



普通高等教育“十五”国家级规划教材
教育部高职高专规划教材

商务英语

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出版说明

教材建设工作是整个高职高专教育教学工作的重要组成部分。改革开放以来,在各级教育行政部门、学校和有关出版社的共同努力下,各地已出版了一批高职高专教育教材。但从整体上看,具有高职高专教育特色的教材极其匮乏,不少院校尚在借用本科或中专教材,教材建设仍落后于高职高专教育的发展需要。为此,1999年教育部组织制定了《高职高专教育基础课程教学基本要求》(以下简称《基本要求》)和《高职高专教育专业人才培养目标及规格》(以下简称《培养规格》),通过推荐、招标及遴选,组织了一批学术水平高、教学经验丰富、实践能力强的教师,成立了“教育部高职高专规划教材”编写队伍,并在有关出版社的积极配合下,推出一批“教育部高职高专规划教材”。

“教育部高职高专规划教材”计划出版500种,用5年左右时间完成。出版后的教材将覆盖高职高专教育的基础课程和专业主干课程。计划先用2~3年的时间,在继承原有高职、高专和成人高等学校教材建设成果的基础上,充分汲取近几年来各类学校在探索培养技术应用性专门人才方面取得的成功经验,解决好新形势下高职高专教育教材的有无问题;然后再用2~3年的时间,

在《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》立项研究的基础上,通过研究、改革和建设,推出一大批教育部高职高专规划教材,从而形成优化配套的高职高专教育教材体系。

“教育部高职高专规划教材”是按照《基本要求》和《培养规格》的要求,充分汲取高职、高专和成人高等学校在探索培养技术应用性专门人才方面取得的成功经验和教学成果编写而成的,适合高等职业学校、高等专科学校、成人高校及本科院校举办的二级职业技术学院和民办高校使用。

教育部高等教育司

再版说明

《商务英语》自2000年8月出版以来，已被许多高职院校选为市场营销专业的主干课程教材。适应形势发展的需要，我们对本书做了全面修订，在修订过程中突出体现“实践性强、可操作性强”这一应用性特点，以便学生通过本教材的学习，掌握用英语处理营销基本业务的能力。

本书由10个单元组成，每单元又分为写作活动（Writing Activity）和阅读活动（Reading Activity）两部分。

写作活动中涉及了英文商务书信、备忘录、通知、报告、邀请信等应用文体，旨在帮助学习者了解商务应用文的语言特点、格式特点，了解写作步骤，通过循序渐进的练习活动，掌握商务活动中应用文体的写作。“循序渐进”是该书写作部分的一大特色。在每个写作文体前先介绍写作步骤，通常由五个步骤构成。然后在练习部分至少给出五个情景练习。情景练习一是一个包括五个写作步骤在内的完整的样本；情景练习二给出前四个写作步骤，要求学生完成第五步骤；情景练习三给出前三个写作步骤，要求学生完成第四和第五步骤。依此类推，最后要求学生在特定的情景下独立完成一篇步骤完整的写作文体。

阅读活动中涉及了营销专业的市场购买行为、

产品策略、定价策略、分销策略、促销策略、营销人员策略等方面的知识,目的是为了帮助学生了解市场营销方面的专业知识,提高阅读英语专业文章的能力。

在学习每单元前先介绍学习目的,使学生了解本单元的学习内容及学习重点,使学生在过程中做到有的放矢。

单元后的练习题的参考答案单独装订成册附在教材后面,授课教师在发放教材时,可先把答案部分统一管理,待学生做完练习后再发给学生。

本书第1单元由张铁钢同志完成,第2、第5、第8单元由闫书颖同志完成,第3、第6、第9单元由路晓红同志完成,第4、第7、第10单元及词汇部分由黄振华同志完成。全书的整理工作由张铁钢和黄振华同志共同完成。

由于时间紧,水平有限,教材中难免有不当之处,敬请大家批评指正。

在此,感谢为本书的编写给予帮助的同志!

编者

2005年5月

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Unit One

Objectives

Writing

- To practice writing business letters.
- To understand and use language related to business letters.

Reading

- To learn about what marketing and market is.
- To understand the five alternative concepts under which organizations conduct their marketing activities.

Writing Activity

Business Letters

1. Introduction

Usually, a businessperson spends a surprising amount of time in writing a letter, for he can not afford a personal visit each time he wants to transact business (做交易) in various parts of the world. Even telephone messages must be put in writing for understanding and formal confirmation (证实, 确认) by both sender and receiver and as a source for later reference. A good business letter is essential in achieving good communication. This unit will introduce some basic principles for writing business letters.

2. Steps for writing business letters

1) Layout

A letter needs your company address at top right hand corner, date at top right hand corner below sender's address, name/address of recipient (收信人) beneath date on left hand side, correct salutation (称呼), complimentary close (结束语), your signature, printed name and position.

Notes:

a. *The salutation is a polite greeting. It is usually followed by a “:” (sometimes by a “,”). If possible, try to address a person by name. If you don't know the person's name, you can open with ‘Dear Sir/Madam’.*

b. *Use ‘Yours sincerely’ after ‘Dear (name)’ and ‘Yours faithfully’ after ‘Dear Sir/Madam’ or ‘Dear Sirs’ in your complimentary close. It is followed with a “,”.*

c. *Use the letters p. p. before your signature if you are asked to ‘write a letter under my name’ or ‘sign it on my behalf’, leave a space if you are asked to ‘draft a letter ready for my signature’.*

d. *Your position is below your printed name.*

e. *When something is enclosed with a letter – attention should be called to it by writing ‘Enclosure’ or ‘Enc’.*

2) Identify the relevant information and present it in a suitable order

A good business letter is concise (简洁的); it keeps to the point. To write a letter, you must organize your thoughts. Jot (略记) down the things you must say and consider how the ideas are logically related. Put the points in order.

3) Write the letter

Try to keep a balance between being formal and being friendly. Since you are usually trying to get your reader to do something, don't be sarcastic (讥讽的) or too aggressive (挑衅的). Be confident, not slavish (盲从的).

Note:

Useful starting phrases are ‘Thank you for your letter of 2nd January 2005’, or ‘I am writing to you because...’ A useful finishing phrase

is 'I look forward to hearing from you'.

4) Check your work by considering the following points

- a. Layout (Is your layout proper?)
- b. Information (Have you collected all the relevant information and made it up logically?)
- c. Language and tone (Are your language and tone appropriate?)
- d. Spelling, grammar and punctuation (Have you checked your spelling, grammar and punctuation?)

3. Practice One

Situation: You are an employee of Dairyfarm (牛奶场) Company, 1051 North Bank Avenue, Chicago (芝加哥), Illinois (伊利诺斯州), a producer of all kinds of dairy products with its focus on cheese production. Mr. Richard Jones is your boss.

He says to you, "Will you please draft a reply to this letter under my name? Please include the following points: I am glad to know that Mr. Rice agrees with my prediction of next year's cheese market and I am quite interested in his cooperation proposal. If possible, I would like to attend the Jakarta (雅加达) Conference and talk about the matter with him. I will call him when my departure time is decided."

Planet Company
39 Madison (麦迪逊) Street
New York, New York 13098
2nd November, 2004

Mr. Richard Jones
Dairyfarm Company
1051 North Bank Avenue
Chicago, Illinois 84856

Dear Mr. Jones:

I enjoyed meeting you last week at the National Dairy Makers Conference and learning about your business. You mentioned that

international demand for cheese products seemed to be up and this might be a good year for your company to begin selling globally.

The report issued by the Department of Agriculture proved that you are right, which shows that international sales for cheese products have increased over the past two years.

Our company can put you in touch with overseas markets through our representatives in 25 countries. We can also help make your promotional messages to producers and business leaders in these nations.

You may be interested in attending the coming international marketing conference in Jakarta, Indonesia (印尼), two months from now. It could offer you useful information about Asian marketplace that you are looking for.

If you would like to attend the Jakarta conference or work with our representative in a specific country, please give me a call. Our company would appreciate the opportunity of helping you launch the export side of your business.

Yours sincerely

Tom Rice
(Signature)

Step 1: Layout

- ✓ your company address—Dairyfarm Company, 1051 North Bank Avenue, Chicago, Illinois 84856
- ✓ the date—5th November 2004
- ✓ the name/address of the person to whom you are writing—Tom Rice, Planet Company, 39 Madison Street, New York, New York 13098
- ✓ the correct salutation—Dear Mr. Rice
- ✓ complimentary close—Yours sincerely
- ✓ a signature/name/position—p. p. (your signature), Richard Jones, General Manager

Step 2: Identify the relevant information and present it in a suitable order

- ✿ Thanks for the letter of 2nd November 2004.
- ✿ Richard Jones is glad to know that Rice agrees with his prediction of next year's cheese market.
- ✿ Richard Jones is quite interested in his cooperation proposal.
- ✿ Feel like attending the Jakarta Conference and talking about the matter with him.
- ✿ Richard Jones will call him when departure time is decided.
- ✿ Please contact secretary.

Step 3: Write the Letter

*Dairyfarm Company
1051 North Bank Avenue
Chicago, Illinois 84856
5th November, 2004*

*Mr. Tom Rice
Planet Company
39 Madison Street
New York, New York 13098*

Dear Mr. Rice:

Thanks for your letter of 2nd November 2004. I am glad to know that you agree with my prediction of next year's cheese market and I am quite interested in you cooperation proposal. If possible, I would like to attend the Jakarta Conference and talk about the matter with you.

I will call you when my departure time is decided. For any new information, you may contact my secretary.

I look forward to meeting you.

Yours sincerely

p. p. (your signature)

*Richard Jones
General Manager*

Step 4: Check your work by considering the following points

- 1) Layout
- 2) Information
- 3) Language and tone
- 4) Spelling, grammar and punctuation

4. Practice Two

Situation: You work for CBS Company, a producer of computers and computer accessories (附件). Your Office Manager is Susan Lee. She says to you, "Will you please draft a reply for me to this letter? Sign it on my behalf. Tell him that our Super mobile hard disks (磁盘) are out of stock. But new ones are being produced. The 200 disks he ordered will be sent as soon as they are available, about in two days."

Williamson Engineering Co.
19 High Lane
Newton 14003
12th October, 2004

CBS Company
211 East 34th Street
London 10061

Dear Sir or Madam:

I am writing to order 200 of your Super mobile hard disks at your advertised price of \$ 150 each. Please make sure that every item is of satisfactory quality and the quality guarantee (保证) letter should be enclosed in each package. We need the goods urgently and it is necessary that the ordered goods will have reached us by the end of this week.

Your efforts would be greatly appreciated if I could have them by then.

Yours sincerely

Anderson Wood
Engineering Manager

Step 1: Layout

- ✓ your company address—CBS Company, 211 East 34th Street, London 10061
- ✓ the date—13th October, 2004
- ✓ the name/address of the person to whom you are writing—Anderson Wood, Williamson Engineering Co., 19 High Lane, Newton 14003
- ✓ the correct salutation—Dear Mr. Wood
- ✓ complimentary close—Yours sincerely
- ✓ a signature/name/position—p. p. (your signature), Susan Lee, Office Manager

Step 2: Identify the relevant information and present it in a suitable order

- ✚ Thanks for the letter of 12th October, 2004.
- ✚ Super mobile hard disks produced by CBS Company.
- ✚ Presently out of stock.
- ✚ New ones are being produced and will be ready in 2 days.
- ✚ Send the ordered 200 items as soon as possible.
- ✚ Price per item is \$ 150.
- ✚ Total is \$ 30,000 and should be transferred into the account on completion (完成) of order.
- ✚ Quality guarantee letter will be sent together with the goods.

Now complete step 3

Step 3: Write the letter

Step 4: Check your work by considering the following points

- 1) Layout
- 2) Information
- 3) Language and tone
- 4) Spelling, grammar and punctuation

5. Practice Three

Situation: *You work in Prospect Corporation, which provides car renting service globally. William Steward, your department manager, says to you, "Here is a complaint letter from an old customer. Would you please draft a replay to him? First, make a sincere apology to him for the incorrect price he was charged as well as the unprofessional service he received. Tell him that the overcharged part will be refunded (退还) to him in a week. Finally, express that we hope he will regain (恢复, 重新得到) confidence in our corporation and use our service again."*

Brothers Company
9 Zhongguancun Street
Haidian District, Beijing 100081
P. R. China
20th December, 2004

Prospect Corporation
47 Chaoyangmenwai Street
Chaoyang District 100067
Beijing, P. R. China

Dir Sir:

I would like to inform you that I was overcharged last month in Brazil.

I made reservation (预约, 预定) in Beijing to rent a car for a week in Rio de Janeiro, Brazil, at the price of \$ 75 dollars per day. However, the car rental clerk in Rio de Janeiro said he had no idea about the reservation and charged me a different price of \$ 100 per day. I objected, but he insisted that I should pay the standard rate.