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英文版



商务英语

(第五版)

BUSINESS ENGLISH



(FIFTH EDITION)

MARY ELLEN GUFFEY

世界财经与管理教材大系



东北财经大学出版社

世界财经与管理教材大系
商务与法律系列·英文版

商务英语

(第五版)

Business English
5th Edition

玛丽·爱伦·伽菲

Mary Ellen Guffey

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出版者的话

但凡成事，均缘于势。得势则事成，失势则事不顺。顺势而行，如顺水行舟；借势而动，如假梯登高；造势而为，如太空揽月。治学、从政、经商、置业，均不可一日失势。势者，长处、趋势也。

今日中国，是开放的中国；当今世界，是开放的世界。改革开放，大势所趋，势不可挡。经济开放、文化开放、政治开放，世界需要一个开放的中国，中国更要融入开放的世界。借鉴国际惯例，学习他人之长，已经到了不可不为之时。

借鉴国际惯例，学习他人之长，已属老生常谈，但学什么、如何学、以何为蓝本为众多志士仁人所关注。可喜的是，由赤诚图文信息有限公司精心策划，ITP、McGraw-Hill 及 Simon & Schuster 等国际出版公司特别授权，东北财经大学出版社荣誉出版的“世界财经与管理教材大系”现已隆重面世！她以“紧扣三个面向，精选五大系列，奉献百部名著，造就亿万英才”的博大胸襟和恢弘气势，囊括经济学、管理学、财务与会计学、市场营销学、商务与法律等财经、管理类主干学科，并根据大学教育、研究生教育、工商管理硕士（MBA）和经理人员培训项目（ETP）等不同层次的需要，相应遴选了具有针对性的教材，可谓体系完整，蔚为大观。所选图书多为哈佛、斯坦福、麻省理工、伦敦商学院、埃维商学院等世界一流名校的顶尖教授、权威学者的经典之作，在西方发达国家备受推崇，被广为采用，经久不衰，大有“洛阳纸贵”之势。

借鉴国际惯例，毕竟只是因势而动；推出国粹精品，才是造势而为。在借鉴与学习的同时，更重要的是弘扬民族精神，创建民族文化。“民族的，才是国际的”。我们提倡学他人之长，但更希望立自己之势。

势缘何物，势乃人为。识人、用人、育人、成人，乃人本之真谛。育人才、成能人，则可造大势。育人、成人之根本在教育，教育之要件在教材，教材之基础在出版。换言之，人本之基础在书本。

凡事均需讲效益，所谓成事，亦即有效。高效可造宏基，无效难以为继，此乃事物发展之规律。基于此，我们崇尚出好书、出人才、出效益！

东北财经大学出版社

1998年4月

PREFACE TO STUDENT

Dear Student:

Over the past 15 years, *Business English* has helped hundreds of thousands of students improve their language skills. It was written to assist you in reviewing English grammar, punctuation, style, and usage. By improving your control of these language principles, you'll feel more confident about yourself. You'll also have a strong foundation for becoming a more effective business communicator.

You can get the most out of this book by following this three-step plan:

- **Before you read a chapter**, set aside a quiet time and place where you can study without interruption. First, examine the chapter objectives to preview what will be covered. Then take the pretest to assess your knowledge. Next, check your answers (given at the bottom of the page).
- **As you read a chapter**, use a marking pencil to highlight important concepts and examples. If you don't understand a principle or if you have a question, write your question in the margin so that you can ask about it in class. Because the chapters are fairly short, you'll probably read them quickly.
- **After reading a chapter**, review the passages you highlighted. Ask yourself if you understand the concepts presented. Then take the posttest and compare it with your pretest performance. Next, complete Exercise A and immediately check your answers (at the bottom of the page). If you have more than three incorrect responses (out of ten), reread the chapter before continuing with the other reinforcement exercises. Complete all the assigned exercises before going to class.

Some students try to fill in answers for the reinforcement exercises without first reading a chapter. This is like trying to program a VCR without reading the instruction manual. You'll be much more successful if you read the chapter first!

The following features in *Business English* will help you understand and remember the language concepts presented.

- **Three-Level Approach.** Beginning with Chapter 4, language concepts appear in levels. These levels progress from fundamental, frequently used concepts in Level I to more complex concepts in Level III. Each level has its own trial exercises as well as numerous reinforcement exercises. Dividing a chapter into three levels provides you with small, easily mastered learning segments.



Mary Ellen Guffey

- **Hot Line Queries.** One of the most popular features of *Business English* has been its questions and answers from grammar hot line services across the country. These authentic questions — and the author's suggested answers to them — illustrate everyday communication problems just like the ones you will meet on the job. As you read the questions, imagine how you would answer them.
- **Pretests and Posttests.** Each chapter includes a brief pretest to preview concepts, stimulate interest, and enable you to recognize your strengths and weaknesses. The posttests enable you to judge your achievement and improvement.
- **Supplementary Self-Help Exercises.** Most students ask for additional try-out exercises to test their learning. *Business English* has hundreds of extra exercises at the back of the book. The answers are also provided so that you receive immediate feedback.
- **Marginal Annotations.** New to this edition are helpful, interesting marginal notes identified by the following icons:



Memory devices and learning suggestions appear as study tips. They help you understand and retain the many language principles you will be reviewing.



These tips suggest applications and practical career advice that relate language concepts you are learning to your needs on the job.



To provide humorous relief from the sometimes heavy load of grammar and mechanics, these bloopers demonstrate common language errors.



Thought-provoking quotations provide moments of reflection at the same time they enhance your total learning experience.



These inquisitive tidbits relate interesting trivia to *Business English* concepts.



Examples of poor letter writing in Appendix exercises are denoted by a broken pencil.

When you finish reading and studying this book, I personally guarantee that your language skills will be much better than when you started. However, your mind is not a computer and can't record everything for instant recall. Like most professionals, you will occasionally need reference books to find answers. That's why you'll probably want to keep this book, along with a good dictionary and an office manual, for review and reference after you leave this class.

If you have any comments about this book or suggestions for improvement, please write to me. I wish you well in your studies!

Dr. Mary Ellen Guffey
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Malibu, CA 90265

PRETEST

In the following sentences, faulty grammar, punctuation, capitalization, or number expression may appear. For each sentence underline any inappropriate form(s). Then write a corrected form in the space provided. *Clue:* one sentence at each level is correct. In those cases write C.

EXAMPLE: The inheritance will be given to my brother and myself on our twenty-first birthdays.

me

LEVEL I

1. Mr. Cortez paid into the system for thirty years, then he retired and began to draw benefits.
2. ✓ The seminar in Boulder, Colorado in the spring sounds as if it will be worthwhile.
3. ✓ The announcement from our Human Resources Department surprised the secretaries as much as I.
4. ✓ Jim and I certainly appreciate you answering the telephone when he and I are away from the office.
5. A set of guidelines were developed for him and the others.
6. ✓ Every classified employee, as well as every management and certified employee, is eligible for sales discounts.
7. ✓ For you Mrs. Alison, we have a one-year subscription to your favorite magazine.
8. ✓ Under the circumstances, we can give you only 90 days time in which to sell the house and its contents.
9. ✓ We normally hire only experienced operators; but on occasion we consider well-trained individuals who lack experience.
10. During the fall Lisa took courses in history, Spanish, and accounting.

has

me

by

also

LEVEL II

11. All our customers' names and addresses will be transferred to our computer database.
12. Either Mr. Harris or his assistant will be working at the shop on the next two Sunday's.
13. Of the 500 letters mailed, Mr. Turner's secretary reported that only five were returned.

in

14. If you want a three-week vacation, you must speak to the Personnel Manager.
15. The warehouse has been moved from 5th Street to 39th Street.
16. Chapter 15, which is entitled "Credit Buying," is one of the best chapters in *Today's Consumer*.
17. Before her trip to the East last summer, my mother purchased a Kodak Camera.
18. We need at least one hundred and fifty-cent postage stamps.
19. Your account is now 90 days overdue, therefore, we are submitting it to an agency for collection.
20. I feel bad about your missing the deadline, but the application has been lying on your desk for 15 days.

Camera

and

bad

LEVEL III

21. The award will be made to whoever has the best record.
22. All letters' styles must comply to those shown in the company style manual.
23. Iris Products is larger than any other food processing plant on the West Coast.
24. The number of employees interested in attending the seminar are surprising.
25. Our school's alumni are certainly different than its currently enrolled students.
26. She is one of those efficient, competent managers who is able to give sincere praise for work done well.
27. Because she looks like her sister, Mary is often taken to be her.
28. If I was him, I would call the Harrises' attorney at once.
29. Three employees were given merit raises, namely, Carol Chang, Tom Nelson, and Toni Simpson.
30. Surely it was he who left the package on the boss's desk.

whoever

other

employee

from

are

sister

were

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UNIT

1

Laying a Foundation

- 1 Reference Skills
- 2 Parts of Speech
- 3 Sentences: Elements, Patterns, Types

1

Reference Skills

OBJECTIVES When you have completed the materials in this chapter, you will be able to do the following:

- Describe three types of dictionaries.
- Use a dictionary confidently to determine spelling, meaning, pronunciation, syllabication, accent, word usage, and word history.
- Select a dictionary to suit your needs.
- Anticipate what information is included in dictionaries and what information is not.
- Understand the value of reference manuals.

PRETEST

Each chapter begins with a brief pretest. Answer the questions in the pretest to assess your prior knowledge of the chapter content and also to give yourself a preview of what you will learn. Compare your answers with those at the bottom of the page.

When you complete the chapter, take the posttest to measure your improvement.

Write T (true) or F (false) after the following statements.

1. College students need a current unabridged dictionary for daily use. F
2. Dictionary guide words help readers pronounce words correctly. I
3. The usage label archaic means that a word is very old. —
4. All dictionaries present word definitions in the same order. —
5. A reader should not expect to find the spelling of the plural form of branch in most dictionaries. —

CAREER TIP

The lifetime earnings of a person with a college degree are about three times those of a person without a college degree.

Business English is the study of language fundamentals. These basics include grammar, usage, punctuation, capitalization, and number style. Because businesspeople must express their ideas clearly and correctly, such language basics are critical. You can get a head start in acquiring these important communication skills by mastering the concepts in this book. Improving your communication skills is the first step toward success in your education, your career, and your life.

When Jennifer S. enrolled in business English, she did not plan to become an expert in the subject. When she finished the course, she didn't think of herself as an expert — although she had done well enough in the class. But when she started

1 F 2 F 3 T 4 F 5 T

to work, she discovered that many of her fellow workers considered her an English expert. Most of them had never had any specific training in grammar — or they had studied it long ago, and their skills were very rusty. Jennifer found that even her boss asked her questions like “What are they doing now about letter salutations?” or “Where do you think we should put that apostrophe?” Everyone seemed to think that because she had just finished school, she would know all the answers. Jennifer didn’t know all the answers. But she knew where to find them.

One of the goals of your education is to know where to find answers, as well as how to interpret the information you find. Experts do not know *all* the answers. Attorneys refer to casebooks. Doctors consult their medical libraries. And you, as a student of the language, must develop skill and confidence in using reference materials. You will become a business English expert not only by learning from this textbook but also by learning where to find additional data when you need it.

Using reference books should become second nature to you. You’ll use them to verify word spellings and meanings, punctuation style, and usage. You can find information quickly and efficiently by having your own personal library of reference materials. At the minimum a current desk or college dictionary and a good reference manual are needed. Another helpful reference book is a thesaurus, which is a collection of synonyms (words with similar meanings) and antonyms (words with opposite meanings). Specific career fields may require additional reference materials.

The dictionary is probably the most used and the most useful of all reference materials. The following suggestions will help you select and use a dictionary efficiently.

DICTIONARIES

Types

Dictionaries can be grouped into three categories: pocket, desk (college), and unabridged. In choosing one for yourself, consider your needs. A *pocket* dictionary is handy and efficient. However, since it usually has no more than 75,000 entries, it may prove inadequate for college reference homework.

A *desk* or *college-level* dictionary generally contains over 170,000 entries plus extra features. Both pocket and desk dictionaries are abridged; that is, they are condensed or shortened dictionaries. For college work you should own a current desk dictionary. The following list shows some of the best-known desk dictionaries. Notice that the titles of three dictionaries contain the name *Webster*. Because names cannot be copyrighted, any publisher may use the word *Webster* on its dictionary. Definitions and usage in this textbook are based on *Merriam-Webster’s Collegiate Dictionary*, Tenth Edition. Many publishers rely on this dictionary as their standard. Some readers, however, prefer *The American Heritage College Dictionary* because it provides more plural spellings, more usage labels, and more opinions about appropriate usage than other dictionaries.

NAME	APPROXIMATE NUMBER OF DEFINITIONS
<i>The American Heritage College Dictionary</i>	200,000
<i>Random House Webster’s College Dictionary</i>	180,000
<i>Merriam-Webster’s Collegiate Dictionary</i> , Tenth Edition*	200,000 plus
<i>Webster’s New World Dictionary</i>	170,000

*The standard dictionary for definitions and usage in this book.

SPOT THE BLOOPER

On resumes that crossed the desk of personnel expert Robert Half: “I am a rabid typist.” “Here are my qualifications for you to overlook.” “Hope to hear from you shortly.”

狂的
打字机的

shortly

词典
反义词

同义词

STUDY TIP

To *abridge* means to "shorten"; a bridge shortens the distance between points. An "unabridged" book has not been shortened.

Unabridged, or complete, dictionaries are large, heavy volumes that contain nearly all English words. Schools, libraries, newspapers, and business offices that are concerned with editing or publishing use unabridged dictionaries. One of the best-known unabridged dictionaries is *Merriam-Webster's New International Dictionary*. It includes over 450,000 entries. Another famous unabridged dictionary is the *Oxford English Dictionary (OED)*. This 13-volume set shows the historical development of all English words; it is often used by professional writers, scholars of the language, and academics. A computer version on CD-ROM is now available for easy access.

Copyright Date

If the copyright date of your current dictionary shows that the dictionary was published ten or more years ago, consider investing in a more recent edition. English is a responsive, dynamic language that admits new words and recognizes changes in meanings and usage of familiar words. These changes are reflected in an up-to-date dictionary.

Features

In selecting a dictionary, check the features it offers in addition to vocabulary definitions. Many editions contain biographical and geographical data, abbreviations, standard measurements, signs, symbols, foreign words and phrases, lists of colleges and universities, and information about the language.

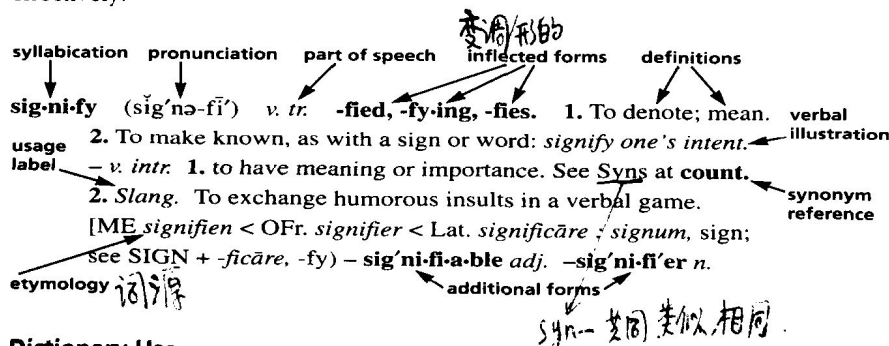
NOTABLE QUOTABLE

"Language is the dress of thought. Every time you talk, your mind is on parade."

— Samuel Johnson, creator of the first dictionary

Entry

This example from *The American Heritage College Dictionary** illustrates some of the ten points we will discuss here to help you use your dictionary more effectively.



CAREER TIP

Don't be ashamed to use a dictionary on the job. Such use signifies diligence and eagerness to improve, qualities that employers seek.

Dictionary Use

■ **Introduction.** Before using your dictionary, take a few moments to read the instructions located in the pages just before the beginning of the vocabulary entries. Pay particular attention to the order of definitions. Some dictionaries show the most common definitions first. Other dictionaries develop meanings historically; that is, the first known meaning of the word is shown first.

■ **Guide words.** In boldface type at the top of each dictionary page are two words that indicate the first and last entries on the page. When searching for a word, look *only* at these guide words until you locate the desired page.

*© 1993 Houghton Mifflin Company. Reprinted by permission from *The American Heritage College Dictionary*, Third Edition.

■ **Syllabication.** Most dictionaries show syllable breaks with a centered dot, as shown for the word *signify*. Compound words are sometimes troublesome to dictionary users. If a compound word is shown with a centered dot, it is one word, as in *work-out* (workout). If a compound word is shown with a hyphen, it is hyphenated, as in *old-fashioned*. If two words appear without a centered dot or a hyphen, they should be written as two words, as in *work up*. If you find no entry for a word or phrase in a college-level dictionary, you may usually assume that the words are written separately, for example, *ball field*.

■ **Pronunciation.** Special symbols (diacritical marks) are used to help you pronounce words correctly. A detailed explanation of pronunciation symbols is found in the front pages of a dictionary; a summary of these symbols may appear at the bottom of each set of pages. If two pronunciations are possible, the preferred one is usually shown first.

■ **Accent.** Most dictionaries show accents with a raised stress mark immediately following the accented syllable, as shown for the syllable *sig* in our example. Other dictionaries use a raised stress mark immediately *preceding* the accented syllable (*'sig ni 'fi*). Secondary stress may be shown in lighter print (as illustrated on the syllable *fi* from our example), or it may be shown with a *lowered* accent mark (*'sig ni,fi*).

■ **Etymology.** College-level dictionaries provide in square brackets [] the brief history or etymology of the word. For example, the word *signify* originated in Middle English, and its meanings further developed in Old French and Latin. Keys to etymological abbreviations may be found in the introductory notes in your dictionary. Do not confuse the etymological definition shown in brackets with the actual word definition(s).

CAREER TIP

Businesspeople are judged by the words they use. Knowing the part of speech for a word helps you use it correctly. For example, if you discover that a word is a verb, you won't try to use it to describe a noun.

■ **Part of speech.** Following the phonetic pronunciation of an entry word is an italicized or boldfaced label indicating what part of speech the entry word represents. The most common labels are the following:

<i>adj</i>	(adjective)	<i>prep</i>	(preposition)
<i>adv</i>	(adverb)	<i>pron</i>	(pronoun)
<i>conj</i>	(conjunction)	<i>v</i> or <i>vb</i>	(verb)
<i>interj</i>	(interjection)	<i>vt</i> or <i>v tr</i>	(verb transitive)
<i>n</i>	(noun)	<i>vi</i> or <i>v int</i>	(verb intransitive)

Spelling, pronunciation, and meaning may differ for a given word when that word functions as different parts of speech. Therefore, check its grammatical label carefully. If the parts of speech seem foreign to you at this time, do not despair. Chapter 2 and successive chapters will help you learn more about the parts of speech.

■ **Labels.** Not all words listed in dictionaries are acceptable in business or other writing. Usage labels are used to warn readers about the use of certain words. In the dictionary entry for the word *signify*, one meaning is labeled *slang*. The following list defines *slang* and other usage labels:

SPOT THE BLOOPER

In a Chinese fortune cookie: "You will gain admiration from your pears."

LABEL	EXAMPLE
<i>archaic</i> : words surviving from a previous period	<i>knave</i> (meaning <i>male servant</i>)
<i>obsolete</i> : no longer in use	<i>miss</i> (meaning <i>a loss</i>)
<i>colloquial</i> or <i>informal</i> *: used in casual writing or conversation	<i>shindig</i> (<i>festive party</i>)
<i>slang</i> : very informal but may be sparingly used for effect	<i>boonies</i> (<i>rural area</i>)
<i>nonstandard</i> and <i>substandard</i> : not conforming to usage among educated speakers	<i>hissself</i> (<i>himself</i>)
<i>dialect</i> , <i>Brit.</i> , <i>South</i> , <i>Scot.</i> , etc.: used in certain regions	<i>boldacious</i> (used in South to mean <i>remarkable</i>)

*Some dictionaries no longer use the labels *colloquial* or *informal*.

If no usage label appears, a word is considered standard: that is, it is acceptable for all uses. However, it should be noted that many lexicographers have substantially reduced the number of usage labels in current editions. Lexicographers, by the way, are those who make dictionaries.

■ **Inflected forms.** When nouns, verbs, adverbs, or adjectives change form grammatically, they are said to be *inflected*, as when *child* becomes *children*. Because of limited space, dictionaries usually show only irregular inflected forms. Thus, nouns with irregular or unusual plurals (*wife*, *wives*) will be shown. Verbs with irregular tenses or difficult spelling (*gratified*, *gratifying*) will be shown. Adverbs or adjectives with irregular comparatives or superlatives (*good*, *better*, *best*) will also be shown. But regular noun plurals, verb tenses, and comparatives generally will *not* be shown in dictionaries. Succeeding chapters will elucidate regular and irregular parts of speech.

■ **Synonyms and antonyms.** *Synonyms*, words having similar meanings, are often provided after word definitions. For example, a synonym for *elucidate* is *explain*. Synonyms are helpful as word substitutes. *Antonyms*, words having opposite meanings, appear less frequently in dictionaries; when included, they usually follow synonyms. One antonym for *elucidate* is *confuse*. The best place to find synonyms and antonyms is in a thesaurus.

NOTABLE QUOTABLE

"Luck is a matter of preparation meeting opportunity."

— Oprah Winfrey

REFERENCE MANUALS

Reference Manual Versus Dictionary

In addition to one or more dictionaries, all writers and office workers should have a good reference manual or handbook readily available. In it one can find helpful information not available in dictionaries. Most reference manuals provide the following information:

■ **Punctuation.** Detailed explanations of punctuation rules are presented logically. A well-written manual will also provide ample illustrations of punctuation usage so that the reader can readily find solutions to punctuation dilemmas.

■ **Hyphenation.** Dictionaries provide syllable breaks. Words, however, cannot be divided at all syllable breaks. A reference manual will supply rules for, and examples of, word division. Moreover, a good reference manual will explain when compound adjectives like *up-to-the-minute* should be hyphenated.