

21世纪实用商务英语教程

Know-How 21st Century International Business English

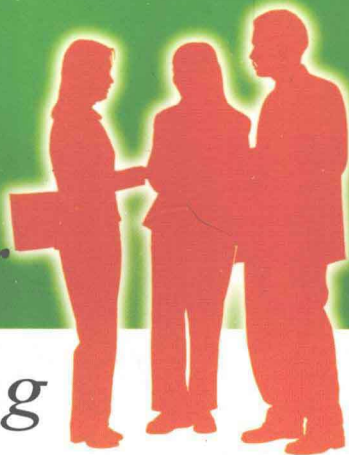
► 丛书主编 张立玉

商务英语听说

(上册)

► 刘磊 许婷 编著

*Business English for
Listening & Speaking*



WUHAN UNIVERSITY PRESS

武汉大学出版社

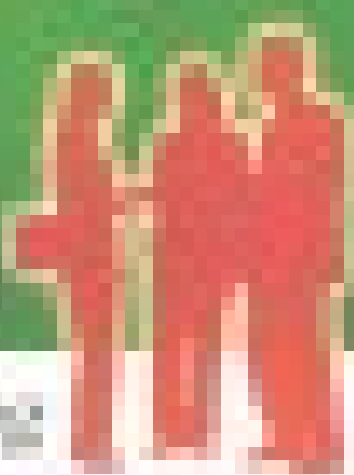
教育部规划教材 高等学校英语专业教材

主编 王守素 副主编 王 静

商务英语听说

第三版

王守素 王 静 主编



Listening & Speaking



WUJIANG PRESS
www.wjpress.com

21世纪实用商务英语教程

Know-How 21st Century International Business English

► 丛书主编 张立玉

商务英语听说

(上册)

► 刘磊 许婷 编著

*Business English for
Listening & Speaking*



WUHAN UNIVERSITY PRESS

武汉大学出版社

图书在版编目(CIP)数据

商务英语听说. 上/刘磊,许婷编著. —武汉:武汉大学出版社,2008. 4
21 世纪实用商务英语教程/张立玉丛书主编
ISBN 978-7-307-06149-1

I. 商… II. ①刘… ②许… III. 商务—英语—听说教学—教材
IV. H319.9

中国版本图书馆 CIP 数据核字(2008)第 020471 号

责任编辑:谢群英 责任校对:黄添生 版式设计:支 笛

出版发行:武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件:wdp4@whu.edu.cn 网址:www.wdp.com.cn)

印刷:湖北省通山县九宫印务有限公司

开本:787×1092 1/16 印张:12.875 字数:306 千字

版次:2008 年 4 月第 1 版 2008 年 4 月第 1 次印刷

ISBN 978-7-307-06149-1/H·551 定价:25.00 元(含一张 MP3 光盘)

版权所有,不得翻印;凡购买我社的图书,如有缺页、倒页、脱页等质量问题,请与当地图书销售部门联系调换。

序

自从实行对外改革开放的政策以来，我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升，特别是中国加入世界贸易组织以来，中国经济以前所未有的深度和广度继续对外开放，日益融入到区域经济和全球经济一体化的框架中，国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场，在中国设立分支机构、分公司及合资企业，引发了新一轮对高素质复合型外经贸人才的需求：要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力，同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战，如何充分利用现有教育资源，培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

目前，许多高等院校关于如何利用翻译技巧，准确处理商务资料，处理不同信息，进行商务谈判的书籍较少；从文化的角度向读者介绍商务沟通技巧，不同民族商务活动的差异、作用、影响等的实用书籍也不多；此外，随着现代商务活动国际化程度的不断提高，目前全国从事商务领域活动，包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多，为了满足当前社会经济发展的需要，也为了满足高等院校师生及从业人员的需要，我们结合近年来国际商务（贸）活动发展趋势及具体案例，从现代商务结合国际贸易的基本原则，从实用的角度向读者推出了《21 世纪实用商务英语教程》（Know-How for 21st Century's International Business）丛书。该丛书为“高等教育百门精品课程教材建设计划一类精品项目”。

本套丛书分为八分册，依次为：《国际商务英语中级口语》、《商务旅游英语》、《商务英语写作技巧》、《外贸英文制单》、《商务英语听说》（上）、《商务英语听说》（下）、《国际商务英语谈判》、《电子商务英语》。

《国际商务英语中级口语》针对国际商务活动的各个侧面，提供了充分的素材，以使学生掌握真实的、准确的商务知识，并根据口语教学的特点，设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等，通过语音练习、实践对话、话题讨论等活动，让学生切实学会在国际商务活动中用英语表达自己，与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容，提高口语表达能力。

《商务旅游英语》力求结合商务工作的实际需要，介绍与中国进行商务贸易的主要国家的风土人情，社交礼仪等，为商务旅游人士，从业人员更好地熟悉不同国家的风俗习惯，礼仪礼节起到引导和指南的作用。

《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。



《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容,帮助学习者进一步掌握国际贸易单据缮制的要点,提高实际操作技能,为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》(上、下两册)选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖。强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论;电子商务企业对客户、企业对企业的运作流程,网上支付,网络安全,电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强,通俗易懂、层次配套,其读者对象虽定位于高等学校商贸英语专业的学生,但对外贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。2001~2002 年我们曾成功地策划和出版了《现代实用商务英语》丛书,该丛书有八册,依次为《商务跨文化交际》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》(该书为普通高等学校“十一五”国家级规划教材)、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出,立即受到大家的好评,这套丛书已重印多次,获得了很好的社会效益和经济效益。根据市场新的需求,和广大读者来信的迫切需要,我们又精心策划组织了《21 世纪实用商务英语教程》这套丛书。相信这套丛书的出版会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者同仁予以批评指正。

总主编 张立玉

2006 年 7 月于武昌珞珈山

前 言

《商务英语听说》教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基础，旨在进一步提高学生的语言应用能力，特别是用于国际商务的专门用途英语。全书贯穿各项语言技能，模拟各种真实的商务具体情景，帮助学生全面提高口头表达能力和实际运用能力。

本教材的特点主要体现在：

1. 符合学习规律。针对语言学习的特点，本教程每章都辅以与主题相关的听力训练，先输入后输出，将听和说相结合，让学生“有的放矢”，“言之有物”。
2. 场景真实有趣。本教程选取的商务活动场景真实，选材新鲜生动，并结合了大量与信息化、跨文化交际相联系的主题，把商务交际放到日常生活中，让学生有一个直观的感受。
3. 口语活动活泼多样。口语练习分为课内和课外两部分。课内活动形式多样，如两人对话，角色扮演，小组讨论等，帮助学生掌握所学内容并提供自由发挥的空间。另外还编设了一些场景供课外练习，以进一步巩固所学内容。
4. 课外阅读拓展视野。本教程每章后都附有一篇阅读短文，学生不仅仅学习语言，还学习大量的商务背景知识。同时也引发学生更深层次的思考，学会新的思维方法和沟通模式。

《商务英语听说》教程分为上下两册，每册 10 个章节。每章围绕一个商务主题展开，共由 7 个部分组成。

Part I Led-in Questions 导入问题。由一些热门话题引入本章主题，开放式的答案旨在鼓励学生积极思考，各抒己见。

Part II Warming-up 热身准备。由一些简单的对话和听力材料组成，为下一节的听力练习做准备。

Part III Listening-in 听力练习。通过各种题材的听力素材，为学生提供一个语言输入的平台。相应的听力习题类型多样，如填空、多项选择、句子听写、判断对错等，可以帮助学生提高听力技能。

Part IV Speaking Out 口语表达。此部分安排了各种各样的课堂活动，如看图说话、角色扮演、小组讨论等，通过模拟不同的商务场景，让学生把语言灵活运用到自己的口头表达中。

Part V Listening Tips 听力技巧。每一章针对听力中的难点，归纳总结了一些听力的应对技巧和策略，帮助学生系统地进行训练和学习。

Part VI Read for More 短文阅读。帮助学生了解商务文化，丰富背景知识。相关



主题的讨论能激发学生的学习兴趣。

Part VII Follow-up Exercises 课外练习。附加一些场景和会话供学生课外练习。

本教程配有录制的 MP3 光盘、录音文本和练习答案，使用方便，选择空间大，可操作性强。既可作为高校英语及经贸专业商务英语口语教材，也可用作同等水平学习者的自学教材，同时对从事国际商务的人员也具有实用性和参考价值。

在编写本书的过程中，编者参考了国内外出版的一些教材，受益匪浅，在此谨对所参考的教材、专著的版权所有者表示衷心的感谢。

由于时间仓促，编者水平有限，书中缺点错漏之处在所难免，尚望专家及使用者批评指正。

编 者

2008 年

Contents

Chapter 1	Meeting First Time	1
Part I	Led-in Questions	1
Part II	Warming-up	2
Part III	Listening-in	2
Part IV	Speaking Out	5
Part V	Listening Tips	6
Part VI	Read for More	7
Part VII	Follow-up Exercises	7
Chapter 2	At the Office	9
Part I	Led-in Questions	9
Part II	Warming-up	10
Part III	Listening-in	11
Part IV	Speaking Out	17
Part V	Listening Tips	17
Part VI	Read for More	17
Part VII	Follow-up Exercises	19
Chapter 3	Job Interview	20
Part I	Led-in Questions	20
Part II	Warming-up	21
Part III	Listening-in	23
Part IV	Speaking Out	25
Part V	Listening Tips	26
Part VI	Read for More	26
Part VII	Follow-up Exercises	29
Chapter 4	On the Phone	30
Part I	Led-in Questions	30
Part II	Warming-up	30
Part III	Listening-in	31



Part IV	Speaking Out	36
Part V	Listening Tips	37
Part VI	Read for More	37
Part VII	Follow-up Exercises	39
Chapter 5	Business Travel	40
Part I	Led-in Questions	40
Part II	Warming-up	40
Part III	Listening-in	42
Part IV	Speaking Out	44
Part V	Listening Tips	45
Part VI	Read for More	45
Part VII	Follow-up Exercises	46
Chapter 6	Company Culture	48
Part I	Led-in Questions	48
Part II	Warming-up	48
Part III	Listening-in	49
Part IV	Speaking Out	54
Part V	Listening Tips	54
Part VI	Read for More	55
Part VII	Follow-up Exercises	57
Chapter 7	Products and Advertising	58
Part I	Led-in Questions	58
Part II	Warming-up	58
Part III	Listening-in	59
Part IV	Speaking Out	63
Part V	Listening Tips	63
Part VI	Read for More	64
Part VII	Follow-up Exercises	65
Chapter 8	Presentation	67
Part I	Led-in Questions	67
Part II	Warming-up	68
Part III	Listening-in	69
Part IV	Speaking Out	75
Part V	Listening Tips	76
Part VI	Read for More	76

Part VII Follow-up Exercises	78
Chapter 9 Digital World	79
Part I Led-in Questions	79
Part II Warming-up	79
Part III Listening-in	80
Part IV Speaking Out	85
Part V Listening Tips	85
Part VI Read for More	86
Part VII Follow-up Exercises	87
Chapter 10 E-commerce	88
Part I Led-in Questions	89
Part II Warming-up	89
Part III Listening-in	90
Part IV Speaking Out	97
Part V Listening Tips	97
Part VI Read for More	97
Part VII Follow-up Exercises	99
Reference Keys	100
Transcripts	122
附录一 词汇表	181
附录二 国家与地区名	188
参考书目	194

Chapter 1

Meeting First Time

Objectives

- To introduce yourself and others.
- To talk about safe topics.
- To get to know greetings in different cultures.



Part I Led-in Questions

- 1.1 It is said that first impressions are often wrong, but first impressions do matter, especially in business life. Now discuss with your partner and talk about how you create a good impression on people you meet for the first time.
- 1.2 As an English major, you are eager for success in your future business career. Discuss with your partner and tell us what qualities you think are desirable for business personnel.

To be successful in business life, you should be efficient, friendly . . .



Part II Warming-up

2.1 Listen carefully to the following ten short conversations. Match the names of the people who are being introduced or introducing themselves.

- | | |
|----------------|-----------------|
| 1. Ms. Bush | a. John |
| 2. Miss South | b. Mr. Dale |
| 3. Mr. Kent | c. Mr. Harvey |
| 4. Ms. Johnson | d. Mr. Saunders |
| 5. Susan | e. Sandra |
| 6. Robbie | f. Mr. Peterson |
| 7. Mr. Stanton | g. Miss Howard |
| 8. Mr. Smith | h. Mr. Cooper |
| 9. Ms. Ross | i. Ms. Dixon |
| 10. Mr. Black | j. Mr. Snow |

2.2 Listen to the dialogue and complete the following table with the information you hear.

Name of the speaker	Nationality	Occupation	City they dwell in	Describe what they do at work.	Do they like their work? Why?
Where do they meet?					

Part III Listening-in

3.1 Passage One

Listen to the passage and do the following exercises.

3.1.1 Safe topics

When people are getting to know each other they try usually choose topics which are “safe” to talk about; topics which the other person will not find threatening. But ideas of safe topics vary between cultures. Work in groups. Imagine you want to start a conversation with a somebody from an English-speaking country. Try to build up two



lists under the following headings.

Safe topics	Topics which may be inappropriate
e. g. Is this your first time in China?	e. g. How old are you?

3. 1. 2 Listen to the passage and tick (✓) the topics preferred by Americans for their “small talk”.

- | | |
|--|--|
| ☐ Age | ☐ Work |
| ☐ Hobbies | ☐ Income |
| ☐ Education | ☐ Employment |
| ☐ Social lives | ☐ Sports and cars |
| ☐ Campus activities | ☐ Religious beliefs |
| ☐ Marital status | ☐ Family members |
| ☐ Health problems | ☐ Career aspirations |
| ☐ Financial matters | ☐ Weather conditions |
| ☐ Philosophical ideas | ☐ Personal interests |
| ☐ Political viewpoints | ☐ Price paid for an item |
| ☐ Current physical surroundings | ☐ Shared past experiences |

3. 1. 3 Listen to the passage again and choose the best answer to the following questions.

1. What are Americans least likely to talk about they first meet another person?
 - A. Their hobbies.
 - B. Their families.
 - C. Their earnings.
 - D. Their occupations.
2. What may NOT be a favorite discussion topic for American housewives?
 - A. Cooking.
 - B. Gardening.
 - C. Husband's salary.
 - D. Children's school performance.
3. Why do Americans avoid discussing religion and politics with people they are not familiar with?
 - A. Because they do not have trust in strangers.
 - B. Because they do not like to get involved in argument.
 - C. Because they are not interested in religion and politics at all.
 - D. Because they think politics and religion are very dull topics.



4. Who are more likely to talk about sports and cars when they meet each other?
- Students.
 - Housewives.
 - Men.
 - Children.
5. What can NOT be learned from the passage?
- Americans like to tell others the restaurants they visited before.
 - The most common topic of small talk is the weather.
 - Speakers' life situation has much effect on topics of small talk.
 - Inquiries about a person's earnings is not an acceptable topic of small talk.

3.2 Passage Two

A greeting is a way of saying "hello" to someone. When people greet each other they usually say and do something. What kinds of greetings do you know? Listen to the short passage and fill in the blanks with the information you hear.

World Greetings



- In New Zealand, both men and women _____ when they meet for the first time.
- Pressing noses together is the traditional greeting for the _____ people of New Zealand.



- In _____, people usually _____ when they meet for the first time.
- In _____, people smile when they are happy, or sometimes when they are _____.



- In Brazil, look at people _____ when you shake hands.
- In _____, women often _____ when they meet.

Are the customs in the passage different or similar in your country? Explain.

3.3 Passage Three

Listen to the passage, then complete the chart, decide whether the following statements are true or false.

Meeting Phil Knight

Phil Knight	
Age	
Nationality	



Continued

Family	
Job	
Type of company	
Interests	

- () Phil Knight is the head of Nike.
() He isn't rich.
() Knight is married with two children.
() His wife's name is Penny.
() Knight's tattoo is on his right leg.
() Wieden is ad agency.
() Knight's office is full of objects from Austria.
() Knight's office is in California.

3.4 Passage Four

Listen to the passage and supply the missing words.

Shaking Hands

In France people _____ shake hands _____ they meet. The same thing is true of many other places in the world. In Britain, _____, people are more likely to shake your hand the _____ time they meet you, _____ not on _____ occasions.

British people _____ keep hold of your hand for very long, _____ in many other countries in the world it is thought impolite to let go of your hand too soon. Unfortunately this makes many people think that the British are unfriendly and unapproachable. _____ this is not necessarily true.



Questions for Discussion

1. How could the misunderstanding in the article have been avoided?
2. What should you remember when meeting people from other cultures?
3. Make a list of things you ought to find out about before meeting somebody with a different cultural background to yourself.

Part IV Speaking Out

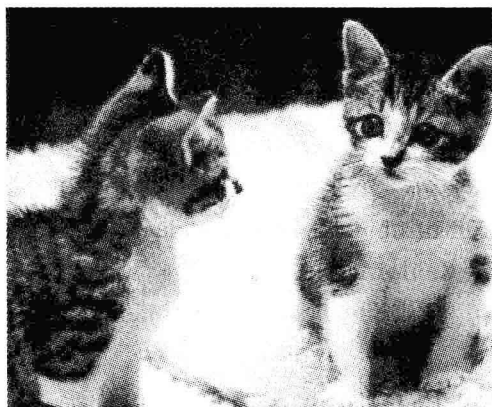
4.1 Introduce yourselves in the following situations.

- a. You are sitting in a bar. Talk to the guy who sits down at the next chair.



- b. You are a guest at a formal reception at an embassy.
- c. You are on a business trip to another country. Someone is waiting for you at the airport.

4.2 Work in groups and take turns to introduce the other members of the group to each other. When introduced, greet each other in an appropriate way and carry on a conversation for a few minutes.



Part V Listening Tips

Using What You Already Know

It is very important to use all of the information that you already have about a topic when you listen to English. This will help you prepare for what you may hear. Just listening to the words without understanding the topic is not enough. For example, a native speaker may understand all of the words in a lecture about physics, but without some science background, the lecture will be impossible to understand.

Now suppose that you are going to have a job interview, you should first think about the kinds of things you will probably be asked. Prepare a list of some of the words that you might hear when you talk to your counselor. Add to the chart below:

position	working experience	quality	certificate
education background			