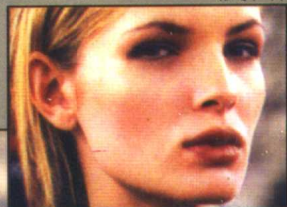


本书有配套磁带

主编 王咏梅 Kenneth Inada Su(美国)

# 最新国际商务



## 英语对话

ENGLISH CONVERSATIONS FOR NEW INTERNATIONAL BUSINESS

中南大学出版社

ENGLISH CONVERSATIONS FOR NEW INTERNATIONAL BUSINESS

BUSINESS

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## **INTRODUCTION**

### **What is this book for?**

English Conversations for New International Business is for college undergraduates, graduate students and business people who need to, or will soon need to, use English in their classroom or workplace. This edition incorporates both Business and English to teach students the step — by — step process of International Business and Commerce. It is intended to give students the opportunity to practice their speaking and listening skills in English by promoting realistic use of the language through individual, pair, and small group activities.

### **What are the unique features of this book?**

The textbook consists of dialogues that cover one or two specific topic for each chapter. Section I and Section II provides students an overview of the International Business environment in the 21st century. The conversations are focused on corporate executives making plans to enter the world of International Business. Section III and Section IV acquaints students with the practical aspect of doing business overseas. The dialogues are usually between a buyer and seller formulating and finalizing their business arrangements. In the course of these dialogues, the commonly used business terms pertaining to the topic are introduced in realistic situations.

Every chapter opens with a concise text that introduces the theme of the chapter. These introductory passages are intended to prepare students to gain an initial understanding of the subject matter.

The substitution drills are intended to acquaint students with special terminology and colloquial language to practice and improve communication skills in Business English, so that you can become more confident, more fluent and more precise.

Commonly used expressions and abbreviations to acquaint students with English used in business contexts.

Compact dictionary of commonly used words and built right into this edition so there's no need to carry a separate dictionary.

Appendices at the end of the book provide practical information and useful Internet links to a wealth of resources that students can use for reference and further research.

Specially designed exercises to help lead students to develop situational dialogues and improve their abilities in translations. Students are given specific guidance in using their new skills to generate and organize new ideas, developing vocabulary, and write, edit, revise a composition of their own.

Teaching aid available to accompany the textbook include a cassette tape recorded by Native American Speakers. The natural language from a variety of contexts in the dialogues emphasizes stressed words, reductions, and intonation to help students develop fluency and improve their listening comprehension.

The authors' combined life experiences in teaching of English As Second Language and in International Business have provided many perspectives from which the text has benefited.

The authors are very grateful to all colleagues, students, friends, and family who gave them much encouragement and support. We hope to continue to hear more valuable opinions and helpful suggestions from the teachers, students, and business people who use this edition of English Conversations for New International Business.

**Wang Yongmei**

**Kenneth Inada Su (U. S. A. )**

# 前 言

## 编写本书的目的

最新国际商务英语对话 是为大专院校本科学生及研究生课堂学习,以及从事国际商务工作或将要从事国际商务工作的人员,在实际工作中练习商务英语对话而编写的一本教材。本书将国际商务专业知识与英语对话结合起来,指导学员按部就班地学习国际商务的全过程。通过学员独自练习、成对练习和小组活动的形式,增进学员实际运用英语语言的能力,为学员提供练习英语听、说技能的机会。

## 本书独具的特色

教材中每一课的对话 部分包括一至两个专门话题。第一、二章对 21 世纪国际商务的环境作了概述。对话 的焦点集中在公司的经理们正在计划进入国际商务。第三、四章让学员熟悉在海外开展商务工作的实践。对话 部分在买卖双方之间关于商务协议的进程展开。通过实景对话的方式,与话题相关的常用商贸英语在对话的过程中得以介绍。

每一课都由一段简明的课文作背景,介绍本课对话的主题。这些介绍性的段落帮助学员初步理解本课对话的主题思想。

替换句型的训练使学员懂得如何在实际商务英语对话中正确使用专业术语,让学员掌握商务英语对话的技巧,从而使学员变得更自信,说得更流利,更准确。

常用商务英语短语及缩略语 向学员介绍了英语在商务背景下的应用。

书后列有简明词汇表,使学员不必携带字典也可学习本书。

本书的附录 提供了有关国际商务的实际应用信息和丰富的网络链接资源。学员可作参考及深入研究使用。

专门设计的练习 有助于引导学员展开情景对话,增强学员中、英文互译的能力。学员通过具体的引导,能运用新学的语言技巧,产生和组织新的观点、扩大词汇量,并能书写、编辑、修改自己的文章。

本教材配有录音磁带一盒,均由美国本地人士录制而成。各种背景下的自然对话强调重点的词汇、语气的变化及语调的正确。这将使学员的英语对话更加流利,并增强其听力理解力。

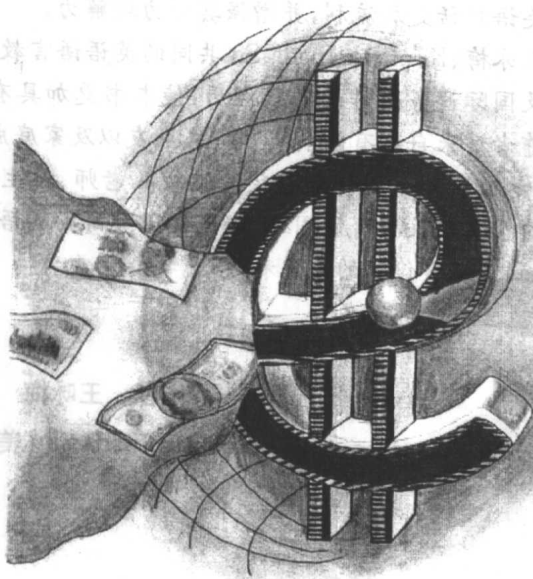
两位作者王咏梅、Kenneth Inada Su 共同的英语语言教学、商务英语教学以及国际商务工作的实践经历,使本书更加具有实用性和可读性。作者对来自所有的同事、学生、朋友以及家庭成员的鼓励与支持,表示由衷的感谢!并希望能继续从老师、学生、从事国际商务工作的人员以及所有使用这本《最新国际商务英语对话》的人士那里,听到更多有价值的意见和建议。

**作者 王咏梅**

**Kenneth Inada Su (美国)**

## Section I Global Marketplace

### 第一章 全球市场



## Global Economy 全球经济

### Text 课文

Today, new products and services are being invented, created, produced and sold in the global economy. The globalization of international business is becoming increasingly more important for businesses of all sizes. Technological and scientific advancement has mobilized economic activity through innovation of new ideas. Sophisticated communications have drastically reduced the impact of time and distance involved in international commerce. Tariffs and barriers are coming down to create open market around the world. All of these factors have made international trade more vital than ever before.

### 译文:

在当今全球的经济发展中,人们不断发明、创造、生产和销售新产品及服务。国际商务的全球化对开展不同规模的商务活动,变得越来越重要。通过不断的发明与创新,先进的科学技术激活了经济活动的展开。先进复杂的通讯手段,彻底减少了时间与距离给国际商务活动带来的影响。关税与封锁正走向没落,开放的国际市场在世界范围内得以建立。所有这些因素使得国际贸易比以往显得更加重要。

## Substitution Drills 替换句型

Tariffs and barriers are coming down to create open market around the world.

Import tax, blockades  
Export tax, quotas  
Levies, obstacles

I have called forth this meeting to discuss the possibility of promoting our product (digital gadget) in the international marketplace.

arranged  
assembled  
organized

The opportunity for new business in the International arena cannot be overlooked.

global marketplace, ignored  
foreign country, neglected  
world economy, passed over

We really are operating in a different world.

changed environment  
altered surrounding  
special moment in time

I personally believe that the timing to go global is perfect.

enter foreign trade  
join WTO  
take part in world trade

We will convene next Friday.

get together, helpful suggestion  
meet, important contribution  
gather together, useful insight

Thank you for your valuable input.