

新编商务英语基础领

David Christie 原著 李相敏 武丽娜 编译





New Basis for Business

PRE-INTERMEDIATE

新编商务英语基础 (初级)

David Christie 原著 連相敏 武丽娜 编译



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总 序

我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:"如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。"

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承"实用为主,够用为度,学以致用,触类旁通"的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。

5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中,参考和引用了国内外作者的相关资料,得到了北京大学出版社外语编辑部的倾力奉献,在此,一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试,书中瑕疵必定不少,敬请指正。

丁国声 教育部高职高专英语类专业教学指导委员会委员 河北省高校外语教学研究会副会长 河北外国语职业学院院长 2008年6月

			TOPICS AND VOCABULARY
1	A B	Meet Lisa Schalk Nice to meet you	talking about your job and company meeting people
13	В	What we're doing at the moment Where I work	talking about company and personal projects office vocabulary, the town where you live
25	A B	Meet Eckhard Kellermann When I'm not working	talking about your life and career leisure activities
37	A B	Helle worldwide Doing business worldwide	comparing (global) companies global customs and business etiquette
49	A B	An urgent phone call Our website	dealing with office life describing company websites
61	A B	The new CEO of BlueSky My diary	talking about your experiences talking about and making business arrangements
73	A	Skyline Career plans	describing company plans talking about personal career plans
85	A	A sales meeting at Amsel AG Travelling on business	taking part in a meeting, talking about graphs and sales figures staying in a hotel, business travel
97	В	The International Food Industry Show Back in the office	going to a trade fair, describing and comparing products business letters and documents, queries about an invoice, voicemail messages
109	A	A visitor	looking after a company visitor, explaining processes and company
	13 25 37 49 61 73 85	B 13 A B 25 A B 37 A B 49 A B 61 A B 73 A B 85 A B 97 A B	B Nice to meet you 13 A What we're doing at the moment B Where I work 25 A Meet Eckhard Kellermann B When I'm not working 37 A Helle worldwide B Doing business worldwide 49 A An urgent phone call B Our website 61 A The new CEO of BlueSky B My diary 73 A Skyline B Career plans 85 A A sales meeting at Amsel AG B Travelling on business 97 A The International Food Industry Show B Back in the office

E 1 WHAT WE DO

In this unit you ... talk about yourself, your job and your company:

I come from Austria. I work for an Austrian company. We sell/make/produce...

meet people and practice the alphabet: How do you do?/My name's... How do you spell that?

Business file
Here's my card



Meet Lisa Schalk

WARM HP

Say "hello" to a partner in your class.

Hello. I'm ...
Pleased to meet you. My name's ...



A1 0 1/02

"Hello. My name's Lisa Schalk and I come from Austria. I work for a company called Austrian Portal. We're an international business agency. We help foreign companies with start-ups in Austria and find Austrian business partners for them for joint ventures. I work in my company's office in Linz—and I live in Linz too. What do I do exactly? I'm a consultant. I specialize in contacts with firms in the EU. Do I like my job? Well, I meet a lot of interesting people. I speak English every day. And I travel around the Europe a lot. So, yes, it's interesting."

A2

Complete the English phrases.

- 1 I come...... Austria. / 我来自奥地利。
- **2 I work.......a company.......** / 我在一家名为……的公司工作。
- 3consultant. / 我是一名顾问。
- 4 What......exactly? / 你具体做什么工作?
- 51......./我遇到了很多有趣的人。

A3 Answer the questions about Lisa.

- 1 Where does she live and work?
- 2 What company does she work for?
- 3 What does she do?
- 4 What does her company do?
- 5 Where does she travel?
- 6 What language(s) does she speak every day?
- 7 Who does she meet in her job?
- 8 What do you think? Does she like her job?

A4 0 1/03

Listen and complete the table.

Where do these people come from/live/work? What do they and their companies do?

The simple present

I work for a company called Austrian Portal. Lisa works for... 特殊疑问句

What company do you work for? What company does Lisa work for?

Remember

What do you do (exactly)? =What's your job?
What does your company do? =What's your company's business activity?
What do you do? — I'm a consultant.
What does your company do?—We're an

international business agency.



Andrea Graf



Eckhard Kellermann



Lee Mazry



Helle GmbH



BlueSky Software



Amsel AG

who?	Andrea Graf	le lettrope a lot So, year	Tanuera Isvant
where?			
what?		A STATE OF THE PARTY OF THE PAR	- C. C. C.

A5 Look at the expressions in the box and complete the sentences below. Then compare your answers

with a partner's.

What we do

We're a service company/a manufacturing company/a retailer/a bank/ an IT company/an insurance company...
We make/manufacture/produce/sell/develop/provide(a service)/ transport...

I work for Amsel in Germany. We're a(1) company. We(2) highquality kitchen knives. We(3) them in our factory in Solingen. My company, Helle GmbH, is a logistics company. We(4) goods worldwide. We're a service company—we(5) a service to customers.

My company, BlueSky, is a big(6) company. We(7) and(8) business software. You might have one of our software packages on your computer.

Andrea

Eckhard

Lee

A6 Can you find and correct the ten mistakes in the notes below?

Lísa comes from Austría. She's a consultant. She líves ín Víenna.

Andrea doesn't come from Austria. She comes

from Germany. She's a consultant, too, with Amsel, a company in Hamburg. It manufactures cars.

Eckhard works for Helle, a big American logistics company. He's a sales manager. He lives and works in Solingen.

Lee doesn't come from Austria or Germany. He's British. He's the boss of Bluesky, a

 large insurance company. He works in the company's head office in London.

The simple present: negatives

FOCUS

I don't live in Linz.
Lee doesn't work for an
Austrian company.
He isn't a sales manager.

A7 Work with a partner.

- **1** Where do you come from/live/work? What company do you work for and what do you and your company do? Write a profile of yourself (approximately 50 words).
- 2 Now interview your partner. (Where...? What...?)
- 3 Then introduce your partner to the class. (This is...He/She...)

B Nice to meet you

WARM UP

Say "hello again" to a partner.

Nice to see you again. How are you?
I'm fine, thanks. Good to see you, too. How are you?

B1 Listen. Is this Lisa's first face-to-face meeting with the two men? How do you know?

Johan Ericksson and Per Lindstrom work for a mobile phone company in Sweden. It's one of Lisa's clients. Today the two men are in Linz. Lisa is at the airport to meet them.

Lisa Mr Eriksson? How do you do? I'm Lisa Schalk from Austrian Portal.

Mr Eriksson Oh, how do you do, Ms Schalk? We spoke on the phone. It's nice to meet you

at last. Can I introduce our Project Manager, Per Lindstrom?

Mr Lindstrom How do you do, Ms Schalk?

Lisa Pleased to meet you, Mr Lindstrom. Welcome to

Austria. So, How was your flight?

Mr Eriksson Ah, it was fine, thanks ... [phone rings] Oh, sorry,

could you excuse me? It's an important call.



B2 Find the English phrases.

我们通过电话。

很高兴认识您。

我可以向您介绍

欢迎来奥地利。

您 旅 途 怎 么 样?

您能原谅我吗? (对不起,接个电话。)

5

B3 Listen and learn the alphabet rhyme.

ABCDEFG, HIJKLMNOPLMNOPQRST, UVW, XYZ

B4 Ask a partner.

How do you spell your name? And your company's name?

B5 Can you spell these European countries (1–8)?

Write the names, then spell the names to a partner. NORWAY 5 R

Now unscramble these country names and find them on the map (A–F).

ECEREG HET ZHECC LICREPUB TZIERSLAWND
DILREAN LINNFAD

1/06

B7

Listen. Which conversation (a-e) do you hear?

Conversation 1 b Conversation 3 Conversation 5 Conversation 2

Can I introduce my colleague Larry Fry?



Nice to meet you, Mr Fry.

Please call me Larry.

Mr Smith? How do you do?
I'm Pauline Jones.

Yvonne! Great to see you again! How are you?



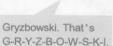
Pleased to meet you, Ms Jones.



Good to see you, too, Tim! I'm fine, thanks. And you?

Sorry. I didn't catch your name.









Please come and join us. I'm David Evans. And this is Filippo Cabaldo.

• Listen again and practice saying each phrase.

- 1 Pleased to meet you.
- 2 Please call me Larry.
- 3 Come and join us.

- 4 Sorry. I didn't catch your name.
- 5 Great to see you again! How are you?
- 6 I'm fine, thanks. And you?

B8 In your class ...

- 1 Invent a name and a company for yourself and write a name badge.
- 2 You are at a conference. Introduce yourself, then other people that you meet.

Meeting people

How do you do?*
Pleased/Nice to meet you.

Great to see you again!

How are you?

Can I introduce ... ?

Can I introduce myself?

I'm/My name's ...

Sorry. I didn't catch your name.

Please come and join us.

*注意! 回答 How do you do 时要说 How do you do (或 Pleased/Nice to meet you), 不要说: I'm fine, thanks.

Here's my card

In this business file you ...

practise saying addresses, telephone numbers and email addresses.

listen for information and write a memo.

1 Try this quick test with a partner.

TEST YOURSELF

Say (or write down in words) the telephone numbers and email and web addresses, and answer the questions about the British and American postal addresses. Then check your answers on page 138.

1 Telephone numbers

- A My firm is based in Brighton in England. My work number is 01207 (the code for Brighton), then 455719.
- B I live in Boston, Massachusetts and my home number is area code 617 635-4550.

Email addresses and URLs(web addresses)

- A My email address is j-jones@aol.com.
- B And my email address is t_thomas-321@hotmail.com.
- C For more information visit our website, www.holidayparks.biz/htm.

3 Addresses

- A One important thing is wrong in this British business address. What's the mistake?
- B What's this part of the address called in the UK?
 - the post office
 - the post number
 - the post code
- C What's this part of the address called in the US?

Ms C Miller ABC Manufacturing Ltd Commerce Street 24 BRIDGETON BG1 5DL

Mr J Feldman XYZ Engineering Inc 1020 Corporation Road Pleasantville, NJ 08232 USA

Work with a partner and exchange information.



Harry



Nina



Chantal

You work for a chain of department stores in your country. You meet Harry, Nina and Chantal at an international trade fair and collect their business cards. First look at Harry's details in the address book.



Now work with a partner.

PARTNER A Look at Nina's business card in File 1 on page 121.

PARTNER B Look at Chantal's business card in File 6 on page 123.

Ask each other questions and make notes

What's Nina's last name? How do you spell that? What's her (job) title? ...?



Listen, make notes and write a memo.

After the trade fair, your boss is interested in the three companies. Listen to Harry, Nina and Chantal and make notes. Then write a memo to your boss (in Chinese or English) with the main points and contact details for each of them.





Grammar summary

The simple present

USE

I come from Germany.
I work for a German company.
It manufactures cars.

一般现在时

一般现在时表示现在的事实、特征或状态,经常性或习惯性的动作,以及普遍真理等。

FORM

TANKA!	to come	to go	to fax
1	come	go	fax
he she it	comes	goes	faxes
we you they	come	go	fax

一般现在时使用动词的原型,但需注意动词与不同主语的搭配。当主语是第三人称单数时,其谓语动词应在词尾加 s 或 es。

Where do you live?
What company does she work for?
I don't work for an Austrian company.
Lisa doesn't come from the UK.

The verb to be

1	am	am not ('m not)
he/she/it	is	is not (isn't)
we/you/they	are	are not (aren't)

请注意系动词 be 与不同主语搭配时的不同形式。

Asking questions with the simple present

一般现在时在疑问句中的用法

Do you live in Linz? Yes, I do./No, I don't.
Are you a consultant? Yes, I am./No, I'm not.
Does Lisa live in Linz? Yes, she does./No, she doesn't.
Is she a consultant? Yes, she is./No, she isn't.
Where do you come from?
Who does she work for?
What do you do?
When do they start work?
How do you spell that?

can and could

l he/she/it can we/you/they can't speak English

Can you speak English?
Can I introduce my colleague?
Could you spell that, please?
Could I ask a question?

在疑问句中,用 could 比用 can 更客气。

Grammar

Fill in the correct forms of the verb to be.

ı am ı	it²	she ³	they ⁴
	we ⁵	you ⁶	he ⁷

Now complete the gaps with the short form, where possible.

- 8 David isn't (not) a sales manager. He an account manager.
- 9 We a service company. We (not) a manufacturing company.
- 10 Bob and Sally in London now. They (not) in Oxford.
- 11 My number 456-6500.lt (not) 456-6000.
- 12 you from Linz? No, I from Vienna.

Choose the correct alternative in each sentence.

- 1 What do/does your company do?
- 2 What company do/does you work for?
- 3 Which languages do/does she speak?
- 4 She speak/speaks English.
- 5 We produce/produces software.
- 6 I don' t/doesn' t live in Germany.
- 7 He don' t/doesn' t work here.

3 Match the questions to the answers.

- 1 Where do you come from?
- 2 What do you do?
- 3 Who do you work for?
- 4 What does your company do?
- 5 Where do you travel in your job?
- 6 When do you start work?

- a It makes cars.
- b At 8:30 am.
- c To France and Spain.
- d Italy.
- f I'm a sales manager.
- g Fiat.

Rearrange the words to make questions. There is one word you don't need in each sentence.

- 1 live who you do where? Where do you live?
- 2 company do for work which works you?
- 3 you company your does what do?
- 4 you does do your job like?
- 5 speak does languages which he do?
- 6 does her spell who name how she?



Words and phrases

Complete the sentences using the correct form of the verbs from the box.

manufacture live provide work transport be come

1 He a consultant.

2 She from the USA.

3 Susanne and in Frankfurt.

4 They computers.

5 We logistic services.

6 We goods all over the world.

6 There are 11 phrases hidden in this word square. Can you find them? They are either horizontal, going from left to right (\rightarrow) , or vertical, going from top to bottom (↓). The first one has been done as an example ("How are you?").

	meet	to	how	are	you	he
you	great	yourself	do	you	nice	Mike
nice	to	meet	you	Claire	introduce	is
to	see	who	do	you	work	for
pleased	you	nice	come	and	join	us
to	again	1	didn't	catch	your	name
how	colleague	pleased	where	call	she	your
l'm	fine	thanks	me	for	t production	work
you	do	who	can	1	introduce	myself
this	fine	please	call	me	Martin	me

Match person B's replies to what person A says.

PERSON A

1 How are you?

2 How do you do?

3 Nice to meet you.

4 Please call me Claire.

5 Sorry. I did't catch your name. e Nice to meet you, too.

6 Great to see you again.

PERSON B

a How do you do?

b And I'm Serge.

c Good to see you, too.

d I'm fine, thanks.

f It's Graham Klein.

8 Can you identify these European countries?

1 CAN REF FRANCE

2 REAL DIN

3 GRAY MEN

4 A ROT PLUG

5 WARD LIST ZEN

6 TENTH HEARS LEND