

Contemporary English 当代英语

169

# 商业英语入门

AN INTRODUCTION TO BUSINESS ENGLISH

Jane Plas 编著

商务印书馆国际有限公司

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## SHANGYE YINGYU RUMEN 商业英语入门

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## P r e f a c e

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This text/exercise book and reference manual is designed for the student who has already acquired a good grasp of the English language. Its self-instructional feature requires that you exercise discipline in learning. You should make every attempt to answer the questions and complete the exercises *before* consulting the Answer Key at the back of the book. Where applicable, you should score your exercises to determine your progress. For the benefit of the student with competence at an intermediate level, a *unit preview* in Chinese has been included at the beginning of each Unit.

The text and exercises are divided into 42 units providing an opportunity to complete and study each unit before proceeding to the next. For each unit the setting has been provided to allow you to picture the physical environment in which the business discussions are conducted.

The study material includes the following components:

- a) **Idioms and Expressions**, which should be studied carefully to enrich your vocabulary and to learn to use the English language in a business environment. Immediately following this component of the various units, the student will find additional *Notes* explaining troublesome grammatical rules, the purpose of punctuation signals, and rules regarding capitalization, abbreviations, and figures.
- b) **Comprehension Questions**, which you should answer in comprehensive sentences, using correct grammar and sentence structure. You are encouraged to write down your answers, check them against the answer key, and then practise them orally.
- c) **Linguistic Development**, which includes a wide variety of exercises to help you increase your word power and develop your writing skills. You should pay particular attention to precision in word choice, grammar, and sentence structure, and note that the meanings of the words used in the text may apply only to that particular context and in those circumstances. In that regard, the dictionary is an important tool which you must learn to use as any craftsman would learn to use his tools. As a "craftsman" of word usage, you should read all definitions provided for a particular word until you find the one that fits the situation.

- d) **Word Insertions**, which require you to insert into the blank spaces, above the underscore, the appropriate word(s) or word groups. Again, you should note carefully the use of words in context, the appropriate prepositions, conjunctions, and conjunctival phrases.
- e) **Creative Dialogue**, which affords you a further opportunity to increase your facility with the English language in a business environment, while at the same time developing an awareness of cross – cultural sensitivities. In that respect, of particular significance is the fact that negotiations take place between representatives from two different nations with different cultures. These differences are reflected in the approach to the negotiating process and the manner in which language is used. Preceding each Creative Dialogue unit to be completed are additional **Idioms and Expressions** (CD + unit number) for the student's study and use. For successful completion of the dialogue, it is essential that you read and understand fully the situation described in the text. You should then read the questions and answers provided before attempting to complete the dialogue.
- f) **Sample Formats**, which illustrate standard formats for letters, facsimile messages, and memoranda, commonly used in the North American business environment. Also included are notes *on parts and placement*, salutations (business greetings), complimentary closings, and titles.
- g) **Sample Contracts** – This final section includes one document, entitled *Sales Contract*, which is a very basic agreement between buyers and sellers (made available through the courtesy of Odyssey International (Trading) Group Limited, Hong Kong); a *Contract of Sale*, with sample CIF and FOB clauses, and an Agency Agreement both of which reflect the terms and conditions frequently included in a North American contract. The latter two documents, prepared by the law firm of MacPherson Leslie & Tyerman, Saskatoon, Canada, are particularly comprehensive in their content and the student will therefore note some variation between these standard contracts and the terms and conditions negotiated by the parties in the text. You are not expected to understand all legal terminology in these documents. However, you should attempt to acquire a general grasp of the legal obligations of each of the contracting parties.

## 前 言

本书集课文与练习于一体,同时兼作参考手册,供有相当英语程度的学习者使用。本书为自学式课本,故要求学习者在学习中自觉地做练习,努力回答书中的问题,做完练习后再核对书后的练习答案。如有可能,最好将所做练习打分,以便检测自己的进步。为方便中等英文水平的学习者,各单元的开头都附有中文的单元提要。

课文和练习共分成 42 个单元,学习者可学完一个单元后再学下一个单元。每一单元都有场景提示,以使你能对将要进行的商业会谈有一个概念。

学习内容还包括以下几项:

- a) **习语和释义** 为了丰富你的词汇,学会在商务环境中使用英语,要认真学习习语和释义。在有些单元中,紧接本项之后,还附有注释以讲解疑难语法、标点用法及大写、缩写和数字的使用规则。
- b) **理解题** 本项要求用正确的语言、正确的句子结构,用理解了的句子来回答。请你将答案写下来,与书后答案核对,然后再用它们做口语练习。
- c) **语言开发** 本项含有各种练习来帮助你提高文字写作能力。要格外注意选用正确的单词、语法和句子结构。并要注意,课文中用词的含义也许只能在文中特定的语境和场合中使用。从这点上讲,字典是一个重要的工具,你必须像工匠学用工具那样学会使用字典。作为使用文字的“工匠”,你应查阅一个词的全部释义,直至找到一条贴切的解释。
- d) **填空** 本项要求在空白处横线上填写上适当的词或词组。要特别注意所填写的词在语境中的用法,要填写适当的介词、连词和连词短语。
- e) **对话** 本项练习可进一步提高你在商务环境中使用英语的能力,并培养你对交叉文化的敏感性。在这方面,其特殊意义在于,谈判是在不同国家,不同文化的代表之间进行的。这些差异表现在谈判所用的方式和语言上。本项还附加了习语和释义(即 CD+单元序号)供学习者学习和在自创练习时使用。要完成好对话,需熟读课文,充分理解课文所描述的情景,并阅读书中提出的问题和答案。
- f) **格式样本** 本项标示的是北美商界所用信函、传真和备忘录的标准格式。本项还包括书信的各部分及其顺序、称呼语(商业贺词)、补充性的结束语以及职衔。
- g) **合同样本** 本项为最后一项,包括一份销售合同的文件,该合同为买卖双方间最基本的协议(本合同承蒙香港奥德赛国际贸易有限集团提供)。一份供销合同,该合同附有到岸价格和离岸价格条款范例。一份包含了北美合同中常用条款的代理协议书。后两份文件,内容广泛,为加拿大萨斯卡通的麦克弗森·莱斯利-泰尔曼律师事务所编写,学习者会注意到:标准合同与文中双方谈判时所提出的条款有所不同。学习者无需弄通文件中的法律术语,然而应尽量弄清合同双方各自的法律责任。

## **SYNOPSIS**

Name of Visiting Corporation: Galaxy Import & Export Corporation (GIEC)  
Location: New York City, New York. U.S.A.  
GIEC representatives: Ms Jane Sabina, Senior Vice President  
Mr Donald Mitchell, Marketing Manager

Chinese Corporations/Organizations visited:

First Contact Company: Huaxia National Cereals, Oils & Foodstuffs Import & Export Corporation  
(CEROILFOOD)

Ceroilfood Representatives: Mr Li Zhong, Vice President  
Mr Chen Ming, Division Chief  
Ms Zhang Ailian, Marketing Manager

Second Contact Company: Huaxia National Silk Import & Export Corporation (SIEC)

SIEC Representatives:

Mr Liang Bin, Manager  
Ms Sun Hong, Deputy Manager

Third Contact Company: Sinochem International Chemicals Co., Ltd., Export Division No. 4  
(SINOCHEM)

SINOCHEM Representatives: Mdm Li Yan, Deputy Manager  
Mr Liu Hong, Section Chief

Fourth Contact Company: Beijing Import & Export Commodity Inspection Bureau of the People's  
Republic of China (CCIB)

CCIB Representatives: Mdm Zhao Qian, Deputy Director  
Mr Wang Hai, Office Director

Fifth Contact Company: Huaxia National Foreign Trade Transportation Corporation (SINOTRANS)

SINOTRANS Representatives: Mr Zhou Hui, Deputy Manager  
Ms Huang Hui, Assistant Manager  
Mr Liu Jun, Container Services Manager

The purpose of the visit to Ceroilfood is to explore the possibility of purchasing a number of commodities for importation into the United States. Negotiations culminate into two purchase contracts: one for the importation of a quantity of Grand Bank wine and the other for a quantity of the Company's China Ya pear.

The purpose of the visit to SIEC is to investigate the possibility of purchasing some of the Company's silk products. Time does not permit pursuing the discussions after an initial meeting. The Galaxy representatives, therefore, inform SIEC that they will write to the Company immediately on return to their New York offices.

The visit to SINOCHEM involves Galaxy's desire to represent the Company as an agent in the United States. After lengthy negotiations an agency agreement is signed between the two parties. This first agreement covers Galaxy's representation of SINOCHEM for the marketing of the Company's reactive dyes.

The meeting with CCIB is arranged to give the Galaxy representatives an understanding of that Bureau's function in China with regard to the exportation of Chinese products to foreign markets and, secondarily, the importation into China of products from foreign countries.

The purpose of the meeting with SINOTRANS is to give Ms Sabina and Mr Mitchell an understanding of the scope of that Company's operations in marine transportation.

To provide the student with a basic understanding of corporate organizational structures and authority relationships, a simplified organization chart has been added for each of the above companies. It should be noted that these charts are fictitious and are included for illustrative purposes only. Any similarity between these and any formal structure in effect at the organizations described in the text is coincidental.

The student should also note that managerial titles usually reflect size and type of organization (industrial, service, educational, governmental, etc.). Therefore, titles in themselves are not meaningful, as they do not necessarily reflect the scope of one's function or authority.

A vertical line (from the top downward) in an organization chart represents a superior - subordinate reporting relationship. A horizontal line indicates individuals with a similar scope of authority, although the relative importance attached to each function may vary. For example, in a marketing company, the function of Marketing is often considered of more critical importance than the function of Administration.



## 提要

出访公司名称:	银河进出口公司
地址:	美国,纽约州,纽约市
银河公司代表:	第一副总裁 珍妮·萨拜娜女士 市场部经理 唐纳德·米歇尔先生
中国受访公司和机构:	
首家受访公司:	华夏粮油食品进出口总公司
粮油总公司代表:	副总经理 李忠先生 部门经理 陈明先生 市场科科长 张爱莲女士
第二家受访公司:	华夏丝绸进出口总公司
丝绸总公司代表:	部门经理 梁彬先生 部门副经理 孙红女士
第三家受访公司:	中国化工进出口总公司出口四部
中化总公司代表:	副经理 李妍女士 项目经理 刘宏先生
第四家受访机构:	中华人民共和国北京进出口商品检验局
商检局代表	副局长 赵倩女士 办公室主任 王海先生
第五家受访公司:	中国对外贸易运输公司
中运公司代表:	部门副经理 周辉先生 经理助理 黄辉先生 货柜装卸主管 刘军先生

访问粮油总公司的目的是看有无可能购买若干种商品进口美国,会谈达成两项合同:一是进口一定量的长堤牌葡萄酒,一是进口一定量的鸭梨罐头。

访问丝绸总公司的目的是看有无可能购买该公司一些丝制品。初次会见后无暇再次商讨,故银河公司的代表告诉丝调总公司,一俟返回纽约即给丝绸总公司去信。

访问中化总公司的目的是,银河公司希望成为该公司在美国的代理。长时间谈判后双方签定了代理协议。该协议包括银河公司代表中化总公司开拓活性染料市场。

和北京商检局的会谈使银河公司的代表们了解到在中国,该局在向国外市场出口中国产品和向中国进口外国产品中的作用。

萨拜娜女士和米歇尔先生与中运公司会谈的目的是想了解该公司海运的业务范围。

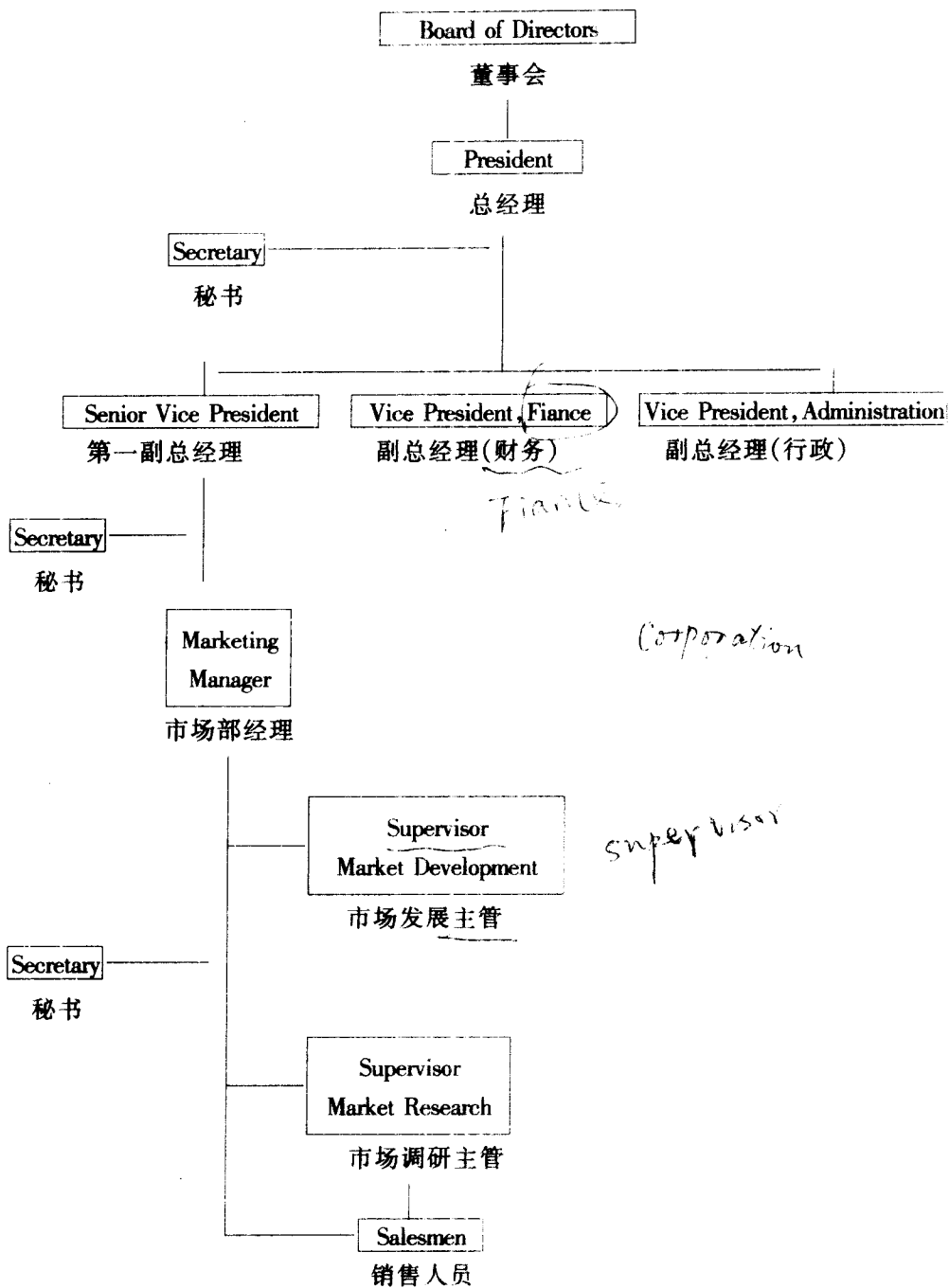
本书附有上述各公司的简明机构表,以使学生对公司组织机构和权力关系有一基本了解。应指出的是,这些机构表是虚构的,仅作示意之用,如本书文中所述之机构的正式结构与机构表有相同之处,则纯属巧合。

学生还应明了,职衔通常只是反映某一机构的规模和类型(工业、服务业、教育界和政府部门)。因此,职衔本身并没有什么意义,因为它并不反映某人职责和权力的大小。

机构表中的竖线代表上下级关系,横线表示同级部门,虽然各部门的重要性可能不同,例如在一销售公司里,销售部门通常被认为比行政部门重要。

# GALAXY IMPORT & EXPORT CORPORATION (GIEC)

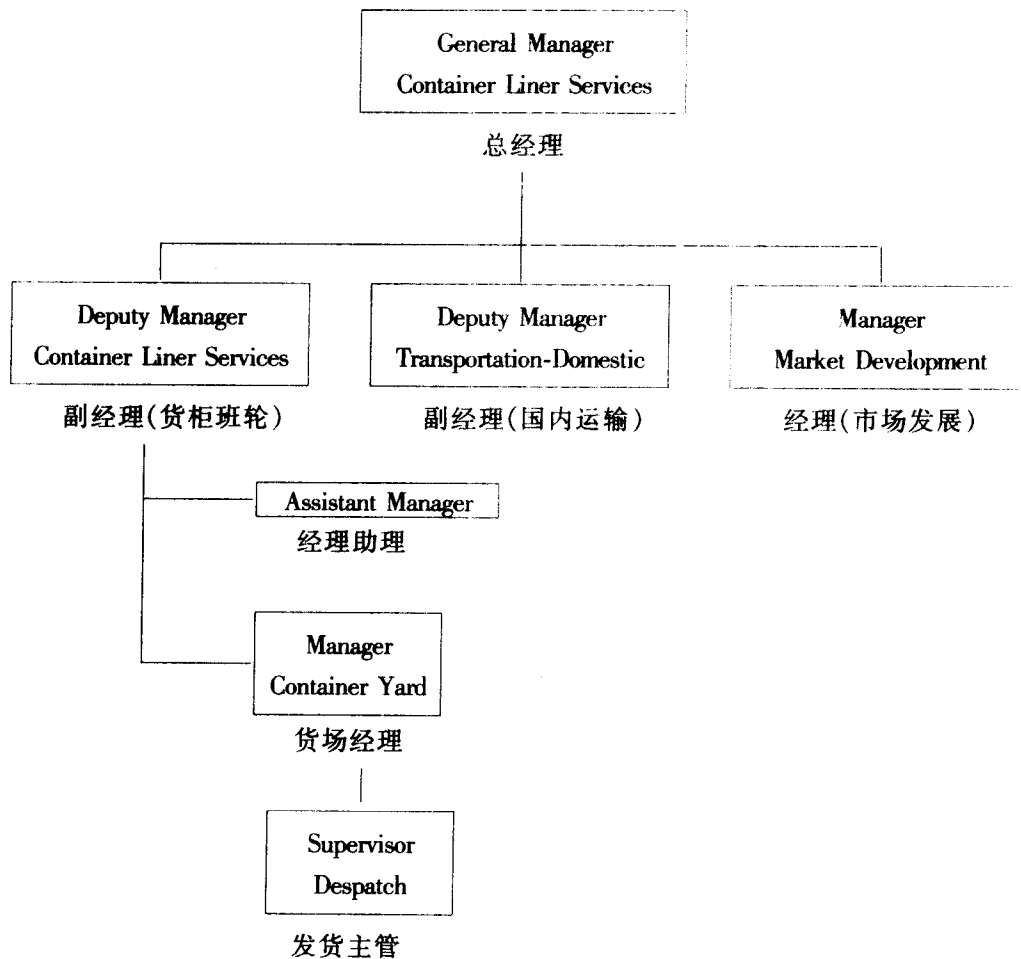
## 银河进出口公司



CHINA NATIONAL FOREIGN TRADE  
TRANSPORTATION CORPORATION

(SINOTRANS)

中国对外贸易运输公司

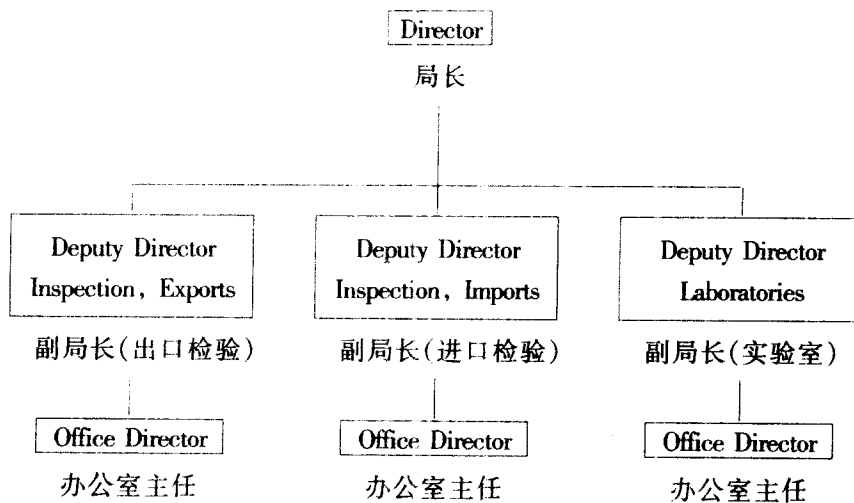


BEIJING IMPORT & EXPORT COMMODITY  
INSPECTION BUREAU

(CCIB)

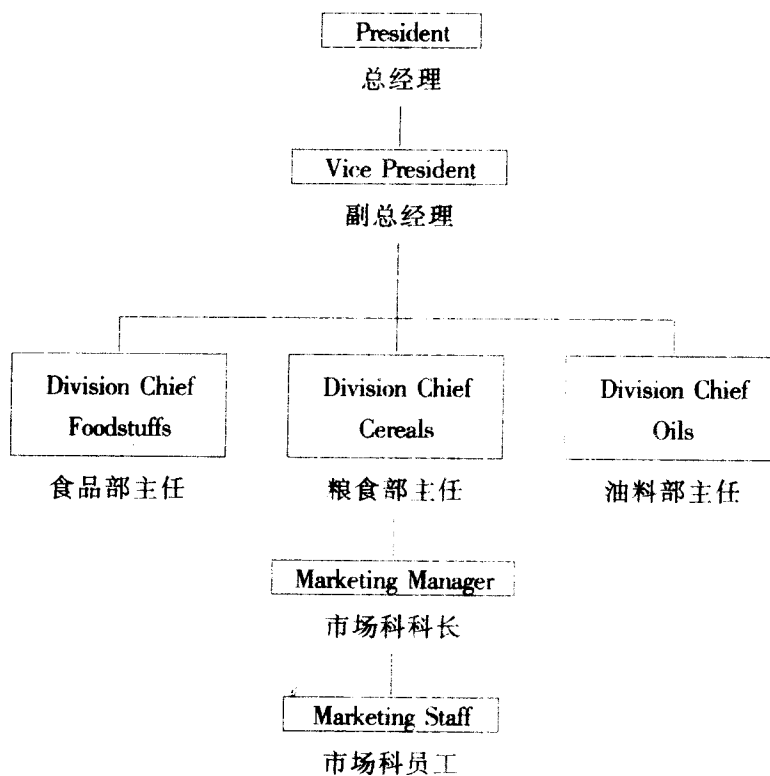
bureau

北京进出口商品检验局



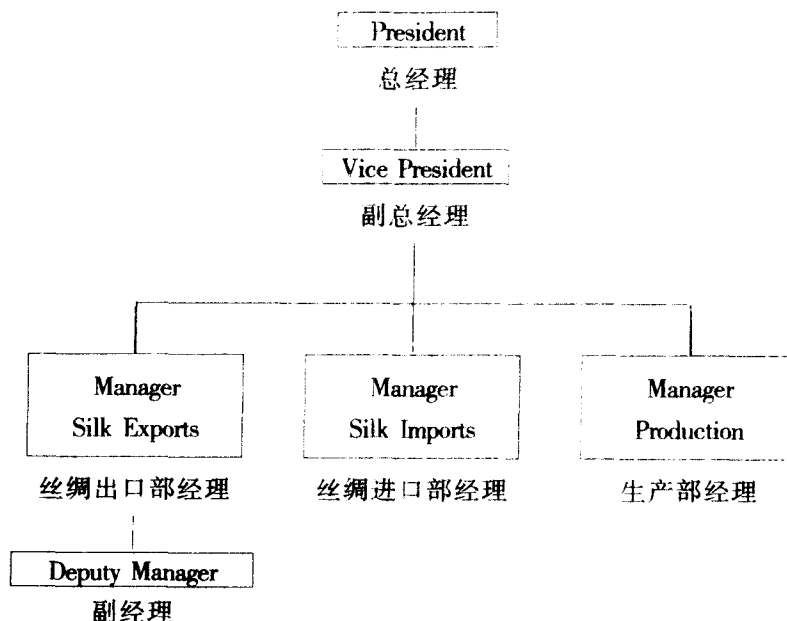
HUAXIA NATIONAL CEREALS, OILS & FOODSTUFFS  
IMPORT & EXPORT CORPORATION  
(CEROILFOOD)

华夏粮油食品进出口总公司



HUAXIA NATIONAL SILK IMPORT & EXPORT  
CORPORATION(SIEC)

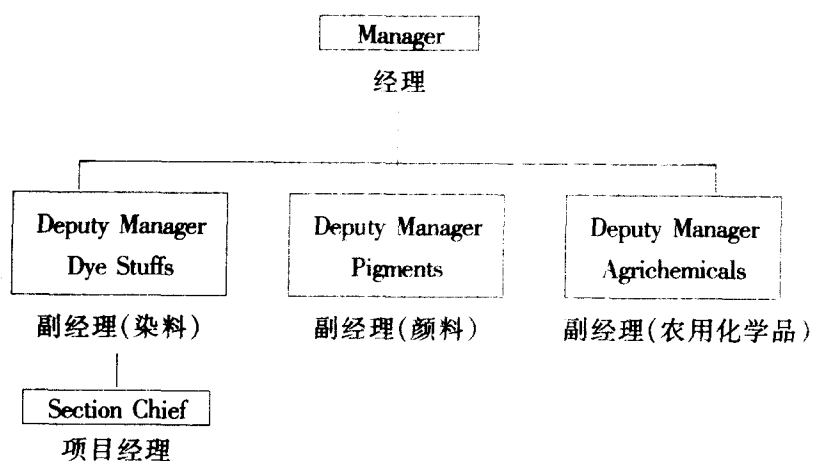
华夏丝绸进出口总公司



CHINA NATIONAL CHEMICALS CO., LTD. (SINOCHEM)

EXPORT DIVISION NO. 4

中国化工进出口总公司出口四部



## 作者简介

珍妮·帕拉丝女士先后在荷兰、瑞士、加拿大和中国工作过,在加拿大工作时间最长,其间先后担任过科室经理、高级职员,在最后的7年中,她任加拿大钾碱有限公司行政部经理和公司秘书,该公司是世界最大的加拿大钾碱供应商。在加拿大钾碱公司和中国化工进出口总公司的安排下,她自1992年起,在对外经济贸易大学任商业英语与国际管理教授,为时两年。在此之前若干年间,她还多次代表中化总公司在南戴河培训中心开办管理研究生班。

1995年从加拿大钾碱公司退休后,她担任中国化工进出口总公司的高级顾问,继续其商业英语和管理的培训计划,同时用其专业知识为该公司的英语联络工作服务。

帕拉丝小姐还是其全资开办的帕拉丝知识展望有限公司的董事长。她代表该公司,开办过公司内部培训计划、研讨班和进修班,涉及内容广泛,其中包括管理技巧、国际管理及秘书业务与程序等。

本书作者获有加拿大多伦多大学行政助理文凭和西安大略大学文学士学位。她还是特许秘书与管理协会会员,近日又成为香港公司秘书协会会员。



## About the Author

The business career of the author extends over four countries – The Netherlands, Switzerland, Canada and, most recently, China. In Canada she developed her long term career as a manager and senior executive, the last seven years as Director of Administration and Corporate Secretary with Canpotex Limited, the world's largest supplier of Canadian potash to export markets. Beginning in 1992, she spent two years as a Professor of Business English and International Management at the University of International Business and Economics (UIBE), Beijing, China, under the auspices of Canpotex and China National Chemicals Import & Export Corporation (Sinochem). For a number of years prior to this assignment, she conducted management seminars on behalf of Sinochem at its Nan Dai He Training Centre.

On her retirement from Canpotex in 1995, she joined Sinochem on a fulltime basis as Senior Advisor, Training and Development, continuing her Business English and Management training programs, and contributing her expertise to the Company's English language communication requirements.

Ms Plas is also Owner – President of Plasco Learning Perspectives, Inc., a Canada company on behalf of which she has conducted in – company training programs, seminars, and workshops in a wide variety of subjects, including managerial techniques, international management, and secretarial practices and procedures.

The author holds an Administrative Assistant's diploma from the University of Toronto (Canada) and a Bachelor of Arts degree (Modern Languages) from the University of Western Ontario (Canada). She is also a Fellow of the Institute of Chartered Secretaries & Administrators and is currently a member of the Hong Kong Institute of Company Secretaries.

Beijing, P.R. China

June 1996