

大学商贸英语 谈判教程

(第二版)

黄庐进 王晓光 主编

COLLEGE BUSINESS ENGLISH
A COURSE FOR NEGOTIATION



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主 编 黄庐进 王晓光
编 者 朱 凌 金春兰 满媛媛
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前言

随着经济全球化、文化国际化的趋势越来越明显,各国之间的商贸关系呈现出愈加紧密的态势。英语是一门国际语言,这已是世界人民的共识;拥有用英语进行谈判的能力在职场上也受到了前所未有的重视。

我们的生活中充满了谈判,从儿时为了买一件自己心仪的玩具与父母的讨价还价,到成人后在某件事上做与不做所进行的抉择,谈判几乎伴随着我们的一生。(Life is negotiation, and negotiation is life.)

本教程具有以下四个方面的特点:

一、商贸理论与英语学习有机结合。成功谈判必须掌握必要的谈判技巧和基础商贸知识,课文材料主要是体现流行的谈判理论框架和技巧的文章,并以提问的方式对学习者的加以引导,使深奥和枯燥的理论易于理解和消化;

二、成功谈判与提高英语会话能力相辅相成。谈判对话操练部分为学习者提供了具有实景效果的对话,并配有大量的知识型注解,促使学习者真正掌握商务谈判的内在含义和跨文化沟通的技能技巧;

三、将商贸理论和谈判技巧植入实例之中。本教程的练习部分均设有两个谈判案例,与本课的主题息息相关,以期达到使学习者深入领会基础知识,真正拥有成功谈判能力的目的;

四、本教程在再版之际,根据学习者反馈的信息,作了必要的修订,给出了课文、对话、案例等的参考译文,也对课文后提出的相关问题作了引导性的回答或解答。

本教程是集体力量的体现,也是集体智慧的结晶;本教程的编著者为多年从事商贸英语教学的教师和长期从事商贸实务的从业人员。在编撰过程中,参编人员采访了许多从事商贸实务的人员,查阅了大量相关资料,进行了多次研讨,以求能使本教程真正成为学习者进入职场前的必读之物。黄庐进和王晓光负责全书框架的构思,阅读材料的筛选、注释、审阅等工作;朱凌、金春兰、满媛媛根据各自的所长,分别编写了课文、对话、案例等部分;英国外教 Wilton Mills 教授对英语谈判对话部分作了认真细致的审定工作。

由于编著者水平有限,书中不妥之处在所难免,敬请使用者亦如上一版一样,给予编著者批评意见,及时提出最新建议。

编者
2008年1月

Contents

PART ONE TEXTS

Unit One

Lesson One Introduction	5
Section I Readings	6
Article 1 Introduction to Negotiation	6
Article 2 Impressive Behavior	8
Section II Dialogs	14
Dialog 1 Introducing	14
Dialog 2 Receiving A Call	16
Section III Exercises	17
Mini Case 1 Introducing the Firm to the Potential Customer	17
Mini Case 2 Finding A Suitable Chinese Tourism Agency	17
Lesson Two Reception	19
Section I Readings	20
Article 1 Negotiation Process I	20
Article 2 At the Airport	23
Section II Dialogs	26
Dialog 1 Meeting the Potential Customer	26
Dialog 2 Arriving at the Hotel	28
Section III Exercises	29
Mini Case 1 Meeting at the Airport	29
Mini Case 2 On the Way to the Hotel	30
Lesson Three Visiting A Factory	31
Section I Readings	32
Article 1 Negotiation Process II	32
Article 2 The Physical Preparation	36

Section II	Dialogs	38
	Dialog 1 Showing Around the Factory	38
	Dialog 2 Visiting the Workshop	40
Section III	Exercises	41
	Mini Case 1 Showing Around the Plant	41
	Mini Case 2 Showing Around the Offices	41
Lesson Four	Exhibition I	43
Section I	Readings	44
	Article 1 Negotiation Process III	44
	Article 2 What Exhibitors Are Thinking	47
Section II	Dialogs	50
	Dialog 1 Talking with the Organizer	50
	Dialog 2 Making A Telephone Call	53
Section III	Exercises	55
	Mini Case 1 Receiving A Letter of Invitation	55
	Mini Case 2 Trying to Know More About the Show	55
Lesson Five	Exhibition II	57
Section I	Readings	58
	Article 1 Negotiation Process IV	58
	Article 2 Exhibition Booths	61
Section II	Dialogs	63
	Dialog 1 Planning to Participate in An Exhibition I	63
	Dialog 2 Planning to Participate in An Exhibition II	65
Section III	Exercises	67
	Mini Case 1 Participating in An Indian Trade Fair	67
	Mini Case 2 Discussing About A Decorating Project	68
Lesson Six	Marketing I	69
Section I	Readings	70
	Article 1 Integrative Negotiation and Distributive Negotiation	70
	Article 2 Seven Decision-Making Biases	73
Section II	Dialogs	77
	Dialog 1 Introducing A New Product I	77
	Dialog 2 Introducing A New Product II	79
Section III	Exercises	80

	Mini Case 1	Wanting to Sell New Products	80
	Mini Case 2	Talking About Opening An Outlet	80
Lesson Seven	Marketing II		83
Section I	Readings		84
	Article 1	How to Negotiate I	84
	Article 2	Negotiation Dilemma	87
Section II	Dialogs		90
	Dialog 1	Discussing About A TV Commercial I	90
	Dialog 2	Discussing About A TV Commercial II	91
Section III	Exercises		93
	Mini Case 1	Talking About the Ways to Design and Make A New TV Commercial	93
	Mini Case 2	Discussing About the Ways to Launch An Advertisement Campaign	93
Lesson Eight	Logistics		95
Section I	Readings		96
	Article 1	How to Negotiate II	96
	Article 2	Why Outsourcing Isn't Always the Best Answer	99
Section II	Dialogs		102
	Dialog 1	Discussing About the Outsourcing I	102
	Dialog 2	Discussing About the Outsourcing II	104
Section III	Exercises		106
	Mini Case 1	Talking with A Potential Customer	106
	Mini Case 2	Introducing the Firms	106

Unit Two

Lesson One	Establishing Business Relations	111
Section I	Readings	112
	Article 1	How to Negotiate III 112
	Article 2	The Way China Conducted Its Business 117
Section II	Dialogs	118
	Dialog 1	Greeting 118
	Dialog 2	Establishing Business Relations 120
Section III	Exercises	122

02	Mini Case 1	Introducing Themselves	122
03	Mini Case 2	Checking in the Hotel	122
	Lesson Two	Enquiries and Replies	123
14	Section I	Readings	124
18	Article 1	Ethics in Negotiation	124
18	Article 2	What Is Enquiry	127
08	Section II	Dialogs	129
00	Dialog 1	Enquiring the Prices of A Bed-Cover Stand	129
10	Dialog 2	Introducing Machine Tools	131
16	Section III	Exercises	133
20	Mini Case 1	Making Enquiries	133
20	Mini Case 2	From Enquiry to Counter-Offer	133
	Lesson Three	Offers and Counter-Offers	135
26	Section I	Readings	136
26	Article 1	Observing When Negotiating I	136
30	Article 2	Counter-Offer Forms	140
30	Section II	Dialogs	144
30	Dialog 1	The Offer of Black Tea	144
30	Dialog 2	Having A Face-to-Face Talk on Offers	145
30	Section III	Exercises	147
30	Mini Case 1	Enquire and Proceed to Offer and	
30		Counter-Offer	147
30	Mini Case 2	Dealing with the Offer in Details	148
	Lesson Four	Terms of Payment	149
	Section I	Readings	150
	Article 1	Observing When Negotiating II	150
	Article 2	Ways of Payment	154
	Section II	Dialogs	156
	Dialog 1	Discussing the Price of Wheat	156
	Dialog 2	Negotiating on the Price of Printed Cotton Cloth	158
	Section III	Exercises	160
	Mini Case 1	Having A Talk on Payment Terms	160
	Mini Case 2	Arguing About Payment Terms	160

Lesson Five Packing	161
Section I Readings	162
Article 1 Different Negotiating Styles of Different Cultures I	162
Article 2 The Features of Packing	166
Section II Dialogs	169
Dialog 1 Getting the Packaging Produced	169
Dialog 2 Bringing up the Subject of Packing	171
Section III Exercises	173
Mini Case 1 Conferring Over the Packing	173
Mini Case 2 Talking About the Packing of Blouses	173
Lesson Six Shipping	175
Section I Readings	176
Article 1 Different Negotiating Styles of Different Cultures II	176
Article 2 Tramp or Liner	180
Section II Dialogs	182
Dialog 1 Advancing the Shipment	182
Dialog 2 Discussing About the Shipment of Walnut Meat	184
Section III Exercises	185
Mini Case 1 Having A Business Talk About the Mode of Transportation	185
Mini Case 2 Wanting to Advance Shipment of the Goods	186
Lesson Seven Insurance	187
Section I Readings	188
Article 1 Different Negotiating Styles of Different Cultures III	188
Article 2 Insurance Coverage	192
Section II Dialogs	194
Dialog 1 Negotiating About Insurance Issues	194
Dialog 2 Discussing the Insurance Terms	196
Section III Exercises	197
Mini Case 1 Discussing the Insurance Terms	197
Mini Case 2 Debating on the Rate of Insurance	197

Lesson Eight	Complaints, Disputes and Claims	199
Section I	Readings	200
	Article 1 Different Negotiating Styles of Different Cultures IV	200
	Article 2 Replies to Complaints	204
Section II	Dialog	207
	Dialog Claiming Compensation	207
Section III	Exercises	208
	Mini Case 1 Making A Claim on the Low Quality of Goods	208
	Mini Case 2 Handling the Claim Case	209

PART TWO REFERENTIAL TRANSLATIONS AND ANSWERS

Unit One

Lesson One	相互介绍	215
Section I	Readings	215
	1.1 Referential Translation of Article 1 谈判简介	215
	1.2 Answers to the Questions	216
	2.1 Referential Translation of Article 2 印象深刻的举止	216
	2.2 Answers to the Questions	218
Section II	Dialogs	219
	1. Referential Translation of Dialog 1 相互介绍	219
	2. Referential Translation of Dialog 2 接听电话	220
Section III	Exercises	221
	1. Referential Translation of Mini Case 1 向潜在客户介绍 公司情况	221
	2. Referential Translation of Mini Case 2 寻找合适的中国 旅行社	221
Lesson Two	商务接待	223
Section I	Readings	223
	1.1 Referential Translation of Article 1 谈判过程(一)	223

1.2	Answers to the Questions	224
2.1	Referential Translation of Article 2 在机场	224
2.2	Answers to the Questions	225
Section II	Dialogs	226
1.	Referential Translation of Dialog 1 会见潜在客户	226
2.	Referential Translation of Dialog 2 到达宾馆	227
Section III	Exercises	228
1.	Referential Translation of Mini Case 1 机场会面	228
2.	Referential Translation of Mini Case 2 在前往酒店的 路上	228
Lesson Three	实地考察	229
Section I	Readings	229
1.1	Referential Translation of Article 1 谈判过程(二)	229
1.2	Answers to the Questions	230
2.1	Referential Translation of Article 2 硬件设施的筹备	231
2.2	Answers to the Questions	232
Section II	Dialogs	232
1.	Referential Translation of Dialog 1 陪同参观工厂	232
2.	Referential Translation of Dialog 2 参观车间	233
Section III	Exercises	233
1.	Referential Translation of Mini Case 1 陪同参观工厂	233
2.	Referential Translation of Mini Case 2 参观办公楼	234
Lesson Four	商品展销(一)	235
Section I	Readings	235
1.1	Referential Translation of Article 1 谈判过程(三)	235
1.2	Answers to the Questions	236
2.1	Referential Translation of Article 2 参展人在想什么	236
2.2	Answers to the Questions	237
Section II	Dialogs	238
1.	Referential Translation of Dialog 1 与主办方交谈	238
2.	Referential Translation of Dialog 2 打电话	239
Section III	Exercises	240
1.	Referential Translation of Mini Case 1 收到一封邀请函	240

2. Referential Translation of Mini Case 2 了解更多展会 详情	241
Lesson Five 商品展销(二)	242
Section I Readings	242
1.1 Referential Translation of Article 1 谈判过程(四)	242
1.2 Answers to the Questions	243
2.1 Referential Translation of Article 2 展台	243
2.2 Answers to the Questions	244
Section II Dialogs	244
1. Referential Translation of Dialog 1 计划参加展览会(一)	244
2. Referential Translation of Dialog 2 计划参加展览会(二)	245
Section III Exercises	246
1. Referential Translation of Mini Case 1 参加印度贸易展	246
2. Referential Translation of Mini Case 2 讨论装饰方案	246
Lesson Six 市场营销(一)	248
Section I Readings	248
1.1 Referential Translation of Article 1 一体性谈判和 分歧性谈判	248
1.2 Answers to the Questions	249
2.1 Referential Translation of Article 2 七种决策偏见	249
2.2 Answers to the Questions	251
Section II Dialogs	251
1. Referential Translation of Dialog 1 介绍新产品(一)	251
2. Referential Translation of Dialog 2 介绍新产品(二)	252
Section III Exercises	253
1. Referential Translation of Mini Case 1 想出售新产品	253
2. Referential Translation of Mini Case 2 谈论开新店	253
Lesson Seven 市场营销(二)	255
Section I Readings	255
1.1 Referential Translation of Article 1 如何谈判(一)	255
1.2 Answers to the Questions	256
2.1 Referential Translation of Article 2 谈判进退维谷	257
2.2 Answers to the Questions	258
Section II Dialogs	258

1. Referential Translation of Dialog 1 讨论电视广告(一)	258
2. Referential Translation of Dialog 2 讨论电视广告(二)	259
Section III Exercises	260
1. Referential Translation of Mini Case 1 讨论设计和制作 全新电视广告的方法	260
2. Referential Translation of Mini Case 2 讨论投放广告战略的 方法	260
Lesson Eight 物流运营	261
Section I Readings	261
1.1 Referential Translation of Article 1 如何谈判(二)	261
1.2 Answers to the Questions	262
2.1 Referential Translation of Article 2 为何外包并不总是 最好的办法	262
2.2 Answers to the Questions	263
Section II Dialogs	264
1. Referential Translation of Dialog 1 讨论外部采购(一)	264
2. Referential Translation of Dialog 2 讨论外部采购(二)	265
Section III Exercises	266
1. Referential Translation of Mini Case 1 与潜在客户交谈	266
2. Referential Translation of Mini Case 2 介绍公司	266
Unit Two	267
Lesson One 建立关系	269
Section I Readings	269
1.1 Referential Translation of Article 1 如何谈判(三)	269
1.2 Answers to the Questions	270
2.1 Referential Translation of Article 2 中国处理业务的 方式	271
2.2 Answers to the Questions	271
Section II Dialogs	272
1. Referential Translation of Dialog 1 问候	272
2. Referential Translation of Dialog 2 建立业务关系	273
Section III Exercises	274
1. Referential Translation of Mini Case 1 介绍自己	274

	2. Referential Translation of Mini Case 2 入住饭店	274
Lesson Two	询盘回应	275
Section I	Readings	275
	1.1 Referential Translation of Article 1 谈判道德	275
	1.2 Answers to the Questions	276
	2.1 Referential Translation of Article 2 什么是询盘	277
	2.2 Answers to the Questions	277
Section II	Dialogs	278
	1. Referential Translation of Dialog 1 在床单摊位上的询价 ...	278
	2. Referential Translation of Dialog 2 介绍机床	279
Section III	Exercises	280
	1. Referential Translation of Mini Case 1 询盘	280
	2. Referential Translation of Mini Case 2 从询盘至还盘	280
Lesson Three	发盘还盘	282
Section I	Readings	282
	1.1 Referential Translation of Article 1 谈判时的 观察(一)	282
	1.2 Answers to the Questions	283
	2.1 Referential Translation of Article 2 还盘形式	284
	2.2 Answers to the Questions	285
Section II	Dialogs	286
	1. Referential Translation of Dialog 1 有关红茶的报价	286
	2. Referential Translation of Dialog 2 就价格进行的 面对面谈话	287
Section III	Exercises	288
	1. Referential Translation of Mini Case 1 询价、发盘及 还盘	288
	2. Referential Translation of Mini Case 2 处理发盘的细节 问题	288
Lesson Four	支付条款	289
Section I	Readings	289
	1.1 Referential Translation of Article 1 谈判时的 观察(二)	289

1.2	Answers to the Questions	290
2.1	Referential Translation of Article 2 付款方式	291
2.2	Answers to the Questions	292
Section II	Dialogs	292
1.	Referential Translation of Dialog 1 讨论小麦价格	292
2.	Referential Translation of Dialog 2 印花棉布的价格谈判	293
Section III	Exercises	294
1.	Referential Translation of Mini Case 1 讨论支付条款	294
2.	Referential Translation of Mini Case 2 争论支付条款	295
Lesson Five	商品包装	296
Section I	Readings	296
1.1	Referential Translation of Article 1 不同文化中的 不同谈判方式(一)	296
1.2	Answers to the Questions	297
2.1	Referential Translation of Article 2 包装的特点	298
2.2	Answers to the Questions	299
Section II	Dialogs	299
1.	Referential Translation of Dialog 1 安排产品包装的生产	299
2.	Referential Translation of Dialog 2 提起包装事宜	300
Section III	Exercises	302
1.	Referential Translation of Mini Case 1 有关包装的商讨	302
2.	Referential Translation of Mini Case 2 讨论女式衬衣的包装	302
Lesson Six	海上运输	303
Section I	Readings	303
1.1	Referential Translation of Article 1 不同文化中的 不同谈判方式(二)	303
1.2	Answers to the Questions	305
2.1	Referential Translation of Article 2 不定期货船还是 定期班轮	305
2.2	Answers to the Questions	306
Section II	Dialogs	307
1.	Referential Translation of Dialog 1 提前船运	307
2.	Referential Translation of Dialog 2 有关核桃仁装运的 商讨	308

Section III Exercises	309
1. Referential Translation of Mini Case 1 关于运输方式的商务对话	309
2. Referential Translation of Mini Case 2 试图提前货运时间	309
Lesson Seven 货物保险	310
Section I Readings	310
1.1 Referential Translation of Article 1 不同文化中的不同谈判方式(三)	310
1.2 Answers to the Questions	311
2.1 Referential Translation of Article 2 保险责任范围	312
2.2 Answers to the Questions	313
Section II Dialogs	313
1. Referential Translation of Dialog 1 商议保险事宜	313
2. Referential Translation of Dialog 2 讨论保险术语	314
Section III Exercises	315
1. Referential Translation of Mini Case 1 讨论保险条款	315
2. Referential Translation of Mini Case 2 争论保险费率	316
Lesson Eight 贸易索赔	317
Section I Readings	317
1.1 Referential Translation of Article 1 不同文化中的不同谈判方式(四)	317
1.2 Answers to the Questions	318
2.1 Referential Translation of Article 2 答复投诉	319
2.2 Answers to the Questions	320
Section II Dialog	321
Referential Translation of Dialog 索赔	321
Section III Exercises	322
1. Referential Translation of Mini Case 1 就劣质货物进行索赔	322
2. Referential Translation of Mini Case 2 处理投诉	322
附录 Background knowledge	323
参考文献	326

PART ONE

TEXTS

Unit One

- | | |
|--------------|---------------------------|
| Lesson One | <i>Introduction</i> |
| Lesson Two | <i>Reception</i> |
| Lesson Three | <i>Visiting A Factory</i> |
| Lesson Four | <i>Exhibition I</i> |
| Lesson Five | <i>Exhibition II</i> |
| Lesson Six | <i>Marketing I</i> |
| Lesson Seven | <i>Marketing II</i> |
| Lesson Eight | <i>Logistics</i> |

Unit Two

- | | |
|--------------|--|
| Lesson One | <i>Establishing Business Relations</i> |
| Lesson Two | <i>Enquiries and Replies</i> |
| Lesson Three | <i>Offers and Counter-Offers</i> |
| Lesson Four | <i>Terms of Payment</i> |
| Lesson Five | <i>Packing</i> |
| Lesson Six | <i>Shipping</i> |
| Lesson Seven | <i>Insurance</i> |
| Lesson Eight | <i>Complaints, Disputes and Claims</i> |