



“十二五”职业教育国家规划教材

# Career Express Business English

Second Edition

## 职通商务英语

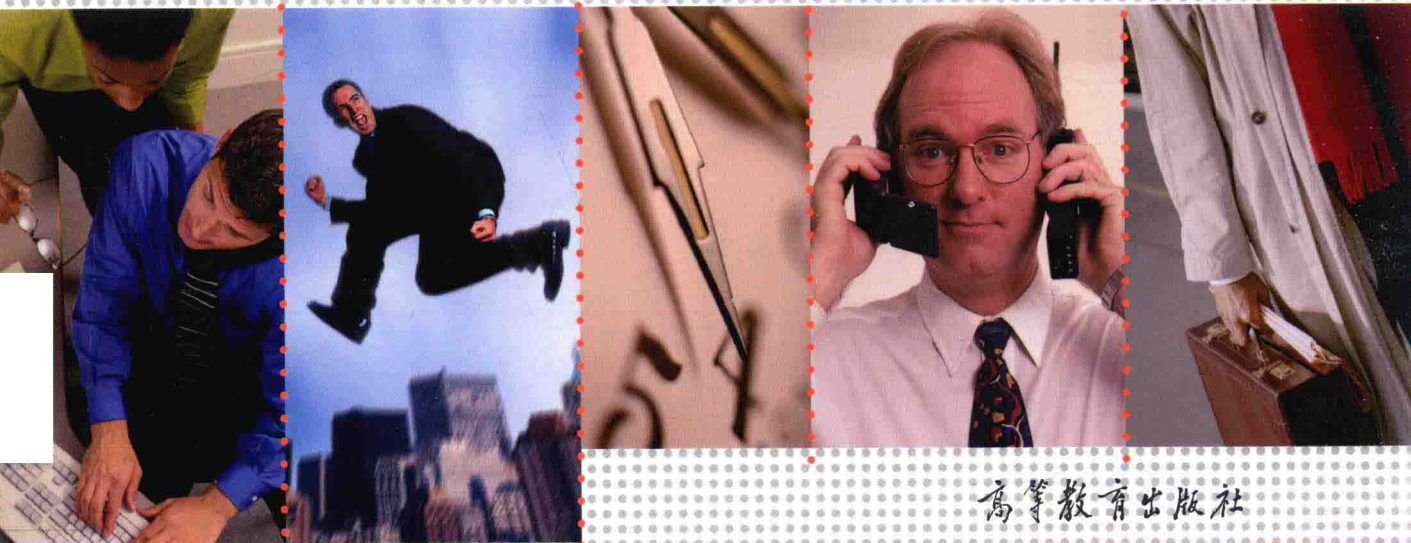
(第二版)

*Comprehensive Course*

综合教程

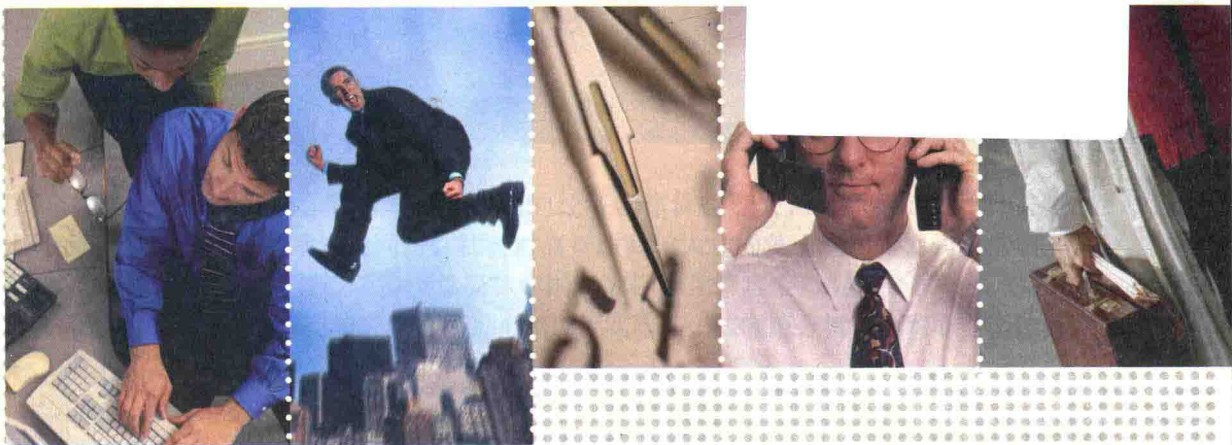
1

◎ 总主编 贺雪娟  
◎ 主 编 付检新 杨 帅



高等教育出版社





# Career Express Business English



“十二五”职业教育国家规划教材



职通商务英语

(第二版)

Comprehensive Course

综合教程 1

◎ 总主编 贺雪娟  
◎ 主 编 付检新 杨 帅

高等教育出版社·北京

## 图书在版编目(CIP)数据

职通商务英语综合教程. 1 / 贺雪娟主编; 付检新,  
杨帅分册主编. -- 2版. -- 北京: 高等教育出版社,  
2016.2

ISBN 978-7-04-044623-4

I. ①职… II. ①贺… ②付… ③杨… III. ①商务  
—英语—高等职业教育—教材 IV. ①H31

中国版本图书馆CIP数据核字(2016)第018793号

策划编辑 闵 阅 康冬婷  
封面设计 张 志  
责任印制 毛斯璐

项目编辑 康冬婷  
版式设计 魏 亮

责任编辑 康冬婷  
责任校对 康冬婷

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 100120  
印 刷 北京鑫丰华彩印有限公司  
开 本 850mm×1168mm 1/16  
印 张 11.5  
字 数 284千字  
购书热线 010-58581118  
咨询电话 400-810-0598

网 址 <http://www.hep.edu.cn>  
<http://www.hep.com.cn>  
网上订购 <http://www.hepmall.com.cn>  
<http://www.hepmall.com>  
<http://www.hepmall.cn>  
版 次 2010年7月第1版  
2016年2月第2版  
印 次 2016年2月第1次印刷  
定 价 39.50元

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  
版权所有 侵权必究  
物 料 号 44623-00

# CONTENTS

<b>Unit 1</b>	<b>Business Kaleidoscope</b>	<b>1</b>
Section I	Lead-in	1
Section II	Reading What Is Business?	2
Section III	Language Focus	5
Section IV	Business Writing Business Letters	8
Section V	Listening & Speaking Expressing Opinions	10
Section VI	Business Etiquette Dos and Don'ts in USA	13
<b>Unit 2</b>	<b>Business Enterprise</b>	<b>15</b>
Section I	Lead-in	15
Section II	Reading What Kind of Business Enterprise is Best for You?	16
Section III	Language Focus	20
Section IV	Business Writing A Company Profile	22
Section V	Listening & Speaking Presenting a Company	25
Section VI	Business Etiquette Manners	29
<b>Unit 3</b>	<b>Business Plan</b>	<b>31</b>
Section I	Lead-in	31
Section II	Reading Business Plan	33
Section III	Language Focus	36
Section IV	Business Writing Agenda	39
Section V	Listening & Speaking Holding a Meeting	41
Section VI	Business Etiquette Business Meeting Etiquette	44
<b>Review of Units 1-3</b>		<b>47</b>



<b>Unit 4</b>	<b>Business Relationship</b>	<b>53</b>
Section I	Lead-in	53
Section II	Reading What Is Corporate Entertainment?	54
Section III	Language Focus	57
Section IV	Business Writing Business Cards & Business Greeting Cards	60
Section V	Listening & Speaking Socializing	62
Section VI	Business Etiquette Greetings and Introductions in Business	66

<b>Unit 5</b>	<b>Marketing</b>	<b>67</b>
Section I	Lead-in	67
Section II	Reading The Marketing Mix	69
Section III	Language Focus	72
Section IV	Business Writing Telephone Messages	74
Section V	Listening & Speaking Business Telephoning	77
Section VI	Business Etiquette Telephone Manners	80

<b>Unit 6</b>	<b>Advertising</b>	<b>83</b>
Section I	Lead-in	83
Section II	Reading Advertising	84
Section III	Language Focus	87
Section IV	Business Writing A Short Product Description	90
Section V	Listening & Speaking Presenting a Product	92
Section VI	Business Etiquette What Should the Salesperson Do?	95

<b>Review of Units 4-6</b>	<b>97</b>
----------------------------	-----------

<b>Unit 7</b>	<b>Retail Business</b>	<b>103</b>
Section I	Lead-in	103
Section II	Reading Retail Trade	104
Section III	Language Focus	107
Section IV	Business Writing Business Memo	109
Section V	Listening & Speaking Offering Help	112
Section VI	Business Etiquette Tips for Cross-Cultural Communication in Language	114

<b>Unit 8</b>	<b>Banking</b>	<b>117</b>
Section I	Lead-in	117
Section II	Reading The Business of Banking	118
Section III	Language Focus	121
Section IV	Business Writing Notice	123
Section V	Listening & Speaking Giving and Asking for Advice	126
Section VI	Business Etiquette Good Banking Etiquette	129

<b>Unit 9</b>	<b>E-Business</b>	<b>131</b>
Section I	Lead-in	131
Section II	Reading What Is E-business?	132
Section III	Language Focus	135
Section IV	Business Writing Email	138
Section V	Listening & Speaking Making Suggestions	140
Section VI	Business Etiquette Business Email Etiquette	143

<b>Unit 10</b>	<b>Customer Service</b>	<b>145</b>
Section I	Lead-in	145
Section II	Reading What Is Customer Service?	147
Section III	Language Focus	149
Section IV	Business Writing Letters of Complaint; Adjustment Letters	152
Section V	Listening & Speaking Dealing with Complaint	154
Section VI	Business Etiquette Ten Commandments of Customer Service	157

<b>Review of Units 7–10</b>	<b>159</b>
-----------------------------	------------

<b>Glossary</b>	<b>163</b>
-----------------	------------



# Unit 1

## Business Kaleidoscope

In this unit you will learn:

○ Language Skills

Reading: What Is Business?

Writing: Business Letters

Listening: Discussing a Weekend Plan

Speaking: Opinions about Online Shopping

Translation: Business Activity

○ Grammar

Present Simple Tense

○ Vocabulary

Business Concept

○ Business Communication

Expressing Opinions

## Section I Lead-in

**1** Work in pairs. Talk about business activities shown in the pictures below.



1



2



3



4



- 2** Business activities involve producing and selling goods and services. According to what they produce, businesses can be classified into goods-producing, service-providing or a combination of both.

Classify the following businesses into the correct categories.

travel agency

bakery

shoe factory

oil plant

grocery shop

bank

vegetable farm

hotel

public transport

hospital

coal mine

movie theater

Goods-producing	Service-providing

## Section II Reading

### Introductory Remarks

Business is both an activity, or a set of activities, and a name we give to a special type of organization. Business is concerned with a range of activities that aim at the production of goods and services for sale. A business is an organization that makes goods and services and supplies or sells them to customers and consumers. Business activities can be broken down into three types: Primary industry, Secondary industry and Tertiary industry.

**Text****1** *Before you read, work in pairs and discuss these questions.*

- 1 What is your understanding of business?
- 2 What role do you think business plays in our lives?

**2** *Read the text below and finish the following comprehensive tasks.*

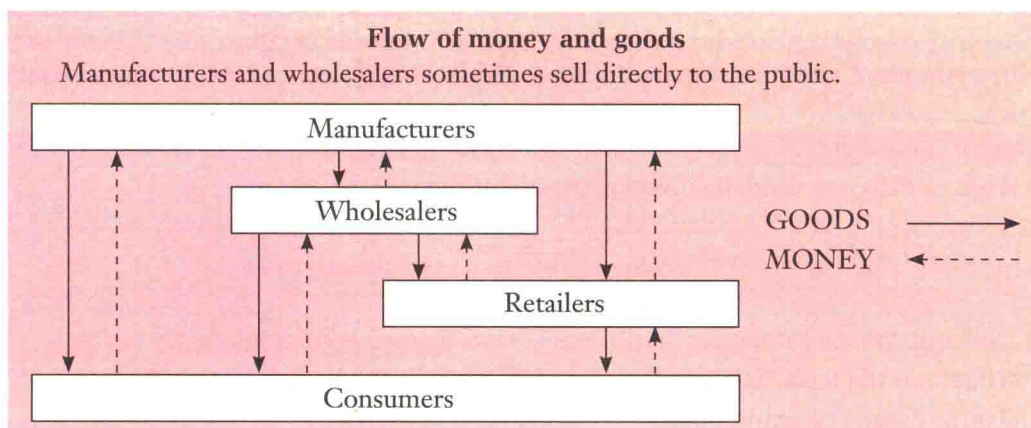
- 1 The term “business” is used in different ways. Name two of them.
- 2 What does the term “business” mean when we talk of “doing business”?
- 3 List the factors of production.
- 4 Explain the flow of money and goods shown in the text.
- 5 In what sense can non-profit organizations and charities be regarded as businesses?

**What Is Business?**

Business is an important part of our society. We hear about business every day on television and radio. We read about business in newspapers and magazines. We talk about business with other people. “How’s business?” is a common question. In fact, in modern society we are heavily dependent upon organized business activity. The food we eat, the clothes we wear, the cars we drive are all products of organized business activity. We are engaged in business activities every time we exchange our labor for wages and every time we use our wages to buy goods and services. Every time we buy something — whether a car or a mobile phone — we make decisions that help determine the kinds of goods and services which business will provide. Although the subject of business may sound complicated, it is really an everyday part of our lives.

Most of us have an idea of what a business is: in reality, however, the issue is by no means clear. The word “business” is used in different ways. It is used to describe both an economic process and an enterprise engaged in economic activity.

In economic terms, “business” applies to the process of creating and exchanging economic values (i.e. goods or services produced and exchanged for value) and has been defined as “the purchase and sale of goods or services in an attempt to make a profit”. We use the word this way when we talk of “doing business”. For example, a retail business might buy products from a **wholesaler** who in turn acquires them from a **manufacturer**. At each stage of this process value is added and money exchanged. The retailer in turn sells these products to customers who may be individuals or other firms.



The word also refers to the enterprises or organizations that are engaged in profit making. Expressed more formally, business in this sense is the **institutional** frame-work that enables the “factors of production”, namely, capital, enterprise, land and labor, to be combined to produce goods and services. Businesses succeed and are profitable when they efficiently meet and satisfy consumer demands.

While we tend to relate “business” to the profit making activity of private enterprises, there is a sense in which any organization concerned with the exchange of economic values could be said to be a business. Though non-profit organizations such as charities and many public sector organizations might not be concerned with profit making, they will certainly be concerned with cost minimization. They will therefore carefully control their expenditure, and their activity in the market place will influence the price at which goods and services are sold.

Business activities are those which are concerned with seeking to meet the needs of customers by providing a product or service that they require. They are often broken down into three types:

- ◇ **Primary** industry
- ◇ **Secondary** industry (manufacturing and construction)
- ◇ **Tertiary** industry (services)

Primary industries are concerned with taking out raw materials from the ground or using natural resources. They include farming, mining and fishing. Farmers grow and harvest crops and farm livestock, while miners take out coal and oil from the earth.

Secondary industries are concerned with making and assembling products by using raw materials and parts from other industries. They include manufacturing and construction.

Tertiary / service industries are particularly important today. They are concerned with making invisible products — services. Transportation, retailing, finance, tourism are all service industries.



## New words and expressions

**wholesaler:** person or firm that sells goods (esp. in large quantities) to shopkeepers for resale to the public.

**manufacturer:** person or firm that makes goods on a large scale using machinery.

**institutional:** of, from or concerned with an institution.

**primary:** earliest in time or order of development.

**tertiary:** third in order, rank, importance, etc; next after secondary.

**3** Read the text again and decide whether the following statements are true (T) or false (F).

- ☐ 1 The decisions we make every time we buy something will help businesses determine the goods and services to be provided.
- ☐ 2 Nowadays we can hardly live without organized business activities.
- ☐ 3 When we talk of “doing business”, we mean “trying to earn money by buying and selling goods or services”.
- ☐ 4 Business is only related to the profit making activity of private enterprises.
- ☐ 5 Activities of non-profit organizations in the market place will not influence the price at which goods and services are sold.

## Section III Language Focus

### Vocabulary

**1** Choose the best answer for each sentence.

- 1 The teacher's action was corrective rather than \_\_\_\_\_.  
A instruction      B instructional      C instructively      D instruct
- 2 The \_\_\_\_\_ reason for advertising is to sell more goods.  
A primary      B prime      C elemental      D element
- 3 Jack was assigned to the \_\_\_\_\_ shop of the factory.  
A assemble      B assembles      C assembly      D resemble
- 4 The worker oils the machine to operate it more \_\_\_\_\_.  
A efficient      B efficiently      C effective      D effectively
- 5 He failed completely in the \_\_\_\_\_ of his duty.  
A performance      B perform      C performancy      D performances

- 6 \_\_\_\_\_ are a regular (usu. weekly) payment made or received for work or services.  
 A Salaries                      B Pays                      C Fees                      D Wages
- 7 They were \_\_\_\_\_ with this pragmatic sanction.  
 A satisfied                      B satisfactory                      C satisfying                      D satisfaction
- 8 No one \_\_\_\_\_ yesterday's quarrel between the boss and the manager.  
 A referred                      B refered                      C referred to                      D refer to
- 9 Brazil began importing soybeans to \_\_\_\_\_ at home.  
 A process                      B proceed                      C procedure                      D pressure
- 10 I have no time to \_\_\_\_\_ the design of the construct.  
 A engage                      B engage in                      C engage with                      D engage to

**2** *The nouns in the table are from the text. Write out their verb forms.*

NOUNS	VERBS
1 organization	
2 sale	
3 decision	
4 manufacturer	
5 production	
product	
6 minimization	
7 farmer	
8 construction	
9 transportation	
10 consumer	

**3** *Complete the passage using words you have learnt.*

One of the main reasons businesses are set up is to 1 \_\_\_\_\_ and sell goods and services. This is fine for the 2 \_\_\_\_\_ and 3 \_\_\_\_\_ who want those 4 \_\_\_\_\_ and 5 \_\_\_\_\_, or products. There are many types of businesses. Manufacturers produce 6 \_\_\_\_\_ from raw materials or with component parts. Retailers act as middlemen in 7 \_\_\_\_\_ goods produced by 8 \_\_\_\_\_ to consumers.

## Grammar

## 4 Correct the grammar mistakes in the sentences below.

- 1 I leaves home for company at 6:30 every day.
- 2 Where do his brother usually go after work?
- 3 Many students likes shopping online.
- 4 Does your boss has meetings every week?
- 5 My mother don't goes out for walk in the evening, but in the early morning.

## 5 Robert Stanway works for an advertising company. Read about Robert's day, and fill in the blanks below, using the verbs in brackets in their correct forms.

## A Day in the Life...

Mr. Robert Stanway usually 1\_\_\_\_\_ (get up) very early — at about 6 o'clock. He 2\_\_\_\_\_ (have) breakfast with his wife, and then 3\_\_\_\_\_ (leave) for work at 7:15. He 4\_\_\_\_\_ (go) to work by train, and 5\_\_\_\_\_ (get) to the office just before 9.

"When I 6\_\_\_\_\_ (arrive) at the office, I always 7\_\_\_\_\_ (check) my email. I 8\_\_\_\_\_ (get) a lot of messages from our overseas offices. Then I usually 9\_\_\_\_\_ (have) a meeting with my team from 11 to 12 o'clock," says Mr. Robert Stanway.

Mr. Stanway 10\_\_\_\_\_ (have) lunch in the office cafeteria at 12. The food 11\_\_\_\_\_ (be not) very good, but it's cheap. After lunch he sometimes 12\_\_\_\_\_ (meet) clients, or 13\_\_\_\_\_ (write) reports.

He usually 14\_\_\_\_\_ (finish) work at about 6 o'clock and 15\_\_\_\_\_ (get) home about an hour later, and 16\_\_\_\_\_ (have) dinner with his family.

In the evening, Mr. Robert Stanway 17\_\_\_\_\_ (help) his children with their homework, and 18\_\_\_\_\_ (watch) television with his wife.



## Translation

## 6 Translate the following sentences into English.

- 1 “商务”是指生产、购买和销售商品及服务活动。
- 2 这家公司主要从事汽车销售。(be engaged in)
- 3 所有企业都只对盈利感兴趣吗? (make a profit)
- 4 他们的产品不能有效满足消费者的需求。(meet the needs of)
- 5 这个部门的主要业务与售后服务有关。(be concerned with)



## Section IV Business Writing

### Business Letters

Effective communications are essential to the successful operation of a business. There are mainly two kinds of communications: written communications and oral communications. Compared with oral communications, written communications provide a permanent record of the communication and can be referred to later. Also, written communications can be used to send longer and more complex information or instructions.

The main types of written communication used in business are:

- ▶ Letters
- ▶ Reports
- ▶ Notices
- ▶ Faxes and emails
- ▶ Memoranda, or memos
- ▶ Telephone messages

**Business letters** are an important means of communication. They are used for external communications with customers, suppliers, government and other outside agencies. Sometimes letters are also used for communications between an employer and an employee on personal matters. Business letters tend to be formal in style and language.

A business letter usually consists of seven major parts, i.e. letterhead, date, inside address, salutation, text, complimentary closing and signature. Besides, there are some additional parts of special importance, such as reference line, subject line, enclosure, carbon copy, etc.

#### Writing Tips for an English Letter

- Make the letter clear and simple.
- Keep it short and to the point.
- Focus on the recipient's needs.
- Use simple and appropriate language.
- Re-read and revise it.
- Check spelling and grammar.

**1** *Work in pairs. Read the letter below and point out the elements contained in the letter.*

**2** *Supposing you were Ms. Ling Peng, the secretary of the Exhibition Center. Write back to Mr. Richard Johnson. In your letter, you should:*

- ▶ Express thanks for the inquiry;
- ▶ Answer the question in detail;
- ▶ Express the desire to establish the business.



***Phillips & Henderson Ltd***

Lincoln House, 146 Dean Street  
Westbury-on-Thames  
London, W1D 3HB  
Tel: 672534XX Fax: 672835XX

The letterhead may also contain the company logo and email address.

To avoid confusion, it is a common practice to write months in words.

14th June, 2016

The inside address is the recipient's address. Add job title if appropriate.

Ms Ling Peng  
The Secretary  
Modern Homes Exhibition  
Exhibition Center  
Manchester, MC1 3BE

When you don't know the name of the reader:  
Dear Sir or Madam

Dear Ms. Ling Peng:

For a business letter it is a good idea to put the topic of the letter as a heading.

Re: Prospectus

Use the pronoun "we" when writing for your company. This is more formal than "I".

As we are particularly interested in having a stand at next year's Modern Homes Exhibition, we should be grateful if you would kindly send us a copy of the prospectus as soon as it is available.

We look forward to hearing from you.

Complimentary closing.

Yours sincerely

Sign the letter with your first and second names above your typed name and position.

Richard Johnson

Richard Johnson  
Marketing Manager

## Section V Listening & Speaking

### Expressing Opinions

#### Listening

- 1 Eric, Michael, Emily and Laura are now discussing a plan for the coming weekend. Listen carefully. Answer the following questions and write down their opinions on the plans for the following weekend.



- 1 What are the two suggested plans for the following weekend?
- 2 Have they come to an agreement on the plan? If not, what will they do?
- 3 Listen again. Find out if they are for or against the plans indicated in the table below. Give reason(s) if possible.

	Plans for the Weekend		Reason(s)
	Going for a picnic	Having an evening party	
Laura			
Michael			
Emily			
Eric			