



高等职业教育“十一五”规划教材
高职高专文秘类教材系列

商务英语

张虹 郭丙武 © 主编



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王锦 副主编

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北 京

内 容 简 介

本书共分 16 个单元, 主要内容包括商务交流、商务信息、市场营销、谈判、询盘、报盘、还盘、递盘、反还盘、订货及订单执行、商务合同、支付、信用证、保险、索赔与理赔、包装、运输、代理、备忘录和公告等, 结构清晰、内容丰富、适用性强。

本书可作为高等职业院校、高等专科学校、成人高等院校及本科院校下设的二级职业技术学院、继续教育学院和民办高校的管理、文秘、经济、商务英语、国际贸易及其他相关专业学生的教材, 也可作为五年制高职院校、中等职业学校相关专业的教材, 还可供社会相关从业人士参考使用。

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序

目前高等教育界已形成共识,即高等职业教育的特色创建,应该把专业建设和课程建设作为突破口和着力点。随着高等职业教育建设力度加大和教学改革的深化,建设有特色的高等职业教育就是摆在我们面前的重要任务。

秘书专业是一个具有鲜明职业性和应用性的专业。高职教育的秘书专业的秘书课程也应具备鲜明的特色,体现出最新的专业建设理念,体现出人才培养模式和课程的最深刻的变革。

秘书专业建设的现代理念,应建立在对秘书专业发展历史的前瞻性认识之上,同时也应建立在对社会变迁与秘书工作紧密相关性的清醒认识上。20世纪90年代,秘书专业教育的发展和秘书职业资格制度建立,促进了秘书的职业化进程,秘书专业的职业指向由党政机关扩展到各行各业。现代社会的全球化、信息化、知识经济化的大趋势,也使秘书工作从“闭门弄纸笔”中解放出来,秘书和秘书工作已经发生了巨大变化。因而秘书专业的建设必须适应时代前进的节拍,并且要在科学预测基础上,反映现代秘书工作的发展趋势。

秘书专业建设的核心是构建专业的人才培养模式。在新理念指导下的秘书专业人才培养模式应该与秘书工作的实际深度结合,也就是探索秘书专业“产学合作”,“工学交替”培养人才的新模式。当然,秘书专业所面对的行业特性,使这种探索变得广泛而且复杂,需要我们释放出更多的教育智慧。

秘书专业与秘书工作深度结合的人才培养模式必然带来秘书专业课程的巨大变革。原有的秘书专业课程是从中文、行政管理等专业中脱胎而来的,已经无法满足秘书职业化的要求。新的秘书专业课程,需要与秘书岗位的能力技能要求一致,与秘书的职业素质要求一致,与秘书工作的工作过程一体。

新的秘书专业课程追求专业自身的独立的品格,追求专业自身与秘书工作实际密切、敏锐的相互依存。它将呈现以下特点:

其一,秘书专业课程要充分体现高职课程能力本位、实践导向的本质,构建有秘书专业特色和独立品质的课程体系。

其二,秘书专业课程要依据秘书职业岗位和秘书工作技术领域的要求,参照秘书职业资格标准,与秘书行业共同进行课程开发设计。

其三,秘书专业课程要建立突出秘书素质和能力的课程目标,创建融“学习与工作”为一体的课程模式,实施以工作过程为主导的课程教学方法。

其四,秘书专业课程要进行学习化设计,课程形态灵活多样,充分体现学生为中心的教育理念。

其五,秘书专业课程要重视实践教学资源和网络信息资源的利用,重视建立行业专家参与的课程评价机制,在课程中展现高职教育工学结合、产学合作的本质。

教材是课程的重要组成部分,教材是学习课程的支持性、指导性、辅助性材料体系。

现代高职教育课程的教材不再是单一的课程内容的表述,而把教与学的设计作为教材的核心构成,体现对课程实施的支撑,对学习的支持。高职教育课程对课程模式的设计,对教学方法的设计、对教学内容选择和重组以及考核评估的设计,都要在教材中加以细化、具体化、规范化。因而,高职教育课程实践性、能力性、应用性的特质,使高职教育的教材呈现出不同于传统的知识理论读本的独特、多样、动态的特点。

秘书专业的专业建设和课程建设的水平和成果往往凝聚在教材建设上。因而,教材的编写应该与秘书专业的课程教学改革融为一体。基于以上认识,我们组织编写了这套秘书专业的教材。这套教材力求体现现代高职教育的最新理念,力求归集高职院校秘书专业最新的教改成果,力求更贴近高职院校秘书专业的教学需求,力求在教材的形式和内容上有所创新。希望使用这套教材的老师和学生、关注这套教材的专家学者多提建设性的意见,参与到对教材的完善和改进中。

正是这套教材的理念、思路、内容和形式的创新,引起了教育部高等学校高职高专文秘类专业教学指导委员会的重视,文秘类教学指导委员会给予了认真的指导,并郑重向全国高职院校推荐这套教材。我们十分珍惜文秘类专业教学指导委员会和各高职院校的支持,加倍努力,更坚定不移的推进秘书专业的课程改革和教材创新。

李 光

2008年6月

前 言

本书的编写坚持“以应用为中心，从应用中来到应用中去”的原则，根据管理学科的特点，以技能为主，通过相关知识和英文范文实例，让读者对一般商务活动及管理中出现的各种专业知识、信函及文件有全面的了解与掌握。本书旨在使学生掌握一定数量的商务专业词汇和表达方式，具有较强的商务英语阅读理解能力和初步的写、译能力，使其能够应用英语进行基本的与商务领域相关的交际活动。本书还适当地加入了相关的电子商务知识，以拓宽使用者的专业视野。本书具有内容新颖、语言规范、专业性与实用性强的特点。

本书共分 16 个单元，每个单元均包括学习目的、两篇相关专业知识的课文、词汇、应用写作、实践、商务英语基础知识，并收录了大量的专业实用词汇。本书结构清晰、适用性强、内容丰富，几乎涵盖了商务交际中的所有主要环节并按其实务操作的先后顺序分单元编写。涉及商务交流、商务信息、市场营销、谈判、询盘、报盘、还盘、递盘、反还盘、订货及订单执行、商务合同、支付、信用证、保险、索赔与理赔、包装、运输、代理、备忘录和公告等内容。

张虹负责全书体系的策划、大纲的制定、全文统稿和审定工作，并编写第 3、第 4 和第 9 单元；郭丙武编写第 6~8 单元；王锦编写第 1 和第 2 单元；阙娟编写第 12 和第 15 单元；朱春燕编写第 10 和第 14 单元；张江梅编写第 5 和第 16 单元；何淼编写第 11 和第 13 单元。

在编写过程中，我们参阅了大量的来自国际权威机构、知名媒体、专业网站和书刊的资料，在此对相关作者深表感谢。

由于编写时间仓促，水平有限，书中不足之处在所难免，希望广大读者批评指正。

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Unit 1 Commercial Communication

Objectives:

- 了解公司介绍的内容和方式以及产品总体介绍的程序和内容，熟悉并能用英语表达以下词汇：Promising, Turnover, Catalogue, Projection, Superiority, Credible, Concern, Oblige, Affair, Preference, Agenda, Schedule, Confirmation, Adjournment
- 了解商务安排的内容以及个人安排的方法
- 翻译公司简介和产品描述

Part A Introduction of Company and Product

How to Introduce a Company?

In commercial negotiations, it's important to introduce the company fully and all around so as to build the customer's confidence to the product of the company. Introducing the company involves its names, history geographical surroundings, reputation, technical capacity and equipment, producing force, sales-capacity, marketing coverage and the latest performance and ending words of the introduction of the company and furthermore, it's necessary to display the unique policy, characteristics and the promising future of the company compared to the other companies.

Then annual turnover and profits can be illustrated in the form of certain chart. Both Chinese and English materials and catalogue of the product can be acceptable. What's more, it's better to take advantage of some audio-visual equipment such as OHP(投影机), recorder, projection etc, to take better effect in the company introduction.

Of course in introduction, you may come across some questions you can't answer. Remember, don't say things that you don't know well. But answer it strategically. For instance, you may say: "I'll get someone in charge who can answer your question." or "I'll check and let you know later." And last you'd better inform your guest of some places or equipment signed with "No Smoking" or "No Photo" in advance.

Tips on Introducing a Company

- You will be targeted

You will select the purpose of your profile. Are you seeking capital? A contract? A

partner? Or a Client/Customer? This is the anchor of your profile, you should organize your information around the purpose you are seeking, and if you target it to your audience (whether that be one person or thousands) you will naturally organize your presentation with that audience in mind.

- You will be persuasive

You should hone your writing style, organize your thoughts into appropriate subject categories and zero in on the information that is most likely to persuade your audience to respond favorably.

- You will be brief

Your final document should fit on a single page, or two, including optional paragraph headers, your company logo and address.

What Is an Attractive Introduction of Product?

What is an attractive introduction of product? How to stimulate the customers' purchasing desire? As is known that demand or potential demand is generated through advertising, sales promotion, pricing, personal selling, product planning and publicity. So firstly, it's better to know your customer's interest and needs, then carry out proper promotion. Secondly, nearly every type of product, there are many similar goods on the market, so it's also an efficient way to emphasize on the sole characteristics, best-selling point, and superiority compared to the similar products in other companies. Thirdly, let the credible figures and data talk to gain customer's trust.

In addition, a charming introduction of product concerns features, properties and specifications, applications and capabilities, operation and maintenance, and pricing and after-sale service etc. Therefore, after the credible introduction, the customer's trust to the product can be built and they may have strong desire to purchase the product. Thus, a successful and attractive introduction of product is born strategically.

Tips to Write a Great Product Description

- Title

Your product title must not only describe the item itself, but include keywords customer might search for. For example, you should not make the title too long.

- Picture

The picture of your item should be displayed first as a modest sized thumbnail. The thumbnail should be clickable to show a larger version of the product. It is important to show the customer the entire product. If there is a part of the product with finer detail, an additional picture should be used.

- Size and measurements

If you are selling clothing, you should include not only the size of the garment, but the

measurements as well. If you are selling decorative or other items, you should include height, width, and depth.

- Color and pattern

Colors should be described precisely as some computer monitors display colors differently. A shirt should not be described as simply “pink” but “pale baby pink”, “medium rose pink”, or “hot fuchsia pink”. If your item has a pattern, you should make every effort to describe it in detail.

- Materials

Your product description should include what the item is made from. This lets the customer know several things that may be of interest before they make a purchase: whether they like the fabric, possible allergies, durability, weight, and feel.

- Detail description

If the shirt you are selling has pearl buttons and a ruffle on the collar, you should tell the customer that. If the stereo equipment has a bass boost and mp3 capabilities, you should make that known. Every detail of your product can help people decide whether they want to purchase the item or not.

- Brand or Manufacturer

Many people are brand loyal, or want a name brand for recognition or popularity factors. You should honestly reveal the brand or manufacturer of any product.

- Options

If customers have a choice when comes to a particular product, you should make that known clearly in the product description. Size and color are two possible options. These choices can be easily included with a drop down box or radio button form.

- Possible uses

Customers may not be swayed to purchase an item by reading the basic product description alone. A good rule of thumb is to mention a possible use for the item you are trying to sell. “This shirt is great for the office!” or “The Dustmaster 5000 will reduce allergens in your home.”

- Price

Perhaps the most important decision-making factor in a product description is the price of the product. The price should be displayed prominently. After all, unless negotiations are possible, the customer must know the price before purchasing.



New Words

all around

promising [ˈpromɪʃɪŋ]

周围

adj. 有希望的, 有前途的

turnover ['tə:nəʊvə]	<i>n.</i> 流通量, 营业额, 周转
catalogue ['kætələg]	<i>n.</i> 目录
projection [prə'dʒekʃən]	<i>n.</i> 放映
presentation [ˌprezent'eɪʃən]	<i>n.</i> 介绍, 陈述, 赠送, 表达
persuasive [pə'sweɪsɪv]	<i>adj.</i> 善说服的
hone [həʊn]	<i>vt.</i> 用磨刀石磨
zero in on	(使)瞄准……; 对……集中火力(注意力)
favorably ['feɪvərəbli]	<i>adv.</i> 顺利地, 好意地, 亲切地
superiority [sju(:)piəri'ɔ:riti]	<i>n.</i> 优越, 高傲
credible ['kredəbl]	<i>adj.</i> 可信的, 可靠的
concern [kən'sə:n]	<i>vt.</i> 涉及, 关系到
modest ['mɒdist]	<i>adj.</i> 谦虚的, 谦让的, 适度的
thumbnail [θʌmneɪl]	<i>n.</i> 拇指甲, 极小的东西
garment ['gɑ:mənt]	<i>n.</i> 衣服, 外衣, 外表
decorative ['dekəreɪtɪv]	<i>adv.</i> 装饰的
fuchsia ['fju:ʃiə]	<i>n.</i> 晚樱科植物, 紫红色
fabric ['fæbrɪk]	<i>n.</i> 织品, 织物, 结构, 建筑物, 构造
allergy ['ælədʒi]	<i>n.</i> [医]敏感症, <口>反感
pearl [pɜ:l]	<i>n.</i> 珍珠
ruffle ['rʌfl]	<i>n.</i> 皱边, 皱折
bass boost	低音增强
sway [swei]	<i>v.</i> 摇摆, 摇动
rule of thumb	单凭经验的方法
allergen ['ælədʒən]	<i>n.</i> [医]变态反应原, 过敏原
prominently ['prɒmɪnəntli]	<i>adv.</i> 显著地

Applied Writing

Example 1

Beijing Balas Investment Consultation Co., Ltd.

Our company was founded in August, 2002 with assessment qualification of exploration right and exploitation right (Qualification Certificate Number is [2002] 020) and agent qualification of applying for and registering mineral exploration and mining (Qualification Certificate Number is guo kuang dai zi 019), our company is a comprehensive intermediary company within the line of assessment of mine ownership, information consultation,

investment consultation and laws and rules consultation regarding exploration and exploitation of mineral resource and development of land resource. There are 16 employees in the headquarters of our company. They specialize in geology, hydrology, environment, mining, mine dressing, economics, management, law and accounting. Among them there are 5 assessors of mine ownership, 4 assessors of mineral reserve, 2 lawyers, 1 registered accountant and 6 senior engineers. Our company has 6 branch companies all over the country. By the end of November, 2002 our company has worked out above 30 projects, for example, Gucheng Coal Mine of LinYi, ShanDong Province, ZhuBai Coal Mine and so on.

Upon establishment of our company, our principles are high quality, high standard and high sufficiency. Our management aim is to become stronger and stronger. Our service concept is to meet our client's requirement fully. Our company insists that good service is the basis of our company's development. Our company will do our best to serve you with high quality service, reasonable charge and high reputation.

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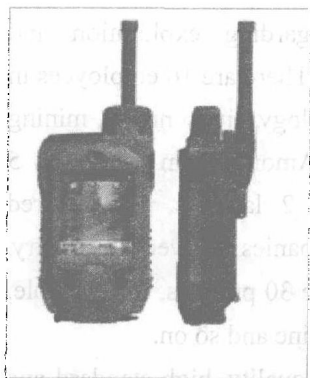
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Example II

Multifunctional Police-use Handheld Terminal

Beijing Zhongke Jiatai Science & Technology co., Ltd newly developed a series of high tech products, Nine join One, Ten join One, or Eleven join One multifunctional handheld terminal, which is a police customized equipment that can meet their moving working requirements.

Software and hardware are developed from the bottom layer, the core technology held ourselves not restricted by other manufacturers. The whole developing time lasted 4 years, the products obtained three national patents and tended to stabilize in terms of information security and performance reliability after many-time test and improvement.



It can be totally applied to various police tasks, also including other industries such as army, electric power, finance, transportation system and field explore. We have received the highly praise from the customers who had used our handheld equipment.

The product combines PDA, CDMA1x wireless communication, GPS, GIS electrical map, 350M\800M cluster communication, IC card reader, magcard reader, fingerprint recognition, camera, ID card reader and 350M police-use cluster interphone into one, which has small volume, interface friendly, clash resistant, carry easily, use friendly in the fields.

Module-pattern designed terminal, which can abandon and obtain configuration, also leave 800M private network digital cluster interface (TETRA system) for further use, meets different demands based on different industry.

Part B Making Business Arrangements

How to Make Arrangements for Our Customers?

Many visitors in China find that, though they may wish to spend freely to explore the local culture, they are obliged to socialize a lot outside office hours with their hosts instead. Before making arrangements, hosts have to consult with the visitors and try to match their plans and respect their choice.

Generally speaking, there are two different types of arrangements as the followings:

- Business-related arrangements

As we know, your company's image more or less stands for success in business. During the guest's visiting in China, a chance should be provided for him or her to learn more about your company and your products. So, you may take him or her to look around your company. In fact, taking your guest to visit your company belong to the business-related arrangement, which could improve your relationship with the guest, and benefit the business affairs for both parties. Of course, besides taking the guest to visit your company, you may ask him or her to join the other activities, such as product exhibition or particular meetings of your company.

- Personal arrangements

In addition to some arrangements related to business issues, you will be also interested in knowing how your guests arrange their spare time while staying in your local city. This is what it means by personal arrangements of the guests. The personal arrangements for your guest shall not be neglected. A successful business directly depends on what is done for your