



卢彩虹 陈明瑶 编著

商务英语

步步高

—— 通过案例提高商务能力



上海科学技术出版社

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图书在版编目 (CIP) 数据

商务英语步步高: 通过案例提高商务能力 / 卢彩虹,
陈明瑶编著. —上海: 上海科学技术出版社, 2008.1
ISBN 978 - 7 - 5323 - 9241 - 4

I . 商... II . ①卢...②陈... III . 商务 - 英语 - 基本知识
IV . H31

中国版本图书馆 CIP 数据核字 (2007) 第 195651 号

上海世纪出版股份有限公司
上海科学技术出版社 出版、发行

(上海钦州南路 71 号 邮政编码 200235)

新华书店上海发行所经销

常熟市兴达印刷有限公司印刷

开本 850 × 1168 1/32 印张 9.25

字数: 200 千字

2008 年 1 月第 1 版 2008 年 1 月第 1 次印刷

定价: 19.80 元

本书如有缺页、错装或坏损等严重质量问题,
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前 言

随着我国改革开放的不断推广和深入，英语学习的目的与使用范围已日趋多元化，对既熟悉国际商务又熟练掌握英语的高级复合型人才的需求也越来越大。然而，大多准备进入大型外资企业的国内大学毕业生却不知如何成功应对面试，甚至在成功进入公司之后，对于运用英语处理日常商务工作亦显得茫然不知所措。《商务英语步步高》正是为解决这一难题而编。

本书以一个年轻人——“我”(Tom Huang)的角度，讲述了“我”从应聘外企开始，逐步进入外企中的各个部门进行轮岗实习，学习和处理商务与日常企业管理等活动经历。通过“我”的亲身经历，读者能够知道需要获得什么样的语言技能和商务技巧才能处理好求职、工作以及晋升等等。

本书精选了著名英语报纸、杂志、网站和学术刊物中与商务有关的文章，难度得当，附以注释和具有针对性的练习，使读者通过一定量的阅读熟悉各项商务活动，应对工作中可能遇到的问题，进而提高阅读能力和商务技能。

全书共分八大“步”，每一“步”都由五个部分组成：

Part One: Brainstorming 通过一些非常有用的商务英语表达导入本单元主题；

Part Two: Cases for Solution 含4~6个案例，每个案例都设有讲解、分析、解决技巧等；

Part Three: Reading Widens Your Horizon 含3~4篇相

关文章，以加深理解、开拓视眼；

Part Four: Practice Makes Perfect 通过适当的练习来回顾和深入本单元的语言和商务技巧；

Part Five: Do You Know...? 趣味性的小知识让你回味无穷。

每一“步”开始都设有一些过渡性语言，使八大“步”步步相连，衔接成一个完整体。同时，每一“步”开始所设的目标（Objectives），告诉读者在本“步”中将学会哪些技能和技巧，使人一目了然。

本书的一大特色是设有大量案例，每个案例分为案例回顾（Overview）、专家点评（Diagnosis）、提示建议（Tips）等三部分。在案例回顾中，提出思考题供读者思考或交流讨论；读者可根据专家点评、提示建议等自己解决案例中的问题。通过诸多案例分析、同事朋友间大量的英文讨论以及一定量的相关阅读，读者将掌握相关的语言技能和商务技能，从而将商务工作与英语学习有机结合起来，使两者相得益彰。

本书主要供外企商贸管理工作人员应对各类商务活动自学使用，也可作高等院校商务英语专业、对外经贸、财政金融、工商管理等专业学生的教材或教辅资料。

作为浙江工商大学外国语学院教师，我们感谢外国语学院领导和广大老师的大力支持和帮助。此外，我们还得到了加拿大英语写作教师 Derek Irwin 博士的热情帮助，他在百忙之中抽空审稿并提出宝贵意见，特此感谢。

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Step 1

I Want to Work in Bravo

— Going to an Interview

I, Tom Huang, want to work for Bravo, a well-known group company. I visit the company website, learn about its present development, and read many instructions on going to an interview. Finally, I succeed in acquiring a job for Bravo. My experiences, including interview strategies and problem solutions, will lead you to ideal jobs in this competitive world.

Objectives

By the end of this unit, you should be able to

- ✧ write an amazing cover letter
- ✧ write a wonderful resume
- ✧ become familiar with typical interview questions
- ✧ properly prepare for coming interviews
- ✧ write an impressive interview thank-you letter

Part One Brainstorming

1. The following are some useful words and expressions. You may test yourself by covering the right column with a piece of paper and vice versa.

参加面试	go to / take part in a job interview
给某人面试	interview somebody
考官	recruiters, interviewers
应聘者	interviewee
雇用	employ somebody, hire
雇用者	employer
被雇用者	employee
职业	occupation, career, employment
工作	work, job, business
自我介绍	self-introduction
自荐信	cover letter
简历	resume, <i>curriculum vitae</i> (CV)
适合, 胜任	be suited for / be qualified for
专业	major, fields of specification
特长	qualification

2. Here are some things you should never put in your CV or resume.

The following are some things you should never put in your CV or resume:

Titles(开头)—Don't write "Resume," "CV," "Curriculum Vitae" or "Fact Sheet" as a heading for your CV.

Abbreviations(缩略词)—Everything looks so much more

professional if written in full. The only exception for using abbreviations is for educational attainments or postal code. If you do abbreviate, then do it throughout the CV—not in just one or two places.

Reason for leaving(辞职原因)—Don't say why you are leaving your job; there's really no point. If you do mention your reasons, it could be to your own disadvantage.

References(介绍人)—It is unprofessional to list names of references on a CV—if an employer is going to offer you the job, they will ask for references further down the line.

Salaries(工薪)—Please leave out the salary you are on or what you are expecting to be paid. If your salary is too high or too low, you won't even get to the interview stage.

Jargon(行话)—Don't assume that your prospective employer will understand what you have written. Try to keep your writing as non-technical as possible.

Photographs, Age, Religion, Race, Nationality(照片, 年龄, 宗教, 种族, 国籍)—In the 1950's, people used to add a photo to their CV—but that day is long gone. Also, don't mention your age, religion, race or your nationality.

Exaggerations(夸张)—Don't exaggerate your education, skills or accomplishments. It could cost you your job later if your employer finds out your CV wasn't true.

3. Good sentences for job hunting.

I am calling to see if the ____ position advertised in the paper has been filled.

I am calling about your ad in the paper.

I noticed your ad in last week's paper

...

Hello, my name is Nancy. I was wondering if you are hiring at this time.

Hello, my name is Mary. I noticed you had a help-wanted sign on your window.

Hello, are you hiring now?

Hello, do you have any openings at this time?

Do you know if you will have any other openings soon?

...

Can you tell me a little more about the position?

What time is good for you? Can we have a face-to-face talk?

I am willing to do whatever is necessary to perform this job to your high standards.

I always have a winning attitude.

...

I'd like to send my resume.

Thank you for your time.

Please call me back as soon as you get further information.

Please drop me a line if it is convenient for you.

I will be available at any time.

Part Two Cases for Solution

Case One

Overview

Seemingly innocent questions can trip you up. For instance,

in response to the question, “*Why do you want to work here?*” occasionally people say things like:

I don't know, or

Because it seems like a good place to work, or

It's a great growth opportunity for me.

Others at least attempt a thoughtful response:

I've worked in this industry for 15 years and have been very successful. I feel I can make a difference in your organization. I have a proven track record in leadership. I've read in the paper that your company is having some problems, and with my experience as a Director of Marketing, I can help straighten those out.

While that answer may seem impressive and appear to suffice, on a scale of 1 - 10, it ranks about a 4!

Wonder why? Discuss with your colleagues and friends, and try to offer a better answer.

Diagnosis

The last answer shows no research, no thought, and no consideration. It provides no specific examples of previous accomplishments and fails to reference information relevant to the prospective job. It's very “me” focused. It sounds generic and could suffice for any number of companies. Overall, it's unimpressive.

The tricky part about this question is that it's often asked fairly soon in the interview process, before you know enough about the company — solely from the interview — to answer. The reason for this question and its timing is precisely to see

how much thought and preparation you have put into your search and where you are applying.

Tips

When you receive an interview, don't just sit back and wait for the appointed day to arrive. Use the time to research the company. Merely to hope that an interview has a positive result is not enough. Such an attitude forfeits your ability to drive up the probability of a positive outcome.

In the interview, tell the interviewer what you've learned about the company, and why it seems appealing to you. Specifics are key here.

Relate chosen examples from your experience to the position, the company, their focus, and their market. Look to your personality and what motivates you and how that relates to any details you learned from the ad, your recruiter, your friend who referred you, or from wherever you learned of this opportunity.

For instance, perhaps their ad stated that they were looking to establish a marketing department from the ground up. There's your answer: you thrive on growth, challenges and making things happen, along with examples of how you have grown, established, or done market development in a parallel situation. Share what you can do and why you feel you can contribute to and benefit the company. Always remember, this question is about how you can benefit the company, not how the company can benefit you.

Case Two

Overview

“Tell me something about yourself.”

This is a question that most interviewees expect and it is the most difficult to answer as well. One could answer this open-ended question in a myriad of ways.

To begin, try to give your version of the answer.

Diagnosis

The key to answering this question, or any other interview question, is to offer a response that supports your career objective. You shouldn't respond with comments about your hobbies, spouse, or extra curricular activities! Actually, there is a purpose behind asking each question in the interview. Every question is used to differentiate your skills, experience, and personality with that of the other candidates. An interviewer wants to determine if what you offer will mesh with the organization's mission and goals.

Tips

Follow the steps as outlined below to ensure your response will grab the interviewer's attention.

- ✚ Provide a brief introduction. Introduce attributes that are key to the open position.

- ✚ Provide a career summary of your most recent work history. Your career summary must support your job objective and it must be compelling. Keep your response limited to your current experience. Don't go back more than 10 years.

✚ Tie your response to the needs of the hiring organization. Don't assume that the interviewer will be able to connect all the dots. It is your job as the interviewee to make sure that the interviewer understands how your experience is transferable to the position he or she is seeking to fill.

✚ Ask an insightful question. By asking a question you gain control of the interview. However, don't just ask a question for the sake of asking. Be sure that the question will engage the interviewer in a conversation. As an added benefit, your question will help to alleviate the stress you may feel.

Case Three

Overview

"What is your biggest weakness?"

This is another difficult interview question that interviewers seemingly ask just to make you nervous! The way you handle it might be as important, if not more important, as what you actually say. Many candidates fail on this question.

How would you handle this difficult question?

Diagnosis

Your dilemma is how to answer this question without making it appear that you have a weakness which might prevent you from getting hired. The purpose of asking this question is primarily to see how you handle a stressful question and only peripherally how you actually respond to it. You shouldn't answer by revealing your greatest work-related weakness, since you then might not get the job! Instead, you can tell them

something that isn't directly related to the job position.

Tips

Here are some guidelines for responding when an interviewer asks about your biggest weakness:

✚ Answer the question honestly. It's always the best to answer any interview question honestly, but this is an especially important one. Making up a weakness that isn't really a weakness will most likely be very noticeable to the interviewer. If they think you are lying, they may ask you for another weakness, which will cause you even more trouble in trying to think of one off the top of your head.

✚ Don't mention a big weakness that could cost you the job. Your goal here isn't to lie, of course; it's simply to present yourself as best as you can. We all have weaknesses, but that doesn't mean we tell an interviewer everything.

✚ Don't evade the question. Also, be careful about giving a cliché weakness, i.e. "I work too hard," and then quickly stating how you deal with it. That looks too scripted and the interviewer has probably heard it a million times before. Admitting a real weakness but then stating what you are doing to improve yourself is preferable, i.e. *"My presentation skills are not as strong as I'd like, so I signed up for weekend presentation skills classes and also joined a Toastmasters' club."*

✚ Keep your answer factual and brief. Typically, stress questions that put us on the spot tend to cause us to ramble on and speak for longer than we should, especially if we're already