

中国商务文化——怎样与中国人做生意

When in China:

A Guide to Chinese Business Culture

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When in China: A Guide to Chinese Business Culture

中国商务文化 ——怎样与中国人做生意

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卢红 主编

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前 言

罗立胜

《中国商务文化》的编者让我为本书写个前言，我一方面感到很荣幸，因为我能够有这样一个机会从读者和使用者的角度出发对这本书做一客观的介绍；另一方面又有些不安，主要是担心不能全面地表达出这些作者为此书所付出的辛苦及描述出这本书的全部特征。拜读此书后，我为每一章的内容所吸引，从中也体会到作者的良苦用心。可以说这本教材凝聚着这些作者多年甚至十几年商务汉语教学的精华，也是他们这么多年辛勤劳动的结晶。

目前，在国际图书市场上，类似的中国商务文化书籍并不多见。因此，这本教材的出版在一定程度上填补了这一市场的空白，将满足商务汉语教学在全球范围内不断发展的需要，同时也将标示着这一领域蓬勃发展的良好态势。

这本教材历时三年，在英国多处商务汉语课堂进行试用，并获得广泛好评。全书由近十位在英国本土从事商务汉语教学的一线教师编写，如，方晶老师、卢红老师等；她们在这一领域具有丰富的商务汉语教学经历，在业内享有盛誉。此外，这本书由华语教学出版社出版，可以说是强强合作的又一成功实例。

综观《中国商务文化》一书，有以下显著特点：

1) 这本教材具有很好的针对性。作者根据商务汉语学习者的实际需求和语言程度进行编写，其教学对象主要是将要进入商务、金融等领域的学生或正在从事这类工作的公司职员、中层管理人员等。针对这一学习群体，本书作者精心设计和安排了具有很强实用性的商务文化和商务汉语的训练内容。

2) 这本教材内容新颖、实例真实，英汉两种语言通俗易懂、简洁自然、地道、得体。从课文的内容和题材上较全面、客观地展示了商务汉语活动的真实情景以及商务文化内涵，有利于学习者尽快适应在中国的商务工作。

3) 这本教材的编排充分考虑到汉语学习者的不同背景和程度，采用了中英文对照的方式，以便学习者能够更好地理解汉语商务文化和交流的内容。同时，全文使用拼音以方便那些会说不认字的读者和广东话背景的学习者。此外，全书以专题为主线，很好地将语言、商务、文化三者结合在一起，有利于学习者进行汉语语言实践，同时了解中国文化，以及掌握中国商务文化的含意。

4) 这本教材在每课后面安排了思考题和讨论题，帮助学员在掌握课文内容的基础上，积极开展语言交流。这些讨论题目将有助于学员通过交流更好地掌握商务汉语文化知识和语言技能。

我深信《中国商务文化》一书的出版将有助于商务汉语教学的发展，有助于汉语学习者的语言学习以及对中国文化的理解。这本书将是众多对外汉语教材园地的一支奇葩，必将成为商务汉语学习者的良师益友。

罗立胜

1977年毕业于清华大学英语专业,1980年至1982年在新西兰维多利亚大学进修。目前是清华大学外文系教授,伦敦商务孔子学院中方院长。曾担任清华外语系系主任、人文学院副院长、清华大学国际处处长、北京市大学英语研究会理事长等职。主要从事英语教学及应用语言学研究。承担了国家社科基金和国务院学位办的研究课题,参加了全国《研究生英语教学大纲》的制定;主编《研究生英语听说教程》上、下册、《研究生英语写译教程》、《研究生实用英语写作教程》、《英语读写译》等近7种教材。在《外语界》、《外语教学》、《外语与外语教学》、《清华学报》等刊物上发表有关论文30余篇。1993年、1997年和2002年作为代表人物之一荣获“国家教委优秀教学成果二等奖”、“北京市优秀教学成果一等奖”和“北京市优秀教学成果二等奖”。

Foreword

Luo Lisheng

When the editor of *When in China: A Guide to Chinese Business Culture* asked me to write a foreword for this book, I felt honoured because it meant that I was granted an opportunity to give an objective introduction of the book from the perspective of readers and users, yet on the other hand, I was worried that I could not give a full account of the hard work of the authors and describe all of the features of the book. After reading the book, I was attracted by each chapter and perceived the lofty intentions of the authors. It is no exaggeration to say that this book has gathered the experience accumulated by the authors from teaching business Chinese over the past ten-odd years and that it is a crystallization of their hard work over those years.

Similar books can rarely be found on the current international book market. Therefore, the publication of this book has, to a certain extent, filled the gap in this market. At the same time, it will meet the ever-growing demand for business Chinese teaching on a worldwide scale and also mark the forward momentum of the vigorous development in this field.

It took three years to write the book, which has received extensive attention and warm welcome when used in British classrooms teaching Business Chinese on a trial basis. This book was written by about ten teachers engaged in business Chinese teaching in Britain, including Fang Jing and Lu Hong, who have rich experience in this field and enjoy a high reputation in the industry. In addition, this book was published by Sinolingua London, so it can be said that it is another good example of success in the cooperation between two strong parties.

This book, *When in China: A Guide to Chinese Business Culture*, has the following distinctive features:

(1) The book is well targeted. It was written according to the actual demands and the language level of learners of business Chinese, with its teaching target readers including the students who will engage in the fields of business and finance or company employees and managers engaged in these fields. Focusing on these learners, the authors have carefully designed and arranged highly practical business culture courses and training content regarding business Chinese.

(2) This book contains imagined and real examples of situations occurring in Chinese business. Written in two languages (English and Chinese), it is easy to understand, simple, natural and authentic. Overall, the book has comprehensively and objectively displayed the real situation of business Chinese activities and the connotations of business culture and will help the learners to find their feet in the business world of China as soon as possible.

(3) Giving full consideration to the different backgrounds and language levels of the learners, the book was written in both Chinese and English so that they can better understand Chinese business culture and language. At the same time, Pinyin was provided for those readers who can speak but cannot read Chinese. In addition, the book is structured around different subjects and combines the study of language, business and culture together, which will help the learners practise the Chinese language, understand Chinese culture and gain a wider understanding of Chinese business culture.

(4) This book has questions and discussion topics following each topic to help the learners grasp the text content and to encourage them to speak Chinese, which will help them better attain a knowledge of Chinese business culture and language.

I believe that the publication of this book will promote the development of business Chinese teaching and help the learners improve their language skills and better understand Chinese culture. This book will be a nice flower in the garden of textbooks teaching Chinese as a foreign language and will become a good teacher and friend for learners of business Chinese.

Luo Lisheng

Mr. Luo Lisheng graduated from Tsinghua University before studying at Victoria University, New Zealand for two years where he received a diploma in teaching English as a second language. As his academic background is in applied linguistics, he has been teaching English at Tsinghua University since then, published more than thirty academic papers in core journals in China and has received five awards at the national and municipal levels. In 1999 he served as the vice dean of the School of Humanities and Social Sciences and the dean of the Foreign Languages Department for ten years. In 2008 he was appointed the director of the International Office of Tsinghua University. Currently he is the Chinese director of Confucius Institute for Business, London.

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