

# BUSINESS ENGLISH



主 编 / 张 妍 白 丹

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# 我是商务 英语达人

## TALENT 达人篇



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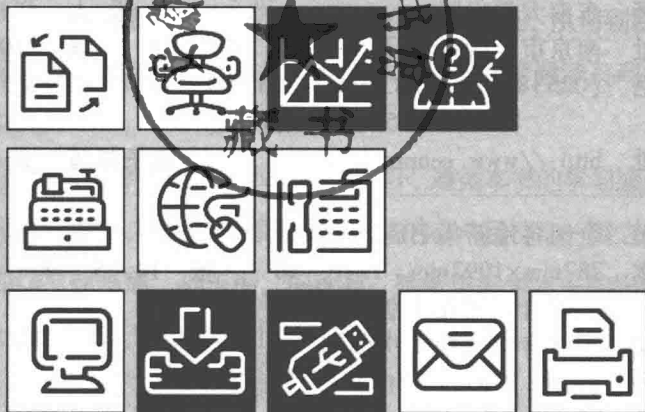
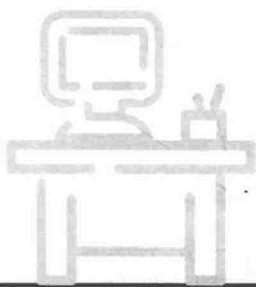
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主 编 / 张 妍 白 丹

# 我是商务英语 英语达人

达人篇



## 内容提要

本书在《我是商务英语达人》(新手篇)的基础上,设置了若干与真实商务活动无差别的贸易环节和商务情景,并通过典型实用的对话,帮助学习者掌握主要商务活动的多种对话及交流策略,形成独立应对和处理各种商务环节的能力,以提升自身的商务英语口语技能,从而提升自身的职场能力。

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## 我是商务英语达人. 达人篇

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# 前言

## PREFACE

随着中国国际地位的不断提升,经济实力的持续增强以及“一带一路”“亚投行”等国家级战略的实施,作为国际通用语言的英语的战略地位更加突出,尤其是对于从事国际商务活动的人士来说,在深谙国际商务知识的同时又能说一口流利的英语,是其驰骋职场的制胜法宝。

学好商务英语不仅仅是要勤奋,更重要的是能够通过真实的场景和案例,接触到地道的英语,学会英语国家人士的日常表达,鉴于此,本套书作者在分析了市场上现有多种商务英语类图书的优缺点的基础上,结合自己的工作经历,编写了本套书,即《我是商务英语达人》(新手篇)、《我是商务英语达人》(达人篇),以期通过丰富的场景下的经典案例,帮助学习者了解、熟悉并掌握各种商务环境下的英语表达,以提升其用英语进行商务交际的能力。

本书为《我是商务英语达人》(达人篇),共分为“贸易实务”和“应对及处理”两部分,每一部分又分为若干单元,内容主要涉及对外贸易商务工作的方方面面,将各个场景中的地道交流方式逐一进行了详细的介绍。具体的,每一单元又由“词汇宝典”“经典句型”“口语秘笈”等模块组成,依次形成从词到句、从句到篇章、循序渐进的结构,每一单元均涉及一个主题,全书学完便能够掌握涉及商务活动的中高级阶段的知识。

总之,学习者在学习完新手篇之后进入本书的学习,遵循本书的学习顺序,就一定能够成为“商务英语达人”,为其在职场实现人生的奋斗目标助一臂之力!

另外,王红、刘佳、赵志清、孙玉梅、田秋月、陈贵男等为本书的出版以及音频剪辑付出了大量的工作,谨致谢意!

编者

2015年5月

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# 贸易实务

第一章  
主要贸易环节

Unit 1 询盘与报盘 Inquiry and Offer

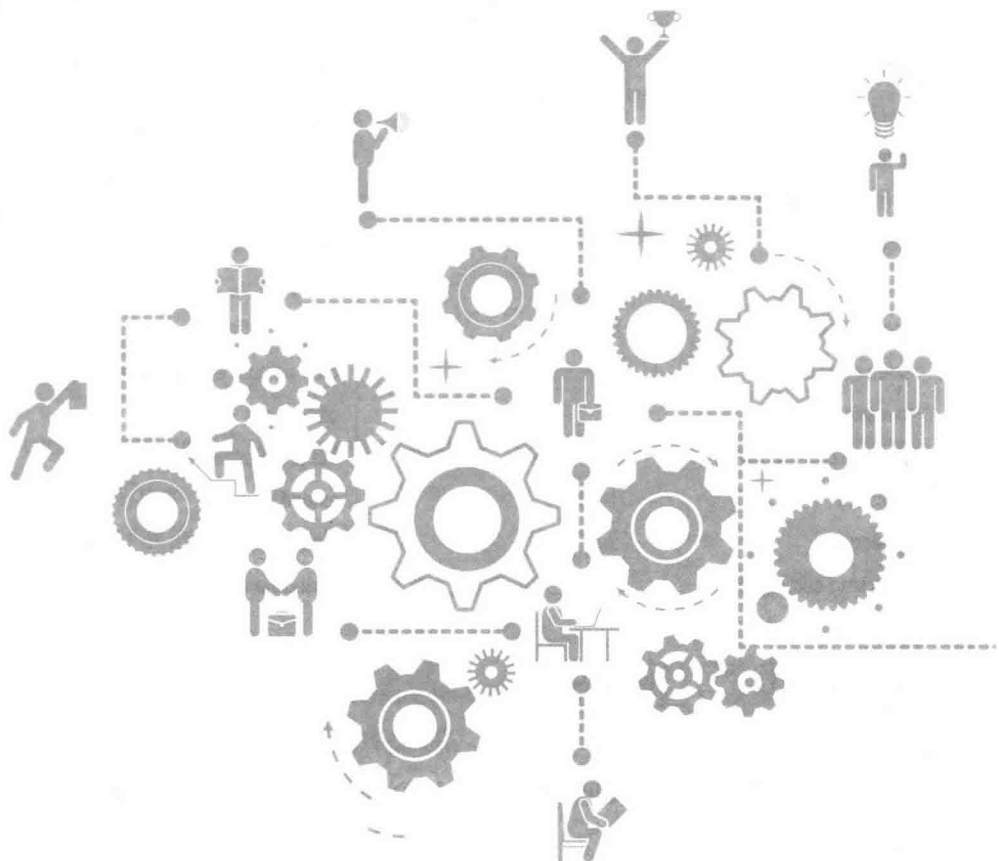
Unit 2 支付方式 Payment

Unit 3 质量与数量 Quality and Quantity

Unit 4 运输 Shipment

Unit 5 保险 Insurance

Unit 6 商品检验 Commodity Inspection



几乎所有的生意往来、商业谈判都是从与对方约定会晤洽谈的时间与地点开始的。商业人士，尤其是西方的商业人士，他们的时间观念都非常强，生活节奏都比较快，日常时间都安排得很紧凑。因此，要洽商某些事宜，无论事情大小，一定要先与对方约好时间，以免给对方造成不便。大部分的预约见面都是当事双方通过电话联络确定的，也有当面进行约谈的。但是，无论采用哪种方式，都要确定彼此见面的时间和地点，以免失礼。本单元所介绍的日常高频句型以及对白，不仅适用于商业往来，还可以用于各种交际场合，职场人士如能灵活运用，必能为你的商业信誉和商业形象增光添彩。

### 词语宝典

inquire	询盘, 询价, 求购	payment terms	付款方式
inquiry	询盘	special orders	特殊订货
inquirer	询价者	favorable	优惠的
to inquire about	对……询价	price list	价目单
to make an inquiry	发出询盘, 向……询价	to find a regular market	有销路
inquiry sheet	询价单	sales literature	销售说明书
quotations sheet	报价单	firm offer	实价, 实盘
specific inquiry	具体询盘	non-firm offer	虚盘
sales conditions	销售条件	offer without engagement	虚盘
to make delivery	交货	offer sheet	报价单
to make prompt delivery	即期交货	the preference of one's offer	优先报盘
brochure	小册子	extend an offer	延长报盘
catalogue	商品目录	make a deal	成交
illustrated catalogue	附带图片的商品目录	to decline an offer	谢绝报盘

### 经典句型

- 询盘.....
- Your inquiry is too vague to enable us to reply.



你们的询盘不明确，我们无法做出答复。

- Heavy inquiries witness the quality of our products.  
大量询盘证明我们产品质量过硬。
- Here is the price list together with a booklet illustrating our products.  
这里有一份价目单和介绍我们产品的小册子。
- Inquiries for carpets are getting more numerous.  
对地毯的询盘日益增加。
- Inquiries are so large that we can only allot you 200 cases.  
询盘如此之多，我们只能分给你们 200 箱货。
- Please let us know your lowest possible prices for the relevant goods.  
请告知你们有关商品的最低价。
- If your prices are favorable, I can place the order right away.  
如果你们的价格优惠，我们可以马上订货。
- Would you accept delivery spread over a period of time?  
你方是否接受分批交货？
- Could you tell me which kind of payment terms you'll choose?  
能否告知你们将采用哪种付款方式？
- Will you please tell us the earliest possible date you can make shipment?  
能否告知我方最早船期吗？

#### 报盘

- We have the offer ready for you.  
我们已经为你准备好报盘了。
- Our offer was reasonable instead of wild speculations.  
我们的报价合理，而不是漫天要价。
- After a comparison, you'll see that our offer is more favorable than the quotations you can get elsewhere.  
比较之后你会发现，我们的报价比别处要便宜。
- This offer is competitive.  
此报盘很有竞争性。
- This offer is subject to your reply reaching us before June 30th.  
这份报价以你方的回复在 6 月 30 日前到达我方为准。
- All prices in the price lists are subject to our confirmation.

报价单中所有价格以我方确认为准。

- We want to make you a firm offer at this price.  
我们愿意以此价格为你报实盘。
- We have extended the offer as per your request.  
我们已按你方要求将报盘延期。
- This offer is subject to your reply reaching here before the end of this week.  
该报盘以你方答复本周末到达我地为有效。
- Would you like to renew your offer on the same terms and conditions?  
能否按同样条件恢复报盘？

还 盘 .....

- We are sure no other buyers have bid higher than this price.  
我们肯定没有别的买主的出价高于此价。
- Would you like to make a counter-offer?  
您是否还个价？
- Your counter-offer is relatively modest.  
你们的还盘相对来说比较保守。
- Your offer is unacceptable unless the price is reduced by 5%.  
除非你们减价 5%，否则我们无法接受报盘。
- Your counter-offer is too low and groundless.  
你方还盘太低了，而且毫无根据。
- Since your counter-offer is unacceptable, we are sorry to return your order.  
由于你们的还盘我们难以接受，很抱歉只能退还订单。
- I'm sorry the gap between your counter-offer and our price is too wide.  
很抱歉你的还盘和我们的报价之间的差距太大了。

## 时尚对白



### 询实盘

A: Hi, John. Can you tell me the price of these goods?

B: Hi, Li. This is our latest price list. I'd like to know the quantity you require.

A: I think it depends greatly on your price. What's your lowest price?

A: 你好，约翰。请报这批货物的价格。

B: 你好，李先生，这是我们最新的报价单。你们想要多少？

A: 我想这要看你们的价格。最低价是多少？

B: The price of this commodity is USD200 per piece.

A: Is this your CIF quotation?

B: No. FOB.

A: Are they firm offers?

B: Non-firm. They are subject to our final confirmation.

A: I wonder whether there are any changes in your prices.

B: Compared with that of last year, our price has changed somewhat. Now it is highly competitive.

A: When can I have your CIF firm offer?

B: Mm, I can give it to you tomorrow.

A: How long does your offer remain valid?

B: It remains open for 5 days.

A: OK, I'll phone you the day after tomorrow. See you then.

B: See you.

B: 这种商品每件最低 200 美元。

A: 是 CIF 价吗?

B: 不, FOB 价。

A: 是实盘吗?

B: 虚盘。以我方最终确认为准。

A: 我想知道你所报的价格有没有变化。

B: 同去年相比, 价格多少有些改变。现在该商品相当有竞争力。

A: 什么时候能收到你方的实盘?

B: 嗯, 明天能给你实盘。

A: 有效期是多长时间?

B: 5 天。

A: 好吧。我后天给你打电话。再见。

B: 再见。

### 口语秘笈

“谈”是任务, 而“听”则是一种能力, 甚至可以说是一种天份。“会听”是任何一个成功的谈判员都必须具备的条件。在谈判中, 我们要尽量鼓励对方多说, 我们要向对方说: “Yes”, “Please go on”, 并提问题请对方回答, 使对方多谈他们的情况, 以达到尽量了解对方的目的。



### 要求更高的折扣

A: Thank you for your prompt offer. But after our investigation and comparison, it seems that your price is about 7 percent higher than those offered by your peers.

B: You'd better take quality into consideration. Our products are made of pure wool.

A: I appreciate your quality. But 7 percent is unacceptable to us anyway. We can't sacrifice too much for the high quality under the intense competition of the world market.

A: 感谢你方的及时发盘。但是经过对比调查, 我们发现你方报价比同行的要高出 7%。

B: 贵方最好将质量考虑进去。我们的商品可是纯羊毛的。

A: 我很欣赏你们的产品质量, 然而, 我们无论如何也无法接受 7% 的差价。当今世界市场的激烈竞争迫使我们无法为高质量牺牲过多。

B: 那样的话, 如果你方能够把数量

B: In that case, if you adjust your quantity to 6,000, we'll consider allowing you a 1.5 percent discount.

A: 1.5 percent won't help. We believe 5 percent will do.

B: I'm sorry we can't give you 5 percent discount by all means. Considering you are a new customer, we'll exceptionally allow you a 2 percent cut which is the best we can do.

A: Well... does this price include seaworthy packing?

B: It is a general practice that outer packing is made for container transportation.

A: How long will this offer be available?

B: One week.

A: I'll contact our manager to see whether a 2 percent discount will do and give you the reply as soon as possible.

调整到 6,000 件, 我方可以给你们 1.5% 的折扣。

A: 1.5% 的折扣不行。我们认为 5% 的折扣才行。

B: 很抱歉, 无论如何我们也不能给你们 5% 的折扣。考虑到你是我们的新客户, 我们破例给你 2% 的折扣, 这是我们最大限度了。

A: 嗯……这个价格包含海运包装的费用吗?

B: 通常我们对商品进行外包装以适于集装箱运输。

A: 报价有效期是多久?

B: 一周。

A: 我得联系一下经理看看 2% 的折扣是不是可以接受, 并尽快答复你。

### 口语秘笈

发盘后, 进口商常常会问: "Can't you do better than that?" 对此发问, 我们不要让步, 而应反问: "What is meant by better?" 或 "Better than what?" 这些问题可使进口商说明他们究竟在哪些方面不满意。例如, 进口商会说: "Your competitor is offering better terms." 这时, 我们可继续发问, 直到完全了解竞争对手的发盘。然后, 我们可以向对方说明我们的发盘是不同的, 实际上要比竞争对手的更好。



### 对 T 恤的询盘

A: I'm glad to have the opportunity of visiting your company. I hope we can do business together.

B: It's a great pleasure to meet you. I believe you have seen our exhibition in the showroom. What is it in particular you are interested in?

A: I'm interested in the cotton piece goods, such as T-shirts.

B: You'll not have any difficulty in the sales of these items, I'm sure.

A: No. There's a tendency in North America that more and more people like to buy cotton piece goods instead of

A: 很高兴有机会参观你们的公司。希望有机会合作。

B: 很高兴见到你。我相信你已经在展厅看过我们的商品了。有什么特别感兴趣的东西吗?

A: 我对棉质产品非常感兴趣, 比如 T 恤衫。

B: 我相信销售这些产品绝不会遇到任何困难。

synthetic fabrics.

B: You are quite right.

A: Here is a list of my requirements. If the goods appear to be of good quality and the prices are reasonable, we expect to place regular orders for fairly large numbers.

B: Thanks for your inquiry. I can assure you of the best quality and lowest prices. Have a look at our latest catalogue.

A: If the price is right, we would be prepared to place a large order.

B: Please rest assured that our prices are the most competitive.

A: 是的。在北美, 现在越来越多的人

喜欢棉制品而不是合成纤维。

B: 确实如你所说。

A: 这是我们的要求。如果价廉物美, 我们会持续大量订购。

B: 感谢你方的询盘。我方保证最优质量、最低价位。请看一下我们的最新目录。

A: 如果价格合适, 我们准备大批订购。

B: 请放心, 我们的价格最具有竞争力。

### 口语秘笈

出口商应用开放式的问题(即答复不是“是”或“不是”而需要特别解释的问题)来了解进口商的需求, 因为这类问题可以使进口商自由畅谈他们的需求。例如: “Can you tell me more about your company?” (您能让我再多了解您公司一下吗?) “What do you think of our proposal?” (关于我们的建议您觉得怎么样?)



### 对空调的询盘

A: The Hair Air Conditioners are the best selling lines. They are easy to handle and work with little noise.

B: I'm thinking about placing an order. I hope you could offer us your favorable terms.

A: I'm sure you'll find our prices most competitive. There is our offer sheet. All the prices on the list are without engagement. If your order is a sizable one, we could reconsider our prices.

B: Good. We plan to order thousands of them. Is it possible to deliver them in April?

A: I'm afraid we can't. Our factories are heavily backed up. It is very difficult for them to get the goods ready in April.

A: 海尔空调是我们的畅销品牌, 具有使用方便、噪音低的特点。

B: 我正在考虑订购一批。希望你能报最低价格。

A: 我保证我方的价格最具有竞争力。这是我们的报价单。单子上的所有价格都可议。如果你们大量订购的话, 我们还可以重新商讨价格。

B: 很好。我们打算订购几千套。四月份能发货吗?

A: 恐怕不行。我们厂有很多积压的订单, 很难在四月份将货备妥。

B: But we are in urgent need of the products, otherwise we'll miss the selling season. Can you get around the manufacturers for an early delivery?

A: All right. We'll get in touch with them to see what they can do for you and let you know tomorrow.

B: Thank you.



## 展会咨询

A: Jenny, is it your first visit to the Fair?

B: No. It's the third time.

A: Is there anything you find changed here?

B: Yes, a great deal. The business scope has been broadened, and there are more businessmen than ever before.

A: Really indeed. Did you find anything interesting?

B: Oh, yes, especially your products.

A: I'm glad to hear that. What items are you particularly interested in?

B: Women's Blouses. They are fashionable. If they are of high quality and the prices are reasonable, we'll place a large order. Will you please quote us a price?

A: Of course. Please rest assured of our quality.

B: Good. When can I have your catalogue?

A: Tomorrow morning, OK?

B: All right.

B: 但是我们急需这批货, 否则就会错过旺销季节。你能和生厂商商量一下尽早交货吗?

A: 好吧, 我联系一下看看他们能为你做什么, 明天给你答复。

B: 谢谢。

A: 珍妮, 你是第一次来参加交易会吗?

B: 不。这是第三次。

A: 你发现这里有什么变化吗?

B: 变化很大。经营范围比以前扩大了, 参展人员比以前增多了。

A: 确实如此。有没有发现感兴趣的商品?

B: 有, 尤其是你们的产品。

A: 很高兴听你这样说。哪些商品引起了你的特别关注?

B: 女式衬衫。很时尚。如果质量上乘, 价格合理, 我们会大量订购。报个价吧?

A: 当然可以。对我们的产品质量, 请放心。

B: 好的。我什么时候能得到产品目录?

A: 明天上午, 好吗?

B: 好的。

推销的秘诀在于如何活用问句，如“Do you want to see anything else?”（您想看看别的产品吗？）这类典型的发问，就是顺利展开推销的关键。更进一步地发问，就是把目的带入问句中，如“What about this one?”（这个怎样？）以套出顾客的想法。



### 咨询交货期

A: I'm Brown from Sunrise Company. We met each other at the fair one week ago.

B: Ah, Mr. Brown, nice to see you here. What can I do for you?

A: I want to know whether we can place an order recently and when the delivery can be arranged at the earliest date.

B: It should be in August if your order is not excessively large.

A: Is the offer you gave to me at the fair a firm one?

B: Our offer is valid for two weeks. If you can tell us the exact quantity of the order, I will renew the offer and allow you a reduction on price.

A: Thanks. I am preparing the order sheet. It will be sent to you as soon as possible.

B: We are looking forward to it. Thanks for your inquiry.

A: 我是金辉公司的布朗。我们一周前在博览会上见过面。

B: 啊，是布朗先生，很高兴在这儿见到你。需要帮忙吗？

A: 我想知道，近期是否能订到货以及贵方最早什么时间可以安排发货。

B: 如果您的订单不是特别大的话应该在八月份就能发货。

A: 上次您在博览会上给我的报价是实盘吗？

B: 我们的报价两周内有效。如果您能告诉我具体的订单数量，我就可以给您更新报价了，并降低价格。

A: 谢谢。我正在准备订单，将尽快发给您。

B: 期待您的订单。感谢您的询盘。



### 对棉质品的询盘

A: We're in the market for printed cotton piece goods. What can you offer?

B: We have pure silk fabrics, synthetic fabrics and mixed fabrics. As you know, silks are one of Chinese traditional exports. They are well received and enjoy high reputation for their superior quality and novel designs.

A: 我们想购买印花布匹。贵公司在这方面能供应些什么？

B: 我方经营纯丝制品、合成布料和混纺布料。如你所知，丝绸是中国传统出口产品之一。中国出口的丝绸因其质量上乘、设计新颖而蜚声海外，备受青睐。

A: Do you have any literature which I can take with me?

B: Yes, here are some catalogues and brochures.

A: May I have a price list with specifications?

B: Sure, here it is.

A: Thank you.

B: What about the commission? From European suppliers we usually get 5% commission for my import.

A: As a rule, we do not allow any commission. But if the order is large enough, we'll consider giving you 3% commission.

B: Good. Is your show room far from here? I want to see the exhibits on my own. First hand information is always more valuable than reading pamphlets.

A: No, it's only 15-minute ride. Let's go.

A: 有说明书让我带回去看看吗?

B: 有的, 这是我们的一些目录和宣传册子。

A: 能给我一份注有多种规格的报价单吗?

B: 当然可以, 给你。

A: 谢谢。

B: 那么佣金呢? 我们一般能从欧洲供货商那里得到 5% 的佣金。

A: 我方通常不给付佣金。但如果你方订购数量大, 我方可以考虑给你 3% 的佣金。

B: 好, 你们的展厅离这里远吗? 我想亲眼看看展品。掌握第一手资料远比读一些小册子有价值得多。

A: 不远, 只有 15 分钟的车程, 咱们走吧。

### 口语秘笈

如果对对方的观点有条件地接受, 可以用“on the condition that...”(条件是.....)这个句型, 例如: We accept your proposal, on the condition that you order 20,000 units. (如果您订 2 万台, 我们会接受您的建议。)



### 延误发盘

A: Please accept my apologies for our delay in answering your inquiry.

B: That's all right. Unforeseen circumstances do occur, don't they?

A: You see, when we received your inquiry, the world market was suffering from financial crisis, which made it difficult for us to make a firm offer. Now the storm is more or less over, at least for the time being.

B: We understand your situation, but we're glad

A: 请接受我方无法及时答复贵方询盘深深歉意。

B: 没关系。确实出现了难以预料的情况, 不是吗?

A: 你知道, 收到你方询盘时, 世界市场正处于金融危机的影响之下, 这使得我方很难报出实盘。现在金融风暴差不多结束了, 至少目前如此。

B: 当然, 我们能理解贵方的处境,



但很高兴看到贵方现在摆脱了困境。我希望贵方能重新考虑价格并使之与世界市场价格相一致。

A: 好的, 那么给我点儿时间, 我必须同总部沟通。

B: 好吧。收到答复请马上告知我方。

that you are better off now. I hope you would reconsider your price and bring it into line with the world market price.

A: Well, give me time then. I'll have to contact my head office.

B: That's fine. Please let us know as soon as you hear from them.

## 文化点滴

在谈判中, 双方都应该清楚:

1. why negotiate: 谈判原因
2. whom to negotiate with: 与谁谈判
3. what to negotiate: 谈判内容
4. where to negotiate: 谈判地点
5. when to negotiate: 谈判时间
6. how to negotiate: 谈判方式

不论谈判类型如何, 谈判都具有以下共同特点:

1. Negotiation is at the heart of every transaction.  
谈判是交易的中心。
2. Negotiation can be a very trying process with confrontation and concession.  
谈判是一个既对立又要让步的过程。
3. Both parties share open information.  
双方要介绍各自的情况。
4. Both parties know that they have common and conflicting objectives.  
双方了解彼此的共同目标和差异。
5. Everything is negotiable.  
任何事情都是可以商量的。

