

教育部商业职业教育教学指导委员会
全国商业高等职业教育研究会 规划教材



商务英语

SHANGWUYINGYU

钱建文 主编 郑树棠 主审

FE 东北财经大学出版社
Dongbei University of Finance & Economics Press

■ 高职高专专业基础课教材新系 ■

教育部商业职业教育教学指导委员会

规划教材

全国商业高等职业教育研究会

21 世纪新概念教材

商务英语

钱建文 主编

郑树棠 主审

东北财经大学出版社

大 连

© 钱建文 2003

图书在版编目 (CIP) 数据

商务英语 / 钱建文主编. — 大连 : 东北财经大学出版社,
2003.1

(高职高专专业基础课教材新系)

ISBN 7-81084-193-9

I. 商… II. 钱… III. 商务-英语-高等学校: 技术学
校-教材 IV. H31

中国版本图书馆 CIP 数据核字 (2002) 第 088872 号

东北财经大学出版社出版

(大连市黑石礁尖山街 217 号 邮政编码 116025)

总编室: (0411) 4710523

营销部: (0411) 4710711

网址: <http://www.dufep.com.cn>

读者信箱: dufep@mail.dlptt.ln.cn

沈阳新华印刷厂印刷

东北财经大学出版社发行

幅面尺寸: 186mm×230mm

字数: 233 千字

印张: 11 1/4

印数: 1—5 000 册

2003 年 1 月第 1 版

2003 年 1 月第 1 次印刷

责任编辑: 李 佳

责任校对: 毛 杰

封面设计: 钟福建

版式设计: 孙 萍

定价: 18.00 元

“高职高专专业基础课教材新系”

编写委员会

王晋卿 教育部商业职业教育教学指导委员会主任，中国商业联合会副会长，中国商业高等教育研究会会长，《中国商人》杂志社社长、总编，教授

(以姓氏笔画为序)

方光罗 教育部商业职业教育教学指导委员会委员，全国商业高等职业教育研究会副会长，安徽商贸职业技术学院院长，副教授

乔正康 教育部商业职业教育教学指导委员会副主任兼秘书长，上海商业职业技术学院教学督导，高级讲师

许景行 教育部商业职业教育教学指导委员会委员，中国高等院校市场学研究会理事，东北财经大学出版社副社长，编审

杭中茂 教育部商业职业教育教学指导委员会委员，中国商业职业教育研究会会长，无锡商业职业技术学院院长，副教授

(以姓氏笔画为序)

王 勇 中国烹饪协会教育研究会会长，西安东方旅游管理学院院长，高级经济师

王昆欣 教育部旅游职业教育教学指导委员会委员，浙江旅游教育研究会会长，浙江旅游职业学院院长，副研究员

冯伟国 国际计算机教育促进会(AACE)亚太理事会执行委员会(APC)委员，上海商业职业技术学院副院长，博士，教授，博士生导师

江才妹 上海市高职教材建设专家指导委员会副主任，上海高等学校高职高专指导性专业目录和专业建设编委会委员，上海出版印刷高等专科学校党委书记，副教授

邢天才 教育部全国中职教师在岗攻读硕士学位工作领导小组成员，中国高等职业教育学会东北分会理事，东北财经大学职业技术学院院长，博士，教授

总 序

高等职业技术教育是我国高等教育的重要组成部分。大力发展高等职业技术教育,培养相当数量的拥护党的基本路线,适应生产、建设、管理、服务第一线需要的德、智、体、美全面发展的高等技术应用型专门人才,是实现我国高等教育大众化目标的必然选择。要实现培养高等技术应用型专门人才的培养目标,就必须搞好教材建设。

《教育部关于加强高职高专教育人才培养工作的意见》指出:“要切实做好高职高专教育教材的建设规划,加强文字教材、实物教材、电子网络教材的建设和出版发行工作。经过5年时间的努力,编写、出版500种左右规划教材。教材建设工作将分两步实施:先用2~3年时间,在继承原有教材建设成果的基础上,充分汲取高职高专教育近几年教材建设方面取得的成功经验,解决好新形势下高职高专教育教材的有无问题。然后,再用2~3年时间,在深化改革、深入研究的基础上,大胆创新,推出一批具有我国高职高专教育特色的高质量的教材,并形成优化配套的高职高专教育教材体系。”教育部商业职业教育教学指导委员会、全国商业高等职业教育研究会根据这一精神,组织了全国高等职业院校和部分本科院校二级学院的学科或专业带头人,在调查研究的基础上,与因引进“哈佛商学院教程”等世界权威经管类教材而崭露锋芒,相继推出有中国特色的国家规划、行业规划或全国联编的本科、高职和中等职业教育21世纪课程教材大系的东北财经大学出版社,共同规划和组编了“高职高专专业基础课教材新系”(以下简称“新系”)。

根据高职高专教育人才培养目标和规格要求,结合东北财经大学出版社宏大的“新概念教材”建设工程——21世纪“换代型”教材大系——的总体构想,列入第一批编写的高职高专专业基础课教材有《计算机应用基础》、《经济学基础》、《电子商务概论》、《商务数学》、《商务统计》、《管理学原理》、《财政、金融与保险》、《管理信息系统》、《商务英语》、《中外礼仪》、《计算技术》、《企业财务会计基础》、《市场营销概论》、《法律基础》、《经济法概论》、《税

法》、《商务应用文》、《中国文化概论》、《世界文化概论》、《企业文化概论》、《艺术教育基础》、《中国书法》、《服务管理概论》、《公共关系理论与实务》、《实用口才艺术》等 24 本。这些教材力求在结合中国国情、充分借鉴发达国家高职教材建设成功经验的基础上,大胆创新,形成以下鲜明的特点:

1. 坚持高职高专教育的“高层次性”、“职业性”和“可衔接性”的统一。高职高专教育是学生完成高中(或五年一贯制高职的中等)教育阶段学习任务基础上所接受的高等职业技术教育。其专业基础课教材必须:1)区别于中职教育教材,以高中(或中职)毕业文化为起点,为培养高等技术人才服务;2)区别于高等普通教育教材,突出高等技术职业教育特点,围绕高等技术应用型人才的培养目标来选择内容;3)兼顾学生的后续发展,便于为高职高专教育的后续课程(即专业课)提供素质、知识和能力的“必需、够用”的支持以及与高等本科教育的衔接与沟通。

2. 依据高等职业技术教育的培养目标和人才培养模式的基本特征,围绕适应社会需要和职业岗位群的要求,坚持以提高学生整体素质为基础,以培养学生的应用能力,特别是创新能力和实践能力为主线,确立专业基础课程新体系和教材内容新体系。

3. 坚持实用性与前瞻性的统一。高等职业技术教育属于大众化教育。学生毕业后,绝大多数要进入岗位就业,或者自己去创业、去建功立业,因此,教材内容必须强调实用性和针对性。同时,兼顾未来岗位群的发展和学生对后续发展的需要,教材内容必须坚持前瞻性原则,在内容上要新,做到充分吸收本专业海内外最新教材、最新科研成果和最新的实践经验和案例,并把这些新内容与高等职业技术教育教学要求及学生接受能力结合起来,以强化教材的科学性、先进性和实用性。

4. 自觉摆脱传统专科的学科型教育和“专科教材为本科教材的压缩”的旧框框,摒弃传统教材以理论知识为核心,以原理、范畴、概念分类为主线,以从理论到理论的阐述为章节结构的惯性做法,在简述“必需、够用”的基本理论知识的同时,结合专业内容的特点,适度增加图、表、实例、案例、小思考、补充阅读资料等栏目的内容比例,设置“基本训练”和“观念应用”等习题,以强化理论与实际的结合、学习知识与开发智力的结合、动脑思考与动手操作的结合等,真正体现高等职业技术教育的特色。

5. 有相当强的编委和作者阵容。本“新系”的编委和领衔作者由国内部分高校有一定影响的跨世纪学科或专业带头人和部分高职院校的专家、学者共同组成,《编写方案》和《编写提纲》经集体讨论修改,书稿经两会聘请的专家审定,较好地发挥了集思广益和优势互补的作用,确保了教材的质量,能够适应高等职业技术教育的不同专业对专业基础课教材的需要。

改革创新是一个过程,以培养高等技术应用型专门人才为目标的高职高专

教育专业基础课教材的改革创新也是如此。我们奉献给广大读者的这套“新系”，只是教材改革创新的一个阶段性成果，其预期目标的进一步实现，尚有待于使用本套教材的广大师生的关怀与支持下的修订。

教育部商业职业教育教学指导委员会 规划教材
全国商业高等职业教育研究会

**“高职高专专业基础课教材新系”
编写委员会**

编审说明

本书是全国高职高专教育通用教材，经审定，同意将其作为两会行业规划教材出版。书中不足之处，欢迎读者批评指正。

教育部商业职业教育教学指导委员会

全国商业高等职业教育研究会

前 言

高职高专教材《商务英语》是在我国加入 WTO 并大力发展高等职业教育的形势下产生的，它恰如其分地满足了高等职业学校在商务英语方面的需求。

本书的主要特点有三：(1) 汲取了国内外商务英语教材的优点以及近年来英语教学改革成果，把英语最重要的功能——交际功能呈现在读者面前；(2) 对英语教学的传统模式有所突破，把握住了词汇及语法的脉络，特别是对商务英语方面的实用语法作了必要的阐述；(3) 图文并茂，难度适当，注重实用性、趣味性和可操作性，紧紧抓住了高等职业教育中的“职业”二字，充分体现职业教育英语教材的特点。

本书由钱建文副教授主编及总纂，上海交通大学英语教授、博士生导师郑树棠主审。参加编写的人员有：无锡商业职业技术学院钱建文（第 6 单元）、钟小强（第 10, 11, 12 单元）、虞晓向（第 4, 5 单元）；上海商业职业技术学院吴文婕（第 7, 8, 9 单元）；安徽蚌埠技术师范学院戴志新（第 1, 2, 3 单元）。

本书在编写过程中参阅了国内外有关教材和文献，得到各院校专家、领导和同行的大力支持，在此一并致谢。由于编写时间仓促，编写水平有限，书中疏漏在所难免，敬请广大师生不吝赐教，以便在使用中日臻完善。

作 者
2002 年 10 月

Content

Unit 1	Business Enterprise	1
Unit 2	Business Management	10
Unit 3	Business Etiquette	21
Unit 4	The Creation of Marketing	31
Unit 5	Global Marketing	38
Unit 6	International Trade	46
Unit 7	Business Advertising	57
Unit 8	The Stock Market	66
Unit 9	WTO and China	76
Unit 10	The Structure of a Business Letter	84
Unit 11	Telegrams	94
Unit 12	Telex	101
附录 1	口译的基本技巧	108
附录 2	学习参考	131

Unit 1

Business Enterprise

Listening Exercises

A. You will hear five very short sentences. In each sentence there is a telephone number. Listen carefully and write down the numbers you hear.

1. Tom Baker is from New Zealand. His telephone number is _____.
2. Alice Dupont is French. Her telephone number is _____.
3. Dr. Bennett works in a hospital. Please call him on _____ before you go to see him.
4. John is not at work now. His home telephone number is _____.
5. Mrs. Thompson is on holiday in Los Angeles. She is staying at the Grand Hotel. Its telephone number is _____.

B. Listen to the dialogue and choose the best answer to each question you hear.

1. What is the probable relationship between the man and the woman?
 - a. Friends.
 - b. Customer and house agent.
 - c. Caller and operator.
 - d. Boss and secretary.
2. Where is Mr. Fitzgerald calling from?
 - a. From the same state.
 - b. From another state.
 - c. From abroad.
 - d. From Minnesota.
3. Who will pay for the call?
 - a. John Fitzgerald.
 - b. Arthur Seebach.
 - c. Both of them.
 - d. Fitzgerald's company.
4. What is Mr. Fitzgerald's telephone number?
 - a. 612 - 930 - 9680.
 - b. 621 - 930 - 9608.
 - c. 415 - 592 - 4914.
 - d. 415 - 529 - 4914.

Dialogue

A: Good morning, class. Today we begin to talk about commerce. Well, what is commerce?

B: Commerce is the buying and selling of goods to make a profit.

A: No, that is trade! What about transport, warehousing, banking, and insurance? Are they goods?

B: No, Sir.

A: And yet they are branches of commerce, they are services. So, take your pens and write:

Commerce is the getting of goods from the seller to the buyer.

Trade: The general exchange of goods.

Transport: The moving of goods.

Warehousing: The storing of goods.

Banking: Methods of payment for these goods.

Insurance: The covering of risks for these goods.

Text

Commerce

What is commerce? What is commerce concerned with?

Commerce is the buying and selling of goods. Commerce is concerned with the sale, purchase and distribution of commodities. People who sell, buy or distribute them are engaged in commerce, e.g. traders (this term embraces importers, exporters, wholesalers and retailers), warehousemen and carriers. Those who facilitate the sale, purchase and distribution of goods are also regarded as being engaged in commerce, e.g. bankers, insurance brokers and advertising agents.

The function of those in commercial occupations is to ensure that raw materials are delivered to manufacturers from the place where they are grown or produced, and that the finished goods made by the manufacturers out of raw materials are delivered to consumers via warehousemen, wholesalers and retailers.

This function is shared by those who buy or sell raw materials, partly manufactured goods or finished goods, e.g. importers, exporters, wholesalers and retailers; by those who transport them, e.g. ships crews, railwaymen and road hauliers; by those who facilitate their purchase, sale or distribution, e.g. bankers, insurance brokers and advertising agents.

The main branches of commerce are as follows:

1. Trade, which covers all those occupations engaged in the exchange of goods both at home and abroad.

2. Transport, which includes occupations engaged in moving goods from place to place.
3. Warehousing, which includes all those engaged in storing commodities until they are required.
4. Banking, which makes arrangements for payment between buyers and sellers.
5. Insurance, which enables the risks associated with all forms of production to be pooled.
6. Advertising, which makes the goods known to the consumers.

New Words and Expressions

enterprise [ˈentəpraɪz] n. 企业单位

commerce [ˈkɒmə:s] n. 商业, 贸易

concern [kənˈsɜ:n] vt. 涉及, 对……有关

be concerned with 与……有关

profit [ˈprɒfɪt] n. 利润

purchase [ˈpɜ:tʃəs] n. 购买, 购置

distribute [dɪˈstrɪbjʊt] vt. 分配, 分发

distribution [ˌdɪstrɪˈbjʊ:ʃən] n. 分配, 分发

engage [ɪnˈgeɪdʒ] vt. 使从事于

be engaged in 从事于

trader [ˈtreɪdɪ] n. 商人

embrace [ɪmˈbreɪs] vt. 从事, 包括

importer [ɪmˈpɔ:tɪ] n. 进口商, 进口者

exporter [eksˈpɔ:tɪ] n. 出口商, 出口者

wholesaler [ˈhəʊlˌseɪlɪ] n. 批发商

retailer [ˈri:teɪlɪ] n. 零售商

warehouseman [ˈweəhaʊsmæn] n. 仓库保管员

carrier [ˈkæriɪ] n. 搬运工, 从事运输业的人(或公司)

facilitate [ˌfæsɪlɪteɪt] vt. 推进, 促进

regard [rɪˈɡɑ:d] vt. 把……看做

be regarded as 被认为, 被当做

banker [ˈbæŋkɪ] n. 银行家

insurance [ɪnˈʃʊərəns] n. 保险, 保险业

broker [ˈbrəʊkɪ] n. 经纪人, 代理人

advertise [ˈædvətaɪz] vt. 为……做广告

advertising [ˈædvətaɪzɪŋ] n. 广告

agent [ˈeɪdʒənt] n. 代理商, 代理人

function [ˈfʌŋkʃən] n. 功能, 职责, 作用

raw materials 原材料
 occupation [ˌɒkjʊˈpeɪʃən] n. 职业, 占有
 commercial [kəˈmɜːʃəl] a. 商业的, 商务的
 manufacturer [ˌmænjuˈfæktʃərə] n. 制造商, 制造厂
 manufactured goods 加工品, 产成品
 partly manufactured goods 半成品
 finished goods 成品, 制成品
 via [ˈvaɪə] prep. 经由
 crew [kruː] n. 全体船员(乘务员, 队员)
 railwayman [ˈreɪlweɪmən] n. 铁路人员
 haulier [ˈhɔːliə] n. 运输工, 承运人
 consumer [kənˈsjuːmə] n. 消费者, 用户
 be associated [əˈsəʊʃieɪtɪd] with 涉及, 与……有联系
 pool [puːl] vt. 分享, 分担

Notes

1. Those who facilitate the sale, purchase and distribution of goods are also regarded as being engaged in commerce, e.g. bankers, insurance brokers and advertising agents.

那些促进商品销售、购买和分配的人也被看做是从事商业的人, 如银行家、保险业经纪人和广告代理人等。

(1) being engaged in 为动名词短语, 作介词 as 的宾语。

(2) who facilitate the sale, purchase and distribution of goods 为定语从句, 修饰代词 those。

2. The function of those in commercial occupations is to ensure that raw materials are delivered to manufacturers from the place where they are grown or produced, and that the finished goods made by the manufacturers out of the raw materials are delivered to consumers via warehousemen, wholesalers and retailers.

那些经商人员的职能就是保证将一切原材料从产地运送给制造商, 并且把制造商用原材料做成的制成品, 经由仓库保管人员、批发商、零售商送到消费者手中。

(1) that raw materials... 和 that the finished goods... 是动词不定式 to ensure 的两个宾语从句;

(2) where they are grown or produced 为定语从句, 修饰先行词 place。

3. This function is shared by those who buy or sell raw materials, partly manufactured goods or finished goods, e.g. importers, exporters, wholesalers and retailers...

这一职能是由那些买卖原材料、半成品或制成品的人, 例如, 进口商、出口商、批发商和零售商分担的。

4. Insurance, which enables the risks associated with all forms of production to be pooled.
保险(业)是使与各种生产形式相联系的风险能得以共同分担。

Supplementary Reading

Advertising

Advertising has become a very specialized activity in modern times. In the business world of today supply is usually greater than demand. There is great competition between different manufacturers of the same kind of product to persuade customers to buy their own particular brand. They always have to remind the customers of the name and the qualities of their product. They do this by advertising. The manufacturer advertises in the newspapers and on posters. He sometimes pays for songs about his product to distribute samples of it. He organizes competitions, with prizes, for the winners. He often advertises on the screens of local cinemas. Most important of all, In countries that have television he has advertisements put into programmes that will accept them. Manufacturers often spend large sums of money on advertisements. We buy a particular product because we think that it is the best. We usually think so because of the advertisements that say so. Some people never pause to ask themselves if the advertisements are telling the truth.

Notes

- specialized [ˈspeʃəlaɪzd] a. 专门的, 专业的
activity [ækˈtɪvəti] n. 行为, 活动
supply [səˈplaɪ] n. & vt. 供应
demand [dɪˈmɑːnd] n. & vt. 需求, 需要
persuade [pəˈsweɪd] vt. 说服, 劝服
customer [ˈkʌstəmə] n. 顾客
quality [ˈkwɒləti] n. 质量, 品质
competition [ˌkɒmpɪˈtɪʃən] n. 竞争, 比赛
sample [ˈsæmpl] n. 样品
poster [ˈpəʊstə] n. (张贴于公共地方的)告示, 广告
programme [ˈprəʊgræm] n. 节目, 计划; 程序

Exercises to the Text

I. Answer the following questions briefly:

1. What is commerce?

2. What is commerce concerned with?
3. Is the purpose of commerce only to make a profit?
4. What does the term trade include?
5. What does the term transport include?
6. What is the function of those in commercial occupations?
7. How is the function shared?
8. How many main branches are there in commerce ? And what are they?

II. Match each word or phrase in Column A with the word or phrase in Column B that is similar in meaning:

A	B
1. commerce	a. a job; employment
2. embrace	b. to divide among several or many
3. facilitate	c. to share
4. occupation	d. the buying and selling of goods
5. crew	e. a person who buys and sells goods
6. pool	f. to contain or include
7. trader	g. all the people working on a ship, plane, etc.
8. distribute	h. to make easy or easier

III. Read the following dialogue then put it into Chinese:

Shopping

Tom wants to buy a pair of shoes. He comes into the Department Store and stands by the Shoes Counter.

Salesman: Can I help you, sir?

Tom: I need a pair of black leather shoes.

Salesman: What size do you take?

Tom: Size 26.

Salesman: Here you are.

Tom: May I try it on?

Salesman: Of course, please.

Tom: They are just a little too big.

Salesman: There must be a little space in the shoes. Otherwise you'll feel too tight.

Tom: Can I try that pair on?

Salesman: Of course, you can.

Tom: All right, it fits me very well. I'll take it. How much is it?

Salesman: 200 dollars.

IV. Indicate the following statements are true or false:

1. Commerce is the buying and selling of goods in order to make a profit. ()
2. Commerce is concerned with the sale, purchase and distribution of goods. ()
3. Commerce and trade are the same thing. ()
4. In my opinion, commerce is not only the buying and selling of goods to make a profit, but also serving the people. ()
5. A retailer is a person who sells goods by retailing. ()
6. The function of those in commercial occupations is shared by all the people of a country. ()
7. Crew refers to all the people working on a ship, plane, etc. ()
8. Warehousing includes all those occupations engaged in storing goods until the goods are required. ()

V. Read the passage and choose the right answer to complete the sentences:

Shopping for clothes is not the same experience for a man as it is for a woman. A man goes shopping because he needs something. His purpose is settled and decided in advance. He knows what he wants, and his objective is to find it and buy it; the price is a secondary consideration. All men simply walk into a shop and ask the assistant for what they want. If the shop has it in stock, the salesman promptly produces it, and the business of trying it on proceeds at once. All being well, the deal can be and often is completed in less than five minutes, with hardly chat and to everyone's satisfaction.

For a man, slight problems may begin when the shop does not have what he wants, or does not have exactly what he wants. In that case the salesman, as the name implies, tries to sell the customer something else—he offers the nearest he can to the article required. No good salesman brings out such a substitute bluntly; he does so with skill and polish: I know this jacket is not the style you want, sir, but would you like to try it for size? It happens to be the colour you mentioned. Few men have patience with this treatment, and the usual response is: This is the right colour and may be the right size, but I should be wasting my time and yours by trying it on.

Now how does a woman go about buying clothes? In almost every respect she does so in the opposite way. Her shopping is not often based on need. She has never fully made up her mind what she wants, and she is only having a look round. She is always open to persuasion; indeed she sets great store by what the saleswoman tells her, even by what companions tell her. She will try on any number of things. Uppermost in her mind is the thought of finding something that everyone thinks suits her. Contrary to a lot of jokes, most women have an excellent sense of value when they buy clothes. They are always on the lookout for the unexpected bargain. Faced with a roomful of dresses, a woman may easily spend an hour going from one rail to another, to and fro, often retracing her steps, before selecting the dresses she wants to try on. It is a laborious process, but apparently an enjoyable one.