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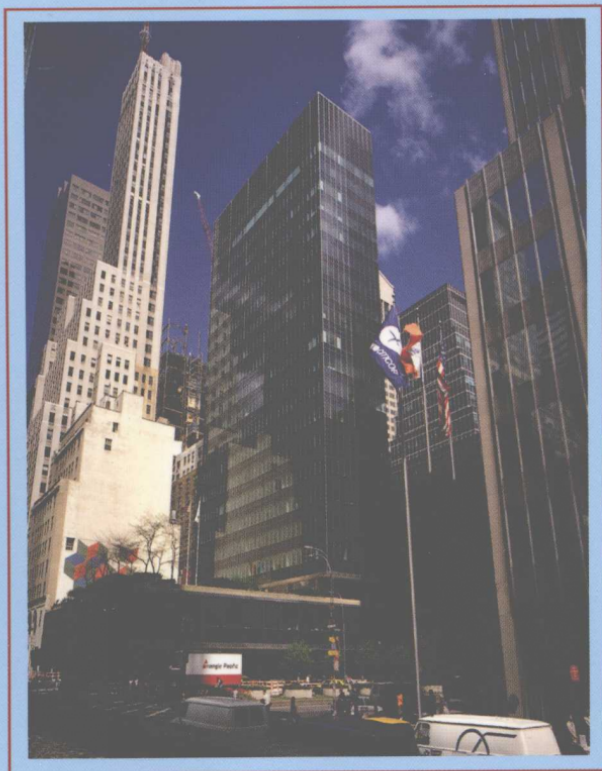
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大众中文网在线课程配套系列教材
PublicChinese online course book series

商务汉语

[高级]

Business Chinese [Advanced]



 湖南科学技术出版社
Hunan Science & Technology Press

<http://www.PublicChinese.com>

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[Advanced]

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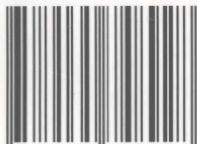
《基础汉语 Basic Chinese》共 2 册

《商务汉语 Business Chinese》共 3 册

《旅游汉语 Traveling Chinese》共 1 册

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Business Chinese [Advanced]

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Our website:

www.publicchinese.com: Chinese Learning Can Be Fun!

As a interesting and authoritative Chinese learning website, PublicChinese is your faithful Chinese learning guide. We will accompany you on your journey into the Chinese language and Chinese culture. We are serious but also light-hearted and interactive.

We have Chinese News, pod, learning center, culture, Buddies, Blogs, Online radio.and so on....all aiming to provide abundant material for fun learning.

Online courses and PublicChinese activity are columns that need your participation. Our Chinese Forum is where you can ask questions concerning language learning.

Learning Chinese with PublicChinese can be great fun. Just do it.

Preface

With the rapid economic development and the continuous growth of the comprehensive national strength, China, the ancient oriental country, is showing to the whole world her colorful and charming culture throughout the past 5 thousand years. As China developing, Chinese Language has gradually displayed its value, Chinese teaching and study has become a popular subject. Now various course books for Chinese teaching are available for the learners, but to meet their actual situation and demand, it's extremely important to choose a proper course book.

PublicChinese Online Course Book Series are published under the above consideration; the books are strong oriented, specialized and high quality. The book series include Basic Chinese, Business Chinese and Traveling Chinese. Basic Chinese is intended to those beginners without any basis of Chinese language, it provides learners abundant contents and interesting lessons with words, simple dialogues and exercises, aiming to let learners properly use this language. Business Chinese is involved in all aspects of commercial exchanges with China, helping learners improve their communicative competence in business with native Chinese. To meet the need of friends coming for 2008 Olympic Games in Beijing, Traveling Chinese is solely designed for travelers, it will enable learners to master the basic and practical language skills, so that they can enjoy the traveling of Olympic Games more freely.

On the basis of PublicChinese's online teaching platform, the book series combine the online courses to give learners an easy and joyful

studying experience. PublicChinese's online teaching platform adopts the most leading internet technologies, it has set up an open window for Chinese language and culture exchange. In the mean time, PublicChinese joins all universities (e.g. Jinan University) to establish the Chinese language-teaching base, which is profound to the spread of Chinese language and culture.

By Jia Yimin*

* About Professor Jia Yimin:

The senior consultant of PublicChinese, Professor, Vice-chancellor of Jinan University, Chief editor and multimedia CD Producer of *Zhong Wen* (This teaching material which surpasses 7 million all over the world). Leader of the Chinese Language Education Academe, Director of International Centre of Chinese Language Promoting, Chief editor of *College of Chinese Language Transaction* and *Guangzhou Huayuan*. Administrative syndic of The International Society for Chinese Language Teaching, Secretary-General of the South China Branch of the World Chinese Language Teaching Society, Visiting research fellow at Xiamen University, Honorary professor of Zhongshan Research Institute, San Francisco.

Professor Jia Yimin's literature: *Zhong Wen* (Chief editor), *Comparative Literature and Modern Literature* (monograph), *Literary Theory* (associate editor), *Comparative Comparative Literature and Aesthetics* (associate editor), *Language and Culture* (editor), primary Chinese language (Editor and Producer). Jia Yimin is a professional mentor of Linguistics and Literature post-graduate students; he has published more than 30 articles and research papers.

序

五千年的文明古国有着巨大的文化魅力，随着中国经济的飞速发展和综合国力的日益提升，“汉语热”在世界范围内持续升温，汉语的实用价值亦日益凸现。汉语教学与习得研究则成为一门显学，各级各类汉语教材的编写与应用也更加倍受注目。教材选择对于学习者是十分重要的。汉语学习者找到一套适合自己的汉语教材是提高汉语学习兴趣和水平的一个重要因素。

大众中文学习系列教材的推出顺应了世界各国朋友学习汉语的现实需要，是对“汉语热”的热烈响应。该系列教材是一套针对性强、特点鲜明、质量上乘的好教材。它包括《基础汉语》、《商务汉语》和《旅游汉语》等。其中，《基础汉语》针对初学者的心理特征，充分考虑了“零起点”学习汉语的特点，并结合不同的内容和教学重点，提供了丰富多样、寓教于乐的课程，配备单词、对话、练习及句型作为教学内容，培养初学者的基础汉语应用能力；《商务汉语》涉及与中国商务交往的各个环节，包括初次见面的介绍、与中国人谈生意的常用语句等，为商务汉语教学提供了大量真实、生动的素材，使学员能够在体验商务活动中学习语言，提高涉华商务活动中的汉语交际能力。为迎接2008年北京奥运会，满足世界各国朋友来中国旅游时的汉语需要，《旅游汉语》从“学”和“游”两方面进行教学设计，让学员在短时间内掌握最基本的交际用语和语言的基础知识，并在旅游实际运用中验证学习效果。

该系列教材依托于大众中文网平台，教材结合网上课程教学，使汉语教学事半功倍。该平台运用先进的互联网技术，通过音频、视频等丰富的多媒体表现方法实现在线汉语教学，并紧密聚合了全世界想学汉语和想教汉语的人们，成为中华语言文化传播的一扇窗户。同时，该平台

还积极与高等院校(如暨南大学)合作,联合打造汉语教学基地,探索校企合作办学的道路,这对推动中华语言文化传播都是具有积极意义的。
是为序。

贾益民*

* 贾益民 大众中文网高级顾问,现任暨南大学副校长、董事,《中文》教材主编(该教材已在全世界 50 多个国家发行 700 余万册)、《中文》多媒体光盘主编兼总策划。兼任暨南大学华文教育研究所所长、汉语国际推广中心主任、《华文学院学报》和《广州苑》主编。兼任中国对外汉语教学学会常务理事兼华南分会秘书长、世界汉语教学学会理事、广东省对外汉语教学研究会副会长、厦门大学海外华文教育研究所客座研究员、美国三藩市中山综合研究院名誉教授等。主要论著有《中文》(主编)、《比较文学与现代文艺学》(专著)、《文学理论》(副主编)、《比较文学与比较美学》(副主编)、《语言与文化论集》(主编)、《初级华语》(主编兼总策划)等。贾益民教授是文艺学及语言学专业硕士研究生导师,发表科研论文 30 余篇。

Introduction

<Business Chinese> is for the people who doing business in China are often frustrated by the language difficulties, to say nothing of huge cultural and business practice differences. With this in mind, we created three different levels of Business courses. They are elementary, intermediate and advanced level. The fifty-five chapters are organized around a commercial delegation to China, using realistic dialogues and simple sentence patterns in simplified characters and pinyin Romanization.

Each chapter includes valuable cultural notes to help avoid embarrassing mistakes, etiquette tips, exercises, English translations, and more. We also have the Online Business Chinese course, you may visit our website www.publicchinese.com if you wish to study online.

Professor Jia Yi-min read the manuscript, and had made many useful suggestions for the books, he was the one who wrote the preface too. Dr Qiu Jin, the Secretary of Culture & Education Publicity Office, Overseas Chinese Affairs Department of The State Council, gave a number of constructive guidance to the preparation of the book series. The staff of PublicChinese, Joe Wang, Yang Lv, Li Shen, Hongmin Dai, Youyan Li and others who made a lot of efforts for the publishing, we'd like to express my heartfelt thanks to all of them.

Best wishes to your Business Chinese study!

Public Chinese editorial board

前 言

商务汉语是根据语言有交际情景与交际功能属性的原理,采用了在线学习和线下培训相结合的教学体系。以商务用语为主要内容,包括订货洽谈、价格谈判、生意成交、签署合同等…内容丰富,涉及面广,切近生活,实际有用。而教材的词汇、句型及难易程度,又都与初学者的实际水平相符。紧密结合语言学习和企业管理知识,全面提高汉语学习者的语言运用能力。

本教材适用于零起点的经商人员自学学习,可在短时间内快速掌握常用语言,以满足日常生活、商务旅行的需要。该教材分为(初级、中级和高级)三册,采用了低起点,大容量,高密度,分阶段而有大步推进的强化训练教学法。

贾益民教授审读了书稿,提出了许多有益的建议并欣然作序。国务院侨务办公室文教宣传司司长丘进博士为本系列教材的编纂给予了许多建设性的指导。作为大众中文网的工作人员,Joe Wang、Yang Lv、Li Shen、Hongmin Dai、Youyan Li 等人为教材的面世做出了很多的努力,在此致以衷心谢忱。这本教材,从内容到形式,都有很多不完善,不成熟的地方,还需要在今后的教学实践中作更深入的探索与研究,希望可以听到同行教师 and 所有学习商务汉语的朋友们的批评和意见。

大众中文网教材编委会

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商务汉语 高级



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第一课 招商引资会

Dìyīkè Zhāoshāng Yīnzīhuì

Lesson One

Investment Inviting Meeting



<p>课文名称 Lessons Name</p>	<p>招商引资会 Zhāoshāng Yīnzī huì Investment inviting meeting</p>
<p>简单描述 Brief Introduction</p>	<p>彼得陪同布朗经理参加某经济开发区的招商引资会。 Pǐtè péitóng Bùlǎng jīnglǐ cānjiā mǒu jīngjì kāifā qū·de zhāoshāng yīnzī huì。 Peter is accompanying Manager Brown to take part in an investment inviting meeting held by an economic developing zone.</p>
<p>学习目标 Study Objective</p>	<p>了解中国的招商引资会。 Liǎo jiě Zhōngguó·de Zhāo shāng yīnzī huì。 To learn about Chinese investment inviting meeting</p>

学习时间 Learning Time	50分钟 50 fēn zhōng 50 mins
在线课程网址 Online Course	www.publicchinese.com

课文 Text

刘天奇：欢迎您，布朗先生！

Liú Tiānqí: Huānyíng nín, Bùlǎng xiān·sheng!

Liu Tianqi: Welcome, Mr. Brown!

布朗：刘主任，您好，你们的会开得很好，很受大家欢迎。

Bùlǎng: Liú zhǔrèn, nǐ·men·de huì kāi·de hěn hǎo, hěn shòu dàjiā huānyíng。

Brown: Good to see you, Director Liu. The meeting is well-organized. And it is welcomed by all.

刘天奇：哪里，哪里，多谢你们这些企业家的捧场。

Liú Tiānqí: Nǎ·lǐ, nǎ·lǐ, Duō xiè nǐ·men zhèxiē qǐyèjiā·de pěng chǎng。

Liu Tianqi: Thanks a lot! Thanks for your coming!

彼特：刘主任，不知你们开发区的投资环境怎样？

Pìtè: Liú zhǔrèn, bù zhī nǐ·men kāifāqū·de tóuzī huánjìng zěnyàng?

Peter: Director Liu, would you introduce the investment environment in the developing zone to us?

刘天奇：我们开发区的地理位置优越，交通十分便利，基础设施配备完善，科技与人文资源也十分丰厚，是中外商家理想的投资环境。

Liú Tiānqí: Wǒ·men kāifā qū·de dìlǐ wèizhi yōuyuè, jiāotōng shífēn biānlì, jīchǔ shèshī pèibèi wánshàn, kējì yǔ rénwén zīyuán yě shífēn fēnghòu, shì zhōng wài shāngjiā lǐxiǎng·de tóuzī huánjìng。

Liu Tianqi: Yes. With favorable location, convenient transportation, well-equipped infrastructure, rich science and technology resources as well as

human resources, it's really an ideal investment environment for investors home and abroad.

布朗: 刘主任, 你们有权审批哪些投资项目?

Bùlǎng: Liú zhǔrèn, nǐ·men yǒu quán shěn pī nǎxiē tóuzī xiàngmù?

Brown: Director Liu, what kinds of investment projects are examined and approved?

刘天奇: 我们可以审批的项目包括不需要国家综合平衡的、出口不涉及配额许可证、外汇能自行平衡的生产性项目。

Liú Tiānqí: Wǒ·men kěyǐ shěn pī de xiàngmù bāokuò bù xūyào guójiā zōnghé pínghéng·de, chūkǒu bú shèjǐ pèi'éré xǔkězhèng,wàihuì néng zìxíng pínghéng de shēngchǎnxìng xiàngmù。

Liu Tianqi: Well, the productive projects, such as those needn't comprehensive balance by government, those do not involve in quota license on exports and those self-sufficient foreign exchange are included.

彼特: 请问, 投资项目有金额限制吗?

Pǐtè: Qǐng wèn, tóuzī xiàngmù yǒu jīn'éré xiànzhì·ma?

Peter: Do you have any limits on the total money investment?

刘天奇: 最低投资额有规定, 最高投资额不受限制。

Liú Tiānqí: Zuì dī tóuzī'éré yǒu guīdìng, zuì gāo tóuzī'éré bú shòu xiànzhì。

Liu Tianqi: Well, we have the minimum limit but the maximum is open.

彼特: 为什么要规定最低投资额?

Pǐtè: Wèi shén·me yào guīdìng zuì dī tóuzī'éré?

Peter: Why do you regulate the minimum limit?

王玉: 为了充分利用土地资源, 我们必须保持较高的投资含金量和投资密度。

Wáng Yù: Wèi·le chōngfèn lìyòng tǔdì zīyuán, wǒ·men bìxū bǎochí jiàogāo·de tóuzī hánjīnliàng hé tóuzī mìdù。

Wang Yu: To fully use of the land resources, we should keep the efficiency and density of the investment.

布朗: 我们想对你们的开发区有个更详细的了解, 你们有这方面的资料吗?

Bùlǎng: Wǒ·men xiǎng duì nǐ·mén ge gèng xiángxì·de liǎojiě, Nǐ·

men yǒu zhè fāngmiàn de kāifāqū yǒu de zīliào·ma?

Brown: Do you have some detailed materials to help us have a more thoroughly understanding of the developing zone?

王玉:会后我们会给每一位开会者发一份资料,上面有很详细的介绍材料。

Wáng yù: Huì hòu wǒ·men huì gěi měi yí wèi kāihuìzhě fā yí fèn zīliào, shàng·mian yǒu hěn xiángxì·de jièshào cáiliào。

Wang Yu: Yes, after the meeting, we will offer every participant a very detailed material; you can get thorough information from it.

刘天奇:会后我们还会组团去参观开发区,到时请莅临参观。

Liú Tiānqí: Huì hòu wǒ·men hái huì zǔtuán cānguān kāifāqū, dào shí qǐng lǐn cānguān。

Liu Tianqi: What's more, we will organize a visit to the developing zone. You are welcome to join us.

布朗:谢谢,你们考虑得很周到。

Bùlǎng: Xiè·xie, nǐ·men kǎolù dé hěn zhōudào。

Brown: Thanks, you are very considerate.

王玉:别客气,这是我们应该做的。

Wáng Yù: Bié kè·qì, zhè shì wǒ·men yīnggāi zuò·de。

Wang Yu: Our pleasure!

练习 Exercises

1. 听力

Listening

(1) 布 朗:刘主任,您好,你们的会开得很好,很受大家欢迎。

刘天奇:哪里,哪里,多谢你们这些企业家的捧场。

(2) 布 朗:谢谢,你们考虑得很周到。

王 玉:别客气,这是我们应该做的。

2. 字词训练

Words and expressions

位置 wèi·zhì

convenient