

实用商贸英语 听说教程

Business English: Listening and Speaking

田 晖 骆莲莲 周双红 主编



中南大学出版社

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图书在版编目(CIP)数据

实用商贸英语听说教程/田晖,骆莲莲,周双红主编. —长沙:
中南大学出版社,2007.7

· ISBN 978-7-81105-533-7

I. 实... II. ①田... ②骆... ③周... III. 国际贸易—英语—
听说教程—教材 IV. H319.9

中国版本图书馆 CIP 数据核字(2007)第 107145 号

实用商贸英语听说教程

(含《实用商贸英语听说教程参考用书》)

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- 责任编辑 谭晓萍
 责任印制 文桂武
 出版发行 中南大学出版社
社址:长沙市麓山南路 邮编:410083
发行科电话:0731-8876770 传真:0731-8710482
 印 装 湖南省书报刊发行业协会湘联印刷厂

-
- 开 本 787×1092 1/16 印张 28.5 字数 748 千字 插页
 版 次 2007 年 7 月第 1 版 2007 年 7 月第 1 次印刷
 书 号 ISBN 978-7-81105-533-7
 全套定价 48.00 元
-

图书出现印装问题,请与经销商调换

前 言

自加入世界贸易组织以来,我国对外商贸活动日益频繁,对新世纪的商务人才提出了新的挑战:他们必须从单纯的语言交流走向多元化的国际交往,必须是既熟练掌握英语技能又熟悉国际商务交往的复合型人才。正是基于对这种复合型人才的广泛的社会需求,我们编写了《实用商贸英语听说教程》一书。

本书的特色主要表现在以下几个方面:

1. 实用性强。《实用商贸英语听说教程》为商务英语教学提供了大量真实、生动的素材,使学生在掌握语言技能的同时,全方位地了解商贸活动中的重要环节,提高商务交际能力。本教程选材丰富,内容贴近现实,涉及到全球经济一体化条件下商贸活动的方方面面,如组织文化、市场营销、电子商务、跨文化沟通、商务谈判,等等,因而具有很强的实用性。

2. 输入量大。本教材共有30课,每一课以“输入-输出”的全过程为线索,先后设计了听说、读说、语言积累和口语活动四大部分。听力部分包括两篇小短文或对话,目的在于导入主题。读说部分包括两篇紧扣主题的阅读文章,针对每篇文章设计了读前问题,通过读与说的结合,学生能了解与各单元主题相关的文化知识、商务礼仪等内容。语言积累部分收集了约30条有用词语和20~30个相关句子。在大量语言输入的基础上,安排口语活动,每个口语交际任务都以真实的商务交际情景为焦点,以案例分析为参照,鼓励学习者在完成交际任务的过程中反复使用所学语言知识,提高交际能力。

3. 趣味性强。本书中的题材都是编者根据多年的教学实践以及在师生中的广泛调研而精心挑选的,反映了大部分学习者的需要和兴趣,所以在选材上力求做到寓知识性与趣味性于一体。尤其是听力、阅读部分精心挑选了有关商务文化、商务礼仪和跨文化差异等材料,大大增添了本教材的趣味性。

本教程编写的具体分工如下:

苏闽编写 Lesson 1~3、Lesson 10~11;唐媛编写 Lesson 4~9;田晖编写 Lesson 12~18;骆莲莲编写 Lesson 19~23、Lesson 30;周双红编写 Lesson 24~29。Shree Veeraragoo 和 Brindah Veeraragoo 担任了本书的审阅工作。

本书适用面广,既可以作为国际经贸、国际金融等涉外专业的商务英语教材,又可以作为英语专业商务英语教材,也可以作为大学英语选修课教材、MBA 学生商务英语课程教材、行业培训教材,还可以作为报考剑桥商务英语、准备出国学习 MBA 或其他商科人员的复习教材以及广大英语爱好者、自学者的工具书。随书赠送光盘一张,所有录音部分均由北美人士原声朗读。

但由于时间和编者的水平有限,恐难完全满足读者的需要,错误或疏漏之处,恳请批评指正!

编者

2007年5月

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Unit One The ABC of Business Career

Lesson 1 Resume

A resume is a concise business-style report that displays your job qualifications to a prospective employer. It is a very important document read by the recruiters on which rests your hopes and dreams for the future, your next step up the career ladder, a better position, more money, new challenges, etc. Therefore, your resume has to represent the best you have to offer if you do not want to miss out on that job you saw which was “perfect” for you. How to create a perfect, error-free resume is a key to a successful job search.

Part One Listening and Speaking

Section A How to Write a Resume for a Business School

In this section, you will hear a passage about how to write a resume. Listen carefully and do the exercises as required.

Vocabulary

submit to	提交
career objective	求职目标
notify ['nəʊtɪfaɪ] v.	通知
inappropriate [,ɪnə'prəʊpriɪt] a.	不适当的
bullet items	逐条列出重点
key accomplishments	主要成绩
academic awards	学术奖励

Exercise 1 *Listen to the passage and answer the following questions.*

1. What does a job resume usually begin with?

2. What is a “narrative” resume?

3. Why doesn't the business school want college students?

4. What items can be included in your personal interests?

5. What is the correct order in structuring your resume?

Exercise 2 Listen to the passage again and complete the statements below.

1. It is becoming increasingly common for schools to _____ by E-mail, though, so be sure to include _____ and a telephone number at which the school can reach you.

2. Start each _____ with the name of the company on the left side of the page. Under that company name write your job title, and on the right side of that same line write _____.

3. List your _____ in bullet item format. Then write the name of the company you worked for _____ your current employer, and repeat the above process.

4. If you have _____, it's good to include it in your resume just after your work experience but before your _____.

5. While writing about your education, you should list school first, and then list the _____ and the year it was received on the following line. And remember to list _____ you received.

Section B Tips for a Successful Resume

In this section, you will hear a passage about some tips for a successful resume. Listen carefully and do the exercises as required.

Vocabulary

recruiter[ri'kru:tə(r)] n.	招聘人员
job description	招聘指南
format['fɔ:mæt] n.	格式
chronological resume	以经历为主的简历
functional resume	以技能、业绩或工作性质为主的简历
showcase['ʃəukeis] v.	罗列优点
tangible['tændʒəbl] a.	切实的
highlight['hailait] n.	加亮区
credential[kri'denʃəl] n.	学历, 文凭
polished['pɒliʃt] a.	精练的

Exercise 1 Listen to the passage and answer the following questions.

1. Why is the job description important?

2. If the company does not provide a formal job description, what would you do?

3. What is a functional resume best for?

4. If the job description emphasizes strong sales experience, how to divide your resume?

5. Where is the highlight section?

Exercise 2 *Listen to the passage again and complete the statements below.*

1. Your resume must convince the employer in a _____ that you are _____ and should be interviewed.

2. A chronological resume organizes _____ by date and is best for emphasizing experiences that directly apply to _____.

3. Third, present the _____ of your accomplishments. Many people forget to explain how their past employment _____ to their companies bottom lines.

4. Fourth, _____. A resume expert Yank Parker recommends that it should cover these bases: number of years experience in the field or line of work; relevant credentials or training; an accomplishment that directly relates to the job; _____ or characteristic that relates to the job.

5. At last, do not forget to _____. Typing mistakes, misprints and _____ will likely land your resume in the trash before the recruiter even sees your qualifications.

Part Two Reading and Speaking

Passage 1 Selecting Your Resume Format

Pre-reading Questions:

1. How many kinds of resume format are mentioned in the passage? What are they?
2. What are the advantages and disadvantages of chronological resume?
3. What is the difference between a chronological resume and a functional resume?
4. What attention should be paid when writing a targeted resume?
5. How many things should be addressed in your cover letter? What are they?

Resumes may be written in various formats, several are outlined below. Also listed are a few skills you may have acquired along the way. The paragraphs below will give you a brief description of a chronological format and skill based, functional format, as well as tips on cover letter writing.

Chronological resume documents work experience and education in chronological order, with the most recent dates first. Major categories are: Work Experience, Education, Professional Affiliations and Awards. This format is generally used by candidates applying for jobs in “traditional” organizations or for those who are staying in the same field. This type of resume is best used when your job history reflects growth, when the prior employment has been with a prestigious employer, and you want to emphasize that work experience, or when a prior job title may be considered impressive to the reader. This format may not be the most appropriate to use when your job history is irregular; you are changing careers, you have changed employment frequently, or you have little employment history.

Functional resume intends to highlight your specific skills and accomplishments which have been demonstrated through specific work related achievements. Note that your skills do not necessarily have to be presented in the order in which they were accomplished; list them by order of importance as they relate to the job for which you are applying. Major categories are: Technical Abilities, Work History, Education, and Professional Affiliations. This format is best used when you want to change careers, when you are returning to the job market after a long absence, when your career growth has not been good, or when you believe extended work experience is not needed or desired for the job for which you are applying. The functional resume should be avoided in traditional fields such as teaching or government or when continuous growth is important to demonstrate.

Combination of Chronological and Functional resume is being used increasingly by candidates to highlight special accomplishments while giving employment history in chronological order. The combination resume also seems to be popular with employment offices. Major categories are: Professional Objectives, Education, Honors, Work Experience, and Summary.

Targeted resume focuses on a specific position that you are seeking. Major categories are: Job Target, Capabilities, Achievements, Work Experience, and Education. This format should be used when your job goal is clear. Since this type of format is focused on one career field, it may not be useful to you if you are exploring multiple job options and do not have time to develop more than one resume.

Curriculum Vitae format is used for academic positions. The brevity required in a resume for business type employment does not necessarily apply in academy. It is important in a curriculum vitae to include all published works, presentations made at professional meetings, awards, professional achievements, and more details about educational studies.

The Cover Letter should amplify the points that you may or may not have covered in your resume; it serves as your introduction to an organization. It should be brief and informative. Several things should be addressed:

- * Explain why you are writing to the organization. Whenever possible, the letter should be addressed to a specific person with the full name and title. Make sure the name of the person

addressed is spelled correctly. This person could be the Chief Operating Officer, the Human Resources Director, or one of the line managers.

* If responding to an advertisement, give the date of the ad, the publication in which the ad was run, and the title of the position for which you are enclosing an application. Analyze your skills, acquired both on the job and in volunteer work, and make every effort to match your skills with those emphasized in the ad.

* If sending an unsolicited resume, make every effort to explore the goals of the organization, its regular and continuing job needs, and the climate of the organization to permit you to match your accomplishments with the goals and objectives of the organization.

* In closing, express a desire to arrange a time for an interview and state that you will telephone to request a time for an appointment.

Vocabulary

chronological[,krɒnə'lədʒɪkəl] a.	按年代顺序排列的
affiliation[ə'fɪli'eɪʃən] n.	联系
candidate['kændɪdət] n.	候选人
prestigious[,pres'ti:dʒəs] a.	声望很高的
job title	职别, 职称
demonstrate['demənstreɪt] v.	证明
multiple['mʌltɪpl] a.	多样的, 多重的
curriculum vitae['vɪ:tai] n.	履历, 简历
brevity['brevɪti] n.	简介
cover letter	求职信
amplify['æmplɪfaɪ] v.	扩大

Passage 2 Sample Letters

Pre-reading Questions:

1. Is there anything missing in Sample 1? What is it?
2. Do you think it is appropriate for Wang Xiaobin to put his Education in the first place?

Why or why not?

3. Which format does Xu Jie choose in Sample 2? Is it well chosen? Why?
4. If you are the recruiter, which resume do you prefer? Give your reasons.
5. Can you give some suggestions on how to improve these resumes.

Sample 1

Resume

Name: Wang Xiaobin

Tel: (86 - 731)8883111 (H) MP: 139 - 731 - 83111

E-mail: wangxiaobin@sina.com

Address: Beijing Dongcheng District Hua Yuan Road No. 35 100027

Date of Birth: July 23, 1981

Birth Place: Beijing

Gender: Male

Marital Status: Unmarried

Education:

I graduated from Beijing International Business Institute and I have a bachelor's degree in Economics.

I have learned International Trade, Economics, Marketing, Accounting, Import & Export, Business Law, Public Relations, Management, etc. in college. I have been there from September, 1996 to July, 2000.

I was a high school student in Beijing No. 25 High School from September, 1993 to July, 1996.

Work Experience:

When I was a product manager in Beijing HaoYu Technology Development Ltd, Co. from July, 2002 to now, I was responsible for product A/B/C/D. I managed a team in which were five members and led them to execute the marketing plans. I set the budget of the products and achieved the target in a year. I developed three new products and kept a good working relationship with all the cooperators. I sold the new products to 20 provinces of China within three months.

When I was a market assistant in DDC Company from March, 2000 to June, 2002, I helped the marketing manager to prepare, implement, evaluate marketing plans and marketing programs and also I helped the marketing manager to collect customer feedback. One of my responsibilities is updating the marketing information, including market data, product trends, consumer habits and competitive information when the marketing manager asked.

I have several years' experience of e-business market and also knowledge of marketing and sales. I am a good team worker and able to work under pressure. I have pleasant personality. I am an honest person.

Computer Level: I'm familiar with Windows software such as Word, Excel, PowerPoint, and worked with e-commerce procedures for a long time. Also, I'm familiar with E-mail usage in office environment.

English level: passed CET 4 & CET 6, able to communicate in spoken and written English in business.

Sample 2

Resume

Xu Jie

81 Xuan Wu Road Nanjing

Telephone: (025)4641598

OBJECTIVE

Sales Manager in a large electronics company

WORK EXPERIENCE

1999 to Present

Sales Manager, Great Wall Electronics Corp. , Nanjing

Supervised sales force of 40 men selling electrical household appliances.

Responsible for recruitment, training and fulfillment of sales goal. During this period, sales rose an average of 25% annually.

Presently employed in the company, but the size of the company prevents rising in the foreseeable future.

1996 to 1999

Salesman

Shuang-an Sales and Service Co. , Nanjing.

Sold radio and TV components to supermarkets, opened up new territory after ten months on the job.

Left to assume a better-paying job with Great Wall Electronics Corp.

1995 to 1996

Assistant Engineer

Haier Electrical Household Appliances based in Nanjing.

Repaired electrical household appliances.

Left in order to become a full-time salesman.

EDUCATION

College

Beijing University, Beijing Associate's degree in Engineering, 1995

High School

Nanjing High School, Nanjing, 1992 ~ 1995

PERSONAL

Age: 30

Height: 175cm

Health: Excellent

REFERENCES

Available on request

Vocabulary

bachelor's degree	学士学位
accounting[ə'kauntɪŋ]n.	会计学
be responsible for. . .	为……负责, 形成……的原因
execute['eksɪkjʊ:t]v.	执行
budget['bʌdʒɪt]n.	预算
cooperator[kəu'ɔpəreɪtə]n.	合作者
implement['ɪmplɪmənt]n.	工具, 器具
evaluate['i'vælju:et]v.	评价, 评估
feedback['fi:dbæk]n.	反馈, 反应
E-commerce(Electronic Commerce)	电子商务
sales goal	销售目标
annually['ænjʊəli]ad.	一年一次, 每年
foreseeable[fɔ:'si:əbl]a.	可预知的, 能预测的
component[kəm'pəʊnənt]n.	零部件
territory['terɪtəri]n.	领域

Part Three Language Accumulation

Useful Expressions

educational background	教育程度	research fellow	研究员
curriculum	课程	supervisor	论文导师
major	主修	tutor	家庭教师
minor	副修	commissar in charge of studies	学习委员
part-time jobs	业余工作	Party branch secretary	党支部书记
vacation jobs	假期工作	degree	学位
social activities	社会活动	post doctorate	博士后
scholarship	奖学金	doctor (Ph. D)	博士
"Three Goods" student	三好学生	master	硕士
excellent leader	优秀干部	bachelor	学士
student council	学生会	abroad student	留学生
educational system	学制	returned student	回国留学生
academic year	学年	foreign student	外国学生
president	校长	guest student	旁听生(英)
dean	院长	intern	实习生

Related Sentences

Stating Your Job Objective

1. I'm now in an entry-level position in sales. My eventual goal is the manager of marketing department.

本人现任销售方面的初级职位，最终目标为销售部门的经理。

2. I'm looking for a position as a computer programmer in a medium-sized firm.

本人谋求一家中型公司的计算机程序员职位。

3. I've served as sales promoter in a multinational corporation with a view to promotion in position and assignment in parent company's branch abroad.

本人曾担任跨国公司的推销员，期望在职位上有所晋升并能分派到母公司的海外分公司去工作。

4. I begin as an accounting trainee and eventually become a manager.

本人从当会计见习开始，最后成为经理。

5. Professor Liu suggested that I should write to you in regard to my interests in computer sciences. He thought your company might need someone in my field.

刘教授建议我写信给贵处谈谈我对计算机科学的兴趣，他认为贵公司可能需要此类专业的人员。

6. Learning from Mr. Li that you are looking for a sales manager, I would like to apply for the position.

从李先生处得悉，贵公司正在招聘一名业务经理，我愿应聘此职。

Stating Your Education

7. Among the pertinent courses I have taken are: office administration, secretarial procedures, business communication, psychology, data-processing, typing, shorthand.

在相关的课程中我修过的有：办公室管理、秘书程序、商务交际、心理学、资料处理、打字、速记。

8. I am 25 years old, currently in the third year of graduate study in Central South University.

本人25岁，目前是中南大学的研究生。

9. I am a graduate student in the Mathematics Department of Hunan Normal University and will receive my Master's degree in March this year.

本人是湖南师范大学数学系的研究生，今年3月将获硕士学位。

10. As an undergraduate, I had a double major of Chinese and Mass Communication.

本人在读大学本科时，曾主修汉语和大众传媒学。

11. I have received an ordinary English education, and have a slight knowledge of Japanese.

本人接受过一般的英语教育，同时略懂日语。

Stating Your Work Experience

12. I clerked at One-and-One Clothes Store in charge of sales in 1992 and employed at Guangzhou Restaurant as a waitress in 1993.

1992年，在一加一服装店当店员，负责销售。1993年，在广州酒家当侍应小姐。

13. I am twenty years old, female, and have had three year's experience in reception at Beijing Hotel.

我今年20岁，女性，曾有3年在北京饭店当前台接待的经验。

14. For three years after graduation in 1998, I have been working as a research worker in a

designing institute in Shanghai.

本人在 1998 年毕业后的 3 年以来，一直在上海的一家设计院当研究员。

15. For the past five years, I have been and am still an assistant to the general manager at Silverlion Group Corporation Ltd. .

过去的 5 年里，我一直在银利来集团有限公司担任总经理助理。

Stating Your Qualifications

16. I believe that my English is good enough for your needs. My typing speed is about 85 words per minute in English.

本人自信英文能力良好，符合您的需要。本人的英文打字速度为每分钟 85 词。

17. I have a good command of two foreign languages: English and Spanish.

我熟悉掌握两种外语：英语和西班牙语。

18. Being well acquainted with office work, I could make myself generally useful should there be any opportunity of your requiring my services.

本人对办公室工作非常熟悉。如有机会为贵公司服务，定能胜任办公室的全盘工作。

19. I have rich experience in word processing of both Chinese and English.

本人对中英文文字处理有着丰富的经验。

20. I am experienced in operating Windows system.

本人能熟练操作 Windows 系统。

21. I enjoy working with people, tackling challenges and accepting responsibilities.

我喜欢与人共事、迎接挑战、承担责任。

Stating Your Salary

22. As regards to salary, I leave it to you to decide after experience of my capacity.

至于薪水，请考验本人能力后决定。

23. Although it is difficult for me to say what compensation I should deserve, I should consider 2 000 yuan a month a fair initial salary.

尽管本人很难说应该是多少，但我认为薪水每月 2 000 元较合理。

24. The commencing salary of 1 000 dollars per month will be acceptable if your company houses me.

若贵公司为本人提供住房，起薪每月 1 000 美元，将可以接受。

25. My salary for the past three years has been 3 000 yuan per month, and I should not make a change for less.

近三年来，本人月薪已达 3 000 元，故不能减少。

Part Four Oral Activities

1. Listen to Section B in Part One again, take some notes and then retell the passage.

2. Discuss the following questions in groups.

* How long does it take to write a resume?

- * What material should be prepared before writing a resume?
 - * What are the steps of writing a resume?
 - * What should not appear in a resume?
3. *How can you make the recruiter continue reading your resume in 30 seconds?*