

商务通 英语

Functioning in Business

Book Four

第四册

Roger Olsen 编著

王素云 翻译

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前 言

祝贺你选择《商务通英语》作为英语课程的中级教材。这是一套令人兴奋、让人耳目一新的听说广播教材。通过收听广播和听录音学习本教材,你可以获得最大的收益。

《商务通英语》是一套中级商务英语教程,教程题材以美国商务实践和文化为主,讲授语言的表达功能,教我们在各种场合怎样使用恰当的语言进行商务和社交活动。

在这套教材中,我们将随访一次重要的商务行程,听听几家国际公司间所举行的会议与谈判,并采访几位与会人士。我们还要仔细听听这些人士在洽谈业务时使用的英语内容和形式。

《商务通英语》帮助你学习英语。你会学到重要的词汇、语法和语言功能,并用于实际交际:交换信息,做出决定,进行社交。你还会学到美国语音、语调、节奏和重音模式,这些对于理解口语英语和让美国人理解你说的是什么,都十分重要。《商务通英语》学习用书还会让你了解美国文化、历史以及当代美国生活。

《商务通英语》学习用书设计了许多不同类型的练习,注重以下几种重要的语言技能:听后能理解大意或要点,能听辨出词语分界、语调、节奏和重音,能听辨出语法结构和语言功能,并逐渐熟悉美国人处事和使用语言的方式。

《商务通英语》的基本语言学习原则是:只有真正理解了,才能真正学会。你也许能背记很多单词,但是如果你没有透彻地理解词语如何搭配使用以及它们所传递的不同的信息,那么你就不是在真正学习语言。《商务通英语》在设计时注重理解能力,特别是听力理解能力和熟练的听辨能力。《商务通英语》不是读写教材,它是为帮助你学到听、说方面的实用交际技能而设计的。

教材每课都以广播或录音中的会话或**访谈**开始。在看课文以前要先听,注意听本课谈的是什么话题、谈话者是谁以及会话的内容是什么,然后再看课文,检查自己的理解程度。当你觉得可以向朋友总结会话内容时,你大概已经听懂了大意,那么你就可以做下面的练习了。

接下来的练习都是强调听力理解类的练习。**听要点、电话访谈、电子邮件**等一般着重于广播中的关键内容。在有些课里,这些练习是以词汇练习的形式出现的,

而在另一些课里,则强调语法或功能词。这些练习的目的在于听懂谈话的意思以及思想的交流。

各类语言练习帮助你了解美国英语的构成。这些练习有时以语言功能为中心,如提问;有时以具体语法为中心,如介词、副词和形容词;有时则重点练习诸如紧缩式或简略式等美国人常用的口语形式。

读音相似吗、是谁说的和判断正误帮助你提高听辨能力;**拼写和组句**帮助你扩大词汇;**语音**练习帮助你辨别特别的读音、重音和音节,特别是帮助你分清口语中模糊的词语界限;**仔细听**引导你注意每一个词;有些**选择**练习帮助你分辨读音相似而意思不同的词(如 *he's/his* 和 *were/we're*),还有一些练习检查你对广播会话中使用的关键词语掌握的情况;**补充练习**为你运用本课的概念、内容和词汇提供了更多的练习机会。

每课都有一条**文化注释**——有关美国文化、城市或历史的知识。许多课都有**话语表达或当美国人……时**这部分,告诉你美国人是如何谈话和做事的。比如,你知道许多(不是所有)美国人每天早上开两三个小时的车去上班而晚上再开回家吗?

许多课都有**自我评估/自学提示(On Your Own)**,其目的是帮助你在课外不使用本教材时计划或检查自己使用或练习英语的情况,或者帮助你掌握一定的学习方法,独立进行练习。

全书共分六册 12 个单元,每册两个单元,每个单元六课。每学完六个单元有一次阶段复习,分别放在第三册和第六册后面,这样,你可以对自己的学习成果进行检验,了解自己对《商务通英语》真正理解了多少,会用多少。有的复习内容帮助你做听前准备,然后重点练习听关键的概念和语言功能,有的练习(如**词语练习**)强调的是语法和语言功能,还有一些练习重点则在词汇和语音上。

如果说理解是《商务通英语》的首要原则的话,那么练习就是它的第二原则。倘若你听说过“熟能生巧”这句成语,你就会把下面的话作为学习的座右铭:

练习,练习,再练习,才能更上一层楼。

祝你英语学习成功!

Roger Olsen

1999 年 8 月

SCOPE AND SEQUENCE 教学内容与安排

UNIT TITLE 单元标题	PRIMARY FOCUS 主要语言点	STORY OUTLINE 情节概要
1 Introductions 介绍	Simple job descriptions and responsibilities 简单说明工作职务和职责 Work and educational background 工作经历和学历	Introduction of Charles Blake, Mike Epstein and Shirley Graham 介绍查尔斯·布莱克、迈克·爱泼斯坦和雪莉·格雷厄姆
2 Checking In 住店登记	Vocabulary of travel, transportation and lodging 旅行、交通、住宿词汇 Making and confirming reservations 预订与确认	Mr. Blake of International Robotics checks into his hotel 国际机器人公司的布莱克先生办理旅馆入住登记手续
3 Making an Appointment 约会	Making and confirming an appointment 会面的约定与确认 Making suggestions 提出建议	Mr. Blake makes an appointment over the telephone with Mr. Epstein of Advanced Technologies 布莱克先生与先锋技术公司的爱泼斯坦先生打电话约定会面
4 Confirming Plans 确认计划	Offering an opinion 提出看法 Disagreeing 表示不同意	Mr. Epstein checks with Ms. Graham about the schedule and details of a meeting 爱泼斯坦先生和格雷厄姆女士核对会面时间及有关细节
5 An Important Introduction 重要的介绍 At the Restaurant 在餐馆	Business introductions 商务活动中的介绍 Making and accepting an offer 提议与接受提议	Mr. Epstein introduces Mr. Blake to Ms. Graham 爱泼斯坦先生向格雷厄姆女士介绍布莱克先生
6 A Business Lunch 工作午餐	Making proposals and promises 提出建议与做出承诺	Mr. Blake and Ms. Graham discuss several problems 布莱克先生同格雷厄姆女士讨论几个问题
Review of Units 1-6 1~6 单元复习		
7 The Disagreement 意见分歧	Presenting a point of view 陈述观点 Responding to arguments 对对方提出的理由做出回应	Mr. Epstein and Ms. Graham discuss a difficult decision 爱泼斯坦先生同格雷厄姆女士讨论一项艰难的决定
8 The Final Proposal 最后提案 Keeping in Touch 保持联系	Language of decision-making 决断用语	Mr. Blake meets with Ms. Graham and Mr. Epstein 布莱克先生会晤格雷厄姆女士和爱泼斯坦先生
9 A New Customer 新客户	Planning for the future 规划未来	Mr. Blake has an appointment with a representative of a different company 布莱克先生约定会晤另一公司的代表
10 Negotiations 谈判	Language of business negotiation 商务谈判用语	Mr. Blake negotiates several points with Mr. Gomez of Federal Motors 布莱克先生同联邦汽车公司的戈梅兹先生就几个问题进行谈判
11 Coming to Agreement 达成协议	Meeting and discussion skills 会晤与讨论技巧 Describing future possibilities 描述未来的可能性	Mr. Blake meets with Mr. Chapman of Federal Motors 布莱克先生会晤联邦汽车公司的查普曼先生
12 A New Beginning 新开端	Discussing changes 讨论变更	Mr. Blake speaks with Mr. Epstein 布莱克先生同爱泼斯坦先生进行交谈
Review of Units 7-12 7~12 单元复习		

SCOPE AND SEQUENCE: UNITS 7 AND 8

第七、八单元教学内容与安排

LESSON 课次		FOCUS ON LANGUAGE FUNCTIONS 重点语言功能	AMERICAN BUSINESS ENGLISH 美国商务英语
第七单元	7A 第一课	Giving an opinion 发表意见 <i>In my opinion, it's a good move for us.</i>	Working with foreign companies 与外国公司合作
	7B 第二课	Giving a counter opinion 提出相反意见 <i>However, there's too much risk.</i>	Taking risks 承担风险
	7C 第三课	Summarizing and restating an opinion 概括与重述观点 <i>That's what it comes down to.</i>	High-tech equipment 高科技设备
	7D 第四课	Disagreeing 表示不同意 <i>I don't agree.</i>	High pay for CEOs 首席执行官的高薪
	7E 第五课	Agreeing and disagreeing 赞同与反对 <i>I agree time is a problem.</i>	Fast responses 迅速回复
	7F 第六课	Agreement and compromise 共识与妥协 <i>All I'm asking for is two more weeks!</i>	Disagreement in the workplace 工作中的意见分歧
第八单元	8A 第一课	Making a presentation 发言 <i>First, the government there is stable.</i>	Formal presentations 正式发言
	8B 第二课	Promising 做出承诺 <i>You'll definitely have them by Friday.</i>	Building trust 建立信誉
	8C 第三课	Rejecting a proposal 拒绝一项提议 <i>I'm afraid the answer has to be "No."</i>	Company reliability 公司的可信程度
	8D 第四课	Expressing feelings 表达情感 <i>Oh, I'm sorry to hear that.</i>	Understanding employees' problems 体谅员工的困难
	8E 第五课	Talking about the future 谈论未来 <i>I'll be back here in three weeks.</i>	Networking 疏通关系网
	8F 第六课	Inviting 提出邀请 <i>Why don't you join me for lunch?</i>	Socializing 社交

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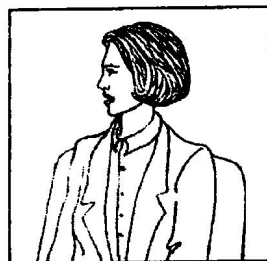
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Lesson 7A 第一课



The Disagreement (1)

意见分歧 (1)



Before Listening 听前

Read these sentences to get a general idea about what you will hear in today's broadcast. Predict which words or phrases will be used in today's **Interview (2)**. Then listen and see if you are correct.
 阅读下列句子,以了解今天要听的广播内容大意。猜猜哪些词语会在今天的访谈(2)中用到。然后再听,看看你答得是否正确。

- You were concerned about the

A. robots' reliability.
B. reliability of the robots.
- Not exactly. I felt that the

A. industrial robots
B. robots themselves

 were reliable.
- But I wasn't sure if Mr. Blake's company

A. could be relied on.
B. was reliable.
- More importantly, they don't have

A. an organization
B. a warehouse

 based in the US.
- So you were more

A. comfortable
B. concerned about

 working with United Industries.
- Yes. We

A. have
B. had

 done business with them before.
- And we knew that they

A. could be
B. can be

 relied on to meet our deadline.
- I couldn't

A. gamble our company's future
B. gamble our country's profits

 on something I wasn't sure about.

Cultural Note 文化注释

George Washington (1732 - 1799) George Washington was the first president of the United States. A plantation farmer by trade, he was *General Washington* during the War of Independence, commander-in-chief of the colonies' army and navy. After the war, he wanted to retire to his farms, but the young nation insisted that he serve as President. He agreed but only to serve two terms. America needed a president, not another king-for-life.

乔治·华盛顿(1732~1799) 乔治·华盛顿是美国的第一任总统。华盛顿本是一位农场主,独立战争期间担任殖民地海陆军的总司令,被称为华盛顿将军。独立战争之后,华盛顿欲卸甲归田,而年轻的合众国坚持要让他出任总统。他同意只任两届。美国需要的是一位总统,而不是又一个终身的国王。

Listen for Information 听要点

Listen to **Interview (2)** and fill in the blanks. Each blank has two words.

请听访谈(2)录音并填空。每个空填两个词。

1. You were concerned about the reliability of the robots from Mr. Blake's company.
2. Not exactly. I felt that _____ themselves _____.
3. But I wasn't sure if Mr. Blake's company could be _____ to meet our October 1st deadline.
4. International Robotics had _____ in the US.
5. _____, they don't have an organization based in the US — _____, no facilities.
6. So you were _____ working with United Industries.
7. Yes. We had _____ with them before.
8. And _____ that they could be _____ to meet our deadline.
9. I didn't want to gamble our company's future on something I wasn't _____.

Verb Practice 动词练习

Listen to **Interview (2)** for verbs and fill in the blanks. Some blanks have two words.

注意听访谈(2)中的动词并填空。有的空需填两个词。

1. You were concerned about the reliability of the robots from Mr. Blake's company.
2. Not exactly. I felt that the robots themselves _____ reliable.
3. But I _____ sure if Mr. Blake's company could _____ on to _____ our October 1st deadline.
4. International Robotics _____ no experience in the US. More importantly, they _____ an organization based in the US — no staff, no facilities.
5. So you _____ more comfortable _____ with United Industries.
6. Yes. We _____ business with them before.
7. And we knew that they _____ relied on to meet our deadline.
8. I didn't want to _____ our company's future on something I _____ sure about.

Spelling 拼写

Unscramble these letters to make words.

将下列各组字母排列成词。

- | | | | |
|--------------------------|---------------|----------------------------|----------|
| 1. D E E I L R | <u>relied</u> | 5. E F R T U U | <u>f</u> |
| 2. A B E E I L L R | <u>r</u> | 6. C E E E E I N P R X | <u>e</u> |
| 3. A B E I I I L L R T Y | <u>r</u> | 7. A A G I I N N O O R T Z | <u>o</u> |
| 4. A F F S T | <u>s</u> | 8. A B E G L M | <u>g</u> |

Match 匹配

Complete the statements in Column A with those in Column B. Then listen to **Culture Tips** to see if you are right.

将 A、B 两栏中的句段搭配组成完整的句子。然后听《文化点滴》，看看你答得是否正确。

COLUMN A

1. Some American companies worry
2. Another reason is that American government
3. If American companies buy foreign products,
4. Some companies also worry that
5. They are concerned that the foreign companies
6. Well, if the exchange rates change,

COLUMN B

- A. about public reactions.
- B. American workers may lose their jobs.
- C. may learn too much about important American technology.
- D. differences in language and culture will be a problem.
- E. strictly regulates companies that work with foreign companies.
- F. you can lose a lot of money.

Answer 回答问题

Listen to **Business Dialog** and answer these questions.

请听商务对话并回答下列问题。

1. Who is Tim talking to? He is talking to his boss, Nancy.
2. What will they have to do if they import Chinese toys? _____
3. What will they have to translate? _____
4. What is a good move for them? _____
5. Why does Nancy say it will save them money in the long run? _____
6. What do they need to find? _____
7. Who feels that it is a big mistake? _____

Pronunciation: Syllables 语音: 音节

Where are the syllables in these words? Put a slash (/) to show the different syllables.

下列各词的音节分界在哪儿? 用斜线(/)标明不同的音节。

being	believed	comfort
comfortable	expense	experience
extremely	reliability	reliable
relied	rely	working
worried	worries	worry

Focus on Giving Opinions 重点练习:发表意见

Write sentences that express opinions. Use an expression for giving an opinion and then write an opinion on the topic given.

写出表达意见的句子。先使用一个用以发表意见的短语,再就所给的题目写一条意见。

sure	I am sure that
feel	I feel that
opinion	In my opinion
think	I think
sorry	I'm sorry but

1. (sure) (save money) I am sure that we will save money.
2. (feel) (make a mistake) _____
3. (think) (it's a good move) _____
4. (opinion) (we should import Chinese toys) _____
5. (sorry) (will have problems) _____

Now choose an expression to go with these opinions and write them together.

现在选一个短语,并将该短语与下列观点搭配写出句子。

6. (will be worth the trouble) _____
7. (redo the packaging) _____
8. (translate the instructions) _____
9. (we should buy Chinese robots) _____
10. (they can be installed by October 1st) _____
11. (we should use an American company) _____

Just Talking about Giving Opinions 话语表达:发表意见

Sometimes Americans say how they *feel* about something and sometimes they have specific reasons for what they feel. When Tim says "I don't think it's worth the trouble," he is saying how he feels. When he says that re-packaging is expensive, that's a specific reason.

有时美国人说他们“*feel*”(觉得)某事如何如何,有时他们会说出具体的理由来说明他们为什么觉得是这样。当蒂姆说“I don't think it's worth the trouble”时,他是在表达自己的感觉。当他说重新包装太贵,这就是具体的理由。

Decide 判断

Decide if these are specific reasons or general opinions.

判断下面的句子是具体理由还是总的看法。

- | | | |
|--|----------|---------|
| 1. We will have to translate all the instructions. | SPECIFIC | GENERAL |
| 2. I think it's worth the trouble. | SPECIFIC | GENERAL |
| 3. There will be three extra costs. | SPECIFIC | GENERAL |
| 4. We should save money if we do it. | SPECIFIC | GENERAL |
| 5. We will save seven thousand dollars. | SPECIFIC | GENERAL |
| 6. It will cost less. | SPECIFIC | GENERAL |
| 7. It will cost 25 percent less. | SPECIFIC | GENERAL |
| 8. Other companies do it. | SPECIFIC | GENERAL |
| 9. Seven other companies do it. | SPECIFIC | GENERAL |

Choose 选择

Read these sentences and decide which are the words or phrases used in today's **Interview (2)**. Then listen to the tape and see if you are correct.

读下面的句子,判断哪些是今天访谈(2)中用到的词语。然后听录音,看看你答得是否正确。

1. You were

A. worried
B. concerned

 about the reliability of the robots.
2. Not exactly. I

A. felt
B. thought

 that the robots themselves were reliable.
3. But I

A. wasn't sure
B. didn't know

 if Mr. Blake's company could be relied on.
4. They don't have an organization in the US —

A. no staff, no facilities.
B. no employees, no warehouse.
5. So you were more comfortable

A. buying from
B. working with

 United Industries.
6. And we knew that

A. we could count on them
B. they could be relied on

 to meet our deadline.
7. I didn't want to gamble our company's

A. profits
B. future

 on something I wasn't sure about.

Pronunciation: Syllable Stress 语音:重读音节

What parts of these words are said louder or longer? Say each word out loud and decide which part of the word is emphasized more.

下面各词中哪一部分读得更响或更长? 朗读每一个词,判断哪一部分读得更重。

- | | | | |
|----------------|------------------|------------------|------------------|
| 1. comfort | COM fort | com FORT | COM FORT |
| 2. comfortable | COM fort a ble | com FORT a ble | COM fort A ble |
| 3. experience | EX per i enc | EX per I ence | ex PE ri ence |
| 4. extremely | EX trem e ly | ex TREME ly | ex TREM e ly |
| 5. reliability | re li a BIL i ty | RE li a BIL i ty | re LI a BIL i TY |
| 6. reliable | re LI a ble | RE li a ble | RE li a BLE |
| 7. relied | re LI ED | RE lied | re LI ed |
| 8. rely | re LY | REL y | rel Y |
| 9. working | WORK ing | WOR king | work ING |
| 10. worried | WOR ried | wor RIED | WOR ri ED |
| 11. worries | WOR ries | wor RIES | WOR ri ES |
| 12. worry | WOR ry | wor RY | WORR y |

Just for Practice 补充练习

Fill in the blanks with the words from the boxes on the right.

用右边方框里的词填空。

1. Ms. Graham is in her office.
2. She thinks that Mr. Blake's product _____ excellent.
3. _____ would be less expensive.
4. And there _____ less paperwork, too.
5. What is _____ opinion?
6. Is the quality of the product _____?
7. Will there be _____ costs?
8. Let's visit _____ office and ask.
9. Is it a _____ move?
10. To _____ to another country?
11. Mr. Epstein wants to _____ ahead with the deal.
12. He thinks the robots are extremely _____.
13. The _____ of their product is good.
14. The robots themselves are _____.
15. Can the company be _____ on to deliver on time?
16. How _____ is the company?
17. Who knows about their _____?

it
is
in

her
high

go
good

relied
reliable
reliability

On Your Own 自学提示

Before you listen to English on the radio, it can help if you know something about what you will hear. If you already know what the main news stories are, it can be easier to focus on *how* the ideas are expressed in English. Try reading your regular newspaper before listening to the news in English.

Another tip is to taperecord the news so you can listen more than once.

When is the news broadcast in your home town? What radio or television station?

Lesson 7B 第二课



The Disagreement (2)

意见分歧 (2)



Before Listening 听前

Read these sentences to get a general idea about what you will hear in today's broadcast. Predict which words or phrases will be used in today's **Interview (1)**. Then listen and see if you are correct. 读下面的句子,以了解今天要听的广播内容大意。猜猜哪些词语会在今天的访谈(1)中用到。然后再听,看看你答得是否正确。

- Hello,

A. Mr. Epstein.
B. Elizabeth.
- Today we are going to

A. hear your conversation
B. listen to your discussion

 with Ms. Graham.
- It was in

A. her office
B. the afternoon

 after you and Ms. Graham met with Mr. Blake.
- Was that the time we disagreed

A. so much?
B. so strongly?
- Yes, I really wanted to

A. do business with
B. buy from

 Mr. Blake's company.
- Their robots were of a higher quality and

A. cheaper
B. less expensive
- than the ones from

A. United Industries.
B. the United States.
- Let's listen to part of that

A. discussion.
B. conversation.

Cultural Note 文化注释

Thomas Jefferson (1743 – 1826) Thomas Jefferson is considered the author of the *Declaration of Independence*, much of the *US Constitution* and the *Bill of Rights*, and a principal architect of the US banking system. He was the 3rd President and his *Federalist* papers are considered to be the cornerstone of philosophy for the American political system.

托马斯·杰斐逊(1743~1826) 托马斯·杰斐逊被认为是《独立宣言》的起草人。《美国宪法》和《人权法案》的许多内容也是由他起草的。他还是美国银行体制的主要设计师。杰斐逊是美国第三任总统。他的文集《联邦主义者》为美国的政治制度奠定了哲学基础。

Listen for Information 听要点

Listen to **Dialog** and fill in the blanks. There are two words missing from each blank.

请听对话并填空。每个空里缺两个词。

1. You know, we've worked with United Industries before.
2. I think we should just _____ on the deal with them.
3. I _____ they can have everything installed and working by October 1st.
4. _____, but there's another argument, Shirley.
5. I _____ you, they haven't established themselves in the States.
6. We _____ their technology before other companies can, if we're _____ take the risk.
7. I think we really _____ take that risk.

Word Practice 词语练习

Listen to **Interview (2)** and fill in these blanks with the words in the box on the right.

请听访谈(2)录音并用右边方框里的词填空。

1. Well, she felt that it was _____ risky buying from a company with no US experience.
2. Yes, that's what she told us on our _____ program.
3. I thought it was _____ riskier not buying the _____ technology available.
4. I wanted to buy _____ robots at a _____ price so that we could cut _____ costs.
5. I felt that it was important to get the _____ technology first.
6. Which is _____ important in today's _____ environment.
7. Thank you for _____ on our program again.
8. I'm _____ happy to talk to you.

even
always
competitive
better
production
best
being
last
extremely
cheaper
too

Who Says? 是谁说的?

Who made these statements? Write **E** if Elizabeth, **M** if Mike, or **S** if Shirley said it.

下面的话是谁说的? 伊丽莎白说的标 E, 迈克说的标 M, 雪莉说的标 S。

1. _____ Was that where we disagreed so strongly?
2. _____ I feel sure they can have everything installed and working by October first.
3. _____ But that's an advantage.
4. _____ That's what she told us on our last program.
5. _____ I thought it was even riskier not buying the best technology available.
6. _____ I'm always happy to talk to you.

Answer 回答问题

Listen to **Interview (2)** and answer these questions.

请听访谈(2)录音并回答下列问题。

1. Who thought it was risky to buy from a foreign country? _____
2. Why was it risky? _____
3. Was it because of aftersales service or US experience? _____
4. Who thought it was riskier not to buy the best technology? _____
5. What did he want at a cheaper price? _____
6. Where is it extremely important? _____

Match 匹配

Complete the statements in Column A with those in Column B. Then listen to **Culture Tips** to see if you are right.

将 A、B 两栏中的句段搭配组成完整的句子,然后听《文化点滴》,看看你答得是否正确。

COLUMN A

1. A competitor may produce
2. American stockholders want companies
3. Companies have to work hard to keep
4. Computer companies produce faster
5. Customers want the fastest
6. If they succeed,
7. Managers really have to cut costs and
8. To increase sales, the companies have

COLUMN B

- A. an even faster one.
- B. and better computers every year.
- C. produce better products at the same time.
- D. to increase their sales every year.
- E. computers at cheap prices.
- F. one step ahead of the competition.
- G. their profits are tremendous.
- H. to take risks on new products.

Pronunciation: Syllables 语音:音节

How many syllables are in these words? Say each word out loud, then write it in the correct column.

下面的词各有几个音节? 朗读每个词,然后把它写在正确的栏里。

advantage	analyst	argument	competition
competitor	disagree	disagreement	environment
establishment	experience	investment	objection
paperwork	production	stockholder	tremendous

3 syllables

4 syllables