

21 世纪高职高专商务英语规划教材

English

主 编：肖安法 赵芝英

副主编：袁 萍 唐志华

实用商务英语综合教程

学生用书 (第一册)



东南大学出版社
Southeast University Press

21世纪高职高专商务英语规划教材

实用商务英语综合教程 (第一册)

(学生用书)

主 副 编	编 者	肖安法	赵芝英	
		袁萍	唐志华	
		肖安法	赵芝英	袁萍
		唐志华	沈剑	吕园园
		熊杰		

东南大学出版社
·南京·

图书在版编目(CIP)数据

实用商务英语综合教程. 第一册/肖安法, 赵芝英主编.
南京: 东南大学出版社, 2008. 2

学生用书

ISBN 978-7-5641-1115-1

I. 实… II. ①肖… ②赵… III. 商务—英语—
教材 IV. H31

中国版本图书馆 CIP 数据核字(2008)第 010381 号

实用商务英语综合教程第一册(学生用书)

出版发行 东南大学出版社 出版人 江汉
社 址 南京市四牌楼 2 号(邮编:210096)
电 话 (025)83795801(发行部)/83790510(传真)
83374334(邮购)/57711295(发行部传真)

经 销 全国各地新华书店
印 刷 南京京新印刷厂
开 本 700mm × 1000mm 1/16
印 张 14.5
字 数 285 千字
版 次 2008 年 2 月第 1 版第 1 次印刷
书 号 ISBN 978-7-5641-1115-1/H · 135
印 数 1—3000 册
定 价 20.00 元

* 未经本社授权, 本图书内任何文字不得以任何方式转载、演绎, 违者必究。
* 东大版图书若有印装质量问题, 请直接与读者服务部联系, 电话: (025)83792328。

总 序

21 世纪是全球经济一体化的时代,给人们带来了更多的机遇与挑战。随着国际经贸方法的更加灵活多样,对外商务联系与交往的日趋频繁以及中国经济融入世界经济的进程越来越快,努力培养和造就一大批具有国际视野、精通经贸业务、熟练掌握外语、能积极有效地参与国际竞争与合作的高素质商务人才已成为非常紧迫的时代课题。

高职高专教育是高层次的职业技术教育,是高等教育的一个重要组成部分。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,东南大学出版社和江苏省几十所高职高专院校联合推出了一整套全新的高职高专商务英语系列教材。该套教材基于继承传统、重在创新的编写理念,以高职高专商务英语基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,材料新颖,内容充实,语言规范,信息量大,体现了知识性、实用性、系统性和技能性的有机结合,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语,注重培养学习者运用商务英语知识与技能从事国际商务工作的实际应用能力。

本套系列教材共分三个系列。第一系列为商务英语基础课程教材,包括《实用商务英语综合教程》(1-4 册)、《实用商务英语阅读教程》(1-2 册)、《实用商务英语听说教程》(1-3 册)、《实用商务英语口语教程》(1-2 册)、《实用商务英语函电》、《实用商务英语写作教程》、《实用商务英语谈判与实务》、《实用进出口单证与实务》、《实用国际贸易与实务》、《高职高专实用英语语法》等。今后还将陆续推出第二、三系列教材:商务英语专业核心课程教材和商务英语文化课程教材等。各套教材自成体系,同时又形成一个有机的整体。

本套系列教材的编写者都是多年来从事国际商务英语教学和工作的专家、学者和优秀的一线教师,有丰富的教学与实践经验,保证了教材的编写质量,具有一定的指导性与权威性。

本套教材的编写一直得到各院校、东南大学出版社的关心和支持,我们在此特致以衷心的感谢。

总主编 程同春教授

2006 年 8 月

总 录

21 世纪高职高专商务英语规划教材编委会成员单位

(排名不分先后)

- | | |
|--------------|----------------|
| 无锡商业职业技术学院 | 徐州建筑职业技术学院 |
| 无锡城市职业技术学院 | 南京信息职业技术学院 |
| 无锡科技职业技术学院 | 南京理工大学高等职业技术学院 |
| 无锡工艺职业技术学院 | 南京工业职业技术学院 |
| 江阴职业技术学院 | 江苏海事职业技术学院 |
| 苏州农业职业技术学院 | 江苏经贸职业技术学院 |
| 苏州托普信息职业技术学院 | 应天职业技术学院 |
| 苏州工业园区职业技术学院 | 钟山职业技术学院 |
| 苏州职业大学 | 连云港师范专科学校 |
| 苏州经贸职业技术学院 | 连云港职业技术学院 |
| 苏州工业职业技术学院 | 常州纺织职业技术学院 |
| 扬州环境资源职业技术学院 | 常州机电职业技术学院 |
| 扬州职业大学 | 常州轻工职业技术学院 |
| 扬州教育学院 | 南通纺织职业技术学院 |
| 扬州工业职业技术学院 | 南通航运职业技术学院 |
| 徐州工业职业技术学院 | 东南大学出版社 |

2006年8月

前 言

随着经济一体化和市场规范化的步伐加快,全球化进程越来越明显,英语作为国际贸易语言变得越来越重要,既具有专业知识又能熟练运用英语的复合型人才更加受到欢迎。为了适应高职高专教育教学改革的需要,培养大批既具有良好的英语语言能力又熟悉商务知识和商务操作的应用型高技能人才,我们组织编写了《实用商务英语综合教程》。本教材可供高职高专商务英语专业和国际贸易专业教学使用,也可供具有一定英语水平的从事外贸、商务等活动的人员培训及自学使用。

《实用商务英语综合教程》编写的基本出发点是把语言能力的培养和商务知识及技能的学习很好的结合。本教程的特点是基础性、实用性、科学性和新颖性等因素的和谐融合。基础性是指教程巩固并拓展学生中学阶段的英语知识和能力,打好语言基础;实用性是指教程紧扣高职高专学生的职业方向;科学性是指吸收先进的教学理念和方法,符合语言学习规律,利用现代信息技术手段,在内容和形式上力求合理呈现,有利于教师使用,有利于学生学习;新颖性是指材料新颖,选取最新的国际商务英语文章,涉及国际商务的基本理论知识、概念,国际上重大的政治、经贸动态、区域经济、外经贸事业在中国的发展,中国的经济改革,传统意义上的国际贸易,多边经贸组织,经济贸易的基本理论,市场经济的运作规律,现代企业的经营管理,国际经贸活动的基本概念与程序,有关的经贸法规、伦理和文化知识等。

《实用商务英语综合教程》共计为四册,一学期学习一册,两学年连续使用,各册相互之间为递进关系。本书为第一册,共八个单元和两个测试卷。每单元以模块结构作为呈现方式,具体模块如下:

Learning Objectives(教学目标),包括课文涉及的话题,主题性词汇,语法要点等。

Pre-reading Activities(阅读前活动),在课文 A 前面有此练习,练

习形式为 Listening Comprehension(听力练习)和 Questions for Discussion(讨论题)。两者都与单元话题有关,目的是启发学生和提高学生的学习兴趣。

Text(课文),课文有 **Text A** 和 **Text B** 两篇。课文选材应选自国外书刊,内容新颖,话题与商务英语话题有关。课文配有使用英语和中文解释的 Words & Expressions(生词与短语),并适当做派生词,帮助学生扩充词汇。还有 Notes(注释),对课文来源、背景知识、专有名词、有关术语和商务知识以及艰深语句等作出解释等。

Word Study, Vocabulary Building and Word Formation(词汇学习、词汇扩展与构词法介绍),目的是让学习者对词语的用法举一反三,掌握词汇学习的有效方法,增强自学能力,熟悉更多的商务英语词汇和构词法,以便有效快速地扩大词汇量。

Post-reading Activities(阅读后活动),课文 A 后有 4 项练习,其形式为:1. 阅读理解,由浅入深,反映课文概貌,有助于学生理解课文;2. 选词填空,全部为课文中出现过的词和短语,进一步帮助学生加深对课文的理解;3. 大意归纳,再次检验和强化学生对课文的理解;4. 翻译练习,巩固课文 A 所学的词汇和句型。课文 B 后练习形式为:1. 正误判断,检查学生对课文的理解;2. 选词填空,巩固课文中出现过的词和短语;3. 听写,为课文 B 的大意,既练习听力理解又帮助课文理解。

Exercises(单元独立练习),其形式为: Structures(句法结构), Vocabulary(词汇), Translation(句子翻译), Cloze(完形填空), Reading Comprehension(短文阅读), Writing(写作), Presentation(Speaking)(口头发言), Enjoy Your Time(快乐时光)等。练习形式多样,对语言基本功进行深入、系统的训练,从听、说、读、写、译及文化等方面提高学习者的能力。

教材后附录 Vocabulary, Useful Expressions 和 Word Study,便于学习者查找。

本册教材由肖安法和赵芝英担任主编,袁萍、唐志华担任副主编,编者有沈剑、吕园园和熊杰。肖安法负责制定编写大纲。第 1 单元编写、附录编写和统稿工作,赵芝英负责第 6 单元编写和统稿工作,袁萍负责第 2 单元、第 5 单元和测试试卷 1 的编写,唐志华负责第 4 单元编写,沈剑负责第 7 单元和测试试卷 2 的编写,吕园园负责第 8 单元和测试试卷 2 的编写,熊杰负责第 3 单元编写。

本册教材教师用书分别由各单元编写者编写。在教学过程中,教师不必拘泥于教师用书,可以有选择地加以利用。我们主张采用折衷主义的教学方法,在充分发挥教师主导作用的同时,提倡学生自主学习,教师在备课时应针对每个单元甚至整本教材和单元之间的衔接通盘考虑,采用交互式教学方式,如 pair work, team work, group discussion, presentation, debate 等,或采用基于任务的方式进行教学。

建议每两周(8-12 课时)完成一个单元的教学,在听、说、读、写、译、文化等方面全面提高学生的语言能力和商务知识。本教材配有多媒体光盘和录音磁带。

在本教材编写过程中,我们得到了东南大学出版社的很多支持和帮助,在此,我们致以衷心的感谢。

由于编者水平有限,书中不妥之处在所难免,敬请广大读者批评指正。

编者

2006年8月

目
录

Contents

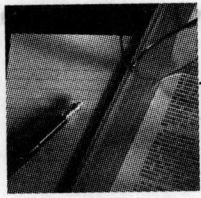
Unit 1	The Nature of International Business	(1)
Unit 2	Jobs and Occupations	(25)
Unit 3	Company History and Activities	(49)
Unit 4	Business Communication	(74)
Unit 5	Product Description and Development	(111)
Unit 6	Job Interviewing	(133)
Unit 7	Joint Ventures	(156)
Unit 8	Business and Culture	(181)
Appendix I	(213)
Vocabulary		
Appendix II	(219)
Useful		
Expressions		
Appendix III	(220)
Word Study		

9. for business situations, and builds your confidence. 10. you use business English.

11. Which topics are you interested in? Choose from the list below. Write the number of the topic in the box and tell why.

Unit 1

The Nature of International Business



International trade Recent business news

Text A

International Business

International business consists of transactions that are planned and carried out across national borders to satisfy the needs of individuals and organizations. These transactions take on various forms. Primary types of international business are export-

Learning Objectives

- ◆ understand the nature of international business;
- ◆ know the reason of learning international business;
- ◆ and review the grammar item: subject-predicate concord (主谓一致).

Pre-reading Activities

New Words: personnel manufacturing finance diverse entertaining marketing

I. Listen to the following short passage twice and fill in the blanks with the words you've heard.

English language 1 are important in today's global environment. A personnel or training 2 would send their employees on Business English courses which can impact directly on the performance of their 3, their personnel team, and their success. An 4 may take a Business English course helping improve his or her own job performance and help build a successful future 5.

The business world—manufacturing, 6, finance, and services—is very diverse. However, job functions within different organizations are often very 7. A good Business English course takes 8 of these similarities, helps you tailor them for your particular professional needs, changes your “everyday” English into language

9 for business situations, and builds your confidence 10 you use business English.

II. Which topics are you interested in? Choose from the list below, discuss with your classmates and tell why.

Travel Entertaining Sales and marketing

International trade Recent business news

Text A

International Business

International business consists of transactions that are planned and carried out across national borders to satisfy the objectives of individuals and organizations. These transactions take on various forms. Primary types of international business are export-import trade and direct foreign investment. The latter is carried out in varied forms, including wholly owned branch companies and joint ventures. Examples of such transactions include buying raw materials or inputs in one country and shipping them to another for retail sale, building a plant in a foreign country or making use of lower labor costs there, or borrowing money from a bank in one country to finance operations in another.

International business is important and necessary because economic isolationism has become impossible. Failure to become a part of the world market causes the declining economic influence of a nation and a falling standard of living for its citizens. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world.

International business differs from domestic business to a great extent for the following reasons. The countries involved may use different currencies, forcing at least one party to change its currency to another. The law systems may also be different, and the parties involved have to adjust their behavior to obey the local law. The different legal systems may create major headaches for international managers. For example: U. S. law promotes equal employment opportunities for women, while Saudi Arabian law discourages the employment of women when they will have to interact with adult males to whom they are not related. The cultures may differ. For example, U. S. businesspeople prefer to start meetings on time and to get down to specific things quickly, but Latin American businesspeople are less concerned about a quick action and

more concerned with learning more about the people with whom they are doing business. Different countries may have different resources. One country may be rich in natural resources but poor in skilled labor, while another may enjoy a productive, well-trained work force but lack natural resources.

International business offers companies new markets. Since the 1950s, the growth of international trade and investment has been much larger than the growth of domestic economies. Today's technology continues to increase the reach and the easiness of doing international business, pointing to even larger growth potential in the future. A combination of domestic and international business, therefore, presents more opportunities for expansion, growth, and income than does domestic business alone. International business causes the flow of ideas, services, and money across the world. As a result, innovations can be developed and spread more rapidly, human capital can be used better, and financing can take place more quickly. International business also offers consumers new choices. It offers a wider variety of products, both in terms of quantity and quality, and does so at reduced prices through international competition. International business helps the change of factors of production—except land—and provides challenging employment opportunities to individuals with professional and business skills. Therefore, both as an opportunity and a challenge, international business is very important to countries, companies, and individuals.

In most cases the basic skills and knowledge needed to be successful are much similar whether one is doing business domestically or internationally. For instance, the need for marketing managers to analyze the wants and desires of target audiences is the same regardless of whether the managers are engaged in international business or purely domestic business. But although international and domestic business are similar to some degree, there is little doubt that the complexity of skills and knowledge needed for success is far greater for international business. International business people must be knowledgeable about cultural, legal, political, and social differences among countries. They must choose the countries in which to sell their goods and from which to buy inputs.

Words & Expressions

1. transaction /træn'zækʃən/n. a single business deal, esp. a sale or purchase
生意; 交易
2. border /bɔ:də/n. the dividing line between two countries; the land near the

- line 边界(线)
3. objective/əb'dʒektɪv/n. an object to be won; purpose of a plan 目标
 4. resource/ri'sɔ:s/n. things owned and useful; possessions [常用复数]资源; 财力; 物力
 5. primary/'praɪməri/a. chief; main 主要的
 6. investment/in'vestmənt/n. the act or action of investing 投资
 7. joint venture/dʒɔɪnt'ventʃə/n. a partnership formed often to share risk or expertise 合资企业
 8. retail/ri'teɪl/n. the sale of goods to the general public 零售 a. selling to the public 零售的 c. f. wholesale 批发
 9. finance n. /'faɪnæns, fi'næns/v. to provide or arrange means of payment 提供资金; 金融支持 n. the management of money matters 金融; 财政
 10. isolationism/'aɪsə'leɪʃənɪzəm/n. [贬] 孤立主义 isolate v. isolation n.
 11. participation/pɑ:tɪ'sɪ'peɪʃn/n. the act of taking part or have a share in an activity or event 参与; 参加 participate v.
 12. inputs/'ɪnpu:t/n. factors of production put into a business [复数] 投入 (物) c. f. outputs 产出
 13. domestic/də'mestɪk/adj. of the home; of one's own country; 家庭的; 国内的
 14. currency/'kʌrənsi/n. any kind of money that is in general use as a medium of exchange, esp. circulating paper money 货币
 15. adjust/ə'dʒʌst/v. to change to make suitable for a particular job or a new condition 调整; 调节
 16. promote/prə'məʊt/v. help to happen, increase, or spread 促进; 提升; 推销 promotion n.
 17. Saudi Arabia/'sɑ:'udiəreɪbjə/n. 沙特阿拉伯
 18. lack/læk/v. to be without; not have 缺乏
 19. potential/pə'tenʃəl/n. possibility for developing or being developed 潜力 adj. 有潜力的
 20. combination/kəm'bi'neɪʃn/n. the act or state of combining or being combined 联合; 结合 combine v.
 21. expansion/ɪks'pænʃən/n. the action of expanding; the state of being expanded 扩张; 扩大 expand v.
 22. innovation/ɪ'nəʊ'veɪʃən/n. the introduction of something new; a new idea, method, or invention 发明; 创新

23. quantity/'kwɒntɪti/n. a measurable property of something; an amount or number 数量
24. variety/və'raɪəti/n. a group containing different sorts of the same thing or people 种种
25. factor/'fæktə/n. any of the forces, conditions or influences that helps to bring about a result 因素
26. analyze/'ænləɪz/v. to examine carefully in order to find out about 分析
analysis n.
27. target audience/'tɑ:ɡɪt'ɔ:dʒəns/n. 目标受众
28. complexity/kəm'pleksɪti/n. (an example of) the state of being complex 复杂
29. carry out/'kæriəut/to fulfill; complete 执行;落实;实现
30. take on/teɪkɒn/to begin to have a quality or appearance 呈现;具有(……特征)
31. interact with/'ɪntər'ækt wɪð/react together and affect each other's development or nature 相互作用;相互影响
32. be concerned about/bɪ:kən'sə:nd ə'baut/be worried about 担心 give attention to something 考虑;关注
33. in terms of/in tɜ:mz əv/considering 在……方面 with a certain mode of expression 用……的话

Notes

- This text is selected and adapted from *International Business* written by Ricky W. Griffin and Michael W. Pustay.
- international business ① (国际商务): A term used to collectively describe topics relating to the operations of companies with interests in several countries. Such companies are sometimes called multinational corporations (跨国公司). Points of discussion with this topic may include cultural considerations, which itself may include differences in law and legal systems, language barriers, living standards, climate and more. These have to be overcome for a multinational corporation to be successful in an overseas venture. ② (国际性企业) A business that is primarily based in a single country but acquires some meaningful share of its resources or revenues (or both) from other countries.
- joint venture (合资企业): A special type of strategic alliance when the partners share in the ownership of an operation on an equity basis.

4. **isolationism (孤立主义)**: A diplomatic policy whereby a nation seeks to avoid alliances with other nations. Most nations are not in a political position to maintain strict isolationist policies for extended periods of time, even though most nations have historical periods where isolationism was popular.
5. **currency (货币)**: A currency is a unit of exchange, facilitating the transfer of goods and services. It is a form of money, where money is defined as a medium of exchange.
6. **Saudi Arabia (沙特阿拉伯)**: The full name for it is the Kingdom of Saudi Arabia, the largest country on the Arabian Peninsula (阿拉伯半岛), with its capital named as Riyadh (利雅德). It is called "the land of the two holy mosques", a reference to Mecca (麦加) and Medina (麦地那), Islam's two holiest places.
7. **target audience (目标受众)**: A specified audience or a group of people for which an advertising message is designed.
8. **Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world.** 这句中的 even leading to a more peaceful world 为主语 successful participation in international business 的补语, 说明主语的行为。some believe 为插入语, 它将 even leading to a more peaceful world 分隔开来, 形成了分隔现象。

Word Study

1. finance

v. to provide money for 为……提供资金

The concert is financed by a big company.

音乐会是由一家大公司资助的。

Sam financed his study at a vocational school by working all summer.

山姆一个夏天都在打工以补贴职业学校学习的费用。

n. ① (the science of) the control of money 财政; 金融

public finance 公共财政; 财政学; business (company, private) finance 商业 (公司, 私人) 财务

② [复数] the amount of money owned especially by an organization 资金; 财务状况

Are the company's finances sound?

公司的财务状况良好吗?
The company's finances are very limited.
公司的资金很有限。

2. adjust *v.*

① to make small changes to something to make it more effective 调整; 调节
I must adjust my watch, it's slow.

我的表慢了, 要调一下了。

to adjust the price to... 将价格调整到……

② to gradually get used to a new situation by making small changes 使适合; 适应

He adjusted himself very quickly to the heat of the African country.
他很快适应了这个非洲国家的炎热气候。

3. promote *v.*

① to advance someone in position or rank 提升; 提职

Helen was promoted to general manager.

海伦被提拔为总经理。

You will get promoted in this company if you work hard.

如果努力工作, 你在这个公司会升职。

② to help something to develop and be successful 促进; 增进

The meeting is to promote trade between China and Australia.

会议是为了促进中国与澳大利亚之间的贸易。

③ to bring goods to public notice in order to increase sales 促销; 推销

The company are promoting their new sort of medicine on television.

公司通过电视促销新药。

How can we promote the sales of this product?

我们如何才能促进该产品的销售呢?

④ to be responsible for arranging a large public event 主办; 筹办

Who is promoting the football match between the two colleges?

谁主办了这两所大学之间的足球赛?

4. lack *v.*

① to be without; not have 缺乏

We lacked food.

我们缺乏食物。

Tom's real problem is that he lacks confidence.

汤姆的真正问题是缺乏自信。

② lack for nothing—to have everything that a person needs 应有尽有
Smith's parents made sure that he lacked for nothing.

史密斯的父母让他什么都不缺。

n. ① the state of not having something or not having enough of it 缺乏

Lack of vitamin C can cause diseases.

缺乏维生素 C 会生病。

a lack of care, money, water, etc.

② a complete lack of 完全缺乏

Rosie was showing a complete lack of interest in her school work.

罗西对学习一点也不感兴趣。

③ for/through lack of—because there is a lack of 由于缺乏

The worker felt very tired for/through lack of sleep.

由于缺少睡眠,这位工人感到很困。

5. interact *vi.*

① to have an effect on each other 相互作用;相互影响

Social and economic factors interacting with each other produce certain results.

社会和经济因素的相互作用会产生一定的结果。

The two ideas interacted, which changed our point of view.

这两种观念相互影响,改变了我们的观点。

② to talk to each other and understand each other 相互交流,相处

The student from England interacts well with his classmates.

来自英国的这个学生和他的同学们相处得很好。

Post-reading Activities

I. Comprehension Questions.

1. What is the definition to international business according to the passage?
2. Could you give some examples of international transactions?
3. How many reasons are mentioned in the passage that international business is different from domestic business? What are they?
4. What should a company do if it wants to expand itself and grow larger?
5. How international business people should be to be successful?

II. Fill in the blanks with the words or phrases given in the box. Change the forms if necessary.