

实用英语一本通丛书



# 商务英语 一本通

李洪涛 赵修臣 编著



 中国宇航出版社

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# 前 言



我国加入世界贸易组织后,与国际间的交流与合作更加频繁,这对商贸工作者及相关行业工作者的外语水平提出了更高的要求。因此,他们迫切需要实用性强、更加专业化、内容更加深入的商贸英语书籍。为满足这一需要,我们特组织编写了这本《经商英语一本通》。

商业英语要求的重点在于精、简、明。因此,本书编写紧扣这一主题。全书共分6章,每一章分为若干单元,每单元又分为 Useful Sentences, Dialogue, Words and Phrases, Case Study 及参考译文5个部分。具体说,本书有以下特点:

1. **内容精要充实。**精选出商务活动所涉及的典型句子、对话和函件实例,并配以汉语译文,方便读者学习,并能很快运用到实际工作中去。

2. **叙述方法简练实用。**通过5个部分把繁杂实务内容系统化、简单化,使读者轻轻松松就能掌握经商的程序及技巧,做起生意来,格外得心应手。

3. **知识丰富。**内容贴近主题,涵盖商务活动的方方面面,一本即通。

本书编写过程中,参考了《商务英语》(教材)、《工商管理》(教材)等相关文献资料,在此一并表示感谢。

编 者





# 目 录



<b>Part 1 The Preliminary Work</b>	<b>前期准备</b>	(1)
<input type="checkbox"/>	Unit 1 Market Research 市场调研	(1)
<input type="checkbox"/>	Unit 2 Making a Credit Inquiry 进行资信调查	(12)
<input type="checkbox"/>	Unit 3 Establishing Business Relations 建立业务关系	(23)
<input type="checkbox"/>	Unit 4 Contracts 合同	(34)
<b>Part 2 The Trade Practices</b>	<b>实务操作</b>	(66)
<input type="checkbox"/>	Unit 1 Inquiry 询价	(66)
<input type="checkbox"/>	Unit 2 Offer 报价	(79)
<input type="checkbox"/>	Unit 3 Price 价格	(91)
<input type="checkbox"/>	Unit 4 Order 订货	(107)
<input type="checkbox"/>	Unit 5 Shipment 装运	(120)
<input type="checkbox"/>	Unit 6 Delivery 交货	(134)
<input type="checkbox"/>	Unit 7 Payment 支付	(143)
<input type="checkbox"/>	Unit 8 Insurance 保险	(156)
<input type="checkbox"/>	Unit 9 Claim and Adjustment 索赔与理赔	(164)
<b>Part 3 The Marketing Measures</b>	<b>营销手段</b>	(176)
<input type="checkbox"/>	Unit 1 Advertising 广告	(176)
<input type="checkbox"/>	Unit 2 Sales Promotion 促销	(188)
<input type="checkbox"/>	Unit 3 Agency 代理	(203)
<b>Part 4 Business Management</b>	<b>商务管理</b>	(214)
<input type="checkbox"/>	Unit 1 Creating the Organization 组织的创立	(214)



☐	Unit 2 Joint Venture 合资企业 .....	(225)
☐	Unit 3 Financial Management 财务管理 .....	(239)
☐	Unit 4 Human-resources Management 人力资源 管理 .....	(248)
☐	Unit 5 Operations Management 经营管理 .....	(256)
☐	Unit 6 Marketing Management 营销管理 .....	(266)
<b>Part 5 The Laws on Business 经商法律 .....</b>		<b>(275)</b>
☐	Unit 1 The Rules of Game 游戏规则 .....	(275)
☐	Unit 2 Anti-illegal Rival 反对不正当竞争 .....	(285)
☐	Unit 3 Patent and Trademark 专利与商标 .....	(293)
<b>Part 6 Others Knowledge 其他知识 .....</b>		<b>(305)</b>
☐	Unit 1 E-Business 电子商务 .....	(305)
☐	Unit 2 The Professional Performance 职业素质 ...	(315)
☐	Unit 3 After-sale Service 售后服务 .....	(324)



## Part 1 Preliminary Work

# ◆◆◆◆ 前期准备

## Unit 1 Market Research

### 市场调研



### □ Useful Sentences

1. Mr. Lenner, our CEO, has asked me to outline Marketing's views on our planned move into the East European markets.  
公司总裁伦纳尔先生让我介绍一下市场营销部对我们计划进入东欧市场的看法。



- 2. I'd like to support my findings by a number of charts.**

我想用一系列数据支持我的论点。

- 3. We are still relying on a couple of old brands.**

我们还在依赖几个老牌子。

- 4. Sales of big-ticket items have been hit hardest.**

高价商品的销售受打击最大。

- 5. Our main financial targets are OK.**

我们主要的财务指标都不错。

- 6. We have been in the red for far too long.**

公司在相当长的时间里处于亏损状态。

- 7. Our sales were right on target last year.**

去年公司的销售额正好达标。

- 8. We installed a new cost-control system last year.**

去年公司采用了一套新的成本控制系统。

- 9. Dumping by Japanese firms has hit our sales badly.**

日本公司的倾销战略使我们的销售额严重受损。

- 10. Exports have always accounted for more than two thirds of our sales.**

出口额一直占我们销售额的 2/3 以上。

- 11. We're in a mature market, where you can increase market share only at the expense of competition.**

我们处于一个成熟的市场,在这里,如果你想提高市场份额,就必须竞争。

- 12. We are worried about cheap imports.**

我们对廉价进口货很担心。

- 13. We have about five percent of the British soap market.**

我们大约占有英国肥皂市场 5% 的份额。



- 14. We are considering merging with an American chemical firm.**

我们正在考虑和一家美国化学公司合并。

- 15. My company specializes in buying and selling commercial property.**

我的公司专营商用地产的买卖。

- 16. In the early stage, the regional managers do the research.**

在开始阶段,地区经理作这种调研。

- 17. Do you often carry out market research?**

你们经常进行市场研究吗?

- 18. One of the purposes of market research is to find out whether there's a market for the product.**

市场研究的目的之一就是了解这项产品是否有市场。

- 19. Everyone knows that there've been some major changes in our market over the last five years.**

大家都知道,5年来我们的市场发生了一些重要变化。

- 20. Market research and marketing research should be seen as two different functions.**

应该把市场研究和销售调查看成两种不同的职能。

### **Dialogue A**

A: Generally, how does the company start selling a new product? Do the salesmen just go from door to door and say "Here's a wonderful new product and it's what everyone longs for and can solve any problem of yours"?

B: In some cases they can do that. But a great deal of work has been done beforehand in the way of product development,



market research, test marketing and so on.

A: How is market research carried out?

B: That's a very wide question. A whole book can be written on this subject. But to put it in a very simple way, one of the objects of market research is to find out whether there's a market for the product and whether we can sell the product in the market.

A: Who do this kind of job then?

B: Sometimes we carry out our own research, but for major products where development costs are likely to be high, we employ specialists.

A: Do our own salesmen take part in ?

B: In the early stages, only the regional managers do. If we decide to have some test marketing, some of the senior salesmen are brought in.

A: It seems to me that the salesmen receive some special training.

B: Yes, they all have initial training course when they first join the company, and this includes product training.

A: What is that?

B: As a salesman he or she must fully understand the various applications, design features, special advantages and almost everything of the products we produce.

A: Then the salesmen have to refresh themselves frequently since we keep producing new products.

B: Exactly. They attend a short refresher course once a year.



**Dialogue B**

A: Nowadays people like to use the two terms market research and marketing research, but many seem to confuse the two. They see them as the same things. I really think the two as different functions.

B: I agree with you. Market research is actually an analysis of a specific market for a particular product. For example, how many potential customers there are and where they are located. Marketing research is much broader than that and it refers to many functions of sales.

A: I like the concept of merchandising. Many functions and processes are related to it.

B: Yes. I would say that marketing research can be defined as gathering, recording and analyzing all facts about problems related to merchandising.

A: Does this also include planning, transport services and communication, too?

B: Surely, they're all the parts of the merchandising process and this is what marketing research exactly means.

A: In other words, marketing research is the study of all processes involved in getting goods from the producer to the customers rather than just an analysis of a particular market for a particular product.

B: Yes, quite right.



## ● Words and Phrases

beforehand [bi'fɔ:hænd]

*ad.* 预先, 事先

confuse [kən'fju:z]

*v.* 混淆

locate [ləu'keɪt]

*v.* 探出, 找出

merchandise ['mɜ:tʃəndaɪz]

*n./v.* 商品, 推销

nowadays ['naʊədeɪz]

*ad.* 现今

refresh [rɪ'fref]

*v.* 使更新, 使得到补充

regional ['rɪdʒɪn(ə)l]

*a.* 地区的

specialist ['speʃəlist]

*n.* 专家

## ❖ Case Study

### MEMORANDUM

Date: July 5, 2001  
 To: Wang Keming, Vice General Manager  
 From: Zhang Yang, Section Chief of Sales  
 Subject: Monthly Sales Rose for June 2000  
 Summary

June sales, while 7.8 percent better than last month, less than the Plan target figure. The shortfall was due primarily to slumping of Group 3 sales (one-piece, mature woman suits) under continuing pressure from imports. All other groups met or exceeded target goals:

GROUP	TARGET	ACTUAL JUNE SALES
1	\$ 205 000	\$ 245 000
2	\$ 135 000	\$ 140 000
3	\$ 219 000	\$ 123 000
4	\$ 182 000	\$ 200 000
5	\$ 145 000	\$ 145 000





6	\$ 239 000	\$ 240 000
7	\$ 207 000	\$ 232 000

TOTAL SALES DURING JUNE \$ 1 331 000

Workforce remained relatively stable during the month. No unscheduled vacations or leaves were requested.

### Import Pressures

As reflected by June sales figures for Group 3, the company continues to experience heavy competition for major department store accounts from foreign imports, most notably AA Fashions, Ltd. of Singapore and Sunrise Swimwear of Hong Kong. Both import firms are represented in this country by Pacific Distributors.

We attribute the success of these imports to three factors:

1) Drastic price-cutting to gain foothold in world markets. A typical Sunrise suit, for example, wholesales for \$ 7, with an actual retail tag of \$ 20. Our comparable suit sells for \$ 12. We believe that Sunrise is offering such wholesale prices for a limited time as a promotional ploy.

2) Aggressive representation. According to a word-of-mouth survey by our field representatives, Pacific Distributors calls on major accounts every week, compared to our average of once every 18 days. Pacific Distributors provides their representatives with a wide variety of "gimmick" give-aways, all bearing the Pacific Distributors logo.

3) Bonus programs promoted by Pacific Distributors. Attached is the Asia Bonus Plan brochure passed out to department store buyers by Pacific Distributors. While the purchase is not large but the campaign may be creating additional interest in their product lines.

To date, the imports represented by Pacific Distributors have