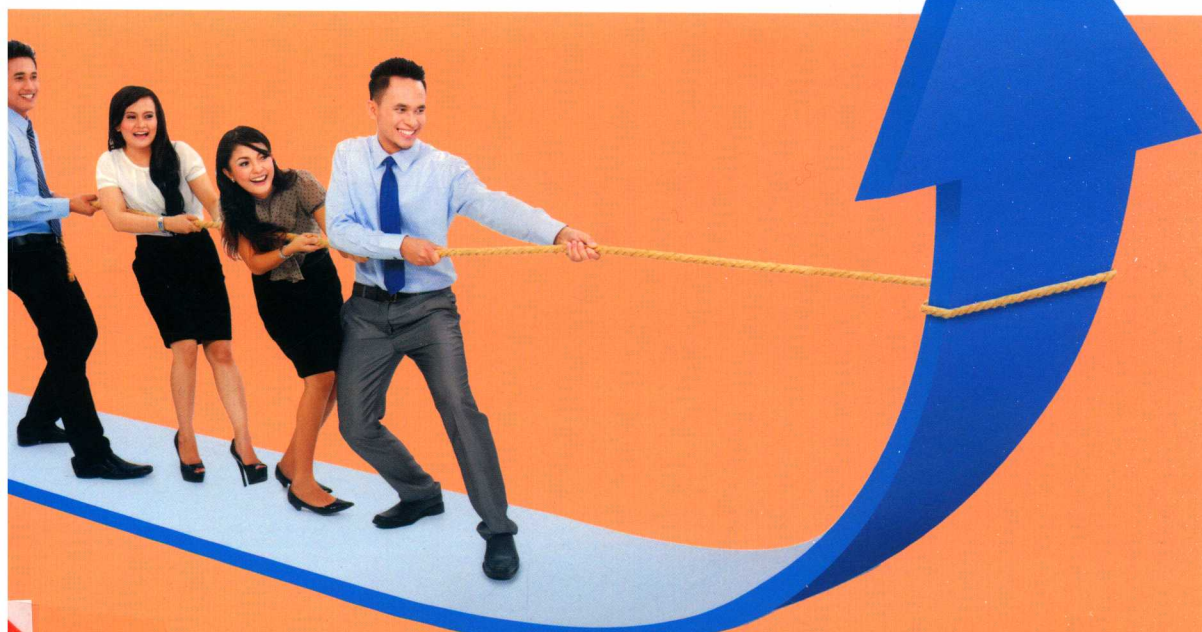


# 新编实用商务英语口语教程

## New Practical Oral English for Business

主编 石莉莉



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主编 石莉莉

副主编 张小琴 倪 玥

顾问 李 萍

审核 李 雯

成 员 孙 颖 孙 颖 孙 颖

责任编辑: 孙 颖

主 编: 石莉莉

副主编: 王 娜

责任编辑: 王 娜

封面设计: 刘 爱

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责任编辑: 王 娅

策划编辑: 王 娅

装帧设计: 刘 俊

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## 编 委 会

主 编 石莉莉

副主编 张小琴 倪 玥

顾 问 李 萍

审 核 李更春

成 员 杨 银 徐爱华 吕 雯  
杨 翔 王万荣 石 瑶  
陈 晨

本书编写组

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# 前言

随着当今经济全球化及我国“一带一路”倡议的推进,社会对能够熟练掌握商务英语知识与技能,从事国际商务活动的人才的需求日益增加。近几年来,商务英语专业发展迅速,《高等学校商务英语专业本科教学要求(试行)》对商务英语专业的人才培养目标、专业知识与能力构成、课程设置做了明确的要求,用以指导商务英语专业建设及课程建设。

商务英语口语是商务英语专业学生应具备的语言技能之一,其作为一种专门用途英语,有特殊的表达方式和使用场合,具有较强的专业性和应用性。《新编实用商务英语口语教程》一书将商务实践与英语语言技能有机结合,以“服务交际”为原则,内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景,以功能用途划分,通过商务模拟情境,让学生进行商务口语训练。

本教材共有12个单元,围绕国际贸易的主要商务活动,选取商务接待、礼仪祝词、商务旅行、商务谈判、商务访问、商务陈述、企业介绍、市场营销、商务会议、国际会展等主题编写。每个单元围绕中心主题设计情境对话和实践活动,从词、句、情景对话、话题讨论到自主对话以及拓展阅读,由简入繁,循序渐进,体现了英语与商务的融合性及应用性。单元中通过任务设置,明确模拟实践内容,提高学生商务英语语言的实践应用能力和解决问题的能力。

教材遵循以学生为中心和任务型教学的理念,可以满足本科院校商务英语、国际贸易、国际商务和“3+4”中职—本科商务英语等相关专业的学生,从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

本书编写组

2017年11月

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After learning this unit, you will

- be able to find ways to improve your relations and partnership
- understand the main work and discussion about protocol rules
- know some related background knowledge about protocol matters



# Unit One

## Protocol Routine



### Unit objectives

*After learning this unit, you should*

- be able to find ways to improve your oral skills and performance;
- master the basic words and expressions about protocol routine;
- know some cultural background knowledge about protocol routine.





## Preparing

### I. Useful words and expressions

- |                    |                                   |
|--------------------|-----------------------------------|
| 1. 接机              | 2. 久仰大名                           |
| 3. 旅途愉快            | 4. 不远万里                           |
| 5. 推荐              | 6. 为……设宴洗尘                        |
| 7. 向……告别           | 8. 美好回忆                           |
| 9. 很荣幸……           | 10. 保持联系                          |
| 11. souvenir       | 12. the symbol of ...             |
| 13. welcome speech | 14. farewell speech               |
| 15. hospitality    | 16. thoughtful arrangement        |
| 17. check in       | 18. everything goes smoothly      |
| 19. claim baggage  | 20. adjust to the time difference |

### II. Useful sentences

1. I am here to meet you.
2. I have heard it for a long time.
3. Let me first help you check in.
4. It's a pity that you are leaving us.
5. I wish you a pleasant journey.

## Situational conversations

### Receiving the guest

A: Excuse me, are you Mr. Yu from America?

B: Oh, yes, I am.

A: How do you do, Mr. Yu. My name is Brian. I am the receptionist of ABC Company and I am here to meet you.

B: How do you do, and thank you very much for meeting me here.

A: You're welcome. And I will be your guide during your stay in Shanghai.





B: That's wonderful! Thanks a lot.

A: By the way, how was your journey?

B: Oh, everything went smoothly, so I don't feel tired at all.

A: Well, that's very good. Will you please take your baggage and follow me? The bus is waiting outside for us.

B: Sure. Let's hurry!

### Way to the hotel

A: So, Mr. Yu, have you got a plan yet?

B: Oh, please call me Jacky. Actually, I haven't made it, but I think you can give me some good ideas.

A: Of course. I would like to recommend the Oriental Pearl TV Tower. It's one of the symbols of Shanghai.

B: Oh, yes. I have heard of it for a long time.

A: Besides the tower, the Bund and Yu Garden are also good choices for you. Please let me make a plan for you.

B: Oh, that's very kind of you, Brian.

A: My pleasure.

B: Oh. Here we are. Let me first help you check in. And then you can have a short rest in your room. After that I will meet you in the restaurant at 11:20.

A: Thank you for doing all this for me.

B: You're welcome.

### Seeing off the guest

A: It's a pity that you are leaving us.

B: I feel sorry to leave you, too.

A: Have you checked in?

B: No, not yet.

A: Now, let's go through Customs. This way, please. Here is something I'd like you to keep as a souvenir.

B: Thank you. I'll open it. Oh! It is a Chinese painting. It's really marvelous.



The horses are so nice.

A: I am glad you like it. I hope it will remind you of me and our friendship.

B: I don't know how to thank you for your kindness.

A: I appreciate very much everything you've done for us. I wish I could repay you somehow.

B: It's my pleasure.

A: Listen! It's announcing the departure of your flight.

B: Right. I have to go now.

A: I wish you a pleasant journey.

B: Hope to see you again.

A: Goodbye. And don't forget to keep in touch.

## Oral practice

### I. Talk with each other about the following questions or topics

1. How to make a satisfactory tour schedule?
2. What kind of quality (qualities) should a tour guide have?
3. How to deal with the requirements of different tourists?
4. As a tour guide, what is the most important thing you should do when touring?

### II. Situational practice

1. Mr. Carl Smith has an appointment with the general manager of TCL Company, Mr. Li, who is in a meeting at the moment. The receptionist of TCL Company, Xiaowang, greets the visitor and starts a conversation with him.

2. An assistant manager of Huawei Company, Mr. Huang, goes to the airport to welcome Peter O'Donnell, a trainee manager in the head office in New York. Mr. Huang greets Peter, introduces himself and makes a small talk with Peter. On the way to the hotel, Mr. Huang introduces the city and some places of interest to Peter O'Donnell.



## Complementary reading

### Text A

#### Etiquette

Etiquette covers a set of rules for a variety of interactions and situations. In all business dealings, you should practice proper etiquette to leave the right impression on those around you. Business etiquette can be a bit more formal than personal etiquette. Ignoring basic business etiquette might be detrimental to your business reputation and career. Especially in management and leadership positions, employees should strive to set a good example for other employees in the business.

#### Phone

Always identify the company and your name when you answer your business phone. A standard greeting such as “Hello, this is John Doe of XYZ Company” is an appropriate greeting. When you make calls to others, always identify yourself and your company. Speak clearly and avoid working on other tasks while you are on the phone. You should never eat, drink or hold outside conversations while you are speaking on the phone.

#### Email

Even though emails seem to be informal, business emails should maintain a sense of formality. Use greetings, proper punctuation, grammar and closings. Proofread all emails before you send them, and even read them aloud in some cases to check the tone of the message. Avoid using all capitals in an email, which is seen as yelling. Text abbreviations and emoticons have no place in business communications. Review the “to” field before sending to ensure you have chosen the right recipient.

#### Daily Interactions

Always speak to coworkers and others in the workplace when you arrive. Smile at people you pass in the hallway and exchange friendly greetings such as a





quick “How are you?” as you pass by offices in the building. Avoid telling jokes that might come off as inappropriate and generally avoid the topics of politics and religion while at work. Make yourself approachable to your peers and promptly return phone calls and emails.

### Meetings

When you attend meetings, arrive a few minutes earlier with a notepad and pen in hand. Do not talk on your phone, read text messages or emails, or otherwise distract yourself from what is happening. Always speak in turn and do not interrupt when other people are speaking. Take notes, but do not doodle or show boredom during the meeting. Keep your attention focused on the agenda and the speaker.

### Business Meals

Attempt to find out beforehand who will be paying for a meal if you are unsure. If you are taking clients out to dinner, it is customary for the business to handle the check. Place your napkin on your lap, rise whenever ladies excuse themselves from the table if you are a man, and use “please” and “thank you” with the wait staff. Avoid ordering food that is messy or requires you to eat with your hands. Take small bites and cut only the amount of food you will eat in one bite. When you are finished, cross your silverware across your plate, but keep your napkin in your lap.

## Text B

Your Honor Mr. Mayor, My Chinese Friends, Ladies and Gentlemen,

I feel honored to come here on my first visit to your beautiful city. On behalf of all the members of my mission, I would like to take this opportunity to express our sincere thanks to our host for their earnest invitation and gracious hospitality we have received since we set foot on this charming land. I am also very happy that this visit has given me an excellent opportunity to convey to you and to the people of Shanghai warm greetings and sincere good wishes of the government and people of my country. Although we live with a distance of thousands of miles between us, “long distance separates no bosom friends”, as one of your Tang dynasty poets said.



Here, I would like to extend in person our official invitation to the mayor of Shanghai. We would like His Honor to visit our city at his earliest convenience, so as to give us an opportunity to return the warm reception and hospitality we enjoy here.

I greatly cherish the close relationship between our two cities. I also greatly value the position we enjoy as one of your most important trading partners. In spite of the worldwide economic recession in recent years, there has been a steady growth in our economic cooperation and trade volume. It is our sincere wish that we continue to work closely together to enhance our friendly relationship and ensure a sustained growth in our economic, financial and trade cooperation.

On the occasion of this reception, I wish Mr. Mayor and all our Chinese friends present here tonight good health!

Thank you!

## Tasks

### ■ Task 1 Vocabulary development

*Read the following words and expressions. Try to keep them in mind and find more to enrich your language bank.*

#### A. Useful words and expressions

久仰大名!

I have heard a lot about you.

设宴招待

host a banquet for

谨代表

on behalf of

友好款待

gracious hospitality

贵宾

honorable guest

促进贸易

promote trade

诚挚邀请

earnest invitation

借此机会

take this opportunity

巩固友谊

strengthen the friendship

祝酒

propose a toast



知己	bosom friend
致以热烈的欢迎	extend a warm welcome
深感荣幸……	feel honored to ...
不远万里来到……	come all the way to ...
慢走!	Take care!
小小心意,不成敬意。	This is a token of our appreciation.
飞行时差反应	jet lag
正式邀请	official invitation
您先请。	After you!
一篇欢迎辞	a welcoming address
周到的安排	thoughtful arrangement

## B. Sample sentences

### Introduction & welcoming

- I'm Li Ying from ABC Company.
- I would like to introduce the honored guests attending the party.
- Mr. Kirk, I would like to introduce you to Li Liang, the CEO of our company.
- I'm pleased to make your acquaintance.
- We've been expecting you.
- We are glad you could come.
- I welcome you on behalf of our general manager.
- Welcome to China/Nanjing/our company.
- I hope you will enjoy your stay here.
- Is this the first time that you come to China?
- How was your journey?
- Wish your visit a complete success.
- Do you have jet lag?
- It is such a delight to have friends coming from afar!
- Long distance separates no bosom friends.
- I'm sure that your present visit will strengthen the friendship between us and promote trade between our two countries.





Expressing thanks	<ul style="list-style-type: none"> <li>• Thank you very much for picking me up.</li> <li>• I'm deeply touched by your warm welcome.</li> <li>• Let me express my gratitude to Mr. Smith.</li> <li>• I feel honored to come here.</li> <li>• We'd like to assure you that we do value our long association with ABC Company.</li> <li>• I would like to begin by thanking Mr. White for his kind invitation.</li> <li>• I would like to take this opportunity to express our sincere thanks to our host for their earnest invitation and gracious hospitality we have received.</li> </ul>
Farewell	<ul style="list-style-type: none"> <li>• This trip of our American friends has been very fruitful/productive/successful.</li> <li>• The past seven days have been both intense and pleasant.</li> <li>• See you again in the near future.</li> <li>• I hope you'll come back to China again!</li> <li>• Bon voyage.</li> <li>• These fine impressions will forever remain in our most cherished memories.</li> <li>• I am looking forward to visiting your country in the near future.</li> <li>• I look forward to another chance to receive you in China.</li> <li>• I'd like to propose a toast to your health, to the continuation of our friendship and cooperation, and of course, to a pleasant journey tomorrow.</li> </ul>

## ■ Task 2 Cultural salon

*Read the following passage and try to get some knowledge about business protocol and etiquette.*

### Business protocol and etiquette in America

#### First meetings

American greetings are generally quite informal. This is not intended to show lack of respect, but rather a manifestation of the American belief that everyone is equal. It is expected in business situations to shake hands upon introduction, and maintain eye contact at the same time. Americans smile a lot and like to have their



smiles reciprocated.

Americans view the business card as a source of information for the future and tend to exchange cards casually. There is no set ritual for exchanging business cards.

### **Business meetings**

In a country that prides itself on its individualism, companies are organized and structured with many different styles depending on the industry, the company's history and its current leaders. In the United States, business relationships are formed between companies rather than between people. Americans do business where they get the best deal and the best service. It is not important to develop a personal relationship in order to establish a long and successful business relationship.

Americans prefer directness in communication. When Americans say "yes" or "no", they mean exactly that.

When you are doing business in the United States, it's important to be on time for meetings. Arriving late is considered rude and disrespectful. Interaction and participation is important during business meetings. If you are quiet and have nothing to say, this can be looked upon as you being unprepared and not having anything to contribute.

Meeting deadlines is taken very seriously and missing agreed deadlines is seen as irresponsible.

### **Names**

Americans are extremely informal and call most people by their first name or nickname. However, it is a good rule of thumb to address them by their title (Mr., Mrs., Ms., Dr., etc. in general) and last name (e. g., Mr. Smith) until you are specifically told otherwise. However, as mentioned, Americans may also address you by your first name immediately after being introduced to you; this is not considered rude at all and reflects the more casual style of Americans.

### **Management advice when managing American employees**

Differences in management culture can have a big impact on employees and company performance and a good understanding of cultural differences is



imperative.

In the US, employees are delegated tasks which come with clear responsibilities and instructions from their manager. Employees are held accountable for their performance in relation to the tasks assigned to them.

As mentioned previously, Americans are direct and will always say what they mean, so as a manager you will also need to get used to this style. They do not mean to insult with their directness; they just like to get to the point and do not like to waste time. The business environment is generally fast-paced with the emphasis on “getting the job done” and moving onto the next task. As mentioned previously, business is not about getting to know the individual, but about the overall company and getting the best deal.

Achievements and success within the job role are more important than seniority. Going the extra mile above and beyond your everyday role, or using creativity to tackle an issue is something which is very important in American business culture.

1. What

2. Please

3. Thank

4. They look really inviting.

5. I would like to propose a toast to my friends.

Unit objectives

A: Pretty well. What about you?

B: Actually not. Our flight just arrived yesterday. We were delayed taking off.