初级商务英语听说

Practical Business Communication (Students' Book) Level 1

(学生用书)

何芳 吴立高 主编

商务英语听说系列教材 Listening to Business English

初级商务英语听说

(学生用书)

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前 言

《商务英语听说》共分初、中、高三级,每级一册,每册十六单元。教材选材涉及到商务领域的常见话题,包括商务接待、面试、产品介绍、商务谈判、广告、国际贸易等各个方面,为学习者提供了大量真实、生动的英语素材,使学习者在提高英语听说技能的同时也涉猎国际商务知识。

本套教材的编写以真实性为原则,很多材料来自国外财经报刊和外企的真实语言交流素材,内容涉及到真实的公司业务和人物,及其在工作场景下的真实交流,有较强的实用性和专业性。该教材语言地道,听、说训练交替进行,使得两项互相促进,共同长进。本教材的另一大特点就是语言技能的训练与商务知识有机结合。交际任务以真实的商务交际情景为参照,鼓励学习者在完成交际任务的过程中运用所学语言知识,提高交际能力,熟悉商务知识。而且任务设计尽可能与学习者的经历直接或间接相关,通过商务场景对话、角色扮演等丰富多样的活动让学习者参与其中,增强了学习的意义。

本套教材可作为大学英语专业及英语相关专业的学生学习商务英语的材料,也可作为其他专业对商务英语有兴趣的学生选修课使用教材。初级适合大学一年级学生或有一定基础的学习者使用,中级适合大学二年级或有中等基础的学习者使用,高级可供大学三、四年级或有较高英语水平的学习者使用。建议两到三课时学习一个单元。

这套教材也为社会上广大的商务英语爱好者提供学习材料,对提高学习者的听、说能力将有帮助;对于从事商务工作和即将从事商务工作的人,本教材有助于他们提高英语交际能力,并提供实用性的商务知识。

主编 2008 年秋

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Unit 1

Meeting People

Aims .

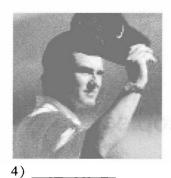
In this unit we will talk about

- greeting people
- introducing oneself
- introducing others
- finding topics for small talks

1 Starting-up

Greeting may come along with body language in addition to speaking. The following pictures show different ways for people to greet each other. Choose the correct word from the box and write it down under each picture.

waving	handshake	hat-raising	hug	high-five	cheek-kissing
				1827 1130	
		To.			160
		Nr. 690		1	
			\mathbb{Z}/\mathbb{Z}	/	
				<u> </u>	
1)	1/1/1/4 No. 1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/	2)		Market State Co.	3)







5) _____

6) _____

2 Greeting

It is common for people to greet and introduce each other in business world. Therefore, it is the first step to communicate with people by learning to greet and make introductions. Greeting is a way of being friendly and polite to someone. People may use different ways of greeting in different situations.

2.1 Formal and informal greetings

A	Listen to the	following conversations a	nd decide which a	are formal and which are
inf	formal by putting a	tick $()$ in the correct	box.	
1)	Formal	Informal	2) Formal □	Informal
3)	Formal	Informal	4) Formal □	Informal
5)	Formal	Informal		
В	Listen to the	conversations again and f	ill in the blanks.	
1)	- Good morning.	Mr. James.	?	
	- Very well, than	nk you. Mr. Smith. How	about you?	
	— Just fine. Than	k you.		r
2)	— Hey, Jane	?		
	- Not bad. Thank	KS.		
3)	- Alright, Alice,	What's up?		
	_	. Bill.		

 You are greeting your colleagues in the office. You are meeting your new client at the airport. Your business partner invites you to a party in his apartment. When each other. 		
 Hello, Ms. Wilson. Nice to see you too. It's been a long time — I'm OK. Thanks. 5) — Excuse me Mr. Black Yes, I am. It's lovely to see you Lovely to see you, too. C Pair work. Read the following situations and decide who formal greetings or informal ones by putting a tick (√) in the dialogues according to the given situations with your partner in puse the following language focus for your reference. Situations: 1) You are a receptionist in a hotel and greeting a customer. Form 2) You are greeting your colleagues in the office. Form 3) You are meeting your new client at the airport. Form 4) Your business partner invites you to a party in his apartment. When each other. Form Language Focus Excuse me. Are you Mr. Black from the United States? Welcome to our company. How are things with you? / How are you doing? / What's up? 		
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Excuse me. Are you Mr. Black from the United States? Welcome to our company. How are things with you? / How are you doing? / What's up?	*	Informal
Excuse me. Are you Mr. Black from the United States? Welcome to our company. How are things with you? / How are you doing? / What's up?		
Welcome to our company. How are things with you? / How are you doing? / What's up?		Agustus Agustus
How are things with you? / How are you doing? / What's up?		
그는 그는 사람들은 경영하는 이 그렇게 하는 이 사람들은 사람들이 되었다. 그는 사람들이 얼마나 그는 사람들이 되었다. 그는 사람들이 그렇게 되었다. 그는 사람들이 그리고 있다.		
Quite good. / Can't complain.		
ar Barry plantag, aggister yay ing pagagay na pagagay a pagagagaga na nagagagaga big um pekangan ber um umu umu musaka na bay umba umba na big		
How about you?"		
It's lovely to see you again.		
It has been a long time, hasn't it?		

2.2 Questions and replies during greetings

Questions can keep a conversation going on, which may help you to know more about someone. After people meet each other, they always ask questions.

A You are go	ing to hear six questions. However, the questions are not in the same
	lies on the right. Please match them by writing down the numbers of
the questions in th	e proper places.
	— I'll probably be staying till the end of this month.
	Black coffee, please.
	— No, this is my first visit.
	— Yes, please. I'm to meet Mr. Lee, the Sales Manager.
<u> </u>	— Yes, thanks. I had a very good trip.
	— That's right. Nice to meet you.
8	
	ne six questions again and write down each of them.
,	
4)	
5)	
6)	
3 Introducii	ng People
=	also be seen as a way of starting a conversation. After greetings, it is very to make introductions to those they meet for the first time.
3.1 Introducing	oneself
In some situat	ions, people may introduce themselves in public — before a presentation
or during an interv	iew. It would be very helpful to make a good impression by introducing
oneself successfully	
8	
	the self-introduction of Connie during an interview and fill in the
blanks.	
	is Connie Wilson. I was at California University for four years
and graduated in	2004. I Marketing. I got my first job upon my

graduation. It was	a multinational company.	They have a training program
for people just graduated from uni	versity and it lasts 12 months	. During that period, I could
work in, such	as Personnel, Marketing and	d I even
went to visit customers with the sa	ales representatives. I	it very much and I
learned a lot.		

B Pair work. The following are two business cards. Choose one of them and play his or her role. Introduce yourself to others. Give as many details as you can. In addition to the information on the card, you may invent more information as you wish.

NOKIA

CONNECTING PROPLE

Brian Martin

Sales Manager

Nokia (China), Chengdu Branch

Add: 31 floor, Tower A, Times Plaza, No. 2, Zongfu Road, Chengdu Sichuan, P. R. C., Zip 610016

Tel: 028-86890188 Fax: 028-86675399 Mobile: 13681234567



If you have a body, you are an athlete.

Catherine Brown Senior Sales Representative

Nike Sports (China) Co., Ltd.

Add: 24 floor, Lansheng Plaza, No. 8, Huaihaizhong Road, Shanghai

Tel: 021-63190900 Fax: 021-63190900 Mobile: 13684567123

3.2 Introducing others

Look at the following pictures of three CEOs. They are Bill Gates, Warren Buffett and Carlos Slim.

Word Bank

CEO n. Chief Executive Officer 执行总裁,首席执行官

Seattle n. (城市名) 西雅图

Forbes n. 《财富(福布斯)》杂志

net worth n. 资本净值,净值

Mexico City n. (城市名)墨西哥城

billion n. 十亿(美)

telecommunications n. the science and technology of communication at a distance by electronic transmission of impulses, as by telegraph, cable, telephone, radio, or television 电信业

investment *n*. property or another possession acquired for future financial return or benefit 投资

n a descriptive name added to or replacing the actual name of a person, place, or thing 绰号,昵称

stock market n. 股票市场

A Write down their names below the pictures.







a)

b)

c)

			n to the three people	mentioned abov
•	their names in th			
<i>′</i> ———				
C Listen to	the introductions	s again and fill i	n their personal info	ormation card a
Name	Place of Birth	Year of Birth	Business Field	Net Worth
Bill Gates	Seattle			\$ 58 billion
Carlos Slim			telecommunications	
Warren Buffet	Omaha			
	ers, greet him at t		om Clinton and Anna	·,
		Word Bank		
			·灬灬灬灬灬灬 ntion; pressing 要求	
, digent u.			, Freeze, 2, 7,	- ,
λ	排,处理,涉及			
7	to have in mind;	plan 意欲;计划		
gen tree tree tree tree tree	HIS HIS HIS HIS HIS HIS HIS HIS HIS	TO THE PERSON THE PERS	S HON	ومهيل بهنائي بالمنابل وينابل ويهنا أريانها
Listen to	the conversation	n and fill in the	missing information	in the following
entences.			G	
)	Are y	ou Mr. Nelson fr	om Western Electroni	cs?
	ıy			
) We'll have er	ough time to		.	

B Listen to the conversation again and answer the	e following auestions.
1) Who are Tom and Anna?	4
2) Why didn't Mr. Hamilton go to meet Bob Nelson?	
3) How did Bob Nelson feel about the flight?	
4) What would they do after the conversation?	
3.4 Introducing a senior executive in the office	
Sarah Salice, a senior executive (高级行政主管) from 子公司), is on a business trip to the company's division (Wang, president in charge of the Shanghai division office Word Bank	分公司) office in Shanghai. Peter
time difference n. 时差 marketing n. the act or process of buying and selliaccountant n. one that keeps, audits, and insindividuals or business 会计人员,会计师 positive a. characterized by or displaying certainty 肯定的,正面的,积极的 top-notch a. 拔尖的	pects the financial records of
A Listen to the conversation and decide whether the false by putting a tick $()$ in the correct box.	e following statements are true or
1) Sarah is very tired when she comes to the office.	True☐ False ☐
2) Sarah is a very serious person.	True□ False□ True□ False□
3) Sarah is going to talk more with Clair later.	True ☐ False ☐
4) Peter is very proud of the staff in the office.	True ☐ False ☐
y i	raise_

В	Listen to the conversation a	gain and complete the	e following sente	ences :	
1)	Sarah felt a little tired because of	the			
2)	Peter introduces	and	to Sarah.		
3)	According to Sarah, since John	took charge of the	,	there have	been
	great positive				

3.5 Attending an international conference

An international business conference is held in New York. Businessmen from different countries are introducing themselves and talking.



A Listen to the conversation and fill in the missing information in the table.

Name	Nationality	Company	Division Office	Position
John Miles				Marketing Manager
Susan Lee		Simens		
William Morris	Canadian			

B Pair work. Play roles of the three and practice the dialogue. You may use the table in Exercise A for your reference.

4 Small Talks

When people first meet in business, they may greet and introduce each other. Moreover, before the business discussion begins, there are often "small talks". Anyway, people from different countries would probably ask improper questions due to different cultural background.

A Listen to the following conversation between an American client Mr. Harry Smith and a Chinese manager Wang Lin. Write down the questions in the proper places.

Proper questions:	Improper questions:	

B Pair work. Find some topics you can talk about during small talks when you meet people in business. Make dialogues according to each topic.

5 Role Play

Make a group of three and role play the three famous people mentioned in 3.2 in this unit. Read all of their personal information cards carefully. Suppose three of you meet at an international business conference. Please greet each other, introduce yourselves and then have a small talk. After the first round, exchange roles. The following language focus may be helpful.

Language Focus

rene libija laga je nasar newiji je ili ili je.

Introducing oneself

I'm John Smith from Toronto, Canada.

My name is Alan James. I'm a sales manager.

I'm with Nokia.

I just want to introduce myself.

Please allow me to introduce myself.

I don't believe we met before. I'm Joan Keller.