



国家“十二五”职业规划教材
经全国职业教育教材审定委员会审定

新商务英语教程

A NEW
ENGLISH COURSE
For
BUSINESS STUDIES

新商务英语综合教程

Integrated Skills

总主编 杨亚军 王君华 戴明元
主 编 王小梅



清华大学出版社



“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

新商务英语教程

A New English Course for Business Studies

—Integrated Skills 1

新商务英语综合教程 1

总主编：杨亚军 王君华 戴明元

主 编：王小梅

副主编：刘晓玲 邓 静

编 著：侯晓丽 刘 凤

清华大学出版社
北 京

内 容 简 介

“新商务英语教程”系列教材采用话题、语言技能和任务紧密结合的编写原则，全套教材以话题为核心，语言技能为主线，精心设计的任务型活动贯穿每个教学单元。本教材为《新商务英语综合教程1》，分为8个单元，每单元由 Learning Objectives, Lead-in, Readings, Grammar 和 Fun Time 5个模块构成，以多种形式对英语阅读、翻译、写作和口语等基本技能进行综合性训练，并根据高职高专大一新生的实际水平对基础语法知识进行复习巩固。

本教材可供高职高专院校商务英语专业和应用英语专业外贸和涉外文秘方向的学生在一年级上学期使用。

本书封面贴有清华大学出版社防伪标签，无标签者不得销售。

版权所有，侵权必究。侵权举报电话：010-62782989 13701121933

图书在版编目(CIP)数据

新商务英语综合教程. 1 / 王小梅主编. —北京: 清华大学出版社, 2015
新商务英语教程
ISBN 978-7-302-36014-8

I. ①新… II. ①王… III. ①商务-英语-教材 IV. ①H31

中国版本图书馆CIP数据核字(2014)第065916号

责任编辑: 赵洛育
装帧设计: 张 宇
责任校对: 赵丽杰
责任印制: 沈 露

出版发行: 清华大学出版社

网 址: <http://www.tup.com.cn>, <http://www.wqbook.com>

地 址: 北京清华大学学研大厦A座 邮 编: 100084

社总机: 010-62770175 邮 购: 010-62786544

投稿与读者服务: 010-62776969, c-service@tup.tsinghua.edu.cn

质量反馈: 010-62772015, zhiliang@tup.tsinghua.edu.cn

印 装 者: 清华大学印刷厂

经 销: 全国新华书店

开 本: 185mm×260mm 印 张: 10 字 数: 249千字
(附光盘1张)

版 次: 2015年5月第1版 印 次: 2015年5月第1次印刷

印 数: 1~2000

定 价: 45.80元

产品编号: 053543-01

“新商务英语教程”系列教材
丛书编委会

主任：牛 健（北京信息科技大学）

丁 岭（清华大学出版社）

副主任：杨亚军（北京联合大学）

编 委：（以姓氏笔画排序）

王君华（河南经贸职业学院）

邹 枚（特约编辑）

周瑞杰（黑龙江建筑职业技术学院）

彭 丽（重庆工商职业学院）

谢职安（北京联合大学）

戴明元（四川建筑职业技术学院）

《新商务英语综合教程》是一套应用型职业教育的专业基础课教材，是“新商务英语教程”系列教材的主干教材之一，可供应用型本科及高职高专商务英语专业和应用英语专业涉外文秘方向的学生使用。在研究近年来社会对商务英语专业毕业生需求的基础上，结合商务英语专业教学的特点，借鉴先进的英语教学理念，在选材及编写上力图突破原有教材编写体例，将培养英语语言学习及应用能力与学习商务英语知识相结合这一理念贯穿始终。

《新商务英语综合教程》编写原则如下：一、加强英语应用能力的教学，重视学生综合语言能力的培养，既让学生打好语言基础，提高语言技能，又使教学内容密切结合学生的实际工作需要。二、在培养学生英语语言能力的同时，注重学生商务知识和能力的培养，让学生熟悉各种商务活动，了解和掌握相关的商务知识。三、以实用性、实践性为原则组织课程结构，以“必需”和“够用”为度，突出语言基础知识、基本技能、应用能力和商务知识的培养。四、合理安排教材结构，每单元围绕同一个主题进行循序渐进的语言技能和商务能力训练。五、精心挑选教学内容，每单元围绕同一个商务活动为学生提供商务英语阅读材料，使学生在学习语言知识的同时，也掌握必要的商务知识。课文均选自英美原文，语言地道实用。

本教材为《新商务英语综合教程1》，供第一学期使用，分为8个单元，围绕新人入职后面临的所有活动展开，每单元结构体例如下：

Learning Objectives 列出包括本单元主题层面、词汇层面及语言技能层面的学习目标。

Section A: Lead-in 此部分包括两个活动，第一个活动承接上一单元，让学生通过这一活动复习上一单元内容；第二个活动启下，让学生了解本单元的主题和内容。活动形式包括 individual work, pair work 和 team work 三种。

Section B: Readings 这一部分包含两篇阅读课文。Text A: 包括阅读预习问题 (Pre-reading Questions)、课文、生词和词组 (New Words and Expressions)、注释 (Notes) 和课后练习 (Exercises)。阅读预习问题主要通过和课文内容相关的问题激发学生阅读课文的兴趣，使学生能够运用自己已有的知识和经验预测本单元主题和内容，为阅读课文做好知识和心理的准备。课文长度为 500~600 字，生词比例控制在 5% 左右。生词和词组采用中英文双解，便于学生用英语理解词义。注释包括语言难点和文化背景知识的讲解，为便于学生理解，注释主要采用中文讲解。练习部分主要设有阅读理解练习 (Reading Comprehension)、词汇练习 (Vocabulary)、汉译英翻译 (C-E Translation) 等基础语言练习。Text B: B 课文围绕本单元的主题选材，是 A 课文的补充和加强。包括课文、生词和词组 (New Words and Expressions)、注释 (Notes) 和课后练习 (Exercises)。B 课文的生词和词组没有单独列表，而是采用分栏的形式放在课文正文的旁边，便于学生的阅读，有利于学生的自主学习。课文练习包括阅读理解练习 (Reading Comprehension)、词汇 (Vocabulary)、完形填空 (Cloze)、英译汉翻译 (E-C Translation) 等。完形填空的题材紧密结合本单元主题，旨在使学生对主题有更多的了解，同时加强语言能力的训练，提高学生的篇章理解能力和对语言的运用能力。为了帮助学生更好地学习、掌握英语词汇，本教材特别设计了一个与构词法相关的练习 Word Formation，选择本单元所出现的一些重要合成词、派生词，通过练习使学生复习、巩固已学过的构词方法，扩充词汇量，增强词汇运用能力。

Section C: Grammar 此部分包括讲解和练习两个部分，练习没有采用选择题的形式，而主要采用改写、完成句子、翻译等形式，旨在培养和提高学生的语言输出能力。本教材语法部分从基本句型开始，主要介绍了句子的基本结构、时态、语态、语气、非谓语动词等语法知识，旨在进一步系统地夯实学生的语言基础。

Section D: Fun Time 此部分紧密结合本单元的主题，以幽默笑话、故事的形式扩展学生的阅读量，同时介绍商务和文化方面的小知识，融时代性、知识性、趣味性于一体。

《新商务英语综合教程 1》配有课文录音光盘和电子课件供任课教师使用。

本教材的编写和出版得到了清华大学出版社和相关高职高专院校的大力支持。在编写过程中参阅了大量国内外英语教材及文献，同时听取了许多专家的宝贵意见和建议。北京联合大学的英籍专家 Colin James Osland 对全书进行了文字审定，我们在此表示谢忱。为了使本教材进一步完善，编者希望使用本书的教师和学生提出宝贵意见，服务邮箱：wkservice@tup.tsinghua.edu.cn。

编者

2014年7月

Unit 1 Introduction	1
Learning Objectives	1
Section A Lead-in	2
Section B Readings	2
Text A Five Ways to Introduce Yourself	2
Text B Proper Ways to Greet Someone in a Business Setting	9
Section C Grammar—Basic Sentence Patterns (基本句型)	13
Section D Fun Time	17
Unit 2 Job Interview	19
Learning Objectives	19
Section A Lead-in	20
Section B Readings	20
Text A Interviews: Before, During and After	21
Text B Scoring a Second Chance at a Not-So-Perfect Job Interview	26
Section C Grammar—Verb Tenses 1: Simple Tenses (动词时态 1: 简单时态)	31
Section D Fun Time	34
Unit 3 A New Job	35
Learning Objectives	35
Section A Lead-in	36
Section B Readings	36
Text A Surviving Your First Day at a New Job	37
Text B Getting Ready for a New Job	42
Section C Grammar—Verb Tenses 2: Continuous Tenses (动词时态 2: 进行时态)	47
Section D Fun Time	49
Unit 4 On-the-Job Training	51
Learning Objectives	51

Section A	Lead-in	52
Section B	Readings	52
Text A	On-the-Job Training(OJT)	53
Text B	What Do You Know About OJT?	58
Section C	Grammar—Verb Tenses 3: Perfect Tenses (动词时态 3: 完成时态)	63
Section D	Fun Time	68

Unit 5	Phone Calls	69
	Learning Objectives	69
Section A	Lead-in	70
Section B	Readings	70
Text A	Telephone Manners.....	71
Text B	Things Never to Say on a Business Call	76
Section C	Grammar—Passive Voice (被动语态)	80
Section D	Fun Time	84

Unit 6	Agenda & Appointment	85
	Learning Objectives	85
Section A	Lead-in	86
Section B	Readings	86
Text A	It's All About the Agenda	87
Text B	8 Tips for Improving Your Appointment Setting Skill	92
Section C	Grammar—Subjunctive Mood (虚拟语气)	97
Section D	Fun Time	100

Unit 7	Meetings	101
	Learning Objectives	101
Section A	Lead-in	102
Section B	Readings	102
Text A	Effective Business Meetings	103
Text B	How to Make an Impact in Meetings	108
Section C	Grammar—Nonfinite Verbs 1: Infinitive (非谓语动词 1: 动词不定式)	113
Section D	Fun Time	116

Unit 8 Business Travel	117
Learning Objectives	117
Section A Lead-in	118
Section B Readings	118
Text A Etiquette on Business Trips	119
Text B Stay Productive While Travelling on Business	126
Section C Grammar—Nonfinite Verbs 2: V-ing Forms (非谓语动词 2: 动词 -ing 形式)	131
Section D Fun Time	134
New Words and Expressions	135

Introduction

Learning Objectives

In this unit, you will

- get to know the importance of making proper introductions;
- learn how to introduce yourself and greet someone in different settings;
- grasp the vocabulary related to introduction;
- review basic sentence patterns.

Section A / Lead-in

Suppose you're a newcomer in a company, how do you introduce yourself and get to know people as quickly as possible?



Section B / Readings

Pre-reading Questions

1. What do you usually say when meeting people for the first time?
2. How many ways do we have to introduce ourselves? What are they?
3. What body language should be avoided in a formal situation?



自我介绍是生活中不可避免的一件事，不同的场合需要不同的介绍方式和礼仪。自我介绍时使用的语言、技巧和肢体动作是否得体，直接关系到留给别人的第一印象的好坏及以后交往的顺利与否。

Text A

Five Ways to Introduce Yourself

Debra Pachucki

Humans are **social** beings who always **contact** with others personally, **professionally** and **casually**, which makes introducing yourself to others an **inevitable** part of life outside the home.¹

Since introducing oneself isn't what you do every day, it's easy to forget the “dos” and “don'ts” of proper introductions, especially since different situations **call for** different **etiquette**.

The proper etiquette for informal introductions is simple: be friendly, **courteous** and polite. When meeting² a new person, it is fine to introduce yourself by your first name only, followed by a friendly phrase or question such as “nice to meet you” or “this is some party, isn't it?” A handshake is a welcoming gesture, but not required in informal settings. If you think you may share something in common with the other person—for example, if you notice he is wearing a T-shirt with your favorite band on it or if you think you might have taken a class with him last semester—use that as a way to **break the ice**. You might say, for example, “Hi, I'm Hayden. I **couldn't help but** notice your shirt—have you ever seen those guys play live?”

Formal settings such as **academic conferences**, weddings and **awards ceremonies** call for formal introductions. When introducing² yourself at a formal event, remember that manners and **courtesy** are key. Formally introduce yourself using proper names and formal greetings, such as “Pleased to meet you, Mr. Roberts. My name is John Mills.”

When introducing² yourself to another **professional** or customer, your introduction should be brief, friendly, **informative** and **confident**. Above all else, your introduction should **convey a sincere** pleasure in meeting the other person. To achieve this, begin your introduction with the other person's name. It will help you remember it later and will also let the other person know you are interested in who he or she is. Repeat your name twice, and follow up with a little something about who you are as a professional. For example, say “Hi, Craig. I'm Heather Smith. I am the Curriculum Instructor at the elementary school.” Follow up with a line or two to encourage him to tell you more about himself. For example, you could say, “It is my understanding that you teach education courses at the college.” Remember to keep your introduction and following conversation **relevant** to your professional skills and **ambitions**.

Written introductions are among the easiest to do because the introduction itself does not occur in real time or face-to-face. Begin an introduction letter with a simple greeting, such as “Dear Mr. Williams,” and follow it with who you are and why you are contacting the person. For example, an introduction letter from a teacher may begin, “Dear Mr. Williams, My name is Karen Henize and I will be teaching your son fifth grade English this year. I would like to tell you a little about our class' reading goals this year.”

Except written introductions, the words you use to introduce yourself are only one part of making a first **impression**; your body language also tells who you are. In a formal situation, for example, it will do little good to use polite and courteous introductions if your **appearance** is **disheveled**, your manner is poor and your eyes always **dart** around the room and away from the person to whom you are speaking. When introducing² yourself, always remember to smile, make **eye contact**, and **extend** your hand for a handshake, all of which are welcoming, inviting, polite and friendly gestures. Avoid **slouching**, shouting, taking large bites of food or drinking very quickly, crossing your arms, hugging or touching the other person or any other gestures or contact considered rude or **aggressive**.³

(612 words)

New Words and Expressions

- social** /'səʊʃəl/ *adj.* relating to human society and its organization, or the quality of people's lives 社会的
- contact** /'kɒntækt/ (with) *v.* to write to or telephone someone (打电话或写信与某人) 联系
n. communication with a person, organization, country etc. 通讯, 联系, 交往
- professionally** /prə'feʃənəl/ *adv.* 1) as part of your work 职业地
2) in a way that shows high standards and good training 专业地
- casually** /'kæʒuəl/ *adv.* not formal or not for a formal situation 非正式地
- inevitable** /ɪ'nevɪtəbəl/ *adj.* certain to happen and impossible to avoid 不可避免的, 难免的
- etiquette** /'etɪket/ *n.* the formal rules for polite behaviour in society or in a particular group 礼仪, 礼节
- courteous** /'kɔ:tiəs/ *adj.* polite and showing respect for other people 彬彬有礼的, 客气的, 有礼貌的
- academic** /ækə'demɪk/ *adj.* concerned with studying from books, as opposed to practical work 学术的
- conference** /'kɒnfərəns/ *n.* a large formal meeting where a lot of people discuss important matters such as business, politics, or science, especially for several days 讨论(会), 协商(会), 会议
- award** /ə'wɔ:d/ *n.* something such as a prize or money given to someone to reward them for something they have done 奖品, 奖状, 奖金
- ceremony** /'serɪməni/ *n.* an important social or religious event, when a traditional set of actions is performed in a formal way 典礼, 仪式
- courtesy** /'kɔ:tsɪ/ *n.* polite behaviour and respect for other people 礼貌, 客气
- professional** *n.* a person who has great experience a high professional standards 具有某职业资格的人; 专家; 业内人士
adj. showing that someone has been well trained and is good at their work 职业的; 专业的; 内行的
- informative** /ɪn'fɔ:mətɪv/ *adj.* providing many useful facts or ideas 提供大量资料或信息的
- confident** /'kɒnfɪdənt/ *adj.* sure that you have the ability to do things well or deal with situations successfully 自信的, 有信心的
- convey** /kən'veɪ/ *v.* to communicate or express something, with or without using words 表达或传达(思想、感情等)
- sincere** /sɪn'sɪə/ *adj.* a feeling, belief, or statement that is sincere is honest and true, and based on what you really feel and believe(指感情或行为) 真实的, 诚挚的

relevant /'relɪvənt/	<i>adj.</i> directly relating to the subject or problem being discussed or considered 相关的, 有关的
ambition /æm'bɪʃən/	<i>n.</i> a strong desire to achieve something 雄心, 野心, 志气; 抱负, 志向
impression /ɪm'preʃən/	<i>n.</i> the opinion or feeling you have about someone or something because of the way they seem 印象 make an impression on somebody
appearance /ə'piərəns/	<i>n.</i> 1) the way someone or something looks to other people 外貌, 外表, 外观 2) somebody takes part in a public event 出现, 来到
disheveled /drɪʃevəld/	<i>adj.</i> if someone's appearance or their clothes, hair etc. is disheveled, they look very untidy 凌乱的, 衣冠不整的
dart /dɑ:t/	<i>v.</i> to move suddenly and quickly in a particular direction 飞奔, 猛冲
extend /ɪk'stend/	<i>v.</i> to stretch out a hand or leg 伸展; 伸出 (手臂等)
slouch /slautʃ/	<i>v.</i> to stand, sit, or walk with your shoulders bent forward that makes you look tired or lazy 无精打采地立、坐或行走
aggressive /ə'ɡresɪv/	<i>adj.</i> 1) very determined to succeed or get what you want 有进取心的 2) behaving in an angry, threatening way, as if you want to fight or attack someone 好斗的, 挑衅的
call for	要求, 需要
break the ice	打破冷场, 打破僵局
couldn't help but (do)	禁不住做某事
eye contact	眼神交流

Proper Names

Hayden /'heidən/	海登 (姓氏)
Roberts /'rɒbəts/	罗伯茨
John Mills /'dʒɒn 'mɪlz/	约翰·米尔斯
Craig /kreg/	克雷格 (姓氏)
Heather Smith /'heðə 'smɪθ/	希瑟·史密斯
Curriculum Instructor /kə'rɪkjʊləm ɪn'strʌktə/	课程导师
Williams /'wɪljəmz/	威廉姆斯 (姓氏)
Karen Henize /'kærən hə'nəɪz/	卡伦·赫尼兹

Notes

1. *Humans are social beings who always contact with others personally, professionally and casually, which makes introducing yourself to others an inevitable part of life outside the home.* 人是总会跟其他人产生个人、工作和生活上的接触的社会存在,这使得向别人做自我介绍成为家庭之外的生活中不可避免的一部分。

这是一个复合句,包含两个定语从句:一个是 who 引导的限定性定语从句,先行词是 social beings;另一个是 which 引导的非限定性定语从句,先行词是前面的整个句子。后边的定语从句中使用了 make something something 这个词组, introducing yourself to others 是第一个 something, an inevitable part of life outside the home 是第二个 something。

2. *When meeting* 在文中出现一次, *when introducing* 在文中出现三次。第一个和第三个符合传统语法中主语的省略用法,即当时间状语从句的主语与主句的主语相同,都是 you, 可以省略从句的主语,将动词改为 doing 的形式。When meeting a new person, it is fine to introduce yourself by your first name only... 和 When introducing yourself to another professional or customer, your introduction should be brief, friendly, informative and confident. 这两句中 when 引导的时间状语从句的主语与主句的主语并不相同,但可以从上下文中判断出其逻辑主语都是 you, 也可以接受。

3. *Avoid slouching, shouting, taking large bites of food or drinking very quickly, crossing your arms, hugging or touching the other person or any other gestures or contact considered rude or aggressive.* 不要没精打采,大声喧哗,狼吞虎咽,双手抱胸,拥抱或触摸别人,或做其他被认为是不礼貌或咄咄逼人的动作或接触。

这是个很长的祈使句,主要结构是 avoid doing something, considered rude or aggressive 是过去分词短语做 any other gestures or contact 的定语。

Exercises



Reading Comprehension

I. Answer the following questions according to the text.

- 1) Why is introducing oneself an inevitable part of life outside the home?
- 2) What are the five ways to introduce oneself?
- 3) What is the proper etiquette when you introduce yourself to another professional or customer?
- 4) How should an introduction letter begin?

- 5) What is also a part of making a first impression besides the words you use in the introduction?
- 6) What gestures are welcoming, inviting, polite and friendly?

II. Choose the best answer to each of the following questions according to the text.

- 1) Which of the following behaviors is proper when you introduce yourself?
- A. Keep your eyes on the person you are talking to.
 - B. Speak loudly to make yourself heard.
 - C. Keep talking about yourself.
 - D. Hug the person you meet for the first time.
- 2) What do we learn from the second paragraph?
- A. You'd better introduce yourself by your full name in informal introductions.
 - B. It's fine but not required to shake hands with a new person in informal settings.
 - C. You have to pretend to have something in common with the other person.
 - D. Manners and courtesy are not important in informal introductions.
- 3) You can show your interest in the other person by _____.
- A. talking about yourself all the time
 - B. asking about some personal questions
 - C. repeating his name twice
 - D. remembering his name
- 4) The word "disheveled" (Para. 6) most probably means _____.
- A. untidy
 - B. tired
 - C. dirty
 - D. casual
- 5) What can we infer from the first sentence of the last paragraph?
- A. The words in written introductions are only part of making a first impression.
 - B. Body language is a key factor in every kind of introduction.
 - C. Words and body language both show what kind of person you are.
 - D. Only in written introductions are the words important.

Vocabulary

III. Match the English words in Column A with the English explanations in Column B.

Column A	Column B
_____ 1.inevitable	A. an important social or religious event
_____ 2.etiquette	B. having a connection with the subject at issue
_____ 3.relevant	C. polite behaviors
_____ 4.ambition	D. unavoidable
_____ 5.ceremony	E. short
_____ 6.brief	F. dream or goal

IV. Fill in the following blanks with the words or phrases given below. Change the forms where necessary.

in contact with	occur	make an impression on	convey
follow up with	call for	do good to	extend

- 1) Exercise _____ your health.
- 2) Cindy _____ a phone call after sending her resume by email.
- 3) The present situation _____ rapid action by the government.
- 4) He brings bad luck to anybody he comes _____.
- 5) The same idea had _____ to Elizabeth.
- 6) The boss has agreed _____ the deadline by 2 hours.
- 7) Sam was sent _____ a message to the General.
- 8) She _____ her boss with a new dress.

V. Translate the following sentences from Chinese into English.

- 1) 我试图打破僵局，问她要不要喝点什么，但她说不要。(break the ice)
- 2) 她把弄清是谁的责任当作自己的事。(make something something)
- 3) 开车时他总是戴着眼镜。(when doing...)
- 4) 贝蒂跟她的新约会对象似乎没什么共同语言。(share something/nothing in common with)
- 5) 我忍不住好奇那个小女孩到底发生了什么事。(couldn't help but)