

商务职业英语核心技能系列



# English for Business Career Development

## 商务职业英语

主 编 吕孟荣



高等教育出版社  
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商务职业英语核心技能系列



Business C

English for  
Development

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商务职业英语

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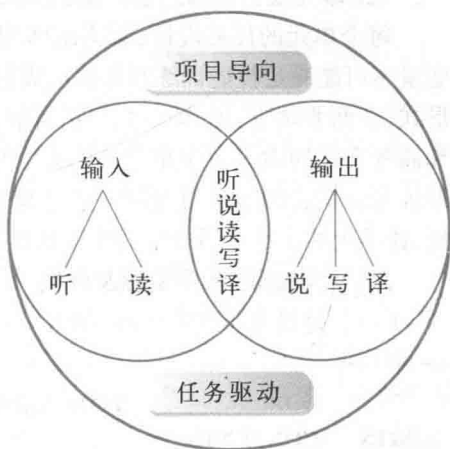
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《商务职业英语》是根据教育部颁发的《高职高专教育英语课程教学基本要求(试行)》编写,以商务岗位职业核心能力对英语应用能力的需求为目标,采用任务驱动和项目导向为手段,强调学生语言的输入和输出能力的培养,力求将基础语言能力转化为语言的涉外交际能力。

### 一、采用新颖体例编排,重视语言输入、输出应用

传统教材多采用“听、说、读、写、译”的语言技能导向性的线性编排方式。本教材在编写体例上作了一些新探索。各单元采用“输入(听、读)在前、输出(说、写、译)在后”的逻辑顺序。输入阶段以“听”、“读”为主,“说”、“写”、“译”为辅;输出阶段以“说”、“写”、“译”为主,辅以“听”、“读”的训练。从而使整体教材的架构上形成了语言输入和输出独立排列和交互促进的格局,如图所示:



输入、输出独立与交互示意图

### 二、突出职业能力导向,强调实用、易用

教材内容围绕商务岗位对商务英语核心能力的需求而设计,内容包括商务办公事务的处理能力、商务的沟通技巧、跨文化交际能力、商务表单与图表的填写、解读和表述能力等,体现商务职业性、实用性。

根据各校英语教学课时量的差异,以及不同专业教学对教材差异化使用的需要,本教材采用模块化设计,各单元采用独立的教学模块设计。内容围绕一个主题中的多项语言应用能力和商务技能展开,“听、读、说、写、译”全面兼顾。各单元主题之间既遵循商务活动的内在逻辑,内容安排上又相对独立,教师使用中可按学生专业和全书共分6个单元,内容包括:

Unit 1 Working in the Office

Unit 2 Attending Trade Fairs

Unit 3 Traveling on Business

Unit 4 Meeting People

Unit 5 Attending Business Dinners

Unit 6 Keeping in Touch

### 三、以任务驱动和项目导向,激发学生学习兴趣

教材每一单元的课程设计以“语言输入为基础,语言输出应用为目的”,教学训练均以学生参与活动为主线,以完成一系列的任务为宗旨,充分实现课堂教、学活动。通过学生独立思考、联手合作、共同参与的训练模式,熟悉和巩固所学的知识,确保语言输出运用的正确、流畅,从而达到



用英语沟通的最终目的。这种任务驱动的练习模式和商务技能型的项目导向练习安排能激发学生学习英语的兴趣,在完成任务和项目的交流、合作、协调、思考和总结中完成了语言的听、说、读、写、译技能的有效训练。

#### 四、倡导以学生训练为主,提升职场英语商务能力

本教材是基础英语课程的拓展性教材,具有一定的职业导向性。根据教学实践,在内容安排上加强了商务英语应用能力的实训篇幅,增加了语言输出即“说、写、译”的训练题量,保证学生通过大量任务或项目的训练,真正获得涉外商务活动中英语运用的能力。教师在课程教学中对学生的学学习予以语言学习方法的具体操作指导,体现了“学生为主体和教师为主导”的编写原则。

贯穿“教、学、做”为一体教学理念的模块化教学内容,注重商务实际中英语语言技能和商务技能的密切配合,借助商务职业的工作场景,提高学生在职场中的商务职业交际能力。

#### 五、单元任务训练题量丰富,主题力求新颖实用

每个单元的任务设计,都力求体现本单元主题中涉外商务的能力需求,使各单元的语言实训题量尽可能满足技能训练和知识巩固的要求。通过复述、改写、小组讨论、角色扮演、主题争论等形式,全面兼顾听、说、读、写、译语言能力的训练。让学生在大量的“做”中理解和掌握词汇、句法和商务文化的内容。为充分发挥学生的学习能动性和创造力,很多练习采用开放性的设计思路,即练习答案会因学生自身的人生体验、知识积累、语言能力等的不同而不同,不强求答案的唯一性,让学生的个性在语言学习中得到尊重。

#### 六、教学建议、教学资源及考核

##### (一) 建议教学单元课时分配

UNITS	CONTENTS	TIME ALLOCATION			FOCUSED SKILLS	APPROACHES
		讲课	练习	实训		
1—6	Section I Listening		1	1	通过课堂讲解,“做中学”的方法,学生能熟练地掌握日常主题商务英语词汇;很好理解模块化的商务英语材料,听懂中等难度以上的日常交谈用语;撰写日常商务信函、表单;能用英语从事一般商贸沟通工作;具备正确掌握商务贸易专业英语的中英互译能力。	互动讨论 案例分析 教师讲解 角色扮演 学员操练 教师演示
	Section II Reading	1	1	1		
	Section III Speaking	1	1	1		
	Section IV Writing		1	1		
	小 计	2	4	4	注:根据学期教学课时的长短、学生实际情况的差异,确定教材的教学课时分配方案。建议教学合计课时为60课时。(如果教师将每单元练习的4个课时安排在课后,教学课时数就可以控制在44个学时。)	

## （二）教学资源及课程考核

为方便广大教师使用本教材,我们编写和制作了教材内容的全部教学课件,提供了参考答案和阅读课文的参考译文。教学课件中我们会根据不同单元的授课内容增加一些视频材料,并附有关文字材料供教师们上课时选用。

本课程设计的核心思想是重视学生的语言输出能力,提高学生英语 Can-do (用英语能做事) 的能力。本课程考核方式包括形成性考核和终结性考核。形成性考核包括课堂提问、分组讨论、课内练习、课后作业、课堂表现、课外自主学习等反映学生学习过程的各方面,占总成绩的40%—60%;终结性考核采用书面闭卷形式,占总成绩的60%—40%。

成绩构成及比例	考核方式	考核内容
40%—60%	教师平时记录	出勤、课堂表现、课堂实训、平时作业
期末 60%—40%	笔试(闭卷)	听力、商务阅读、中英互译、商务实用写作

本教材会在“中国外语网”的备课平台上提供有关教学资料,如教学课件、课文练习答案、教学参考、课程考核试卷等,供下载使用。

## 七、教材编写说明

本书是浙江商业职业技术学院2009年重点课题的主要成果,高职职场英语系列丛书之一,在正式出版前已经在校内经过了两轮试用和修改。本教材由吕孟荣担任主编,潘乐英、熊媛担任副主编。教材编写具体分工如下:Unit 1 由潘乐英编写;Unit 2 由吕孟荣编写;Unit 3 由蒋维红编写;Unit 4 由吴瑛(浙江工业大学)编写;Unit 5 由陈民扬编写;Unit 6 由熊媛编写。吕孟荣担任全书策划和统稿工作,陈伯敏老师为本书的特聘顾问。

本教材的编写参考了大量国内外有关教材、网站资料、公司文本等,或借鉴或改编,由于涉及面广,一时难以标注,我们向有关方表示崇高敬意并致歉意。

本教材的编写还得到了许多师生的大力支持,在两轮试用和修改过程中,许多师生提供了宝贵的建议,高等教育出版社的工作人员也提供了许多关于教材编写的宝贵意见,在此一并表示感谢!

由于编写时间仓促、水平有限,对教材中的错误,希望前辈和同仁予以指正和批评,请将意见和建议直接发至morries@163.com,以便我们及时予以纠正。

浙江商业职业技术学院 吕孟荣

2012年4月于西子湖畔

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# UNIT 1

## *Working in the Office*

### Focus

In this unit, you will acquire the abilities to:

- ✧ name office facilities and common positions in a company.
- ✧ take telephone messages.
- ✧ make business appointments.
- ✧ give directions in the workplace.
- ✧ receive visitors.
- ✧ understand and illustrate business tables.
- ✧ write business memos.

## SECTION I LISTENING

### Getting Familiar with Office Routines

#### Task I Naming These Facilities

**Write proper words in the blanks according to the pictures, then listen and check.**

notice board  
photocopier

filing cabinet  
fax machine

file folder  
computer

shredder  
stapler



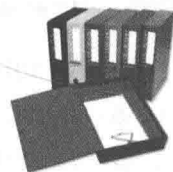
1. Can you bring me the documents in the second \_\_\_\_\_ from the right?

2. Sarah, this is about the regulations of using the new meeting room. Can you stick it on the \_\_\_\_\_?



3. Paper \_\_\_\_\_ work by cutting sheets of paper into many very small pieces.

4. Please put these \_\_\_\_\_ away, Miss Wang. Some of the documents in them are confidential.



5. I was wondering if you could show me how to use the new \_\_\_\_\_ and scanner?

6. Sorry. There is something wrong with the \_\_\_\_\_. I'll fax the catalog to you as soon as it is fixed.



7. A \_\_\_\_\_ is a mechanical device that joins sheets of paper or similar material by driving a thin metal staple through the sheets and folding the ends.

8. Using a \_\_\_\_\_, you can keep millions of records for customers in a space as small as a hard disk.



## Task 2 Taking a Message

**Listen to the dialogue about taking a message and fill in the blanks with the missing words, phrases or sentences.**

Susan: Good morning! Sparkle Electronics Company. May I help you?

Jim: Hello! This is Jim Carter from Macon Trading Company. Could I speak to Mr. White?

Susan: ① \_\_\_\_\_, please ... I'm sorry, but he is on another line this moment. Would you care to hold?

Jim: Well, I need to leave in a minute. ② \_\_\_\_\_?

Susan: Yes, certainly. ③ \_\_\_\_\_. I'll get a pen. (pause) OK, please carry on.

Jim: I'm the ④ \_\_\_\_\_ of Macon Trading Company.

Susan: OK.

Jim: I was ⑤ \_\_\_\_\_ to meet Mr. White for lunch at 12:00 with a guest from America, Miss Robinson.

Susan: Miss Robinson. OK.

Jim: But Miss Robinson's flight ⑥ \_\_\_\_\_, she won't be here until 12:30. So please tell him that the time is ⑦ \_\_\_\_\_ to 1:00.

Susan: One o'clock.

Jim: And I heard that Miss Robinson likes to eat Chinese food, so I want to ⑧ \_\_\_\_\_ her at Oriental Restaurant.

Susan: Oriental Restaurant.

Jim: If there's any problem with Mr. White, please call me at ⑨ \_\_\_\_\_.

Susan: OK. Mr. Carter. Thanks for calling. ⑩ \_\_\_\_\_.

Jim: Thank you. Good-bye!

Susan: Good-bye!

## Task 3 Having a Meeting

**Listen to the conversation about a meeting and finish the tasks.**

**1. Match the English words with their Chinese equivalents.**

1) financial crisis

2) promotion

3) motion

4) compromise

5) after-sale service

6) partially

A. 提议

B. 部分地

C. 金融危机

D. 售后服务

E. 妥协, 折中的方法

F. 反对, 异议

7) objection

G. 促销

8) transfer

H. 转移

**2. Listen to the conversation and decide what the suggestions are made by the participants of the meeting to increase the sales of cars? Please tick the correct answers in the following list.**

☐ A. cut the number of employees

☐ B. improve the quality

☐ C. reduce the price

☐ D. reduce the production of cars

☐ E. improve the sale service

☐ F. improve the after-sale service

**3. Listen to the conversation again and choose the best answer to each question.**

1) What is the purpose of the meeting?

A. To expand the international market.

B. To discuss the sales of the cars.

C. To discuss the effect of financial crisis.

D. To make plans for the next quarter.

2) What problem is the company facing?

A. The company has to reduce the price of cars because the sales drop sharply.

B. The sales of cars are so good but the company doesn't have enough cars in stock.

C. The sales of cars drop sharply because of the ineffective promotion strategy.

D. The sales of cars drop sharply because of the financial crisis.

3) Why is it practical to have cut-price sale?

A. Having cut-price sale helps to reduce inventory (库存).

B. Having cut-price sale helps to ease the economic situation.

C. Having cut-price sale transfers part of profit to consumers and lets them have the real benefit.

D. Both A & C.

**4. Think about it.**

1) Do you have any other good suggestions for the problem in the meeting?

---

---

2) What are the key factors to a successful meeting?

---

---



## SECTION II READING

### Working in the Office

#### Task 1 Table Reading

Read the table carefully and finish the sentences with the information you get from the table.

Sales and market share of mobile phone companies

	2Q08	2Q08	2Q09	2Q09
Company	Sales (\$)	Market Share(%)	Sales(\$)	Market Share(%)
Nokia	120,353.3	39.5	105,413.3	36.8
Samsung	46,376.0	15.2	55,430.2	19.3
LG	26,698.9	8.8	30,497.0	10.7
Motorola	30,371.8	10.0	15,947.8	5.6
Sony Ericsson	22,951.7	7.5	13,574.2	4.7
Others	57,970.6	19.0	65,260.2	23.0
Total	304,722.3	100	286,122.7	100

Note: 2Q= the second quarter

- \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, these three company's sales and market share decreased during this period.
- The company that achieved the greatest increase in market share is \_\_\_\_\_.
- \_\_\_\_\_ witnessed the greatest decrease in sales and market share.
- The market share of Samsung \_\_\_\_\_ by 2.8%.
- The sales of LG company \_\_\_\_\_ \$30,497.0 in the second quarter of 2009.



#### Task 2 Passage Reading

Read the passage and finish the tasks followed.

##### First Day at a New Job

Starting a new job can make us feel like we've gone back in time to our first day of junior high school. We want people to like us,

nerve /nɜ:v/ *n.* 神经

stressful /'stresfʊl/ *adj.* 有压力的

cheesy /'tʃi:zi/ *adj.* 俗气的  
mellow /'meləʊ/ *adj.* 成熟的  
hyper /'haɪpə/ *adj.* 亢奋的

phony /'fəʊni/ *n.* 装腔作势的人

crucial /'kru:ʃəl/ *adj.* 重要的  
overwhelming  
/əʊvə'hwelmɪŋ/ *adj.* 压倒性的, 无法承受的

observe /əb'zə:v/ *v.* 观察

assumption /ə'sʌmpʃən/ *n.*  
假定, 设想

irregularly /ɪ'regjuləli/ *adv.*  
不规则地

attire /ə'taɪə/ *n.* 服装  
cue /kju:/ *n.* 暗示

gossip /'gɒsɪp/ *n.* 闲话  
banter /'bæntə/ *v.* 逗弄

but we don't want to seem too eager. We hope we've worn the right clothes and dressed up enough, but not too much. The self-confidence we had in the interview that landed us the job is slowly taken over by nerves as our first day approaches, and we worry about making a good first impression.

But new jobs should be exciting, not stressful. We're taking on a new role, a fresh start, one filled with opportunities and a future — we're not going to the dentist<sup>[1]</sup>. Use the following five ways to fit in at your new job.

### 1. Show your true colors — it got you the job, after all.

Before any big “first day,” remember what our parents always told us, “Just be yourself!” It sounds cheesy, but it's true. For example, if you're more of a calm, mellow kind of person and on your first few days at the office you're overly friendly, hyper, and super smiley, chances are your act won't last. When your true colors show a few weeks down the line, people might think you're a phony. The classic rule of being polite and smiling goes a long way.

### 2. Let people talk about themselves.

In a new job, it's crucial to remember people's names and titles, so meeting all your new coworkers on the same day can be overwhelming. Try writing things you want to remember in a note book. When meeting a new coworker, simply ask, “So tell me about yourself. How did you end up at this company?” The person's reaction and answer can tell you a lot about him/her. Hearing a little bit of his/her story will help you to remember his/her name, position, as well as his/her manner.

### 3. Observe company culture.

Learn the company's culture through observation — never make assumptions. Your last job might have allowed coffee breaks throughout the day, but your new one might not encourage leaving the office irregularly when there's work to be done. Does everyone leave at five o'clock sharp? Is there a separate area for taking personal calls? As for work attire, always dress a little nicer than expected; it's better than being underdressed. Take cues from your coworkers and follow their lead. Remember, you're new — you kinda have to be a sheep<sup>[2]</sup> (for a little while, anyway).

### 4. Stay away from gossip, and be professional.

Avoid gossip at all costs. Even if it seems like friendly banter,

remain professional, and steer clear of water cooler gossip. Be above it, ignore it, and move on. You'll earn a lot of respect by doing so and influence others to do it less. A better way to learn workplace personalities is to ask questions about preferences and processes. A good indicator is to study people's email etiquette. For example, Mrs. Smith always includes a "Good Morning!" and "Thanks so much for your help!", while Mrs. Simmons never greets people in her emails. Learn by example and study how employees write and communicate with one another and between departments. You should do the same.

### 5. Your moment to shine will come.

However much you want to shed the rookie status, realize that your coworkers have been there longer than you have — they deserve your respect and full attention. Resist the impulse of trying to impress everyone with all your new ideas.

Stick to the job you were hired for. In time, you'll earn your coworkers' trust and they will help guide you through the company. Save up those ideas and perfect them until it's your time to shine.

First day nerves are inevitable, but remember, you got the job — the hard part is over. And although there will always be bullies and brown-nosers<sup>[3]</sup> (just like in junior high), stressful days, and mistakes, remember that you are a professional. Walk into that first day and simply observe, adapt, learn, and succeed. In the end, your first day only lasts eight hours — it will be over before you know it.

personality /pə'sə'næləti/ *n.*

个性

preference /'prefərəns/ *n.*

偏爱

etiquette /'etɪket/ *n.* 礼节

rookie /'rʊki/ *n.* 新手

deserve /dɪ'zɜ:v/ *v.* 值得

impulse /'ɪmpʌls/ *n.* 冲动

inevitable /ɪn'evɪtəbl/ *adj.*

不可避免的

bully /'bʊli/ *n.* 欺负弱小者

## Notes

[1] we're not going to the dentist: 这句话的意思是没必要太紧张。

[2] sheep: 这里指温顺、听话的人。

[3] brown-noser: 马屁精。也可以做动词, 例如: He brown noses his supervisor. 他拍他上司的马屁。

## Exercises

### 1. Are the following statements true (T) or false (F) according to the passage?

- ☐ 1) "Just be yourself!" means you can say whatever you want to say and do whatever you want to do.
- ☐ 2) You can remember people better by writing things you want to remember on a note book

and asking them to talk about themselves.

- ☐ 3) You will know how to act in a new company by observing your colleagues.
- ☐ 4) According to the author, gossip is a good way to learn about your colleagues and the company.
- ☐ 5) You should grasp every possible opportunity to impress your coworkers.

**2. Translate the following sentences into Chinese.**

1) The self-confidence we had in the interview that landed us the job is slowly taken over by nerves as our first day approaches.

\_\_\_\_\_

\_\_\_\_\_

2) The classic rule of being polite and smiling goes a long way.

\_\_\_\_\_

\_\_\_\_\_

3) Hearing a little bit of his/her story will help you to remember his/her name, position, as well as his/her manner.

\_\_\_\_\_

\_\_\_\_\_

4) Learn the company's culture through observation — never make assumptions.

\_\_\_\_\_

\_\_\_\_\_

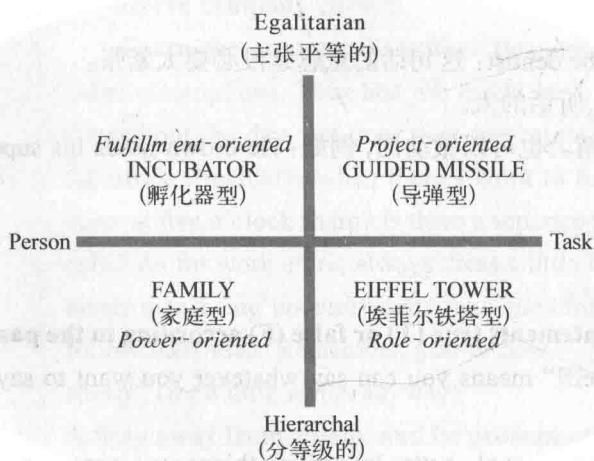
5) Save up those ideas and perfect them until it's your time to shine.

\_\_\_\_\_

\_\_\_\_\_

**3. Read the following charts about corporate culture and answer the questions.**

**Four Basic Types of Corporate Culture**





<p style="text-align: center;"><b>Incubator</b></p> <ul style="list-style-type: none"> <li>• organizations secondary to individual fulfillment</li> <li>• existence precedes organization</li> <li>• aim at self-expression and self-fulfillment</li> <li>• personal and egalitarian</li> <li>• minimal structure; minimal hierarchy</li> <li>• emotional commitment</li> <li>• creative, innovative</li> </ul> <p>(Sweden)</p>	<p style="text-align: center;"><b>Guided Missile</b></p> <ul style="list-style-type: none"> <li>• highly Egalitarian</li> <li>• task-oriented, impersonal</li> <li>• team approach emphasized</li> <li>• cross-disciplinary</li> <li>• performance emphasized</li> <li>• loyalty to professions / project greater than to company</li> <li>• Motivation intrinsic</li> </ul> <p>(USA, UK, Canada)</p>
<p style="text-align: center;"><b>Family</b></p> <ul style="list-style-type: none"> <li>• personal, close face-to-face relationship</li> <li>• hierarchal ("father knows best")</li> <li>• power-oriented (leader is fatherly figure)</li> <li>• home-like work atmosphere</li> <li>• long-term relationships of employee to company; high loyalty</li> <li>• values, norms, atmosphere set by "father" or "elder brother"</li> </ul> <p>(Japan, Singapore, South Korea, Spain, Italy, India)</p>	<p style="text-align: center;"><b>Eiffel Tower</b></p> <ul style="list-style-type: none"> <li>• hierarchal</li> <li>• structure more important than function</li> <li>• leader is boss (not father)</li> <li>• relationships specific; status ascribed</li> <li>• highly bureaucratic, depersonalized</li> <li>• rules dominate; roles before people</li> <li>• careers depend upon professional qualifications</li> <li>• symbolic of machine age</li> </ul> <p>(Germany, Austria)</p>

- 1) What are the four different types of corporate culture and what are the basic features of each?
- 2) What type does China belong to?
- 3) Which corporate culture do you want the company you work in to have? Why?

## SECTION III SPEAKING

### Accomplishing These Office Routines

#### Task I Making Appointments

##### Cultural Awareness

Business people always make an appointment before they go to see or visit their clients or potential customers so that they can make their work more efficient. The most important thing to remember when making appointments is that you are selling the appointment, not your product or services. Therefore, you do not want to be talking too much. You can expand on what you have to offer when you get to the appointment.