吗?
- 10.** I saw your advertisement on the Internet. I am interested in your company's products.
我从网上看到了您的广告,对贵公司的产品很感兴趣。
- 11.** I was told by my friend, Mr. Lee, that your company is producing advanced seismic ocean equipment. I am interested in this product.
我的朋友李先生告诉我,贵公司正在生产先进的地震海洋仪器设备,我对这种产品非常感兴趣。
- 12.** Thank you for your invitation. I'm glad to come.
谢谢您的邀请,我很高兴前来。
- 13.** I look forward to seeing you again as soon as possible.
我期望尽快地再次见到您。
- 14.** Is your phone number correct? I was told that the Sinphon Co. was merged last month?
您这个电话号码准确吗?有人告诉我兴丰公司上个月被合并了。
- 15.** Oh, I am sorry, I forgot to tell you. You are right about that. Sinphon Co. was merged but still works under our new company named Slumbar.
噢,对不起,我忘记告诉您了,您说得对。兴丰公司是被合并了,但它还是斯拉姆巴尔公司下属的公司。
- 16.** Would you mind sending me some pamphlets of your company's advertisement?
您可以给我寄一些贵公司的广告册吗?
- 17.** I am interested in your company's products. Please send me some technical materials about the seismic streamer.
我对贵公司的产品很感兴趣,请给我寄一些有关地震电缆的技术资料。

- 18.** I would appreciate it very much if you could arrange a meeting with us.

如果您可以安排一次会议的话,我会非常感激。

- 19.** Would you like to give us an introduction about your company?

您能给我们介绍一下贵公司的情况吗?

- 20.** We read on the Internet that you are in the market for electric appliances.

We intend to open up relations with you in order to expand our business.

我们从网上得知你们销售家电,我们想和你们一起开创我们的业务。

- 21.** Have you been to China before?

您以前来过中国吗?

- 22.** Oh, this is the first time I've been here.

噢,这是我第一次来这里。

- 23.** Allow me to introduce myself. Here's my business card. My name is Laurette Beltrami-Gattoni.

请允许我自我介绍一下。这是我的名片,我的名字是劳雷特·贝尔特(拉)米·盖多尼。

- 24.** Oh, that sounds like be an Italian name. Your last name is Gattoni.

喔,这好像是个意大利名字,您姓盖多尼?

Notes

[1] 第1句 I would like to introduce... 请让我来介绍……(别人)。句中 president 前没用定冠词,这是因为公司总裁的职务只有一个,是唯一的。

[2] 第2句 Allow me to introduce myself. 请允许我自我介绍一下。

[3] 第2句 used to be ... 曾经是……;第3句 used to do ... 曾经做过……。但出现 be used to 时,其意为“习惯于……”,后面的 to 是介词而不是不定式符号,所以 to 后面要跟名词或动名词,例如:He is used to hard work.

[4] 第4句是对以下问句的回复:

Where are you from? 你是哪里人?

Where did you come from? 你从哪里来?

[5]第5句“Have we met somewhere before?”常被用于与异性搭腔,特别是挑逗女性,借口打开话匣子。

[6]第7、第8两句中的 I'd like ... 即 I would like ... 我想要……

like: He likes him. 与 They are very like. 意思不同,前者是说他喜欢他,后者是说他们长得很像。后面一句的 like 不是动词而是形容词,又如:

It looks like rain. 好像要下雨了。

[7]第8句中的 appointment 与 date 是有区别的,date 一般指男女朋友之间的约会。

[8]第10句中用过去时是简单快捷的说法,如用完成时态则是强调做完了某件事,没有说具体是何时做完的,如:

He has had his breakfast already. 他吃过早餐了。(不能加具体完成时间)

He finished his drawing at 11. 他11点起草完了方案。(可加具体完成时间)

[9]第10句的 I am interested in something 与 I am interesting 是有区别的,前者意为“我对……感兴趣”,后者意为“我很有趣”。

[10]第14句中的 merge 与 take over 不同,前者指合并,后者意为吞并。

[11]第15句中 forget 的动词原形、过去式和过去分词形式为:forget, forgot, forgot (美语); forget, forgot, forgotten (英语)。

[12]第16句中 would you mind doing 的形式经常使用,现归纳如下:

(1) 某些及物动词,如 mind, finish, avoid, acknowledge, practice, suggest, admit, complete, consider, miss, deny, enjoy, tolerate, dislike, cannot help, evade 等之后只能用动名词,而不能用动词不定式,例如:

Would you mind repeating what you have just said? 你能重复一下你刚才说的话吗?

I enjoyed reading the book. 我喜欢读这本书。

(2) 某些及物动词,如 hope, wish, agree, promise, offer, mean, decide, expect, manage, pretend, care, choose, fail, refuse 等之后只能用动词不定式,而不能用动名词,例如:

I hope to see you again. 我希望再次见到你。

I don't care to go with you. 我不介意与你同行。

(3) 某些及物动词,如 stop, remember, regret, forget 等之后用动名词或动词不定式意思不同,例如:

He stopped smoking. 他停止吸烟了。(也许刚才还在抽)

He stopped to smoke. 他停下来去吸烟。

She remembered reading the book. 她记得曾经读过这本书。(读过了)

She remembered to read the book. 她想起了要读这本书。(还没读过)

I forgot writing the letter. 我忘记了写过那封信。(写过了)

I forgot to write the letter. 我忘记写那封信了。(还没写)

[13] 第22句 This is the first time I have been here 是固定用法,讲的是现在的事,从句用现在完成时;讲过去的事时,从句则用过去完成时,如:It was the 15th time Fred had seen it.

[14] 第24句 first name 教名;last name 姓,族姓;middle name 当中的名字,如22句中的 Beltrami。

Nickname 译名、绰号、小名,如:Peter is Pete, Joseph is Joe, Robert is Bob, Richard is Dick, etc.

[15] 本单元使用 would, could, may, can 较频繁,现比较如下:

(1) 当你不肯定对方能否同意(很可能不同意)你去做什么的时候用 could;尽管不知道对方是否同意(有可能同意),但自己的意愿很强烈,可以用 would,如第7句。二者都是很礼貌和客气的。

(2) 在客气的程度上来讲, could 比 may 客气, may 又比 can 客气, can 较一般;may 比 can 更真实,更注重对方的身份(尊重对方);might 又比 may 更迟疑、婉转和谦逊。试比较下列句子:

Can you pass the sauce for me? 您可以把酱油递过来吗?(没考虑对方的身份)

Could you lend me your car? 我可以借用一下您的车吗?(考虑到对方有可能不借)

Would you please give me an introduction about your company? 您能给

我介绍一下贵公司的情况吗？（考虑到要尊重对方的意愿，对方也有可能不愿意，但自己的意愿较强烈）。

May I have your business card? 我可以要张你的名片吗？（较注重对方的身份）

New words & phrases ◉

exhibition 展览

business card 名片

advertisement 广告

seismic 地震的

seismic streamer 地震电缆

merge 合并

marge 边缘

marginal 边缘的

appliance 家电

equipment 仪器设备

intend to 想要，打算

in order to ... 为了……

Section 2 Practice Cases 案例

A story about last name

名字平常不十分重要，但有经济纠纷、合同纠纷时就显得十分重要了。下面讲一个关于 last name 的故事。

Last name is the family name, it should be put at the end of your first name (sometimes someone also may use a middle name).

Nearly a month has passed, and someone heard a story about his last name that had annoyed him terribly. He and his colleague went to Germany. None of them can speak German. They could speak only a few words of English. He had made a reservation before he set off, and taken note of the name of the hotel. As soon as they arrived in Frankfurt, they took a taxi to the hotel. They checked their room and

nobody could find Mr. Han or Liu. When the sun had set, they worried about their trip. They doubted and thought that maybe another hotel was their destination, one named Redwood perhaps. They took the taxi again to try to find the other hotel. They asked the driver on the way, where was another Redwood hotel? The taxi driver told them that another Redwood hotel was 40 km away. Towards nighttime, they thought that it must be terrible to spend a whole night outside. They had no place to go. The only way would be back to the hotel. They thought that something must be wrong because they were told that the hotel was not far from the airport. Then they asked the assistant to check it again. The assistant checked, and checked with their name. Finally, he understood that they had put the last name prior to their first name, as is Chinese custom.

That is the last name!

They spent money on learning a “last name”!

参考译文 >>

Last name 即族姓,它应当放到名字的后面(有时有的人还有中间名)。

近一个月前有人因为他的 **last name** 问题而非常烦恼。这人和他的同事去了德国,可没人会说德语,他们只会说一点英语。他出发前预订了旅店,并记下了旅店的名字。他们一到法兰克福就坐出租车前往该旅店,他们查找预订的房间,但是旅店工作人员就是找不到姓韩的和姓刘的人的预定。太阳下山了,他们开始着急了,他们怀疑是否还有另一家叫做“红树林”的旅店。于是他们坐出租车去找另一同名旅店。他们问司机另一“红树林”旅店怎么走。出租车司机告诉他们有 40 公里远。随着夜幕的降临,他们想象得到,晚上要在露天度过是多么可怕。没办法,他们只好又回到原先的旅店。他们认为这其中肯定有错,因为有人告诉过他们这个旅店离机场不远。于是,他们要求旅店助理再帮查一下。这位助理查呀查,最后他明白了,他们按中国习惯把姓放到了名字的前面。

这就是 **last name**!

他们是在花钱学 “last name”!

New words & phrases

annoy 使苦恼, 打扰

Frankfurt 法兰克福

reservation 预定, 预约

Section 3 Dialogues 对话

3.1 Dialogue 1

A: How do you do? I'm Chen Lin.

B: How do you do? I'm John Gray, a representative from Golden-Time Electronics, USA. I came here for a business talk with Mr. Li, your manager.

A: Welcome to our company, Mr. Gray. Mr. Li is waiting for you now in the meeting room on the second floor. Let me show you the way.

B: Thank you, Miss Chen.

您好! 我是陈琳。

您好! 我是美国黄金时代电子公司的代表约翰·格雷。我是来与贵公司经理李先生进行商务会谈的。

欢迎来我们公司, 格雷先生。李经理已经在二楼会议室等候您了。我带您上去吧。

谢谢您, 陈小姐。

3.2 Dialogue 2

A: Welcome to our company, Mr. Gray.

B: Glad to see you, Mr. Li. We've heard you're one of the leading import and export companies in China.

欢迎您到我们公司来, 格雷先生。

见到您很高兴, 李先生。我们听说贵公司是中国主要的进出口公司之一。