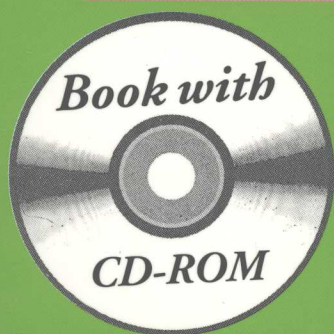


剑桥大学考试委员会推荐BEC初级考试用书

新剑桥商务英语（初级）

Further Ahead

A communication skills course for Business English



Cambridge
Professional
English

学生用书

Learner's Book

Sarah Jones-Macziola
with Greg White

人民邮电出版社
POSTS & TELECOM PRESS

出版说明

Further Ahead 是剑桥大学出版社新近开发的一套初级至中级水平的商务英语学习教材。由著名英语教育专家 Sarah Jones-Macziola 和 Greg White 在他们获得高度成功的 *Getting Ahead* 基础之上编写而成。该套教材以日常工作中的市场营销、产品与服务、进出口业务以及企业文化与商业伦理等 16 个精心选择的专题为背景,再辅之 4 个单元的“复习与巩固”,着力培养学习者在实际工作中用英语进行沟通和解决问题的能力。其完备的多媒体系列化材料与交际法教学以及情景模拟学习相配合,体现出当今先进的教育理念和教学方法。为了更好地适应中国学习者的需要,本丛书编委会还将组织国内专家编写配套的《辅导学习手册》。

Further Ahead 还被剑桥大学考试委员会推荐为适合 BEC 初级(2002 年修订后的标准)应试者的学习教材,其随书免费赠送的《BEC 初级考试介绍及测试题 CD-ROM》是宝贵的配套练习材料。*Further Ahead* 系列可作为职业院校、专科高年级和大学本科低年级商务英语课的理想教材,尤其适合在职人员英语培训之用。

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1 People



AIMS

Introduce yourself and others
Greet visitors
Keep a conversation going
Ask questions to find out more about people

Questions

Question tags
Question forms

1.1 Meeting People

A Look at these pictures. Where are the people? Do they know each other?

a



b



c



B  Now listen to three conversations. Match them to the correct picture.

C Study these introductions and greetings.

Introducing yourself

Hello, I'm *Gina*.
my name's *Paulo*.

- A: How do you do?
Pleased to meet you.
B: How do you do?
Pleased to meet you, too.

Introducing someone else

This is *Wendy*.
I'd like to introduce *Dirk*.

Do you know *Mikiko*?
Have you met *Oscar*?

Greeting someone you know

- A: How are you?
B: Fine thanks.
Not too bad, thank you.



Look at the pictures in **A** again and practise the conversations with a partner. Talk about yourself this time.

D Find out about other learners. Use this table to help you.

	Learner 1	Learner 2	Learner 3	Learner 4
Name				
Country				
Profession				
Company				

Now introduce two of these people to the rest of the class like this:

This is (name).

S/he's from (country).

S/he's a/n (occupation).

S/he works for (company).

1.2 Keeping the conversation going

A



A visitor is coming to your company. You are meeting them for the first time. Write down three questions you can ask.

1

2

3

B

  Listen to Bruno Soares talking to Ms Novak, a visitor to his company in Porto, Portugal. Are his questions the same as yours?



Listen again and write down the questions you think help to keep the conversation going.

C Practise the questions with a partner. Use your own information for the answers.

D Look at these questions. Match them to a picture.

- 1 Where are you staying? ☐
- 2 Is the traffic always like this? ☐
- 3 What do you think of the conference? ☐
- 4 Do you work here in Paris? ☐
- 5 Is it your first trip to New York? ☐
- 6 Did you have a good flight? ☐

a



b



c



d



e



f



Which ones does the host (H) ask, which ones does the visitor (V) ask and which ones could either (E) ask?

Think of an answer to each question. Then choose one of the situations and prepare a dialogue.

1.3 Finding out about people

A What do you think this subscription form is for:

A book club? A CD club? A magazine?

SAVE 20% ON THE NEWSSTAND PRICE

You pay only AUD\$4.96 per issue instead of AUD\$6.20

Please write in **BLOCK CAPITALS**

Surname:

First name:

Job title:

Company name:

Address:

City:

Country:

Tel.: Fax:

I wish to pay by:

Cheque ☐ Mastercard ☐ Visa ☐

Credit card ☐ American Express ☐

Account number

Valid until

Signature

Now try to complete the form for Pamela Thomas.




P A M E L A T H O M A S

E X T R A T O U R

300 Bourke Street,
Melbourne 3000

Tel. (61 3) 9672 6500
Fax (61 3) 9605 3002

B  Listen to the subscription office calling Pamela Thomas and fill in any missing information.

C Study these ways of checking information.

Your first name's Pamela, **isn't it?**
You're an accountant, **aren't you?**
You work for Extratour, **don't you?**

Now check information about Simon Tan like this:

- 1 Your name's Simon Tan, **isn't it?**
- 2 You work for McCash,
Look at these company names and find out which one they are like the information.
- 3 You're the Assistant Manager,
- 4 You live in Portland,
- 5 You're American,
- 6 You're not married,

McCash

41 Second Avenue
Portland, OR 97712

Simon Tan
Assistant Manager

Tel. (503) 767 1111
Fax (503) 767 1212



Write down some things you know about other learners in the class and then check your information with them.

D Practise checking information about other people. Learner A looks at File 1 on page 117 and Learner B looks at File 2 on page 120.



2 Talking about companies

AIMS

Describe different types of companies
Find out about companies
Find out about a particular product

Past time

Past simple - statements and questions

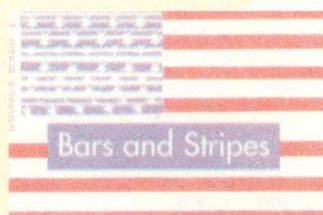
Irregular verbs

Questions

Who, What, etc.

2.1 Describing a company

A Look at these company names and logos. What lines of business do you think they are in? Use the industries in the box below to help you.



Aerospace Airline Banking Bar coding Catering Computing
Financial services Food processing Packaging Telecommunications Transport
Vehicle manufacturing

B Compare your answers in small groups like this:

I think Jupiter Sciences could be in the airline business.

I don't agree. I think it's in aerospace.

I agree with you. I'm sure it's in aerospace.



C Now match these company profiles to the companies in A.

1

We are a space technology company that designs, manufactures and markets a broad range of space products and services, including spacecraft systems, satellite-based data computation and observation services.

2

We opened our first restaurant in 1978 and currently operate the largest chain in the country with 103 restaurants.

Our restaurants feature best quality Tex-Mex food and traditional-style Mexican food at affordable prices. We provide an alternative to higher-priced traditional sit-down restaurants and lower quality fast food establishments.

3



We manufacture and market a range of consumer packaging in metal, glass and plastics. Our main customers are in the European beverage and food industries. We are one of the leading packaging companies in Europe with production units in Sweden, Denmark, Norway, the Netherlands, Germany, the UK and Austria. We have approximately 5,300 employees, 75% of whom work outside Sweden.

4

We are a Russian-based brokerage and consulting company established in 1992 at the start of the privatization process in Russia. Our main office is located in Moscow and we also have regional branches in Siberia and the Krasnodar region. We deal in shares of Russian privatized enterprises and also provide a full range of financial services related to Russian securities operations.

D You are doing some research on this company. How many of these questions can you answer from this text?

- 1 What's the name of your company?
- 2 What line of business are you in?
- 3 What goods or services does your company provide?
- 4 How many employees does your company have?
- 5 Where are your headquarters?
- 6 Where are your main markets?

  Listen and check your answers. Then practise asking and answering these questions with a partner.

The long-term goal of the Atlas Copco Group is to be the world's leading company within its specialized areas of business: compressor, construction and mining and industrial technologies. The group employs more than 21,000 people, of whom 14% work outside Sweden. Operations are conducted through 17 divisions, which manufacture products in 57 plants in 15 countries. The major share of manufacturing is conducted within European Union countries. Each division has total business responsibility.

E Find out about another learner's company. Then report back to the rest of the group like this:

... works for ... company.
They're in the ... business. They make ...
They have ... employees
The headquarters are in ...
Their main markets are ...

2.2 Starting a business

A Read this article. What kind of business is Servcorp?



Instant office at the ready

For the first six weeks Joan Slater sat alone in an empty office. 'I thought I had a good idea, but then I wasn't so sure', she remembers.

In 1978 she set up her company, called it Servcorp and leased half a floor of a central Sydney building. Her business plan was to meet the temporary office needs of busy business people. In those first six weeks she was general manager and the only employee of the company! However things got better when an overseas lawyer became her first client. Servcorp's secretaries, receptionists and other employees have been busy ever since.

Today Slater runs a network throughout Australia and Southeast Asia. Servcorp now leases a total of 22 floors of office space. The company offers modern office facilities complete with staff, telecommunication links and computers. As a business takes its first steps offshore, it has to have somewhere to call home. Servcorp's offices in Singapore, Malaysia and Thailand and in ten Australian cities provide these homes.

Annual turnover was US\$28 million last financial year and the company made a large profit. Servcorp is now expanding in Japan, Korea and China. Slater went to Japan last June where she studied Japanese and established Servcorp offices in Tokyo and Osaka. She said the secret was to set up the business to an international standard. 'Our client can expect the same quality of service as they move from country to country.'

Now correct these statements.

- 1 Slater started her business in Melbourne.
- 2 Servcorp was a success from the start.
- 3 The first client was a local lawyer.
- 4 Servcorp provides offices, but not staff for new businesses.
- 5 Servcorp operates in Australia, Southeast Asia, Japan and the USA.
- 6 The company's turnover was AUD\$28m last year.

B Match a word or phrase in the text with these definitions.

- a to start a new company
- b a report saying what your company aims to do
- c something that lasts for a short time
- d equipment or services for a particular purpose
- e to get bigger

C Study the past simple tense.

Statements

She **called** the company Servcorp.
She **leased** a building in Sydney.

Questions

What **did** she **call** her company?
Where **did** she **go** last year?

These verbs are irregular. Find them in the article and write the past simple next to the base form.

be	have	make
become	get	say
do	<i>did</i>	go	think

Here are the answers to some questions. What are the questions? Use the words in the box to help you.

When (x2) Where Who What Why

- 1 In 1978. *When did Joan Slater set up her business?*
- 2 In the centre of Sydney.
- 3 An overseas lawyer.
- 4 US\$28 billion.
- 5 To set up an office.
- 6 June, last year.

D Work with a partner. One learner takes the role of Joan Slater and the other the interviewer. Add three more questions of your own and interview your partner.

2.3 Getting Product information

A You work for ABC Computing in Taipei. You receive a letter from X Electronics in Mexico. Where do these parts of the letter go?

- | | |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| 1 Truly yours
M. A. Park
M. A. Park (Ms)
Sales Manager | 2 May 21, 199- |
| 4 ABC Computing
F8, no 142, Min-Chuan E. Rd
Sec. 3 Taipei
Taiwan, China | 3 Dear Sir or Madam:
5 X Electronics
Jaie Balmes 11
COL Los Morales
11510 Mexico D.F.
Mexico |

The letter is on a piece of yellowed paper. It has several empty boxes for filling in:

- A large rectangular box at the top right, likely for a return address.
- A rectangular box on the left side, likely for a date or reference number.
- A horizontal rectangular box below the left-side box, likely for a salutation or subject line.
- A horizontal rectangular box below the salutation box, likely for a body of text.
- A rectangular box at the bottom left, likely for a signature.

The text of the letter is as follows:

I saw your advertisement in this month's issue of *Asia-Pacific Computing World* and would like to receive more information on your range of electronic components.

I look forward to hearing from you.

B Now write a reply to X Electronics in Mexico.

Here are some phrases you can use. Can you complete them?

Thank you for your letter of

We enclose

Please contact me if