

**新视界** 商务英语系列教材

商务英语“十三五”规划特色重点教材  
山东省商务英语专业委员会重点推荐教材

总顾问 / 叶兴国 王立非  
总主编 / 刘白玉  
副总主编 / 孔宪遂 刘夏青

# 综合商务英语

## (第4册)

■ 主编 / 周红红 王建荣 王小娟



 中国人民大学出版社

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# 总序

作为世界第二大经济体、第一大出口国和“一带一路”的倡导者，中国在国际经济舞台上发挥的作用越来越大，对既具有国际视野又懂英语、懂商务的复合型高级人才的需求也与日俱增。商务英语专业顺势而生，并得到了蓬勃发展。从2007年对外经济贸易大学最先开设商务英语本科专业至2017年短短10年的时间内，全国开设商务英语本科专业的高校多达324所，开设商务英语方向的高校已达200所，在校生约11万人，商务英语专业教师约6000人。目前，获批开设商务英语本科专业的高校还在以每年20~30所的速度递增。预计到2025年，拥有商务英语本科专业的高校将达到500所，在校生人数将达到约17万人，其规模将在本科专业中名列前茅。

为了适应商务英语专业学科和人才培养快速发展的需要，根据《国家中长期教育改革和发展规划纲要（2010—2020年）》和《英语类专业本科教学质量国家标准》，我们组织全国12所高校的120多位专家学者精心编写了一套商务英语系列教材，包括：《综合商务英语（1—4册）》《商务英语阅读（1—4册）》《商务英语视听说（1—4册）》。按照教材要体现“国家意志”并具有“思想性、科学性和时代性”的原则（刘延东，2017），本套教材有如下八个特点：第一，内容系统新颖。本套教材涵盖商务英语的所有主要领域，涉及外国语言文学、经济学和管理学三个一级学科；选材内容注重时代性和经典性的融合，语言工具性与人文性的融合。第二，语言规范。所有素材均选自英美报刊书籍或者网站，提供原汁原味的地道英语。第三，宣传中国文化，讲好中国故事，同时汲取外国文化的精髓。本套教材选取了120个优秀的中国文化元素和120个优秀的外国文化元素，且以中英文双语的形式呈现，这是本套教材的创新之一。第四，案例教学。教材中穿插多个与主题相关的成功或失败的中外案例，通过案例分析，启迪学生，培养学生发现问题、分析问题和解决问题的能力。第五，编写队伍优秀。本套教材的编写教师由语言学、外国文学、翻译学、经济学、管理学博士、教授等专家组成；有超过50%的教师有海外留学、访学或工作经历；很多教师有在企业、事业



单位及政府工作的实践经历。第六，融合英语专业四、六级考试。为了帮助学生更好地备考，本套教材不仅在单词和短语解释部分标注出是否为专四、专八以及大学英语四、六级考试的高频词汇，而且收集了近10年的专四考试真题。第七，立德树人。本套教材不忘教师初心，始终将育人放在首位，在传授学生知识和培养其能力的同时，不忘培育学生“爱国、敬业、诚信、友善”的品质，不忘培养学生乐观向上的人生观，譬如设立了“中外文化”栏目、“名人名言”栏目和“欢乐时刻”栏目。第八，教辅齐全。本套教材配有全套的练习答案、PPT课件和音频视频资料。欢迎授课教师联系出版社免费索取。

本套教材既可供商务英语专业本科学生使用，也可供英语专业商务英语方向的本科学生使用，还可供计划升本的商务英语专科学生使用。

本套教材在出版过程中，得到了我国著名出版机构、国家一级出版社——中国人民大学出版社的鼎力支持；同时得到外语分社编辑老师严谨、细致、耐心的指导，在此表示衷心的感谢！

由于时间紧迫，再加上编者水平所限，虽竭尽全力，但不足之处在所难免，恳请方家指正。

刘白玉

2017年6月于烟台黄海之滨





# 前 言

“综合商务英语”是商务英语专业的核心课程之一，也是学生必修专业基础课程之一。商务英语专业的培养目标是培养英语基本功扎实，具有国际视野和人文素养，掌握语言学、经济学、管理学、法学（国际商法）等相关基础理论与知识，熟悉国际商务的通行规则和惯例，具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力，能从事国际商务工作的复合型、应用型人才。商务英语专业基础阶段既要为学生打好英语语言基本功，又要向他们传授必需的商务知识，为其进入高年级进行商务专业课程学习打下良好的基础。

《综合商务英语》共四册，本书为第四册。本册书遵循商务英语系列教材“思想性、科学性和时代性”的编写原则，希望在前三册教材学习的基础上，带领同学们“百尺竿头更进一步”，继续丰富量的积累，最终实现质的飞跃。本教材所选话题涵盖经济学、管理学等主要学科领域，每个单元的主题和主编分别为 Unit 1: Business Communication (贾洪雅)、Unit 2: Business Negotiation (王小娟)、Unit 3: Takeovers and Mergers (王小娟)、Unit 4: Finance and Banking (周志杰)、Unit 5: Stocks and Bonds (周志杰)、Unit 6: E-commerce (王建荣)、Unit 7: Risk Management (贾洪雅)、Unit 8: Corporate Culture (王建荣)、Unit 9: Green Economy (张宏)、Unit 10: China's Economy and the World (张宏)。附录二部分还配有专八真题。由周红红负责全书的统一和协调。

本册书采用统一的体例呈现，共分为五个模块：

模块一：名人名言。古今中外，名人先哲们用简洁精辟的语言道出了他们对大千世界的洞悉。吟诵这些名言妙语，有利于提高学习者的思维能力和表达能力。

模块二：Text A。Text A 由 Lead-in 问题导入，以促进学生思维，激发学生对相关内容和知识的学习兴趣。课文正文均选自英美报刊文章及报道，保证了语言和内容的准确性和真实性。课后配以单词与短语注释、注解，有助于学生掌握词汇和背景知识；单词与短语均标注了难度（如 CET-6、TEM-8），以便于学习者有重点地学习。练习题



部分立足于单元主题内容进行外延扩展，兼顾主观题和客观题两种题型，着眼于阅读、翻译和写作三种语言技能，从词、句、篇章等多维度进行全方位考核设计。角色转换环节要求学生围绕一定的主题，在既定的商务场景中进行交流，主要锻炼学生的沟通能力、合作能力和创新能力。

模块三：Text B。Text B 正文均选自近期英美报刊文章及报道，配以开放性问题，着重提高学生的知识水平、语言表达能力和思辨能力。模块二和模块三中的“欢乐时刻”部分向学生展示了发生在各相关商务场景中令人啼笑皆非的小故事、小笑话、大道理，让学生在快乐中学习、成长。

模块四：中国文化和世界文化集锦。每单元都成对选取中国文化和世界文化知识，例如：大熊猫与泰迪熊、中秋节与狂欢节、北京烤鸭与三明治、唐诗与希腊神话等，并配有中英文解读，向学习者呈现了国内外璀璨文化的精华。

模块五：案例分析。选取与主题相关的国内外商务或文化案例，旨在帮助学习者理解商业运作模式和价值创造模式及规律，培养学生的跨文化意识，提高学生分析问题、解决问题的能力。

本教材为大学二年级学生设计，建议在第四学期使用，授课课时在 96~128 课时之间。对于 Text A 和 Text B 两篇文章，教师可根据学情，自行选择一篇或两篇精讲。本册书以主题将各单元进行划分，教师可采用讲授式、讨论式、任务式教学法，开展启发式、案例式教学方式，鼓励学生进行合作式、体验式学习，也可将微课、慕课融入教学中，开展混合式教学模式、翻转课堂教学模式等。

由于编者水平有限，虽然竭尽全力，但缺点肯定在所难免，恳请专家学者多多批评指正。

读者可登录中国人民大学出版社外语分社主页 <http://www.crup.com.cn/wy>，搜索本书后下载相关资源，或与 010-62513265、010-62515580、[chengzsh@crup.com.cn](mailto:chengzsh@crup.com.cn)、[jufa@crup.com.cn](mailto:jufa@crup.com.cn)、[jjalk@crup.com.cn](mailto:jjalk@crup.com.cn) 联系索取相关教学资源。

周红红

2017年9月于北京交通大学



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1. Ask the Right Questions

Part of getting your services is being able to understand the client's unique

can do this only by asking questions and not by trying to guess what the client

Over you have Twelve Secrets of Effective Business



Unit



# Business Communication

**Good communication is as stimulating as black coffee, and just as hard to sleep after.**

—Anne Morrow Lindbergh in “Gift from the Sea”





Text  
A

## Twelve Secrets of Effective Business Communication

By Alyssa Gregory

### Lead-in

1. Think of examples from your own life to show the payoff for you in communication if you learn English really well.
2. What are some of the specific techniques you are aware of for communicating clearly with people at work?
3. Mark Twain, an American author, said, "It usually takes me more than three weeks to prepare a good impromptu speech." How long will it take you to prepare an oral presentation? And what will you do to prepare for it?

1 The ability to communicate well is one of the biggest factors in business success. You could be an excellent designer, but if you're unable to promote your services and communicate effectively with clients and colleagues, your potential is limited. The principal areas where communication is essential include:

- Pitching potential clients
- Client meetings
- Customer service
- Face-to-face networking
- Marketing your business



2 When you **freelance** or own a business, your **livelihood** depends on your ability to sell your services. You need to be able to convince prospects that you are the best person for the job, and the communication secrets in this article will help you do this successfully.





### 1. Ask the Right Questions

3 Part of selling your services is being able to understand the client's unique needs. You can do this only by asking questions that get to the heart of the challenges they are facing. Once you have a clear understanding of the problem to solve, you can pitch your services as the best possible option for the client, outlining how you will meet their needs.

### 2. Communicate Professionally

4 Your **professionalism** can win you contracts, and your communication skills add to the complete package. Take time to **proofread** all e-mails prior to sending; use a business e-mail address with a proper signature; answer the phone professionally; and speak **articulately** and **competently** at all times.

### 3. Schedule and Prepare Thoroughly

5 We're all busy these days, so scheduling your meetings in advance ensures that you and your clients have an adequate amount of **uninterrupted** time to speak. Once your meeting is scheduled, take time to prepare an **agenda** that outlines focus points and sets a structure. Sharing the agenda for the meeting gives both you and the client an opportunity to fully prepare.

### 4. Speak, Pause, Listen

6 When you have several topics to **tackle**, rushing through them to get all of your ideas out may be **tempting**. But this causes confusion and makes the client feel that their input is not important. Slow down, and remember that communication is a two-way street. Establish a give-and-take that allows both parties to have their say.

### 5. Follow up in Writing

7 While you may be taking notes during phone or in-person meetings, the other party might not be, so follow up after the meeting with a written message, giving an overview of the discussion to make sure you are both on the same page. Summarize what was agreed, repeat questions that were raised and outline the next steps and responsibilities for both parties.

### 6. Ask for Feedback

8 One way to maintain long-term relationships with your clients is by keeping open lines of communication. This can be accomplished by asking them for their input on how they feel about the service, at the end of a project, during day-to-day conversations or through formal surveys. The format matters less than the actual act of it, so work it into your business and **fine tune** as you go along. When conducting surveys, use an online service that tracks responses



for you. There are several online services that should give you enough **functionality** to conduct client surveys. Here are a few worth checking out:

- **PollDaddy**<sup>[1]</sup>
- **SurveyMonkey**<sup>[2]</sup>
- **Zoomerang**<sup>[3]</sup>

#### 7. Address Problems

9 If a client is unhappy, don't ignore their complaints. Ask them why they are unhappy and what you can do to fix the situation. The longer you wait to bring it up, the worse it will get. Addressing the issue and being **accountable** when appropriate puts you on the path to **resolution**. And your **willingness** to face the problem **head-on** tells the client that you care about the project and their satisfaction. If a client complains about your turnaround time or responsiveness, you may need to create a more formal project plan to clarify expectations. A working document like this can also eliminate some of the uncertainty regarding responsibilities and keep everyone **on track**.

#### 8. Try a New Format

10 If a problem with your client stems from miscommunication, try a different method of communication. If you have been handling everything via e-mail, schedule a phone call to see if that clears things up. After the call, you can summarize the conversation in an e-mail to the client, which will give you another opportunity to get both of you on the same page again.

11 A **rule of thumb** is to limit your e-mail to one screen-full (i.e. above the fold); anything that requires more space than that should be handled by phone. This should help you avoid some of the pitfalls of relying on e-mail alone.

12 Networking events, conferences and other face-to-face opportunities can take your business to a new level. These tips focus on helping you get the most from in-person networking activities.

#### 9. Communicate Confidently

13 Be confident and use body language to support that confidence. Shake hands firmly, smile and make eye contact while communicating at live networking events. Don't forget to bring business cards to hand out to everyone you meet, and remember to relax and be yourself. Before heading out to a networking event, practice introducing yourself to new people to gain confidence. Working on your introduction with someone you trust and asking for their feedback also helps.



### 10. Prepare an Elevator Speech

14 An elevator speech helps you make the most of a first impression, while making networking situations easier and more productive. Be prepared with your speech and ready to answer common questions about your business and what you do. Practice your elevator speech ahead of time so that you are relaxed and comfortable with introducing yourself.

15 Your elevator speech should last no longer than 30 seconds and should convey how your product or service solves a problem for your target audience. An elevator speech could go something like:

16 Have you ever gotten completely lost on a website because the **navigation** was **inconsistent**, confusing and disorganized? What I do is redesign websites for small-business owners who need a stronger, more **coherent** online presence. By learning as much as I can about the company, I create a strategic plan for reinventing an existing website to be more functional and user-friendly.

17 Whether you market your business online, in person or through traditional advertising, communication is key to brand awareness. Here are two secrets to **magnify** the impact of your marketing across the board.

### 11. Be Responsive

18 A big part of marketing is being available to your target audience and following up when necessary. If you market your business through **social media outlets**<sup>[4]</sup> — including Twitter, Facebook and blogging — watch for and respond to comments, questions and especially complaints. And when you are contacted as a result of offline marketing activities, respond quickly and professionally.

19 Plenty of recent examples on Twitter show how certain brands have been slow to respond to criticism, hoping it would die down, only to see it spin out of control. Also, when you do respond on social media websites, keep it professional, and avoid **confrontation** because that would only spread the fire.

### 12. Write Well

20 You can't successfully promote your business if your marketing copy is not clear, concise and **action-provoking**. If writing is not your **forte**, consider hiring someone to help you craft copy that attracts potential clients, generates interest in your services and motivates potential clients to action. To strengthen your writing skills, start a **swipe file**<sup>[5]</sup> of marketing copy that you like and have found **inspirational**. Read through it and make notes of what you like in