

国务院国资委商业技能鉴定与饮食服务发展中心
全国商务人员职业资格考评委员会指定培训教材

实战商务英语教程

(第一册)

——商务入门

总主编 叶兴国
主 编 何光明



上海交通大学出版社

国务院国资委商业技能鉴定中心与餐饮服务发展中心
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第一册

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Preparing for Business

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主 编 何光明

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上海交通大学出版社

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第一册

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前言

初 级

在经济全球化的背景下,我国对外经济发展迅速,国际商务交流日趋频繁,对精通商务英语的人才的需求日益迫切,各行各业正在掀起一股学习商务英语的热潮。在此契机下,国务院国资委商业技能鉴定与饮食服务发展中心推出了商务英语职业资格认证考试项目,这为规范商务英语培训和级别测试提供了平台。本系列书籍的编写主要为配合该认证考试,根据考试级别共分为三册,即:《实战商务英语教程(第一册—商务入门)》(Preparing for Business),《实战商务英语教程(第二册—成功沟通)》(Effective Communication),《实战商务英语教程(第三册—商务制胜)》(Business Success)。之所以取名为“实战商务英语”,主要是由于丛书中的单元话题及内容皆出自实际商务环境。由于商务英语具有其特殊的使用场合,因此严谨性和实用性对于商务英语来讲尤为重要。针对于此,本系列丛书不仅选材严谨、实用,而且更注重学员听说读写能力的全面提高。

本书为《实战商务英语教程(第一册—商务入门)》(Preparing for Business),适合参加国资委商务英语证书一级考试的学员学习使用。针对初次学习商务英语的学员,书中精选了商务场景中最为常见的话题,分为10个单元来叙述。主要内容涵盖了在商务办公场所沟通中可能遇到的基本表达和所需完成的常见任务,如:打招呼、介绍、描述职责、介绍公司、请求或提供帮助、接听电话等。按照学习者的认知心理和语言认知习惯,每个单元都以听力、口语、阅读、写作练习的顺序来编排。通过认真学习本册书籍,学员能够具备和同事或客户进行简单的英语交流的能力,并在必要时能够直接通过英语沟通来顺利完成一些简单的商务工作。

笔者结合自己多年来对商务英语研究的成果与各位编者共同努力打造了该系列书籍。尽管本书的编写是为了配合考试,但同样适用于平时商务英语实际沟通能力的提高,学以致用才是商务英语的精髓。然而,金无足赤,书中不尽如人意之处,敬请广大读者、专家、同行不吝指正。

在本书的编写过程中国资委的领导给予了大力支持,上海交大出版社资深编辑余志洪老师的督促与帮助也是本丛书得以顺利完成的重要因素,在此对他们表示深深的谢意。

何光明

2007 年 3 月

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Unit 1

It's nice to meet you

Into the Unit (单元入门)

相互介绍,打招呼是商务交往中不可缺少的一部分。由于各国习俗的不同,在此方面的礼仪也大相径庭。因此,熟悉对方的风俗习惯,对商业人士来说是很重要的。我们中国人见面之后,喜欢问“吃过了吗?”(Have you had your meal?),英美人士听后,会误解为想请他们吃饭,因为这是他们请人吃饭时用的开场白。再如:中国人邂逅时常会问“去哪儿?”(Where are you going?)他们听后可能会恼怒,因这涉及其个人私事。很明显,这种打招呼的方式不符合英美人的习惯,他们见面时,喜欢用“Hi”,“Good Morning”等简单的方式打招呼。所以,在与英美公司开展业务时,了解这些差异,尤为必要。但同时有些方面,东西方也有许多相通之处,如:一般都是先介绍年长者及职位高者,以示敬意。



1.1 Listening Module (听力练习)

Task One (Introducing oneself): Listen to the recording and fill in the blanks.

F: Excuse me, may I introduce myself?

M: Certainly.

F: I'm a (1) from HDC Corporation. Could you take a look at this? It's our latest product.

M: Sorry, I'm busy. I have to (2) to a meeting.

F: May we set up an appointment?

M: OK. Please speak to my (3).

Task Two (Greeting and introducing): Listen to the recording and fill in the blanks.

F: Have we met before?

M: Yes, I think so. It was in New York. That was (1) years ago.

F: My name is Lily Wang. It's (2) to see you again.

M: Nice to see you too. Please call me Jack. I work in the Sales Department.

Task Three (Greeting between colleagues): Listen to the recording and fill in the blanks.

F: Good morning, Mr. Braham.
 M: Good morning, Miss Roberts.
 F: How are you (1) ?
 M: I'm very (2) , thank you. And you?
 F: I'm (3) too. It's nice to see you again.
 M: Nice to see you, too.

Task Four (Talking about the weather): Listen to the recording and check (✓) *True* or *False*.

	True	False
1) Today's weather is not good.		
2) The man likes rain a lot.		
3) There is too much rain here in summer.		

Task Five (Talking about one's hobbies): Listen to the recording and check (✓) *True* or *False*.

	True	False
1) The man likes taking photos.		
2) The man thinks it's easy to take a good picture.		
3) The woman has been collecting stamps for many years.		
4) The man has a lot of good stamps.		

Task Six (Talking about one's plan): Listen to the conversation and complete the following notes using one or two words from the recording.

- 1) The lady is going to Britain _____.
- 2) The lady has already booked the _____.
- 3) The lady will stay in Britain for about _____.
- 4) The lady asks the man to _____ her in Britain.
- 5) The man wishes the lady would have a nice trip and enjoy her _____ in Britain.

1.2 Speaking Module (口语演练)

1.2.1 Practical sentences (实用句型)

Introductions

- ◇ Would you please introduce yourself?
- ◇ May I introduce myself? My name is James Bond.
- ◇ I'd like to introduce myself. I'm Jenny Lee.

- ◇ Let me introduce myself. I'm Jack Jones.
- ◇ May I introduce you to our manager, Mr. Li? ◇ Jane, I'd like you to meet our managing director, Mr. Bruce.

Formal ways of greeting at first meeting

- ◇ How do you do?
- ◇ Pleased to meet you.
- ◇ Glad to know you.
- ◇ Nice to meet you.

Informal ways of greeting at first meeting

- ◇ Good Morning!
- ◇ Hello!
- ◇ Hi!

Ways of greeting between friends

- ◇ Hello! /Hi!
- ◇ Morning/Good Morning!
- ◇ How are you doing?
- ◇ How's it going?
- ◇ What's up?

Small talk

- ◇ I haven't seen you for a long time.
- ◇ How was your flight?
- ◇ Did you have any trouble getting here this morning?
- ◇ The weather is beautiful, isn't it?
- ◇ It's a lovely day, isn't it?
- ◇ How is your work in the new branch?
- ◇ What do you enjoy doing in your spare time?
- ◇ What is your hobby?
- ◇ Did you see the film last night?
- ◇ I wonder if you'd like to join our football team.

1.2.2 Pair work (搭档练习)

Task One: Look at the conversation below in which two people first meet. Work with your partner to put it into correct order and practice it.

Student A	Student B
1) You are Jack Dawson, aren't you? 2) Nice to meet you, too. My name is Lily Wang. Where are you from, Jack? 3) I'm a sales assistant. 4) It's W-A-N-G. 5) It was nice meeting you too. Have a nice day.	A. Yes, I'm. Nice to meet you. B. I'm from Atlanta, Georgia. What do you do here, Lily? C. And how do you spell your last name? D. OK. It was nice meeting you, Lily. E. Thanks. You, too.

Task Two: Look at the conversation below in which two colleagues meet. Work with your partner to put it into correct order and practice it.

Student A	Student B
How are you, Jack? Pretty good. How is your job going? Have you met Gina? Then, let me introduce you to her.	Fine. And yourself? It's going very well. No, I haven't. Thanks. I'd like to meet her.

1.2.3 Group discussions (小组讨论)

Task One: How should you greet English-speaking people? What are the common greeting ways within your culture?

Task Two: What are the right topics for small talk with an English-speaking person? What are they in your culture?

Task Three: What should you pay attention to when making introductions?

Hints:

- ◇ Introduce the younger to the older or vice versa?
- ◇ Introduce ladies to gentlemen or vice versa?
- ◇ Introduce the junior to the senior or vice versa?
- ◇ Introduce a less important person to a more important person or vice versa?

Task Four: What names should you use when making introductions? What are the common sentences used in making introductions?

Hints:

- ◇ First name/given name
- ◇ Last name/family name/surname

- ◇ Nickname
- ◇ Full name

1.2.4 Business speeches (商务演讲)

Topics for English speech

Ask students to make a two-minute speech on one of the following topics. Before making the speech, they should write an outline within one minute.

- ◇ First impressions count.
- ◇ How to greet English-speaking people?
- ◇ How to make small talk?

A Sample Speech

First Impressions Count

What are you really selling to your customer, wherever he or she is from? Is it your goods, your company, your service? Not really. The most important thing you are selling is yourself. Think about it. You are the face of your company. You are the person your customer meets face to face. You give the impression of how good or trustworthy your company is. So the first meeting is very important.



What can you do to sell yourself better? Firstly, your appearance is important. First impressions are lasting impressions. Your style of dress — smart, organized, ready to work, business like. Your body language — open, welcoming, friendly, trustworthy. The words you use and how you say them — welcoming, confident, assuring. All of these things together say, "I am a person you can do business with."

If you think that is all you need to do, you will soon lose your customer, as he or she will see your impression as an act. You need to follow up with results, and produce the goods for your customer. You need energy and enthusiasm to show a sense of responsibility and be ready to meet the customers' needs. This will ensure that you not only win the customer, and give him or her a feeling of confidence in your company, but also keep him or her with your company. This is what good service is all about, but it all starts with that first meeting, and how well you present yourself. Make a good impression.

1.2.5 Working out solutions (智力冲浪)

Task One: You meet someone very important to you for the first time, and you are told his name. However, the next time you meet him, you unfortunately forget his name. How will you deal with the situation?

Task Two: You are an American working in China. When you make friends with Chinese

people, they always ask you these three questions. "Where are you from?" "Where do you work?" "How much money do you make?" The first two you may be happy to answer but the last one really annoys you. How can you explain this to your Chinese friends?

Task Three: You are a Chinese student and have been studying English for ten years. However, your spoken English is not good, and you really want to improve it by talking to native English speakers. Unfortunately, you do not have any friends of that kind. How can you approach native English speakers and make friends with them?

1.3 Reading Module (阅读理解)

1.3.1 Business reading one

Pre-reading questions:

Do you think it is important to greet someone you meet by name? How can you remember the name of someone you have just met? What can you do if you have forgotten the name of a person who greets you by name? Have you ever had this kind of problem before? How did you solve it?

Names and Greetings

Remembering names is a good way to get ahead at work. There is nothing as pleasant as when someone you have met just once before somehow remembers your name.

Do you have trouble remembering names? One helpful tip is to get the business card of any new person you meet and make notes, right on the card, or attach the card to a large **index** or address **file** card and make **symbols** on the card. Include the date you met, any **distinguishing** physical features that will help you to remember that person, such as **height**, hair color, **build**, and any other **notable** things, such as town of birth, college attended, or **hobbies**. But **keep in mind** that others may **have access** to your card or address files, so be careful in your descriptions and symbols about **clients** or **business associates**.

Another way to remember names is to make a clear **association** between the name or face of a new person and to write that association down, or **memorize** it. For example, someone by the name of Jim Peters may be tall and thin. The association that comes to mind might be the tall and thin Peter of Peter, Paul and Mary, the singing group from the 1960s, so you remember the name Jim Peters for ever more. Or for Lila Dempsey, who is quite active and **energetic**, you might remember her last name because she brings to mind the energetic fighter Jack Dempsey.

What will you do if you see someone you are supposed to know whose name you have forgotten? Try to avoid saying, "Forgive me, but I don't remember your name" and instead take a moment or two to ask questions that might help you remember the name by associations. For example, you might say, "So nice to see you. What are you up to these days?" That question might lead to an answer that helps you put the person in the **context** in which you know each other and helps **trigger your memory** about how you know each other

and what the name is. For example, you **run into** someone at a store near your company. She says hello to you by name, and you **are at a loss** what her name is, **let alone** how you know each other. Your question about what is new results in this answer, “They are **transferring** me to a new library.” Obvious follow-up question on your part: “Which one?” “The reference library in the second building,” she answers. Then you know she is the company **librarian** you have seen from time to time; her name begins to come back to you as well. “It is so nice to see you again, Jane. Good luck at the new place.”

Vocabulary help:

index <i>n.</i>	索引	business associate	商业合伙人
file <i>n.</i>	文档	association <i>n.</i>	联想
symbol <i>n.</i>	象征	memorize <i>v.</i>	记住
distinguishing <i>a.</i>	显著的	energetic <i>a.</i>	精力充沛的
height <i>n.</i>	身高; 高度	context <i>n.</i>	背景; 上下文
build <i>n.</i>	身材; 体形	trigger your memory	唤起记忆
notable <i>a.</i>	值得注意的	run into	遇见
hobby <i>n.</i>	爱好	be at a loss	不知所措
keep in mind	牢记	let alone	更不用说
have access to	获得; 进入	transfer <i>v.</i>	调动
client <i>n.</i>	客户	librarian <i>n.</i>	图书管理员

Exercises:

- 1) How can you remember the name of someone you have just met?
- 2) According to the author, what will you do if you see someone whose name you are supposed to know you have forgotten?
- 3) Have you ever had this kind of problem mentioned in exercise two before? How did you solve it?

1.3.2 Business reading two

Pre-reading questions:

Why do people make small talk? What if people fail to make proper small talk? What should people pay attention to in making small talk? What are the suitable and unsuitable topics?

How to Make Small Talk?

Small talk can help **establish a relationship** upon which you can build. As a matter of fact, the **significance** of small talk goes far beyond the relationship to one's boss.

People who fail in the art of speaking a lot without actually saying anything find it harder to **cultivate** relationships in the **workplace**. They need to cultivate their ability to make

small talk **frequently**, which is an **essential** part of networking.

However, not everyone is good at small talk. It takes skills to pick the right moment and the right topic with which to start a conversation. There are plenty of topics, although some are not suitable for informal **chat**.

Talk about topics that are of **mutual interest** and **appropriate** in a work **setting** — business small talk — everything from general business trends to art, opera, music, movies, theater, sports, or **best-selling** books, especially if you are talking with someone outside your company with whom you hope to do business. Stay away from **controversial** or **emotion-charged** topics, such as politics, religion, women's rights, as well as **specific** questions about someone's income or the cost of their house or **rental**. You do not want to seem **nosey** or to get into **heated arguments** that may turn your **potential** client or customer away from working with you because of some of your ideas that really **have little to do with** the business at hand. For example, you might get into a heated argument over **vegetarianism** only to discover the seemingly conservative businessman you are talking with, and hoping to do business with, had given up meat, fish, and chicken two years before. You are really not all that much against vegetarianism, but the damage has already been done.

Vocabulary help:

small talk	闲聊	best-selling <i>a.</i>	畅销的
establish a relationship	建立业务联系	controversial <i>a.</i>	有争议的
significance <i>n.</i>	意义	emotion-charged <i>a.</i>	充满感情的
cultivate <i>v.</i>	培养	specific <i>a.</i>	特定的
workplace <i>n.</i>	工作场所	rental <i>n.</i>	租金
frequently <i>ad.</i>	频繁地	nosey <i>a.</i>	好打听的
essential <i>n.</i>	必要的	heated arguments	激烈的争论
chat <i>n. /v.</i>	聊天	potential <i>a.</i>	潜在的
mutual interest	互相有利	have little to do with	与……无关
appropriate <i>a.</i>	恰当的	vegetarianism <i>n.</i>	素食主义
setting <i>n.</i>	背景;情景		

Exercises:

- 1) Why is small talk so important?
- 2) What if people fail to make proper small talk?
- 3) According to the author, what kinds of topics are suitable for informal chat?
- 4) According to the author, what kinds of topics should we try to avoid in small talk?

1.4 Writing Module (写作指南)

1.4.1 Writing skills (写作技巧)

语言复习(Language Review)(一):基础知识

“枯燥的规则与更枯燥的练习”是我们很多人对英文文法的态度。但是正确的文法与恰当的措辞毕竟是写好商务信件的两大关键,因而熟悉相关的语法规则并将其应用到商务英语写作中便成为商务英语学习者一项极其重要的任务。本章简要介绍英文文法的基本规则,包括词性、句法等知识。

1. 词类

构成完整句的各类不同的字叫做词类。这些词类在研究句子结构时常常碰到,共有十类,并分为实词和虚词两种。

实词都有实义,共有六类:

(1) 名词(noun, 缩写为 *n.*), 是人或物的名称。如: salesman, shipment, warehouse。

(2) 代词(pronoun, 缩写为 *pron.*), 用来代替名词。如: you, her, I。

(3) 形容词(adjective, 缩写为 *a.* 或 *adj.*), 用来修饰名词或代词。如: perfect, unique, graceful。

(4) 数词(numeral, 缩写为 *num.*), 如: four, sixty, ninety。

(5) 动词(verb, 缩写为 *v.*), 说明一种动作或提到某一件事或表示某一状态。如: operate, hire, change。

(6) 副词(adverb, 缩写为 *adv.*), 用来形容动词、形容词或另一个副词。如: usually, angrily, truthfully。虚词没有实义, 共有四类:

(7) 冠词(article, 缩写为 *art.*), 如: a, an, the。

(8) 介词(preposition, 缩写为 *prep.*), 表示一个词与后面一个名词或动名词的关系。如: of, for, to。

(9) 连词(conjunction, 缩写为 *conj.*), 用来连接词或句子。如: and, but, although, or, yet。

(10) 感叹词(interjection, 缩写为 *int.*), 表达不同感情。如: Hey! Hello! Well!。

注: 英语里有不少词可属于几个不同词类, 如 study 既可属于动词, 亦可属于名词; fast 既可属于形容词, 亦可属于副词; for 既可属于介词, 亦可属于连词。

2. 句子成分

一个句子一般由两部分组成, 即主语部分(subject group)和谓语部分(predicate group)。如:

(1) The people voted.

(2) Mr. Smith retired.

上述两句中的 The people 和 Mr. Smith 是主语部分, voted 和 retired 即谓语部分。

句子成分(members of the sentence)是句子中起一定功能的组成部分。句子由各个句子