

体验[®]商务英语 Powerhouse

An Intermediate Business English Course

听说教程 1

Listening & Speaking

David Evans Peter Strutt

《体验商务英语》改编组



高等教育出版社
Higher Education Press

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江苏工业学院图书馆
藏书章



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图字: 01-2006-1771 号

Powerhouse Course Book Intermediate ©Addison Wesley Longman Limited 1998.

Powerhouse Study Book Intermediate ©Addison Wesley Longman Limited 1998.

This edition of *Powerhouse Course Book, Study Book Intermediate* is Published by arrangement with Pearson Education Limited.

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For sale and distribution in the People's Republic of China exclusively(except Taiwan, Hong Kong SAR and Macau SAR).

仅限于中华人民共和国境内 (但不允许在中国香港、澳门特别行政区和中国台湾地区) 销售发行。

图书在版编目 (CIP) 数据

体验商务英语听说教程. 1/ (英) 埃文斯(Evans,D.),
(英) 斯特拉特(Strutt,P.) 编;《体验商务英语》改编
组改编. —北京: 高等教育出版社, 2006.8

书名原文: Powerhouse Intermediate Course Book
Study Book

ISBN 7-04-017713-7

I. 体... II. ①埃...②斯...③体... III. 商务—
英语—听说教学—高等学校—教材 IV. H319.9

中国版本图书馆 CIP 数据核字 (2006) 第 091348 号

出版发行 高等教育出版社
社 址 北京市西城区德外大街 4 号
邮政编码 100011
总 机 010-58581000

经 销 蓝色畅想图书发行有限公司
印 刷 北京鑫丰华彩印有限公司

开 本 889×1194 1/16
印 张 9
字 数 300 000

购书热线 010-58581118
免费咨询 800-810-0598
网 址 <http://www.hep.edu.cn>
<http://www.hep.com.cn>

网上订购 <http://www.landaco.com>
<http://www.landaco.com.cn>
畅想教育 <http://www.widedu.com>

版 次 2006 年 8 月第 1 版
印 次 2006 年 8 月第 1 次印刷
定 价 28.00 元(含光盘)

本书如有缺页、倒页、脱页等质量问题, 请到所购图书销售部门联系调换。

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物料号 17713-00

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前言

随着我国改革开放的深入,我国国际经济贸易地位不断提升,国际商务交往更加频繁。用人单位对大学生的外语听说能力的要求逐年提高,社会对能说一口流利英语的复合型商务人才的需求日益增长。

《大学英语课程教学要求(试行)》(2004年版)规定:“大学英语教学的目标是培养学生的英语综合应用能力,特别是听说能力,使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流。”这意味着不仅要求学生能看懂、听懂,还要能以英语为工具通过书面或口头的方式表达思想、传递信息,进行双向交流。

为了更好地满足我国相关院校和广大学习者的需求,高等教育出版社引进了培生教育集团出版的*Market Leader*和*Powerhouse*系列教材,将这两套教材改编为《体验商务英语》系列教材。这两套教材以其独特的编写风格、新颖的内容编排、原汁原味的材料、真实的商务场景以及简明实用的商务知识广受欢迎和好评。该系列教材为学习者提供了全新的学习方式,即在体验中学习商务英语,进而提高运用英语进行商务交际的能力。针对中国人学习商务英语的特点,改编组在原教材的基础上补充了有关商务知识的注释和有中英文注释的词汇表。

《体验商务英语》系列教材是具有全球化视野和鲜明时代特色的新一代综合性商务英语教材。《听说教程》的特色主要表现在以下几个方面:

将国际商务活动的真实内容引入课堂教学,体验真实的商务世界。《听说教程》是一套原汁原味的、富于“商务”特色的、专门为非英语国家的学习者编写的英语教程。听力材料内容翔实,选材广泛多样,素材来源不仅有商务书籍、报纸、杂志,还有小说和电影等。其目的是让学习者尽可能地接触进而学习商界人士所说的地道的“商务”英语。本套教材将真实的商务活动与英语教学充分融为一体,使学生在掌握语言技能的同时,了解现代国际商务的现状,以达到在体验商务中学习语言、提高商务交际能力的目的。

角色扮演和案例学习将体验式学习引向深入。《听说教程》的基本教学思想是:只有在真实的交流情景中,外语学习才更有意义,也更有效。基于这种思想,本套教材为学生提供了自然、实用、鲜活的商务语言,每个单元都编排了角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照,给学生提供各种机会用所学语言表达自己的思想和观点,从而把所学英语化为自己的语言,真正做到学以致用。

教学设计严谨,为体验式学习打好基础。《听说教程》的单元设计以语言和商务技能为主线,将“听”、“说”、“练”和词汇学习集于一体。“听”——提供原汁原味的素材。“说”——在案例教学中,以真实的商务交际为情景,给学生以真正的体验,为培养交际能力打下基础。“练”——教材中提供了大量的情景对话,角色扮演练习为学生提供了交流实践机会,令人耳目一新。词汇学习与阅读结合,为听说练习做好准备。

教学资源丰富,为体验式教学提供有力支持。《听说教程》配有《教学用书》,除了提供详尽的背景介绍、推荐阅读书目,还有补充活动和语法复习练习,可供教学选择使用。本教程还有配套录音带。

本书为《听说教程1》,共10个单元,内容涉及建立关系、公司、资金、市场、管理、顾客、生产、商业与社会、商业道德和数字革命等主题。每单元设有商务词汇、商务活动1&2、焦点、社交技巧5个模块。书后附有互动练习和补充听说练习,最后附词汇、注释和文化背景。

《听说教程》以其国际化的内容和专业化的知识真实再现现代商务活动场景,实用性强,覆盖面广,题材丰富,图文并茂,适合学生学习和应用,可帮助学生丰富商务英语知识,积累语言素材,培养良好的语言感觉,训练正确的思维方式。

本书选择空间大,可操作性强。既适用于国际经贸、国际金融等涉外专业的商务英语教学,也可以作为英语专业商务英语教材,还可以作为大学英语选修课教材和行业培训教材。

改编组

2005年12月

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connections

General business VOCABULARY

TELL ME, WHAT ARE YOU?

In the Hollywood movie *Big Night*, one of the characters gives a definition of a businessperson.



Work with a partner. Discuss the definition below. Do you agree with him? Why — or why not? Compare your ideas with others in the class.

'I'm a businessman. I am anything I need to be at any time. Tell me, what exactly are you?'



YOU AND YOUR JOB



Work with a partner. Which of these is the main focus of your work or future work? Explain why.

your product customers money other people

YOU AND YOUR WORK



Work with a partner. Which of these best describes the kind of organisation that you work for or want to work for? Give a few details.

a multinational I don't work for an organisation. a government body
a medium-sized company a small business an institution

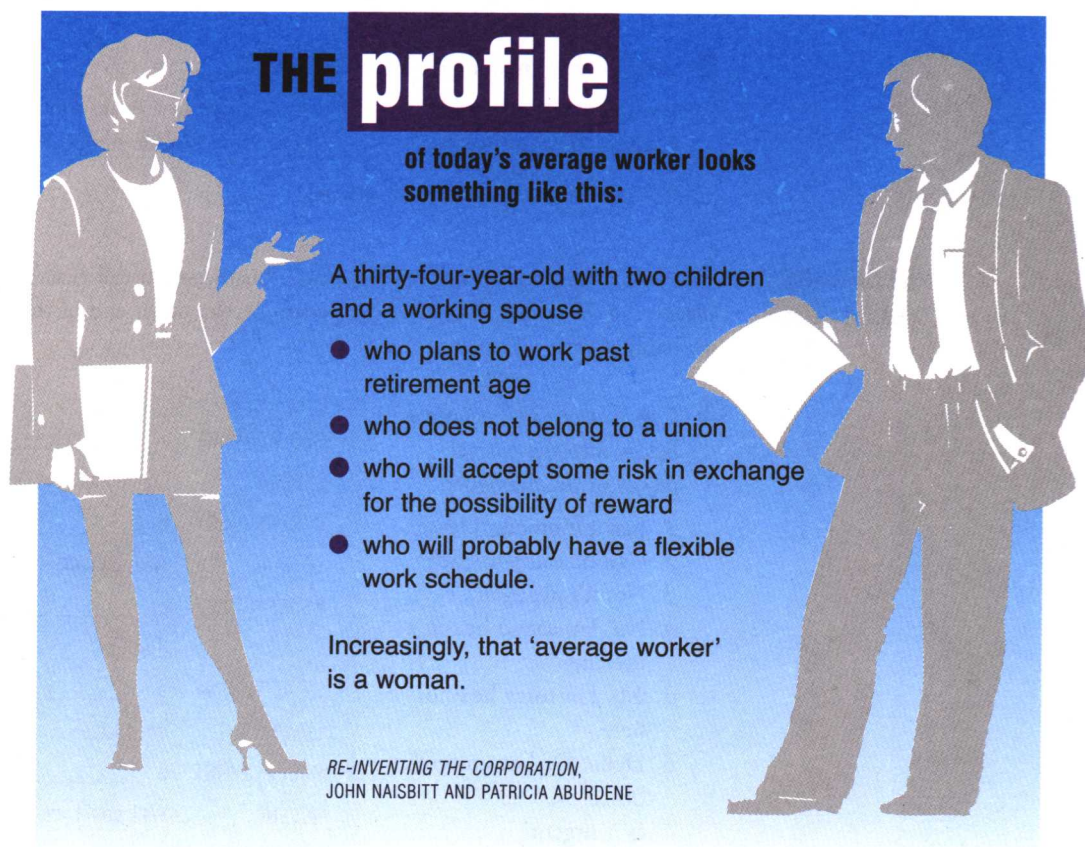
AN AVERAGE WORKER?

In this text, two American management writers try to define an 'average worker'. Quickly scan the text and find the words which match these definitions:

- 1 an organisation that represents workers
- 2 a husband or wife
- 3 the age at which people normally stop working.



Work with a partner. Check your answers.



THE profile

of today's average worker looks something like this:

- A thirty-four-year-old with two children and a working spouse
- who plans to work past retirement age
- who does not belong to a union
- who will accept some risk in exchange for the possibility of reward
- who will probably have a flexible work schedule.

Increasingly, that 'average worker' is a woman.

*RE-INVENTING THE CORPORATION,
JOHN NAISBITT AND PATRICIA ABURDENE*

THE AVERAGE WORKER AND YOU



1 Work with a partner. Read the text carefully. Explain to your partner in what ways you are similar to the average worker. In what ways are you different?

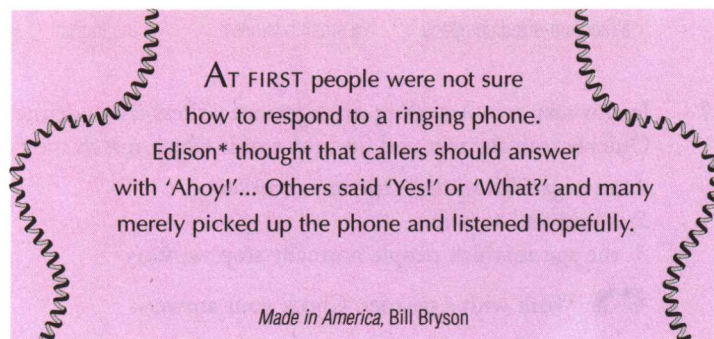
2 Go round the class and take turns to explain what you have learnt about the other members of the class. (Don't talk about yourself!)

doing business

Answering the phone

AHOY! After the invention of the telephone in 1876, there was one immediate problem: what do you say when you answer it?

1 What four ways of answering the telephone are described here?



2 How do you answer the phone in English ...

- when you're at work?
- when you're in a hotel room?
- when you're at home?
- when your mobile phone rings?

Compare what you say with others.

GLENGARRY GLEN ROSS

The film *Glengarry Glen Ross* starts with a businessman called Sheldon Levene making a phone call. We don't hear what the person on the other end of the line says, but you can probably guess.

1 Can you put the sentences below into the correct places in the dialogue?

- 1 Just a moment, please.
- 2 Can he call you back?
- 3 No, it's me again.
- 4 No, I'm afraid he's in a meeting.
- 5 No, I'm sorry he's not here.
- 6 Hello. Dr Lowenstein's office.
- 7 Is it urgent?
- 8 Could you tell me your name, please?
- 9 Hello.

RECEPTIONIST a _____

LEVENE Could I speak to Dr Lowenstein, please?

RECEPTIONIST b _____

LEVENE Well, it's rather important. Could you get him for me?

RECEPTIONIST c _____

(PAUSE)

RECEPTIONIST d _____

LEVENE Ah, doctor ...

RECEPTIONIST e _____

LEVENE Well, could you get ...?

RECEPTIONIST f _____

LEVENE What do you mean? He's not there? I have to speak to him.

RECEPTIONIST g _____

LEVENE Yes, it is fairly urgent.

RECEPTIONIST h _____

LEVENE Mr Levene.

RECEPTIONIST i _____


LEVENE No, I can't be reached. I'll get back to him.

- 2 Look again at the film script and underline the phrases that Sheldon Levene uses
- 1 to ask to speak to Dr Lowenstein.
 - 2 to say he'll phone again later.

PHONE PHRASES

- 1 In this table, make a summary of some telephoning phrases from the dialogue above. Compare your answers.

Asking to speak to someone	
What you hear if the person is not available	
Asking someone to wait	
Asking for the other person's name	
Saying that you'll phone again later	

- 2  Think of at least one other phrase for each of the five functions above.

PHONE ROLES

-  Take turns to play the roles of caller and receptionist in these situations.

- 1 RECEPTIONIST Answer phone
 CALLER Ask to speak to Carlos
 Say that he's in a meeting
 Say you'll phone later
- 2 RECEPTIONIST Answer phone
 CALLER Ask to speak to Carlos
 Ask caller to wait
 Ask caller's name
 Give name

- 3 The caller urgently wants to speak to Carlos, but the receptionist knows that Carlos is busy and doesn't want to speak on the phone.

Glengarry Glen Ross is a film about salesmen working in an American real estate office. It was written by the top American playwright, David Mamet.



2

doing business *Getting through*

THE RIGHT PERSON

Less than 30% of business calls get through to the right person at the first attempt. How difficult is it to get through to you at work?

- 1 Which of these do you have?

a secretary *answerphone*
voice mail *a receptionist*


- 2 Do you have other ways of not answering the phone yourself? Compare your answers in small groups.

PHONE VERBS


Phone conversations use a lot of phrasal verbs (verb + preposition).


- 1 Match the phrasal verbs in the column on the left to the phrases with similar meanings in the column on the right.

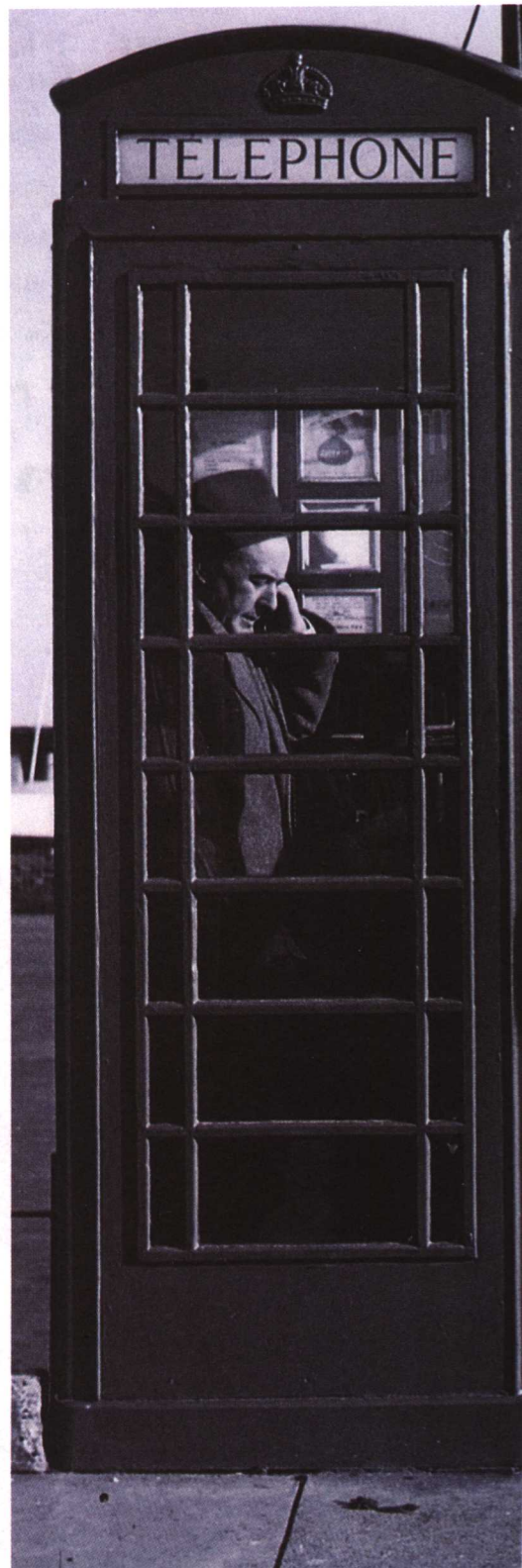
1 to get through	a to connect
2 to put through	b to be connected
3 to cut off	c to disconnect
4 to hang up	d to wait
5 to hold on	e to put down the receiver

- 2  What other phrasal verbs do you know that are often used on the phone?

NOT GETTING THROUGH!


- 1  Listen to the five telephone conversations. As you listen, make a note of the problems that George Coy faces in the box on the opposite page. (There is sometimes more than one problem per call.)

- 2  Compare your answers.




- 3 What questions do the speakers use to solve some of the problems? Write the questions next to the relevant problems.

	PROBLEM	QUESTION
Conversation 1		
Conversation 2		
Conversation 3		
Conversation 4		
Conversation 5		

- 4  Check your answers by listening again.

PHONE ROLES

 Take turns to be the caller and the receptionist in these situations. Make sure that you finish each conversation in a satisfactory way.

- The caller wants to speak to Jane Williamson, but her line is busy.
- The caller wants to speak to George Aaranow, who, unfortunately, has left the company.
- The caller wants to speak to Dave Moss but it's difficult to hear because there is a lot of interference on the line.
- The caller wants to speak to Mrs Baylen, but gets a wrong number.

focus

Culture and communication

In his book *Do's and Taboos of Hosting International Visitors*, the American writer Roger E. Axtell begins with three true stories.

1 Complete each story by choosing the ending (*a*, *b* or *c*) that you think is printed in the book.

- 1** In Grand Rapids, Larry Bratschie, Marketing Executive for a large manufacturer of office furniture, once hosted a key group of Japanese customers. Knowing that the Japanese were great gift-givers, Bratschie purchased silver pocket knives for each guest. He had them carefully wrapped Japanese-style (pastel coloured paper, no bows) and positioned one at each place at the dining table. As the Japanese opened their gifts, each guest suddenly went silent. Each carefully put the knife back in the box and stared into the distance. As the guests left the dinner table, the gifts remained behind, untouched. Later Bratschie learnt that in the Japanese culture

- a* it is an insult to receive the same gift as everyone else. *b* the act of presenting a knife as a gift can be a symbol of suicide. *c* knives have strong negative connotations.

- 2** C. Edward Boggs of Bluefield, West Virginia hosted his German distributor and his wife. Wanting to make a good impression, he ordered a dozen red roses and had them placed in their hotel room. Unknown to Boggs

- a* giving red roses to a German woman may have strong romantic associations. *b* red roses are considered to bring bad luck and only bought for funerals. *c* the number twelve is a symbol of hostility in German culture.

- 3** When a delegation of buyers from the People's Republic of China came to Nashville, export executive Ken Kirkpatrick arranged for VIP treatment. At the welcoming dinner, he ordered the best cuts of American ribs of beef. As is the custom in most fine American restaurants, the beef was served rare. The Chinese took one look at the meat, blanched and refused to touch it. Kirkpatrick quickly discovered that

- a* they were afraid of mad cow disease. *b* they were totally unaccustomed to rare red meat. *c* it is unacceptable to eat beef when doing business.

2 Do you know any similar stories? In groups, think of examples of common expressions or gestures in one culture which people from another culture might not understand.

A CULTURE QUESTIONNAIRE

Fons Trompenaars is a Dutch expert on business and culture. He interviewed over 15 000 business people in fifty countries to find out how culture affects business life. Here are a few of the questions that he asked.

COMPANY CULTURE QUESTIONNAIRE

	YES	NO
Q.1 Emotion You are upset about something at your company. Do you show your emotions at work?		
Q.2 Respect Do you respect someone because of their family background?		
Q.3 Responsibility You are an employee of an engineering company and work as part of a team. Another team member makes a serious mistake while he is working on a piece of machinery for an important customer. Does the whole team take responsibility?		
Q.4 What makes a good manager? a) Does a good manager allow employees to work alone? b) Does a good manager control everything?		
Q.5 Working life and private life Your boss asks you to help him paint his house at the weekend. Would you help him?		

- 1 Work in small groups and discuss your answers, giving examples, when relevant.
- 2 Now turn to page 104 and compare your answers to the results of surveys of managers in several different countries. In your groups, discuss:
 - 1 Do any of the results surprise you?
 - 2 Can you see any general trends? What are they?
 - 3 What does this tell you about doing business in different cultures?

Introductions

INTRODUCING YOURSELF

In this scene from the film *Glengarry Glen Ross*, an American salesman is talking to a customer in a bar.

1 Look at the script and underline the following:

- 1 the phrase that Roma uses to give his name
- 2 the phrase he uses to ask for the other person's name
- 3 the formal phrase he uses to greet the other person.

Here, the real estate salesman Richard Roma is trying to sell a new house to James Lingk.



ROMA Hmm ... It's been a long day. What are you drinking?

LINGK Gimlet.

ROMA Well, let's have a couple more. My name is Richard Roma. What's yours?


LINGK Lingk. James Lingk.

ROMA James. I'm glad to meet you. (*They shake hands*) I'm glad to meet you, James.

Glengarry Glen Ross — David Mamet (Stage version)


2 Work in small groups. What alternatives do you know for each of the three phrases that you have underlined?

ALTERNATIVE VERSIONS

 Listen to the two alternative versions of a similar situation involving two men called Buxton and Roberts. Which one of these four sentences describes the first conversation and which one describes the second conversation?


- 1 Buxton already knows Roberts' name but this is the first time they have met.
- 2 Buxton and Roberts are old friends.
- 3 Buxton introduces himself to Roberts in a formal way.
- 4 Buxton and Roberts are meeting for the second time.

GREETING PHRASES

 Now read these questions, listen again and write the answers in the right-hand column. Check your answers with others in the class.

- | | |
|---|--|
| Which phrase is a formal way to introduce yourself? | |
| Which phrase is the answer to 'How do you do'? | |
| Which phrase do you say when you know someone's name but you haven't met them before? | |
| Which phrase is a polite way of asking for someone's name? | |

HAVE YOU MET ...?

 Introduce yourselves in the following three situations.

- **A** You are sitting in a bar. **B** sits down at the next chair.
- **A** and **B** You are guests at a formal reception at an embassy.
- **A** You are on a business trip to another country. **B** is waiting for you at the airport.

INTRODUCING OTHER PEOPLE

This is the script for part of a scene from the Hollywood movie, *Wall Street*. Bud Fox is introducing his father to several people at the start of a meeting.

- 1 Read the scene below and answer these questions.
 - 1 How many people does Bud Fox introduce?
 - 2 Which person has met Bud's father before?
 - 3 Who does Bud Fox introduce in the most formal way?



BUD	Dad, I think you know Dr Wilmer.
DAD	Since before you were born. How are you?
BUD	Toni Carpenter, Flight Attendant.
CARPENTER	How are you?
BUD	And I want you to meet Mr Gekko.
GEKKO	Hi, Mr Fox, it's a pleasure to meet you.
BUD	His Attorney, Mr Soul.
DAD	How are you doing?

Bud Fox (Charlie Sheen) introduces his father, played by Martin Sheen, to some of his business associates

- 2 Underline the two phrases that Bud uses to introduce people in the scene.
- 3 In small groups, make a list of other ways of introducing people.

PLEASED TO MEET YOU!

Work in groups and take turns to introduce the other members of the group to each other. When introduced, greet each other in an appropriate way and carry on a conversation for a few minutes.