

BEC商务英语系列丛书

>> BEC、公司英语培训、个人自学推荐教材

Communicating in Business English

新国际商务英语听说

修订版

何光明 编著

本书曾用于数十家世界500强公司培训

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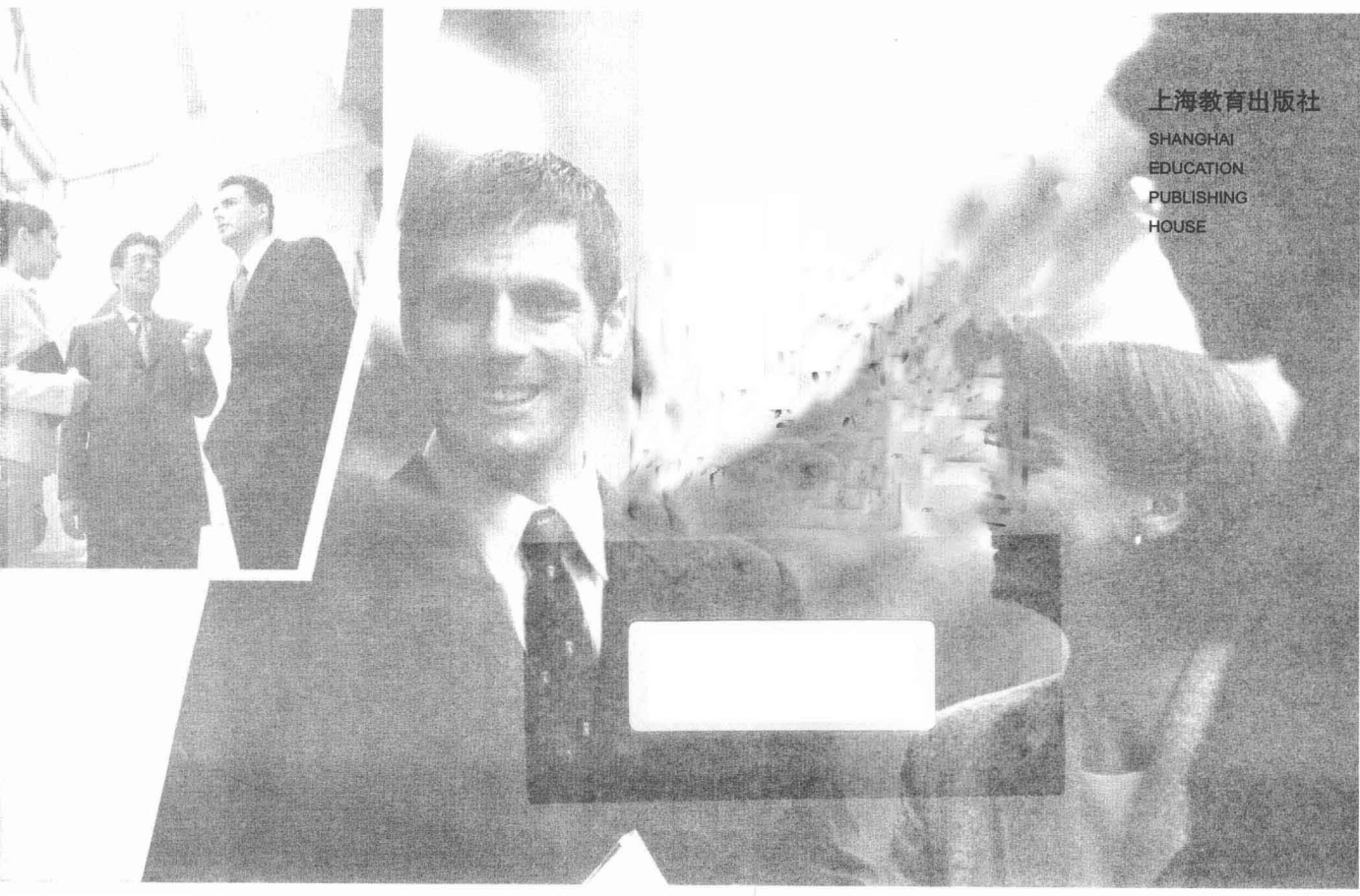
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第二版前言

获知《新国际商务英语听说》第一版于近日售罄，作者颇感意外和惊喜。本书出版至今，不过半年有余，能销售良好，全赖广大读者的厚爱，由此亦可见大家对商务英语学习的热忱。诸多单位和同行对本书鼎力支持，亦让作者深感欣慰：华东理工大学商学院、昂立教育培训学校、北京新东方学校、上海交通大学外语学院、北京吉利大学、江苏南通百分百英语学校等单位都已将本书定为教材。知交华东理工大学商学院曹毅然老师不仅鼎力推荐拙著，更结合实际教学使用，提出诸多宝贵的修订建议。在这种情势下，作者深感责任重大，决意及时修订完善本书。此次再版之际，作者充分吸取多方面的反馈，结合商务培训中学员反映迫切需要解决的重大问题，对本书进行了多处修正，希望能够尽可能地满足读者的需要，与时俱进，力求完美。

此次修订处大致如下：实用句型部分的MP3按照话题进行了分割，便于读者更好地练习听力；听力部分（Listening Module）的内容也进一步充实，具体如下：第四单元增加了道歉（Apologizing）、预约（Making an Appointment）等功能性听力练习；第五单元增加了宣布开始会议和结束会议（Opening and Ending a Meeting）；第六单元增加了西式餐厅礼仪（Dining in a Western Restaurant）；第七单元增加了求职面试中的自我介绍（Self-Introduction）以及刁钻问题的回答（Answering Tricky Questions）；第十单元增加了企业文化界定（Defining Corporate Culture）；第十一单元增加了预定展台（Booking Exhibition）、产品询问（Inquiry at a Trade Fair）、订购商品（Placing an Order）等。

近期，作者在对联想、环球、APL、Dezan Shira & Associates、Teckwin 等企业的培训中，深刻体会到了商务英语的重要性和学员学习的迫切性。因此，在完善该系列书籍之际，希望能以更多更好的商务英语读物来回报读者，近期有望出版的《商务电子邮件写作宝典》正是此意！

前 言

对于商务英语,通常有两种理解。第一,它是一种从事商贸业的人员学习并使用的专门用途英语(English for Special/Specific Purposes),有其明确的特殊目的和专门化的内容,其语言现象(包括词汇、语言结构等)和文体风格都较为独特。这一范畴内的商务英语渗透着国际商务知识,如:国际贸易、金融等,这就决定了它是需要经过专门学习或训练才能掌握的。第二,商务英语是人们在一般商务场合中应用的听、说、读、写等英语沟通技能,具体包括:社交、电话交流、面试、演讲、谈判等商务场合中使用的口头与书面沟通技能,它强调的是实用性。由于这些技能是各领域的国际型商务人员所必需具备的,因此提高这些技能的重要性显而易见。本书致力于提高学习者的商务英语沟通技能,尤其着眼于提高学习者的商务英语听说技能。

作者从多年的公司商务英语培训经验出发,在大量参考同类书籍的基础上,编撰思想、编排方式力求凸现“新颖”二字,一切从读者“实用、好用”的角度着想,使本书在很大程度上有别于同类书籍,具体而言,特色如下:

1) 内容实用

● **选题新颖** 根据跨国公司国际型商务人才的实际需求,本书提炼了十一个常见的商务话题,分别是:会面、电话交流、商务演讲、工作场所、会议、商务旅行与宴请、企业文化与员工动力、领导的艺术、求职面试、商务谈判、交易会。这一选题结构凸显了实用性,针对性极强。

● **句型丰富** 作者借鉴了国内外数十本优秀商务英语教材,遴选了大量原汁原味的商务英语句型(已录制成附书MP3光盘),数量之多、内容之全面可以称得上同类书之冠。所有句子都是根据商务沟通的具体过程编写,每一部分都可以作为对话或相关形式的练习材料,自成体系,有利于学员丰富表达,提高口语。

● **操练性强** 本书各单元前后联系紧密,易于操作。每单元都配以商务听力练习,然后通过口语部分的实用句型、词汇扩展、商务演讲、小组讨论等操练,使学习者通过实践做到熟能生巧、学以致用;教师则可利用书中提供的新颖模式,充分调动学生的主动性,活跃课堂气氛,充实教学内容。

2) 编排新颖

本书的内容按商务英语的听说技能分别编排,各部分又以常见的商务话题呈现。其听力部分按剑桥商务英语中级(BEC Vantage)考试题型与难度的要求编写,口语部分内容则突出丰富多彩而又简洁扼要的特点。口语部分包括:实用句型(Practical Sentences)、词汇扩展(Vocabulary Buildup)、词汇测试(Test Your Vocabulary)、口语技巧(Tips for Oral English)、商务演讲(A Mini Presentation)、文化差异(Culture Note)、沟通技巧(Communicative Strategies)、案例分析(Case Studies)、小组讨论(Group Work)、辩论比赛(A Debate)。各部分环环相扣,逐步

推进,逻辑缜密,不落窠臼,做到理论与实践紧密结合,符合语言学习的习得规律。而且,精美的插图与文字内容相映成趣,让整幅页面图文并茂,轻松诙谐。

此外,本书的语言操练材料大多选自因特网或近年出版的相关书籍资料,原汁原味,突出一个“新”的特点,其语言风格简易平实、通俗易懂,符合现代商务快节奏这一特点,且一扫目前市场上许多相关商务英语书籍语言陈旧老套的气息。

本书是作者多年商务英语教学的经验与研究心得,也是理论联系实际成果。尤为可贵的是,书中的许多内容曾在上海交大昂立学院商务英语教学和数家公司(如:美标、花旗银行等)的商务英语培训中使用,获得了有关教师与学员的认可与好评。因此,它不仅能让学习者轻松自学,更可以适用于多种形式的英语教学,如:BEC Vantage 培训、全日制英语、经济和商务专业及职业培训教学、公司英语培训等。由于本书主要部分按剑桥商务英语中级(BEC Vantage)考试题型与难度的要求编写,所以对参加剑桥商务英语中级(BEC Vantage)考试的学员也有很大帮助。

作者在编写本书的过程中,自始至终得到了妻子汪菊的支持与帮助,可以说该书能完稿也有她一半的功劳。上海外贸学院副院长叶兴国教授于百忙之中抽出时间审阅拙著,于诸多方面提出中肯意见,对全书的成稿质量帮助莫大,在此,作者尤要向他表示深切的谢意。外国专家 Brian Rice、Stephen Graham 也对本书提供了校稿的宝贵意见,好友陆骅花费了许多宝贵的时间为本书挑选插图,在此,笔者对他们在百忙中能伸出援手,表示由衷的谢意。此外,在本书编写过程中还参考了许多的国内外商务英语书籍以及网络上的有关资料,所以,作者也要对这些材料的作者们深表感谢。

希望本书能带给读者耳目一新、豁然开朗的感觉,能真正成为大家英语学习中的良师益友。尽管如此,但“金无足赤”,纰漏之处难免,诚望广大读者不吝指正!

何光明

2005年5月1日

使用说明

本书共有十一单元，内容涉及会面、电话交流、商务演讲、工作场所、会议、商务旅行与宴请、求职面试、商务谈判、领导的艺术、企业文化与员工动力、交易会等十一个常见的商务话题。每单元包括听力、口语两大板块。听力部分按照剑桥商务英语中级（BEC Vantage）考试题型及考试难度编写而成，并配有 MP3 的听力录音练习。

其中，口语板块的编排结构为：实用句型（Practical Sentences）、词汇扩展（Vocabulary Buildup）、词汇测试（Test Your Vocabulary）、口语技巧（Tips for Oral English）、商务演讲（A Mini Presentation）、文化差异（Culture Note）、沟通技巧（Communicative Strategies）、案例分析（Case Studies）、小组讨论（Group Work）、辩论比赛（A Debate）。

主要部分使用说明如下：

一、实用句型涵盖了大量商务场合中的常用句型供学员学习，该部分提供了 MP3 听力录音，语速比听力部分的录音要慢些，主要是为了让学员跟读、模仿。学员可以反复地练习听这部分材料，在听的过程中，有意识地去模仿录音材料的语音、语调及句型，这是提高口语水平的一个既简单又实用的方法。

二、词汇扩展、词汇测试这两部分分别以列举和测试的形式总结了商务场合中常用的词汇，这些也是 BEC 中级常考词汇。学员不仅要熟记这些词汇，更应学会其用法，最好在记忆时为每一个单词或短语造句或组词，这样才能在使用中真正做到运用自如。

三、商务演讲材料多为原汁原味的商务英语短文。每篇文章都围绕单元主题提供了实用商务沟通技巧或相关商务知识。学员可先做朗读练习，然后在熟悉文章的基础上，抓住文章的主要框架，脱稿自行练习演讲。

四、口语技巧主要来源于作者多年来学习英语的经验总结，其中很多技巧对学员的口语提高有着直接的效用。大量的沟通技巧紧扣商务实践，学员在实际商务交往中如能充分利用这些技巧，势必事半功倍。

此外，文化差异、案例分析、小组讨论等部分学员可以联系实际加以运用，其中许多观点值得借鉴。学员可根据自己的需要，选择练习，在讨论的过程中应积极参与，发表自己的见解。

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Unit 1 Face-to-Face Communication

会 面

I. Listening Module

本单元提供了商务英语场合中介绍、问候、寒暄等沟通过程中所需要的功能句型和必要技巧。为帮助读者达到更好的沟通效果，还探讨了与英美人谈话时，双方应注意的文化差异以及身体语言差异。



1. **First Face-to-Face Interaction.** Listen to the conversation and complete the following notes using a few words.

- 1) Mr. Black is from _____.
- 2) Mr. Black prefers to drink a cup of _____ coffee.
- 3) Mr. Black had _____ on the plane.
- 4) Mr. Black's flight was not bad, but it was a bit _____.
- 5) Mr. Black did not have any trouble finding the company, because he got a
_____.

2. **Introducing Someone in the Workplace.** Listen to the conversation and complete the following notes using a few words.

- 1) The name of the company that Shannon visits is _____.
- 2) Brian and Tom work in _____ department.
- 3) Shannon will stay with them for several months. She is from _____.
- 4) Shannon's flight was delayed for _____.
- 5) Shannon was helping to put together the _____ before she came.

3. **Meeting Someone at the Airport.** Listen to the conversation and complete the following notes using a few words.

- 1) Miss Zhang is from _____.
- 2) Mr. Jackson's flight is not too bad — just a bit of _____.
- 3) Mr. Jackson is going to stay at the _____.
- 4) Miss Zhang has invited Mr. Jackson to have lunch at one of the best restaurants _____.
- 5) Mr. Jackson has declined Miss Zhang's invitation and taken a _____.
- 6) Mr. Jackson has promised to _____ and tell them he arrived.

4. **Small Talk.** Rachel Roberts has called to see Peter Hanks in his office. As you listen, for Questions 1–5, complete the notes using a few words.

- 1) Peter's company is about to open an office in _____.
- 2) Peter is hoping to visit the new branch, but he has to _____ to the Marketing Director.
- 3) Ms. Roberts' son is in the _____ at school now.
- 4) Ms. Roberts' son enjoys _____.
- 5) First, Rachel wants to confirm _____ of the presentation.

5. **Job Description.** Harry Stewart is talking about his job. As you listen, for questions 1–5, complete the notes using a few words.

- 1) Harry is one of the _____ at HKL.
- 2) Harry's job is to provide _____ for the company's customers.
- 3) The thing Harry enjoys about his job is that he can have _____ with the customers and _____ of customers' problems.
- 4) The thing Harry doesn't enjoy about his job is that he can't do _____.
- 5) Generally speaking, Harry likes the company because it's a very _____ environment.

II. Speaking Module

Unit Focus:

- ▶ *Welcoming a visitor*
- ▶ *Making introductions*
- ▶ *Small talk*
- ▶ *A complete business conversation*
- ▶ *Non-verbal communication*
- ▶ *Job descriptions*

Key Structure:

- ▶ *I'd like to...*
- ▶ *Would you please...?*



1 Practical Sentences 实用句型

In the reception

Receptionist

Good morning, may I help you?

Good afternoon, what can I do for you?

Hello, Mr. Jones, my name's Shannon Brown.
Pleased to meet you. I'm sorry Mr. Henderson is in a meeting. Would you mind waiting for a moment?

Nice to meet you, Mr. Bond. Just a moment, I will see if Mr. Robinson is in. Yes, he is expecting you in his office. This way, please. Ms. Roberts will be back in a few minutes. Would you like to sit down and wait for a

Visitor

Good morning, I'm Robert Bond from FBJ. I am here to see Mr. Anderson.

Good afternoon, I'd like to see Mr. Henderson, please.

Good afternoon, I've got an appointment with Mr. Henry Robinson.

No, not at all.

Thank you.

OK.

moment?

Can I get you something to drink?
Would you like some coffee or tea?
Black or white?

Yes. Thank you.
Coffee would be nice.
Black please.

Making introductions

A

I'd like to introduce myself. My name is Jay.
Let me introduce myself. My name is Peter.
May I introduce you to our manager, Mr. Lee?
I'd like you to meet Jane Brown, our department/line manager.
Have you met Mrs. Lee, our Human Resources Manager?

B

Nice to meet you. I'm Tom.
Pleased to meet you. My name is Jenny.
Yes, please. Pleased to meet you, Mr. Lee.
Nice to meet you, Mr. Brown. My name is Tom Jackson.
Yes, I was introduced to her yesterday.

Greeting at first meeting

A

Nice to meet you.
Glad to know you.
Pleased to meet you.
How do you do? (formal)

B

Nice to meet you too.
It's nice to meet you too.
Pleased to meet you too.
How do you do? (formal)

Informal ways of greeting at first meeting

A

Hi!
Hello!
Good afternoon!

B

Hi!
Hello!
Good afternoon!

Greeting between acquaintances

A

Hello!/Hi!

What's up? (informal / American way)

Afternoon / Good afternoon!

How are you?

How are you doing?

How is everything?

How are things?

How is it going?

How are things with you?

Are you well?

B

Hello!/Hi!

Not much. What about you?

Good afternoon!

I'm very well. And you?

Just so so. Nothing special.

Not bad. What about you?

So far, so good.

Excellent. I'm doing that project. It's going very well, but it keeps me really busy. What about you?

Very busy. I have to work ten hours a day.

I'm very well. Thank you.

Small Talk One (offering a drink)

Host

Would you like a cup of coffee?

What would you like to drink, tea or coffee?

What can I get you to drink, tea or coffee?

Visitor

Yes, please. Black for me.

No, thanks. A cup of water is fine.

Thank you. I'd like a cup of coffee.

Small Talk Two (travel)

Host

Did you have a good journey?

How was your trip?

How was your flight?

Visitor

Not so good. The traffic was terrible.

There were no problems. Everything went smoothly, thank you.

It was fine/easy/very smooth.

Not bad. It was a bit rough.

It wasn't good. I missed my connection.

Did you have any trouble finding us?

How long did it take to fly from New York to Shanghai?

It was very bad. The plane was late for 4 hours.

I was lost in the streets.

No problems at all. The map you sent to me was excellent.

It took fifteen hours to fly from New York to Shanghai. It was a bit tiring.

Small Talk Three (accommodation)

Host

Did you find somewhere to stay?

How's your hotel?

Have you got a room with a view?

Visitor

Yes, I'm staying in the Lucky Hotel. Our company arranged it.

Not yet. Could you recommend somewhere good?

It's very comfortable/ very conveniently situated/ well furnished/ luxurious, thank you.

The service is excellent.

No, there is no view at all, but it's close to the garden.

It has a lovely view of the city.

Small Talk Four (weather)

Host

How do you find the weather here?

What do you think of our weather?

How was the weather back home?

What was the weather like when you left?

Visitor

It's lovely/warm/sunny.

It's a bit cold, and the air is dry.

It was cloudy/cold/damp/windy/stormy.

It was good, sunny and warm.

Small Talk Five (spare time)

Host

What do you do in the evenings/ at week-ends?

Do you like sports?

Do you like watching films?

Visitor

I watch TV a lot. My friends say I'm a couch potato. What about you?

Yes, I like sports very much. Yes, I'm crazy about playing basketball.

I love watching Hollywood blockbusters. Have you watched any good ones?

Small Talk Six (origins)

Host

Where do you come from?

Whereabouts do you come from in China?

Can you tell me something about your home-town?

Visitor

I'm from China. Where are you from?

I live in Shanghai, an international city in the east of China.

I come from Shanghai. It's an international city in the east of China. It's famous for its rapid economic development.

Small Talk Seven (jobs)

Host

What's your occupation/job?

What line are you in?

How long have you been with them?

Is the job interesting?

Visitor

I'm a business management trainer. I work for myself at the moment. What about you?

I'm in marketing.

I've been working with them for 3 years.

I like the job pretty much. It's full of challenges. How is your job?

Small Talk Eight (titles and positions)

Host

What do you do in the company?

What's your position in the company?

Visitor

I'm the group accountant for HBC.

At HBC, I work as an administrator for the international business development group. I deal with the systems administration for HBC.

I am one of the training officers at HBC.

I'm a credit controller. I'm responsible to the Finance Director of HBC.

I'm the training supervisor at HBC. I report to the Human Resources Manager.

Small Talk Nine (job responsibilities)

Host

What exactly do you do in the company?

What are your job responsibilities?

Visitor

I'm responsible for the day-to-day accounting for the group.

My responsibilities are responding to correspondence and receiving and answering phone calls.

In my job, there are all kinds of responsibilities, such as responding to correspondence and receiving and answering phone calls.

It's my duty to reply to all the correspondence, receive and answer phone calls. What are yours?

Small Talk Ten (advantages of one's job)