



普通高等教育“十五”国家级规划教材

教育部高职高专规划教材

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商务英语

SHANGWU YINGYU



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教育部

 高职高专规划教材

商 务 英 语
Business English Course

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出版说明

教材建设工作是整个高职高专教育教学工作的重要组成部分。改革开放以来,在各级教育行政部门、学校和有关出版社的共同努力下,各地已出版了一批高职高专教育教材。但从整体上看,具有高职高专教育特色的教材极其匮乏,不少院校尚在借用本科或中专教材,教材建设仍落后于高职高专教育的发展需要。为此,1999年教育部组织制定了《高职高专教育基础课程教学基本要求》(以下简称《基本要求》)和《高职高专教育专业人才培养目标及规格》(以下简称《培养规格》),通过推荐、招标及遴选,组织了一批学术水平高、教学经验丰富、实践能力强的教师,成立了“教育部高职高专规划教材”编写队伍,并在有关出版社的积极配合下,推出一批“教育部高职高专规划教材”。

“教育部高职高专规划教材”计划出版500种,用5年左右时间完成。出版后的教材将覆盖高职高专教育的基础课程和专业主干课程。计划先用2~3年的时间,在继承原有高职、高专和成人高等学校教材建设成果的基础上,充分汲取近几年来各类学校在探索培养技术应用性专门人才方面取得的成功经验,解决好新形势下高职高专教育教材的有关问题;然后再用2~3年的时间,在《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》立项研究的基础上,通过研究、改革和建设,推出一大批教育部高职高专规划教材,从而形成优化配套的高职高专教育教材体系。

“教育部高职高专规划教材”是按照《基本要求》和《培养规格》的要求,充分汲取高职、高专和成人高等学校在探索培养技术应用性专门人才方面取得的成功经验和教学成果编写而成的,适合高等职业学校、高等专科学校、成人高校及本科院校举办的二级职业技术学院和民办高校使用。

教育部高等教育司

2000年4月3日

前 言

根据国家教育部颁发的高职、高专教育“市场营销专业”培养方案，我们编写了该专业的专业英语统编教材《商务英语》，目的是帮助该专业的学习者掌握一定数量的营销专业及商务活动的词汇，处理日常事务，成为具有高素质的高等技术应用型人才。

《商务英语》根据培养目标，在编写过程中，突出体现“实践性强、可操作性强”这一应用型特点，以便学生通过本教材的学习，以英语为载体，了解本专业专业知识及相关词汇，培养用英语处理营销基本业务的能力。同时，该教材也适用于各类有志提高商务实践能力的学习者。

《商务英语》共一册，有10个单元，每单元由两部分组成：(1) 写作活动 (Writing Activity)；(2) 阅读活动 (Reading Activity)。写作活动旨在帮助学习者了解商务应用文的语言特点、格式特点，了解写作步骤，通过循序渐进的练习活动，以掌握商务活动中应用文体的写作。阅读活动的目的是为了帮助学生通过英语了解市场营销的专业知识，培养在市场分析、营销策划、经营服务与销售管理等方面，用英语处理业务的应用能力。

每单元围绕一种体裁，加强对学生英语写作应用文能力的培养；围绕某一方面的市场营销知识，提高学生阅读专业文章的能力，训练学生翻译专业文章的能力，每篇文章后的练习3 (Match) 部分，旨在帮助学生掌握营销专业的基础词汇。10单元结束后，有2篇知识性的补充阅读材料，供学生自学用或在今后的实践中参考。为便于学习者学习，每篇文章均给出了词表，词汇的注释都以在本篇文章的词义为主。

《商务英语》写作涉及英文商务书信、备忘录、通知、报告、邀请信等应用文体；阅读涉及营销专业的市场购买行为、产品策略、定价策略、分销策略、促销策略、营销人员策略等各方面的知识。所选用的材料语言规范，时代性强，便于学生理解和掌握。

本书第1、2、3单元由侯聪惠同志完成，第4、5、7单元由张铁钢同志完成，第8、9、10单元由黄振华同志完成，第6单元及补充

材料部分由王建瑞同志完成。

由于时间紧，水平有限，教材中难免有不当之处，敬请大家批评指正。

在此，感谢为本书的编写给予帮助的同志！

编 者

2000 年 4 月

于中央财经大学

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Unit One

Objectives

Writing

- To practice writing business letters.
- To understand and use language related to business letters.

Reading

- To learn about what marketing is.
- To understand and be able to use words and expressions related to the topic of marketing.

Writing Activity

Business Letters

1. Introduction

Usually, a businessperson spends a surprising amount of time in writing a letter. The letter is usually a reply to a given letter or information. This unit will introduce some basic principles for writing business letters.

2. Steps for writing business letters

1) Layout

A letter needs your company address at top right hand corner, date at top right hand corner below sender's address, name/address of recipient (收信人) beneath date on left hand side, correct salutation (称呼), complimentary close (结束语), your signature, printed name and position.

Notes:

a. *The salutation is a polite greeting. It is usually followed by a colon (sometimes by*

a comma). If possible, try to address a person by name. If you don't know the person's name, you can open with "Dear Sir/Madam".

- b. Use "Yours sincerely" after "Dear (name)" and "Yours faithfully" after "Dear Sir/Madam" or "Dear Sirs" in your complimentary close. It is punctuated with a comma.
- c. Use the letters p. p. before your signature if you are asked to "write a letter under my name" or "sign it on my behalf", leave a space if you are asked to "raft a letter ready for my signature".
- d. Your position is beneath your printed name.
- e. When something is enclosed with a letter—attention should be called to it by writing "Enclosure" or "Enc."

2) Identify relevant information and present it in a suitable order

A good business letter is lean (简洁的); it sticks to the point. To write a lean letter, you must organize your thoughts. Jot down the things you must say and consider how the ideas are logically related. Put the points in order.

3) Write the letter

Try to strike a balance between being formal and being friendly. Since you are usually trying to get your reader to do something, don't be sarcastic (讥讽的) or too aggressive (挑衅的). Be confident, not slavish (盲从的).

Note:

Useful starting phrases are 'Thank you for your letter of 2nd January 2000', or 'I am writing to you because...'. A useful finishing phrase is 'I look forward to hearing from you'.

4) Check your work by considering the following points

- a. Layout (Is your layout proper?)
- b. Information (Have you collected all the relevant information and made it up logically?)
- c. Language and tone (语气) (Are your language and tone appropriate?)
- d. Spelling, grammar and punctuation (标点符号) (Have you checked your spelling, grammar and punctuation?)

3. Practice One

Situation: You work for Mr. John Wallace, a flower, fruit and vegetable grower of Green Farm, 972 Caswell Avenue, Berkeley, California 94707.

John Wallace says to you, "I have just received this letter. Will you please draft a reply to it under my name? Tell Mr. Horner that I agree with what he says. I am looking forward to meeting him personally and hope we can finalize (把...最后定下来) our deal. Now let me see. It should take me just over one and a half hour to get to Berkeley Airport, pick him up and return here. I must dash now as I've got to see Mr. Bird of Applectart Farm in twenty minutes' time."

*Horner's Stores
320 NW 7th Street
Anderson, Indiana 07713
29th February 2000*

*Mr. John Wallace
Green Farm
972 Caswell Avenue
Berkeley, California 94707*

Dear Mr. Wallace:

The four shops that I am setting up in Anderson as part of my expansion plans will be opening on 2nd April. You will recall our telephone discussions about your supplying them with your products. I thought it would be pleasant if we could meet personally to finalize everything and get to know each other.

If you agree, and it is convenient for you, I could call to see you on Monday, 9th March. I could arrive by plane at Berkeley Airport at 10am (if the plane is on time!) and wonder if you could arrange for me to be met there? I should be delighted if you can manage this, but I shall understand if it does not fit in with (与...一致) your plans. If not, perhaps we could arrange to meet another day. I tried to telephone you about this three times today but could not get through.

I look forward to your reply and, eventually, to meeting you.

Yours sincerely

Edward Horner

Step 1: Layout

- your company address — Green Farm, 972 Caswell Avenue, Berkeley, California 94707
- the date — 3rd March 2000
- the name/address of the person to whom you are writing — Edward Horner, Horner Stores 320 NW 7th Street, Anderson, Indiana 07713
- the correct salutation — Dear Mr. Horner
- complimentary close — Yours sincerely
- a signature/name/position — p. p. (your signature), John Wallace, Managing Director

Step 2: Identify the relevant information and present it in a suitable order

- 1) Thanks for the letter of 29th Feb 2000.
- 2) Agree with Horner's good idea.
- 3) Meet personally.
- 4) Finalize deal.
- 5) John Wallace will meet him personally.
- 6) Monday 9th March, 10 a . m. at Berkeley Airport.
- 7) Please confirm with secretary.

Step 3: Write the Letter

Mr. Edward Horner Horner's Store 320 NW 7th Street Anderson, Indiana 07713 Dear Mr. Horner: Thank you for your letter of 29th February 2000. A personal meeting to finalize details is an excellent idea! I will meet you myself at 10a . m. on Monday 9th March at Berkeley Airport. Can you please confirm these details with my secretary? I look forward to meeting you. Yours Sincerely p . p. (your signature) John Wallace Managing Director	Green Farm 972 Caswell Avenue Berkeley, California 94707 3rd March, 2000
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Step 4: Check your work by considering the following points

- 1) Layout
- 2) Information
- 3) Language and tone

4) Spelling, grammar and punctuation

4. Practice Two

Situation: You work for Future Press, 435 South Ironwood Drive, South Bend, Indiana 46675, publishers of school and college textbooks. Your Office Manager is Mary McMahon. Mary McMahon says to you, "Will you draft a reply for me to this letter, please? Sign it on my behalf. Only 75 copies are in stock now."

<i>Academic Bookshop</i> <i>75 College Road</i> <i>Anderson, Indiana 07713</i> <i>5th November 1999</i> <i>Future Press</i> <i>435 South Ironwood Drive</i> <i>South Bend, Indiana 46675</i> <i>Dear Sirs:</i> <i>I should like to order 100 copies of "Business for You and for Me" by John Smith at the trade price of \$ 1.50 each, total cost \$ 140. If possible, could I have them within the next ten days?</i> <i>Please also send me your latest catalogue (目录) of books.</i> <i>Yours faithfully</i> <i>John Newcomb</i> <i>Marketing Manager</i>
--

Step 1: Layout

- your company address —Future Press, 435 South Ironwood Drive, South Bend, Indiana 46675
- the date — 9th November 1999
- the name and address of the person to whom you are writing —John Newcomb, Academic Bookshop, 75 College Road, Anderson, Indiana 07713
- the correct salutation —Dear Mr. Newcomb
- complimentary close —Yours sincerely
- a signature/name/position —p. p. (your signature), Mary McMahon, Office Manager

Step 2: Identify the relevant information and present it in a suitable order

- 1) Thanks for order of 5th November 1999.
- 2) "Business for You and for Me" by John Smith.
- 3) Temporarily out of print.
- 4) Reprinting now and will be available by the end of November.
- 5) Sent 75 copies to you today.
- 6) Remaining 25 copies will be sent as soon as possible.
- 7) Price per copy is \$ 1.50.
- 8) Bill for \$ 150 on completion of order.
- 9) Enclosed catalogue of books.

Now complete step 3

Step 3: Write the Letter

Step 4: Check your work by considering the following points

- 1) Layout
- 2) Information
- 3) Language and tone
- 4) Spelling, grammar and punctuation

5. Practice Three

Situation: You work for Holidays Travel Agency, 1670 Broad Street, Newark, New Jersey 07102. Virginia Wang is the Manager.

Virginia Wang says to you, " Will you please draft a reply, under my name, to this letter? They were a very good group last year—the courier (团体旅游的导游, 向导) in Italy praised them as they were lively, friendly and no trouble at all. They can go at the same rates as last year. Check the flight departure record to see when we can fit them in."

*International Service Company
28 Blanford Place
Verona , New Jersey 07044
21st June 1999*

*Miss Virginia Wang
Holidays Travel Agency
1670 Broad Street
Newark , New Jersey 07102*

Dear Miss Wang :

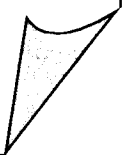
I don't know if you remember , but last year a group of members from our employees' social club thoroughly enjoyed a holiday which was organized by your agency. We enjoyed it so much that we would like to go to the same place—Italy—this year. There will be the same twenty five people going who went last year and , if possible , we should like to start our holiday in July or August . The dates we prefer are either Saturday 13th July or Saturday 3rd August . However , if these dates are not available , any other Saturday departure day , except 10th August , will suit us .

Would you please let us know prices etc. , for a two-week holiday—complete with personal courier as last year—please?

Many thanks .

Yours sincerely

*Richard Bird
Social Club Secretary*



FLIGHT DEPARTURE RECORD —NEWARK TO ROME—

JULY/AUGUST

1999 Plane Number 143 HI

Date	Maximum Load	Departure Time	Seats Booked	Comments/ Notes
3 July	220	11.00a. m.	197	
10 July	220	11.30a. m.	201	
17 July	220	11.00a. m.	145	
24 July	220	11.00a. m.	180	
31 July	220	11.00a. m.	196	
7 August	220	11.30a. m.	220	
14 August	220	11.00a. m.	175	
21 August	220	11.00a. m.	181	
28 August	220	11.00a. m.	220	

Step 1: Layout

- your company address—Holidays Travel Agency, 1670 Broad Street, Newark, New Jersey 07102
- the date—23rd June 1999
- the name and address of the person to whom you are writing—Richard Bird, International Service Company, 28 Blanford Place, Verona, New Jersey 07044
- the correct salutation—Dear Mr. Bird
- complimentary close—Yours sincerely
- a signature/name/position—p. p. (your signature), Virginia Wang, Manager

Now complete step 2 and 3

Step 2: Identify the relevant information and present it in a suitable order

Step 3: Write the Letter

Step 4: Check your work by considering the following points

- 1) Layout
- 2) Information
- 3) Language and tone