



新编商务英语系列丛书

新编 商务 英语

全国商务英语研究会推荐教材

听力

(学生用书)

Successful Listening

4

总主编 虞苏美
主 编 沈爱珍



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内 容 提 要

《新编商务英语听力(1~4)(学生用书)》为“新编商务英语系列丛书”之一。旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的听力水平。全书共分15个单元以及期中、期末两套测试题,每个单元由4个部分组成,内容涉及各种商务活动。本书适用于商务英语专业的学生。本书另配有教师用书及录音磁带。

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前言

要提高听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识。提高听力绝无捷径可走,最根本的方法是多听多练,只有多听多练才能变“听不懂”为“听得懂”,变“被动”为“主动”。“听”不仅是语言交际的重要方面,而且是获取知识和信息的重要途径。因此,在学习英语的初级阶段,多进行听力训练是非常必要的。

《新编商务英语听力》是新编商务英语系列教材之一,旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的“听”的能力。原教材《商务英语听力》在实际使用中受到了广泛好评,《新编商务英语听力》在总结往年教学实践的基础上,对原教材作了进一步完善,使之特点更鲜明,内容更精炼,难易梯度更合理,形式更生动活泼,以期达到更好的教学效果。本教材虽然是为学习商务英语的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第一、二册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第三、四册注重提高学生商务英语的实际应用能力。

本书为《商务英语听力》第4册,共15个单元及期中、期末两篇测试题。每单元由4个部分组成:前3个部分的内容涉及求职、合同、合作、市场、信息、金融、法律、经营及管理等各类商务活动,其中第1、2部分拟用于课堂教学,第3部分可用作课外练习,教师和学生可根据教学实际灵活使用。第4部分为幽默故事,旨在活跃教学气氛、增强趣味性的同时,帮助学生增强语感,提高听力。

本书另配有教师用书及磁带。

编者

于华东师范大学

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☐ Part I

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☐ Part III

☐ Part IV



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UNIT

Part I

New Words and Expressions

1. middleman	中间人; 经纪人
2. furnish	提供; 供给
3. salmon cannery	鲑鱼罐头厂
4. outlet	市场; 销路
5. principal	委托人
6. chain-store	连锁商店
7. saddle	使负担; 承受



Brokers

Fill in the blanks with the information you get from the tape.

- A broker is _____.
- His job is to bring _____ and provides _____ regarding _____ to either party.
- Brokers are used in _____ and _____, but they are most prevalent in _____.
- They are well informed about _____, _____, _____, _____, _____ and _____.
- Brokers receive small commissions _____.

- When brokers complete their sale, _____ is discontinued although it _____ the next year.

B

A Product Manager

Fill in the blanks with the information you get from the tape.

- There are four organizational structures for new product development:
 - 1 _____ committee;
 - 2 _____ department;
 - 3 _____ team;
 - 4 _____ system.
- The product manager's job is quite broad. He is responsible for:
 - 1 planning related to the _____ or _____
_____;
 - 2 developing _____;
 - 3 setting _____;
 - 4 preparing _____;
 - 5 developing plans for _____.
- The biggest problem in the product-manager system is that the executives are given _____, but not _____.
 - 1 They must develop _____, but they have no authority _____.
 - 2 They do not _____, yet they are responsible for _____.
 - 3 They have a profit responsibility for _____, yet they are often denied any control over _____.

Part III



Relationships with Different Kinds of People

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

- ☐ 1 A successful salesman needs special talents and an open personality.
- ☐ 2 Every company needs to establish a personal relationship with its major clients and potential customers.
- ☐ 3 A person in the buying department may visit people representing the firm's suppliers.
- ☐ 4 A face-to-face meeting and discussion is much more effective than telephone selling.
- ☐ 5 Keeping export sales force is more effective than employing an overseas agent or distributor.



Relationships Between the Employees

Answer the questions according to what you get from the tape.

- 1 What are the employees encouraged to do in Japanese firms?

- 2 What can the younger employees get from their experienced co-workers?

- 3 What can the experienced workers get from their younger colleagues?

- 4 What will the experienced workers do when they are aware that their expertise and experience are appreciated by their company and fellow-workers?

- 5 What will European and American companies ask their employees to do in order to find out their views and ideas?

Part III

New Words and Expressions

liability

责任; 义务; 负债



Accountant

Fill in the blanks with the information you get from the tape.

- 1 The field of accounting is divided into three broad divisions: _____
_____ and _____.
- 2 A certified public accountant must _____, after which he or she _____.
- 3 Public accounting consists largely of _____ and _____. An audit is a review of the _____ of an organization. It is usually performed at _____.

a fixed interval of time perhaps _____, _____, or _____.

- 4 _____ is sometimes necessary for this type of accounting practice because many accountants work _____.
- 5 Private accountants or administrative accountants _____. They are salaried rather than _____. Those who work for manufacturing concerns are sometimes called _____.

B

How to Be a Successful Businessman

Make the right choice according to the information you get from the tape.

- 1 The lecture is mainly concerned with _____.
A. the knack of finding a good job
B. the secret of doing business
C. the importance of effective communication
- 2 _____ determines how successful you will be in business.
A. The ability to write clearly and effectively
B. The ability to know the technical side of business
C. The ability to learn every skill in business
- 3 You are expected _____.
A. to know every skill in business
B. to produce routine reports
C. to be good at management with the technical side of business
- 4 "In business the ladders are all made of paper" means _____.
A. it is easy to be successful in business
B. it's difficult to be successful in business
C. you should be good at writing if you want to be successful