

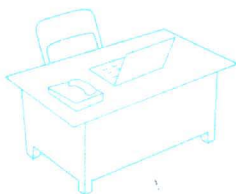
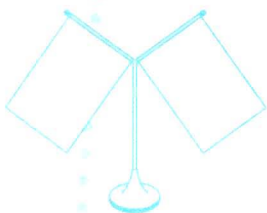
“汉语 101”



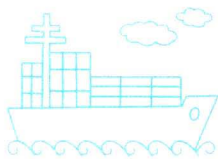
# Business Chinese

商务汉语

101



关道雄 (Guan Daoxiong) 著



含 MP3 光盘一张

外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

“汉语101”

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# 前 言

“汉语101”是一套为在华留学生、外籍工作人员以及汉语初、中级学习者编写的口语系列手册，内容简单实用、针对性强。本系列手册旨在帮助读者于较短时间内学会基本句子，并在相关语境中模仿、使用，以达到迅速消除语言障碍、提高汉语交际能力、轻松融入中国生活的目的。

“汉语101”由《生活汉语101》《商务汉语101》《旅游汉语101》等组成。每一本包含若干主题单元，每个单元下设若干话题，每个话题以一个核心句开头，在其基础上扩展成短小实用的对话。每分册共有101个核心句/话题篇，因此冠名为“汉语101”。

本册《商务汉语101》由10大主题单元构成，即“商务交际”“商务通信”“商务旅行”“商务洽谈”“办公室内外”“参加会议”“人力资源”“市场营销”“货运业务”和“考察与投资”。每个主题单元包含9-11个话题不等。在内容上，同属一个主题单元的话题之间既有联系，又具有自己的独立性和完整性。每个话题篇包括以下6个部分：

**核心句：**每个话题篇都有一个核心句。例如，话题“一般询盘”篇的核心句是“我想询问一下这种产品的价格”；话题“广告策划”篇的核心句是“这次我们的广告应该突出品牌形象”。使用者应反复练习核心句，以便在实际

交际中熟练应用。

**替换：**这一部分一般提供3-6个替换词、短语或句子。例如，核心句“这次我们的广告应该突出品牌形象”中的“品牌形象”可以用“产品特点”“时尚潮流”“休闲风格”或“绿色环保主题”等词语替换，从而增加了核心句的使用灵活性，扩大了适用范围。

**扩展：**这一部分提供4个与话题有关的常用句，读者应反复练习，以便在相关语境中选择使用。如“一般询盘”一篇的扩展句为“您想知道这种产品的零售价是吗？”“这是我们的产品目录和价格表”“我们目前还没有这项服务”等等。

**对话实例：**对话围绕核心句展开，读者可以借此了解在相关语境中的汉语表达方式以及中国人的说话习惯和逻辑。读者最好把对话实例背诵下来，以便在交际中更好地表达自己，理解对方。

**相关词语：**这部分列出该单元出现的词汇及与该话题篇相关的若干其他词汇，旨在为读者的实际应用提供更多可供选择的词语。为了节省篇幅，已经在核心句和替换、扩展、对话实例中出现的词汇，一般不再收入“相关词语”。

**文化导航：**这是“汉语101”系列最具特色的内容之一。《商务汉语101》的“文化导航”着眼于当今中国商务活动、企业管理以及工作环境中反映出的社会、文化现象，甄选因不同的语言、传统和文化背景而易于引起误会的话题，用简洁生动的文字对这些问题加以说明。希望这个部分的内容能够成为读者实用的“导航仪”。

为了方便读者学习，各册附录都列出了读者在紧急情况下可能用到的一些句子。另外，《商务汉语101》的附录部分收有个人简历模板和中英对照的30家重要的中国公司名录，以便使用者查找和参考。

本系列附英文翻译，并配有录音，且携带方便，是在华留学生、外籍工作人员不可多得的汉语日常工具书。本系列亦可用作初、中级汉语口语教材和自学教材。

编者在《商务汉语101》编写过程中得到了外语教学与研究出版社汉语分社资深编辑李彩霞女士的悉心指导和帮助，孟佳文女士在编辑过程中贡献颇多，在此一并表示衷心的感谢。但书中可能还存在不当之处，希求读者、同行在使用过程中及时指出，以便再版时更正，在此先行致谢。

关道雄

2014年2月

# Preface

*Chinese 101* is a series of handbooks of conversational Chinese designed for non-native speakers of Chinese who study or work in China as well as primary and intermediate learners of Chinese. The content is reasonably simple with a clear aim. It is developed to enable users to learn, imitate and master useful vocabulary and sentences in a meaningful context so that they can quickly improve Chinese skills and easily adapt to Chinese culture in the short term.

*Chinese 101* is composed of *Survival Chinese 101*, *Business Chinese 101* and *Travel Chinese 101*. Each book in the series is divided into thematic units that cover major aspects of living, doing business or traveling in China. Thematic units are subdivided into 101 situational topics or chapters, hence the title of the series. And each unit starts with a key sentence followed by short and practical dialogues.

*Business Chinese 101* is composed of 10 thematic units, including “Business Social Intercourse,” “Business Communication,” “On a Business Trip,” “Business Negotiation,” “Around the Office,” “Having a Meeting”, “Human Resources”, “Marketing”, “Freight Transport Service”, and “Investigation and Investment”. Each thematic unit includes 9 to 11 topics. The

content of topics under the same thematic unit is interrelated while each is also a unique and complete chapter. Each topic chapter includes the following 6 components:

**Key sentence:** A sentence that represents the core of the chapter. For example, the key sentence in the chapter of “General Inquiry” is “I would like to inquire about this product’s price” while in the chapter of “Advertisement Planning” is “This time our advertisement should give prominence to brand image.”

**Substitution:** Generally, three to six substitution phrases are provided for learners. For example, the phrase “brand image” in the key sentence “This time our advertisement should give prominence to brand image” can be substituted with “special feature of the product,” “fashion trend,” “casual style” or “environment-friendly motif,” extending the flexibility of the key sentence and the scope of application.

**Extension:** Four sentences that relate to the topic of the chapter are provided for readers to choose to use in relevant situations. For example, in the chapter of “General Inquiry,” extension sentences like “Do you want to know the retail price of this product?” “This is our products’ catalogue and price list” and “We do not currently have this service yet” are listed.

**Dialogue:** A situational dialogue is presented through which users can learn how Chinese people express themselves in this context and their logic of speaking. It is suggested that learners recite the dialogue in order to express their opinions and understand Chinese culture.

**Related Words:** A list of words closely related to the topic



is provided for readers to choose from in practical applications. Words that have already appeared in Key Sentence, Substitution, Extension, and Dialogue are generally not included in Related Words to avoid redundancy.

**Cultural Navigation:** This is one of the most unique aspects of the *Chinese 101* series. In *Business Chinese 101*, this section covers social and cultural phenomena related to business activities, management, and work environment in today's China, as well as situations where confusion or misunderstandings can arise due to differences in language, traditions and cultural backgrounds. The section aims to provide a clear and engaging explanation of these issues to help the readers navigate the Chinese business world.

For the convenience of the users, each book also provides a list of sentences in the appendix that may be used in emergency contexts in China. Besides, the appendix of *Business Chinese 101* includes a list of 30 notable Chinese companies as well as a curriculum vitae template for the convenience of the user's reference.

With English translation and CDs, this series of handbooks should be a useful companion and reference book for foreign people living in China. The series can also be used as a textbook for primary and intermediate students' conversational Chinese as well as for self-study.

During the process of material collection, textual preparation and editorial revision, I received constant guidance, support and assistance from Ms. Li Caixia, Senior Editor of Chinese Division at the Foreign Language Teaching and Research Press. I am deeply indebted to her. I would like to thank Editor Meng Jiawen for her contributions to the book. I will appreciate all the suggestions.

Guan Daoxiong  
December 2013  
Santa Barbara, California

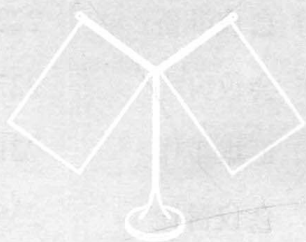
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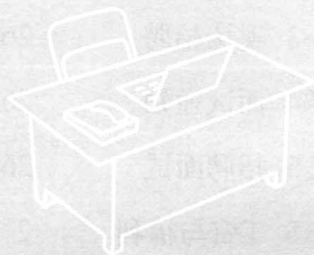


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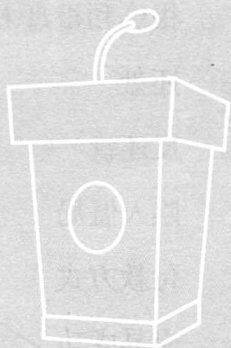


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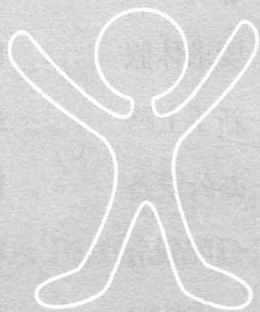


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# 商务交际

Business Social Intercourse

