

商务交际英语 听说教程

周保国 主编

English for Business Communication
A Listening and Speaking Course Book
Book One



上册

《商务交际英语听说教程》分为上、下两册，每册各15个单元。上册第一部分为“商务活动”，第二部分为“各类商务”。下册第一部分为“商务交易”，第二部分为“各类商务”。

每单元包括“听与写”、“听力理解”和“读与说”三部分。每单元后附有“听说小技巧”。本书具有语言规范、重点突出、内容新颖、涉及面广、交际性强、富有时代精神等特点，极具实用价值。

本书适用于高等院校商学院的学生、外资企业工作的员工、身处国际商务环境的从业人员、企业的领导者和决策者、对商务英语学习有要求的本科生、研究生、将来希望从事商务工作的商业专科的学生和教授商务英语课程的教师，也可作为《剑桥商务英语证书》（BEC1和BEC2）听力和口语考试备考之用。



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商务交际英语

听说教程

English for Business Communication

上册 *A Listening and Speaking Course Book* 周保国 主编



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前 言

商务英语是现代商务活动中重要的交流工具。商务英语交际能力已成为各类外资企业选拔和招募新员工的重要标准,掌握商务英语则是高校毕业生能顺利进入国际化企业的主要条件之一。国际化企业的文化和理念千差万别,尽管工作性质、工作场地不同,但语言差异无疑是人们所遇到的最大障碍。除了我们熟知的生活英语、学术英语之外,商务英语不仅是我国目前从事或即将从事涉外商务人员英语实际应用能力不可多得的辅助工具,更是商务工作人员在这个国际化的高科技时代商务竞争能力、外贸业务素质和英语水平的重要体现。在此,我们根据商务英语的主要特点——教学的专业化、口语化和较强的针对性和实用性——编写了这套《商务交际英语听说教程》,旨在帮助读者快速提高英语听说能力,能够在从事涉外经济贸易活动中掌握和运用好商务英语。

《商务交际英语听说教程》分为上、下册,每册各 15 个单元。上册的第一部分为“商务活动”(Business Activities),包括建立商务关系、出席商务会议、商务管理、办公室工作、电话交谈、求职面试、商业广告、商务公关、文娱活动、祝贺与安慰;第二部分为“各类商务”(Various Businesses),包括旅游业、饭店业、购物业、银行业和保险业。下册的第一部分为“商务交易”(Business Transactions),包括参观与旅行、商品交易会、商务谈判、产品描述、操作与过程、市场营销、交货及售后服务、进出口贸易、海关、国际贸易付款;第二部分为“各类商务”(Various Businesses),包括金融业、证券业、投资业、房地产业和期货业。

《商务交际英语听说教程》每单元包括三部分:1. 听与写(Listen and Write);2. 听力理解(Listen and Comprehend);3. 读与说(Read and Speak)。“听与写”部分强调交际功能的重要性,提高读者在真实场景中





的交际能力,熟悉商务交际话题。“听力理解”部分培养读者的听力理解能力,帮助读者建立正确理解和使用商务交际英语所必须具备的相应文化认知系统。“读与说”部分提供内容得体、语言规范、短小精悍的商务实用文章,供读者朗读背诵,拓宽视野,激发开怀畅谈的欲望。三部分既自成一体,又相得益彰,最后达到以听带说、以读带说、听说读写能力全面提高的目的。每单元附有“听说小技巧(Listening and Speaking Tips)”,以帮助读者丰富语言学习能力和提高学习兴趣。

国家教育部考试中心与英国剑桥大学地方考试委员会合作,已经在我国成功地举办了《剑桥商务英语证书》多个级别的考试,以利于用人单位,特别是外资企业选拔录用人才。本书可用做商务英语培训课程的教材或辅助教材,也可作为《剑桥商务英语证书》(BEC1 和 BEC2)备考之用。商务英语的学习者范围非常广泛,其中包括在外资企业工作的员工、身处国际商务环境的从业人员、企业的领导者和决策者、对商务英语学习有要求的本科生、研究生,将来希望从事商务工作的商业专科的学生。本书也可供教授商务英语的教师在工作和学习中参考使用。

本书配有 MP3CD 一张,由美籍教师 Jesse Ciccotti 和 Pam Van Tol 朗读,其音质清晰,语音、语调纯正,语速适中,是广大商务英语学习者训练听说、提高听说能力的好帮手。

本书在编写过程中参考了国内外近年来出版的有关书籍和资料,特此向这些作者致以衷心的感谢。由于编者知识面及水平有限,疏漏之处在所难免,恳请各位专家、同行和广大读者不吝赐教。

作者

2007.7





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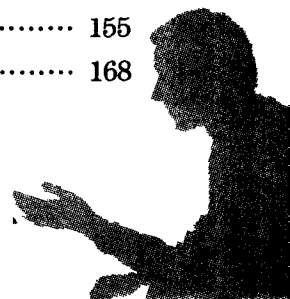
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Section I

Listening Exercises



Part I Business Activities

Unit 1

Establishing Business Relations



Part One Listen and Write

Exercise I

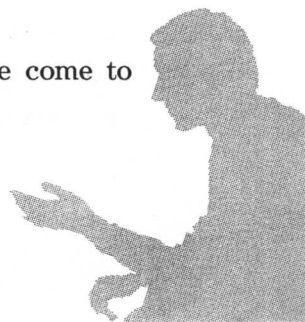
Directions: *In this part, you are going to listen to a conversation, and then fill in the blanks with the information you hear.*

(At the airport)

A: Excuse me, are you Mr. Brown from Britain?

B: Yes, I am.

A: I'm from the Textile _____ (1) Corporation. I've come to meet you. I'm Susan Zhao.





B: Hi, Susan.

A: Welcome to Shanghai.

B: Well, I'm sorry I'm so late. You see, there was fog in Manchester and we were _____ (2) there. I hope you haven't been waiting long.

A: No, no, it's OK. I was able to _____ (3) on some of my notes.

B: Oh, good.

A: It's a great pleasure to meet you, Mr. Brown.

B: Yeah, I've been looking forward to _____ (4) you too, Susan.

A: How was your _____ (5)?

B: Not too bad, thanks.

A: Oh, good. I think it is best for us to go to your hotel first if you don't mind. My car is outside.

B: Terrific.

A: Can I take one of your _____ (6)?

B: Oh, thanks, yeah, here you are.

Exercise II

Directions: *In this part, you are going to listen to a passage and then complete the following by filling in the blanks.*

Dear sirs:

We avail(利用) of this opportunity to express our wish to establish _____ (1) with you.

Our company, Wuhan Metal Materials Co., Ltd. was established in 1976. As a state-owned company in China before, its main business covers metal raw material and their finished _____ (2). We have good relations with many big manufacturers in our country. So our products have _____ (3) price and best, stable quality. As one





of the main business departments of the company, our import and export department mainly deals in the export of various metals, hardware, hand tools and boats. Most of them are _____ (4) in Europe, Asia, the USA, and Australia. In 2005, annual sales amount of the company reaches 100 million dollars. The company sells material more than 150,000 tons of quantity, and its annual handling capacity of the storage is 500,000 tons.

We are now able to produce according to _____ (5). We sincerely hope to explore cooperation opportunities with clients both at home and abroad on the basis of mutual benefit and common _____ (6).

We are looking forward to your favorable reply.



Part Two Listen and Comprehend

Exercise I

Directions: *In this part, you are going to listen to a passage and then choose the best answer to each of the following questions.*

1. A. An impression that they can make their determination.
B. An impression that they can determine you can lead them.
C. An impression that can persuade others to believe that you are someone that will be a pleasure to do business with.
D. An impression that can lead to the determination that you are someone pleasant.

2. A. In their day-to-day communications.
B. In their day-to-day online communications.
C. In their dating communications.





- D. In their private online communications.
3. A. Be sure to have a long subject that indicates clearly what the topic of the e-mail is.
B. Be sure to have a short subject that indicates clearly what your purpose is.
C. Make sure that the subject is attractive and clear enough.
D. Make sure that you have a short subject that indicates clearly what the topic of the e-mail is.
4. A. The one who read your e-mail might think you were absent-minded.
B. The one who read your e-mail might regard you as somebody impolite.
C. The one who read your e-mail might think you were uneducated.
D. It will lead to the impression that you are absent in the meeting.
5. A. Never informalize your business relationships.
B. E-mail is impersonal or informal even if it comes to business communications.
C. Your writing in your e-mail can represent your company.
D. People do business with people of other companies.

Exercise II

Directions: *In this part, you are going to listen to a passage, and then choose the best answer to each of the following questions.*

1. A. Hello, Best Regards.
B. Hi, Good Day.
C. Thank You, Sincerely.





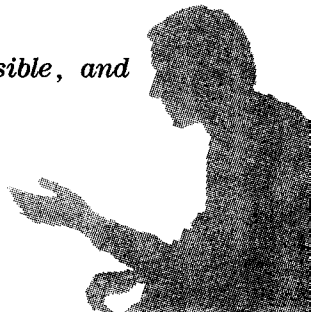
- D. All of the above.
2. A. Because it will be viewed as economic.
B. Because if you write more than 6 lines, you will be viewed as a bit egocentric(以自我为中心的).
C. Because the one who read the e-mail did not have enough time.
D. Because it is one rule in e-mail writing.
3. A. Your website link, company name.
B. Slogan, your family phone number.
C. Your website link, the address of your company.
D. All of the above.
4. A. Professionalism and courtesy.
B. Professionalism and efficiency.
C. Efficiency and courtesy.
D. Competition and plain laziness.
5. A. Being egocentric is not welcomed in business.
B. When you sign your e-mail, you must list as much information as you can.
C. E-mail is not as formal as the business letter.
D. Website address should be included in your signature.



Part Three Read and Speak

Exercise I

Directions: Read the following passage as fluently as possible, and then talk about the following questions:





1. *What is the strategy of direct marketing given by Bob Hacker?*
2. *Discuss with your classmates and give some effective strategies in direct marketing.*

A wise and thoughtful man named Bob Hacker, founder and former president of Seattle-based direct marketing agency The Hacker Group, once told me that direct marketers actually are psychologists whose job is to manipulate readers into responding—preferably without getting caught in the act.

What Hacker was saying is that the structure of your offer—how you present its benefits—is what separates a good package from a great one. It's essential that readers be oblivious to the fact they are being lured or seduced into responding. To ensure that obliviousness, your copywriter must present your offer in such a way that readers feel so smart, lucky or opportunistic they stop whatever they're doing and respond.

Direct marketing is an irrational, impulsive medium. You have no way of knowing precisely when people are in the market for your product or service, nor do you know precisely what is going to make them react. What you do know is that emotions drive behavior. The more emotionally appealing you make your offer—supporting it with rational arguments—the better your packages will perform.

Exercise II

Directions: *Read the following conversation, and then discuss the following questions:*

1. *How can you introduce one person to another? How can they greet*





- each other?*
2. *Work with your classmates and give the appropriate expressions one can use in a welcome dinner.*
 3. *Find the inappropriate expressions in this dialogue.*

The Welcome Dinner

A: Mr. Johnson, allow me to introduce Mr. Lu, our manager, and Mr. Zhang, our deputy manager to you.

C & D: How do you do?

B: How do you do?

D: Welcome to Shanghai. Please have a seat.

B: Thank you for your invitation.

D: Help yourself, please. This food is Jiangnan specialty.

C: Make yourself at home and eat it while it's hot.

B: Thank you very much for preparing such a splendid dinner especially for me.

D: May I ask what line of business you are in if exactly?

B: I mainly deal in textiles.

D: How is business in textiles at present?

B: Not bad, thanks.

D: May I know what particular line you are interested in this time?

B: I'd like to negotiate with you about printed pure silk fabrics. Mr. Lu, I'd appreciate your help in the coming negotiation.

D: That's OK. You can talk the business over with Mr. Zhang who is in charge of this line.

C: Let's hope it works out well.

D: I'm sure our business dealings will develop quickly and productively.

C: Drink to your health!

