

BBC

DAVID EVANS



ENGLISH OK!

英语OK!

商业英语  
Business English



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金福芬 译

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**英语 OK!**

**商业英语**

David Evans (英) 著

金福芬 译

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## 序 言

“英语OK!”系列丛书第一批9本书，虽涉及不同的题材，却有许多共同的特点。

首先，是它们的实用性。明明是《英语语法》(English Grammar)这个令一般人感到枯燥乏味的内容(请原谅，语法学家除外)，但却以“一些旅游用语”开始，进而谈到“几个有趣的问题”，其中包括“Do you promise to start being good (你保证以后会好好做人吗)?”这样句子的分析，以说明动词不定式和动名词的用法。这样，既学习了语法，又学会许多实用的语言。

其次，是它们的功能性。这里指的是狭义的，即所谓Functions。在《短语动词》(Phrasal Verbs)、《社交英语》(Social English)、《商业英语》(Business English)等册中，都提供了许多在不同功能项目中可以灵活使用的语言。学习了这些语言，就可以在各种不同的功能需要的场合中较自如地进行交际。

再次，是它们的多元文化性。除在《美式英语》(American English)一册中专门介绍美式英语因而必然涉及北美文化外，在其他各册中也都让读者注意到不同英语国家以及英语在世界不同地区使用时的文化差异。到处都可以看到English is Spoken Here的牌子以广招徕，而同是英语国家但马路上开车一个靠左，一个靠右。你在国外打电话，若是话务员或接线员问你Are you through?你可先要想

一想你是在英国（或英国英语国家或地区）、还是在美国（或美国英语国家或地区）。在英国，Are you through? 是话务员好心地问“您接通了吗？”而在美国则是在问“您打完了吗？”

第四，是它们的语境性。在这9册书中，所有的语言材料，直至语法规则，都是在一定的、有意义的（meaningful）上下文中来介绍的。一个简单的例句，就提供了一个情景，使你能恰当地理解词义。You don't have to wear a suit, but you should wear a tie, 不仅学习了 have to 和 should 的用法，还介绍了一点西方生活习俗。

第五，是它们的趣味性。这9册书，很抱歉我又要说，直至包括枯燥乏味的语法，内容都是非常生动有趣、贴近生活的。其中的插图也达到漫画的水平。一打开书，就给人一种活泼欢快的印象，吸引人去看个究竟。当然，最主要的还是内容吸引人。一本教材，不论它面向什么年龄段或什么层次的读者，趣味性常常是首要的。

第六，是它们的知识性或信息性。这9册书，给读者提供了大量的多方面的知识和信息。它们的原编者是英国广播公司。这是一家历史悠久、具有较高人文水准的新闻机构。它的产品，无论是新闻广播或电视，或以古今小说名著为本的电影以及英语教学材料都能提供极广泛的知识 and 信息。学习这套教材，是可以使读者一举数得的。

最后，但不是最次要的，是它们的交际性。著名的语言学家和教材编写专家 Jack C. Richards 曾说：Language is best learned when used for meaningful communication（语言只有在有意义的交际中使用才能学得最好）。“英语OK!”系列教材正是为读者提供了大量的可以进行有意义的交流的

语言材料，包括短文、故事、对话、活动、练习等。这套材料的名称本身“英语OK!”就是一个十分响亮的语言交际符号。

出版社编者要我这套丛书写个小序，因而得以先睹为快，看了校稿。我应当感谢编者，使我不仅“开卷有益”，而且得到了极大的知识享受。

陈琳  
二〇〇二年冬令

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## MAKING CONTACT

### 联络

The English businesswoman, Anita Roddick, is the founder and managing director of the international company, *The Body Shop*. Here's what she says about business.

"Business is just buying and selling and creating that atmosphere, which is fairly magical, where buyer and seller come together – and making a product that is so good that people don't mind paying for it."

英国女企业家阿尼塔·罗迪克是跨国公司*The Body Shop*的创始人和总裁。

她对商业有如下说法：

“商业就是买卖并创造买卖的气氛，这种气氛相当神奇，它使买方和卖方聚到一起：就是制造一种产品，好得使人不在乎付钱去买它。”



So, which of these sentences do you think that Anita Roddick would agree with? 你认为阿尼塔·罗迪克会同意下列句子中的哪些说法？

- 1 Business is about profit.
- 2 Business is about systems.
- 3 Business is about people.

In this chapter we look at the first step in any international business relationship – making contact. 本章我们首先来看任何跨国贸易关系中的第一步——联络。



# A PHONE CALL: MR WATSON, COME HERE . . .

## 一个电话：华生先生，你来一下……

In 1876, the Scottish inventor Alexander Graham Bell said to his assistant, "Mr Watson, come here, I want you." It was the first telephone conversation in history. Twenty years later Bell's company, *Associated Telephone and Telegraph*, was the largest corporation in the USA and the telephone had become essential to modern life. 1876年，苏格兰发明家亚历山大·贝尔对他的助手说：“华生先生，你来一下，我需要你的帮助。”这是历史上第一个电话交谈。20年后贝尔的 AT&T（美国电话电报公司）成为美国最大的公司，电话也成为现代生活的必需品。

### USEFUL WORDS AND EXPRESSIONS 常用词汇与表达法

To ask to speak to someone . . . 请求与某人讲话……

*Can I speak to Ms Thompson, please?* 我可以和汤普森夫人讲话吗？

If the other person says . . . 如果对方说……

*Who's calling, please?* 请问您是哪位？

. . . give your name and company 告诉对方你的名字和公司名称……

*It's Alan Davies from Vancouver Communications.* 我是温哥华通信公司的艾伦·戴维斯。

If the other person says . . . 如果对方说……

*I'm sorry, she's on another line.* 抱歉，她正在接听另一个电话。

. . . then ask to wait. 那么你需要请求等候……

*I'll hold.* 我可以等一会儿。

And if the other person says . . . 如果对方说……

*No, I'm sorry she's in a meeting.* 抱歉，她正在开会。

. . . ask to leave a message 你可以请求留言……

*Can I leave a message? Can you tell her that Alan Davies from Rusthall Communications called?* 我可以留言吗? 您能转告她 Rusthall 通信公司的艾伦·戴维斯打过电话了吗?

... or say that you'll phone again later 或说你稍后再打……

*I'll call back later.* 我一会儿再打。

## CHECKPOINT 演练场

### 1 IN A MEETING 在开会

Write the missing words or phrases into this conversation. 将下面的对话中空缺的单词或短语填上。

RECEPTIONIST Hello, *Techno Inc.*

CALLER Oh, hello. It's Alan Davies here from *Vancouver Services*. Can I (1) ..... to Sara Thompson, please?

RECEPTIONIST No, I'm sorry, she's in a meeting.

CALLER Not again! Can I (2) ..... a message?

RECEPTIONIST Of course.

CALLER Can you (3) ..... that Alan Davies called?

RECEPTIONIST Mr Davies called. Of course, Mr Davies. Goodbye.



### TIP 知识点滴

*No, I'm sorry he (or she) is in a meeting.* is not always a true statement. It's often a polite way of saying that the person doesn't want to talk on the phone at the moment.

No, I'm sorry he (or she) is in a meeting. (抱歉, 他/她正在开会。)的说法不一定总是真的, 而往往是以礼貌的方式告诉对方那个人此刻不想接电话。

### 2 ON ANOTHER LINE 正在接听另一个电话

In this conversation, Sara Thompson from the company *Techno Inc.* tries to call Alan Davies. Complete the conversation by (1) giving her

name and company, (2) saying that she wants to wait and (3) saying that she'll phone again.

在下面的对话中, Techno公司的萨拉·汤普森给艾伦·戴维斯打电话。完成对话, 请填充: (1) 她的姓名和单位名称; (2) 告诉对方她想等候; (3) 告诉对方她稍后再打。

THOMPSON Can I speak to Alan Davies, please?

RECEPTIONIST Who's calling please?

THOMPSON (1) .....

RECEPTIONIST Just a moment, please. Oh, I'm sorry, he's on another line.

THOMPSON (2) .....

RECEPTIONIST He's still on another line. Do you still want to hold?

THOMPSON No thanks. (3) .....

## DEAR SIR: WRITING A LETTER

### 敬启者: 写信

The classical scholar George Thomson wrote, "Writing was invented to serve the needs of trade." Today letters may seem an old-fashioned way of communicating but it's still important for business people to be able to write a good business letter.

经典学者乔治·汤姆森写道:“写作的发明是服务于贸易的需要。”现在写信似乎是一种过时的通信手段,但对商业人士而言,能写一手漂亮的商业信函仍然十分重要。

## USEFUL WORDS AND EXPRESSIONS 常用词汇与表达法

### HOW TO START AND FINISH

#### 如何开头和结尾

If you are writing a formal letter to someone that you know ... 如果你给认识的人写一封正式信函……

Dear Mr Davies

Yours sincerely

# MAKING CONTACT

If you are writing a formal letter to someone that you don't know ...

如果你给不认识的人写一封正式信函……

**Dear Sir or Madam**

**Yours faithfully**

If you are writing an informal letter to someone that you know ...

如果你给认识的人写一封非正式信函……

**Dear Sara**

**Best wishes**

And if you're writing an informal letter to someone that you know very well ... 如果你给非常熟识的人写一封非正式信函……

**Dear Mum**

**Love**

## OK! TIP 知识点滴

If you want a reply to your letter, use this phrase 如果你需要回信，可以用下面的句子：

**I look forward to hearing from you.** 盼望你的回信。

And if you want a quick reply, add this phrase to the sentence 如果你想快点收到回信，加上下面的短语：

**as soon as possible** 尽快

## USEFUL WORDS AND EXPRESSIONS 常用词汇与表达法

### HOW TO INTRODUCE THE SUBJECT OF A LETTER

#### 如何引入信件主题

To follow a phone conversation 在电话交谈之后：

**Further to our telephone conversation ...** 电话交谈未尽事宜……

To follow a letter or fax 收到信或传真后：

**Thank you for your letter.** 谢谢您的来信。

To answer an enquiry 答复寻问：

**I understand that you are interested in ...** 获悉您对……感兴趣……

To introduce a new subject 引入新主题:  
I'm writing to you about... 本信是关于……

### OK! TIP 知识点滴

#### THE FAX 传真

There's nothing mysterious about writing a fax. If it needs to be formal, write it like a letter. If it's friendly, write it any way you like!  
写传真不是什么神秘的事。如果是正式的传真,就把它写得像信一样。  
如果传真是写给朋友的,你喜欢怎么写都行!

### CHECKPOINT 演练场

Put these sentences and phrases in the correct order to create a short business letter. 调整下列句子和短语的顺序,组成一封简短的商业信函。

- 1 If you would like to set up a meeting to discuss this,  
please call me at my office as soon as possible. ☐
- 2 I look forward to hearing from you. ☐
- 3 Yours sincerely ☐
- 4 Dear Mr Davies, ☐
- 5 I understand that you are interested in our new software  
package, TechnoGeek. ☐

## KEEP IT SIMPLE: WRITING STYLE

### 简明: 写作风格

People in business are always in a hurry. They don't want to read long, polite sentences or boring set phrases. So, when you write a business letter, the most important thing is to communicate clearly and effectively. 商业人士总是匆匆忙忙的。他们不想阅读冗长、迂腐的句子或沉闷的措辞。因此,在你写商业信函的时候最重要的事就是简明扼要。

## OK! TIP 知识点滴

Here are the three OK! rules for good business writing.

下面就是我们为你开列的优秀商业信函的三条OK! 原则:

- 1 Don't use a long word, if you can use a short one.  
能用短词时不要用长词。
- 2 If you can remove a word, always remove it.  
能删掉的词一定要删掉。
- 3 Don't use the passive, if you can use the active.  
能用主动语态就不要用被动语态。

Here are some examples of good and bad style. Use the OK! rules to decide why the sentences on the right are better than the sentences on the left. 下面是好文风和坏文风的一些例子。运用OK! 原则判断为什么右边的句子比左边的好的。

### BAD STYLE

I am writing to you to notify  
you of my decision to attend  
the forthcoming meeting on  
the 14th.

### GOOD STYLE

I will be at the meeting on  
Tuesday.

If problems are experienced while  
the project is being discussed  
or implemented, please refer  
them to me in person by  
telephone without hesitation.

If you have any problems on the  
project, please call me.

And remember, if you want to communicate with lots of people – keep it simple. A recent survey showed that one in five Americans could not understand the instructions on a bottle of aspirin!

记住如果你想与很多人交流, 务必要简明。最近的一项调查表明, 20%的美国人不能理解阿司匹林药瓶上的说明!

Now, use the OK! rules to improve the style of this letter, by deleting three phrases. (One from each paragraph) 现在请运用OK! 原则, 通过删掉三个短语 (每段删掉一个), 改进下面这封信的风格。

Vancouver Services  
PO Box 5772  
Kent  
UK

Phone/Fax (w) 01334455  
(h) 01445566

Dear Ms Thompson,

Thank you for your letter. Your computer software package *TechnoGeek* sounds very interesting for my purposes.

I will be in London on Thursday. Can I meet you in your dignified and centrally-located office?

I would be delighted if you would please telephone me at home tomorrow to confirm the arrangement.

I look forward to hearing from you,

Yours sincerely,



Alan Davies

## A BUSINESS TRIP

### 一次商务旅行

#### USEFUL WORDS AND EXPRESSIONS 常用词汇与表达法

Here are a few key phrases that you may need when you travel.

下面是你在旅行中需要的几个关键的句子：

At the railway station ... 在火车站……

*Which is the platform for Berlin?* 去柏林的站台是哪一个？

At the airport ... 在机场……

*Which is the gate for Berlin?* 去柏林的登机口是哪一个？

Asking about time ... 询问时间……

*When does it leave?* 什么时候出发？

*When does it arrive?* 什么时候到达？

*How long does the journey take?* 旅途需要多长时间？

And buying a ticket ... 买票……

*Can I buy a ticket?* 我可以买一张票吗？

*Can I make a reservation?* 我可以预定一张票吗？

If you have more luggage than you can carry ... 如果你有多余的行李提不了……

*Where can I get a luggage trolley?* 哪里有行李车？

If your train journey is not direct, ask ... 如果你的火车旅行并非直达，询问……

*Where do I have to change?* 我需要在哪儿换车？

And if you were going to take a connecting flight,





make sure that your luggage is going to the same place as you . . .

如果你需要转飞机，确保你的行李同你去的地方一样……

*Has my luggage been checked through to the final destination?*

您核查过我的行李是到终点站吗？

Finally, if you are late, ask . . . 最后，如果你迟到了，询问……

*Have I missed my train/flight?* 我错过火车/飞机航班了吗？

## CHECKPOINT 演练场

### 1 AT THE STATION 在火车站

Read the information on this screen and answer the five questions.

阅读下面屏幕上的信息并回答5个问题。



1 Which station does the train leave from? .....