

BBC英国广播公司教材

(英汉对照) 修订版

# 商业英语

## The Language of Business

A Course of English for  
Business People and Students  
of Commerce

[英] 安吉拉·麦克著



世界图书出版公司

BBC 英国广播公司教材

# 商业英语

---

## **The Language of Business**

A Course of English  
for Business People and Students  
of Commerce

[英汉对照本]

中国人民大学图书馆

安·麦克 著  
沈瑞年 译注

BBC English

世界图书出版公司

北京·广州·上海·西安

## 内 容 简 介

本书系英国 BBC 为具有一定英语基础的公司员工编写的广播电视英语教学系列教材。内容是围绕一家生产办公设备的股份有限公司的生产经营方方面面的 24 个故事,如开辟新市场,销售,订单,扩厂,招聘部门经理,处理客户投诉,工伤养老,劳工争议,运输,审计,员工培训,专利商标及保险等。每单元包括课文、对话、术语及贸易业务基础知识,并配有若干练习(附答案)。为适合我国读者学习参考,现将课文、练习及情景对话译成中文,并补充若干贸易基础知识。

**The Language of Business**  
**A Course of English**  
for Business People and Students of Commerce  
*By Angela Mack*  
*Published by BBC English*

BBC 英国广播公司教材

### 商 业 英 语

[ 英汉对照本 ]

安·麦克 著

沈瑞年 译

责任编辑:李晓茹

\*

世界图书出版公司北京公司出版

北京朝阳门内大街 137 号

邮政编码: 100010

北京昌平百善印刷厂印刷

新华书店北京发行所发行 各地新华书店经销

\*

1996 年 10 月第 1 版 开本: 850×1168 1/32

1996 年 10 月第 1 次印刷 印张: 12.75

印数: 0001—5000 字数: 54.4 万字

ISBN 7-5062-2572-7/H·158

定价: 19.80 元

世界图书出版公司已向英国广播公司 (BBC) 购得双语版出版权,  
在中国大陆发行。

## Preface

---

'The Language of Business' is a course for students of English who already have a working knowledge of the language and want to learn up-to-date business terms. It is a serial story in dramatised form about a manufacturing company. A small firm has been chosen so as to make it possible to survey the whole of its activities. Each incident deals with a different department of the business and brings out its characteristic words and phrases in a lively and interesting way. The episodes have been recorded, together with practice sentences for repetition aloud.

Angela Mack combines a knowledge of business practice with wide educational experience, especially in teaching English to overseas students. She is at present Co-principal of Padworth College near Reading.

The adviser on business practice is Henry Best, Sales Manager of an engineering company with world-wide connections.

## How to use this Course

---

The material of the course is arranged in twenty-four teaching units, each consisting of an introduction, the text of a recorded dialogue, notes on any special terms used in the dialogue, specimen letters or reports on the same topic, the text of the sentences on the records for learners to practise speaking and, finally, some written exercises.

We recommend that the material should be studied according to the following 'steps'. Each unit should be fully understood before going on to the next. In other words, the student should resist the temptation to listen to several dialogues first just to see what happens. The linguistic function of the 'steps' is to enable the student to hear, repeat and read the vocabulary of business English the maximum number of times. When the student feels confident that he has 'captured' the material in the episode, that is, that he can use it himself, he should then go on to the next dialogue.

*Step 1:* Read the introduction to the unit. This gives the *story line* (a summary of what happens). Each unit deals with a particular department, such as 'Accounts' or 'Advertising', with its special vocabulary and expressions.

*Step 2:* Listen to the dialogue on the disc. Do *not* follow the printed text in the book as you listen at this stage, even if you find it difficult to understand everything. (*See note on next page.*)

*Step 3:* Listen to the dialogue again with the printed text in front of you.

*Step 4:* Study the explanation of the special terms and the typical situational phrases.

*Step 5:* Listen to the dialogue again (preferably without the text).

*Step 6:* Repeat the practice sentences.

*Step 7:* Complete the written tests which follow each dialogue (answers on page 232, Key to Exercises).

*Step 8:* Read the letter, report, memo, etc., which is included in each unit. If possible, get a native English speaker to read it to you as a dictation.

*Note on Step 2:* It is important to increase your comprehension of spoken English at *normal speed*. It is much easier to understand what is said when you see it written. But when you meet English business men you will need to know what they are saying immediately. Listen to the dialogue in a relaxed way. Do not worry if you cannot understand much of it at first, listen to it again. It will gradually become clearer, and you will be surprised how much the correct pronunciation of new words will remain in your mind with this repetition. It is *most important* to hear the correct pronunciation before you see the word in the text. Otherwise you will get what is called 'interference', that is, you may try to pronounce a new *seen* word in the way of your own language; the combination of letters you are used to will 'interfere' and prevent you making the correct sound in English. So listen first *without the printed text*. Listen to it as many times as you like.

# CONTENTS

## 目 录

---

Preface .....	( III )
前言	
How to Use This Course .....	( V )
怎样使用本教程	
The History of the Company .....	( 4 )
哈珀·格兰特的历史	
Unit 1 New Markets are Vital .....	( 17 )
开辟新市场至关重要	
Unit 2 A Visit to the Factory .....	( 31 )
参观工厂	
Unit 3 An Emergency in the Sales Office .....	( 47 )
销售办公室里的一件急事	
Unit 4 Trouble with a Special Order .....	( 65 )
一份特殊订单引起的麻烦	
Unit 5 The Factory Extension Meeting .....	( 77 )
扩厂会议	
Unit 6 Appointing the New Advertising Manager .....	( 91 )
聘用广告部经理	
Unit 7 Complaint from an Angry Customer .....	( 105 )
一位生气的顾客的投诉	
Unit 8 An Accident in the Factory .....	( 118 )
厂里发生的一起工伤事故	
Unit 9 Productivity — A Work Study Survey .....	( 132 )
生产率——工作负荷实效分析调查	
Unit 10 The Pension Fund Meeting .....	( 147 )
养老金基金会会议	

Unit 11	The Case of the Missing File .....	(161)
	一起丢失档案事件	
Unit 12	A Labour Dispute .....	(176)
	劳工争议	
Unit 13	Risk of a Takeover .....	(195)
	公司被接管的危险	
Unit 14	The Advertising Manager at Work .....	(214)
	广告部经理在工作	
Unit 15	Dealing with an Important New Market .....	(231)
	应付重要的新市场	
Unit 16	Transport Problems .....	(250)
	运输问题	
Unit 17	The New Board of Directors .....	(264)
	新董事会	
Unit 18	The Trials of a Sales Representative .....	(278)
	销售代表经受的考验	
Unit 19	Auditing the Accounts .....	(293)
	审计	
Unit 20	Improving Methods of Training .....	(309)
	改进培训方法	
Unit 21	Debtors .....	(323)
	债务人	
Unit 22	Patents and Trade-Marks .....	(337)
	专利和商标	
Unit 23	Insurance .....	(351)
	保险	
Unit 24	The Firm Expands .....	(365)
	公司正在扩大	
	Key to Exercises .....	(370)
	练习答案	
	Index of Words and Phrases .....	(384)
	单词及短语索引	
	The New British Currency .....	(393)
	英国的新货币	

## The History of the Company

---

The company of Harper & Grant Ltd. was started forty-two years ago by Ambrose Harper and Wingate Grant. Wingate Grant died many years ago, and his son Hector, who is in his fifties (aged between fifty and sixty) is the present Managing Director. Ambrose Harper is the Chairman. He is now an old man, semi-retired, but he still comes in to the office regularly to attend the board meetings and keep an eye on the business.

The company started by making steel wastepaper bins for offices. With the increase in smoking, these were considered much safer than the old type of basket made of cane or straw, because there was less likelihood of fire (but, strangely, we still continue to use the expression 'wastepaper basket', as well as 'bin'). Old Mr. Grant, the present Managing Director's father, put the business on its feet when he captured a big contract to supply government offices with steel wastepaper bins. He always said that luck, or happy coincidence, turned a business into success or failure. He was rather like Napoleon, who always asked if an officer was lucky before giving him a higher command. Mr. Grant Senior used to tell the story that, in the week before he landed his contract, a cane wastepaper basket had caught fire in a government department, the fire had spread rapidly and destroyed a number of irreplaceable documents.

From wastepaper bins, Harper & Grant began to manufacture other items of office equipment: desks, chairs, cupboards, filing cabinets and smaller objects, such as filing trays, stapling machines and so on, until now when there are fifty-six different items listed in their catalogue. Today, nearly all the items produced by this company are made of pressed steel. The steel arrives in sheets from a steel works in South Wales. It is then cut by machinery into the required pieces; these pieces are then pressed into shape and fixed together by *welding* (joining two metal parts by heating so that the metals flow together), or by drilling holes in the metal and securing the two pieces with a *bolt* or a rivet.

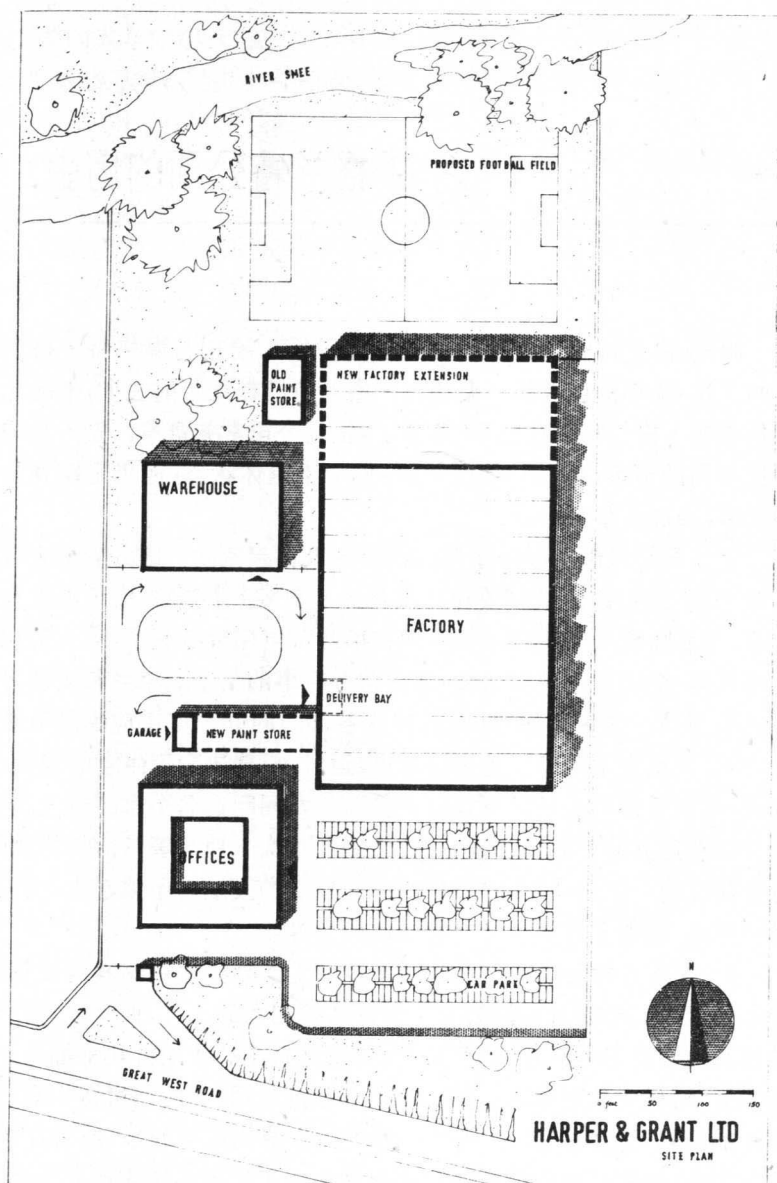
The factory consists of *workshops* where the actual making of a desk or filing cabinet is done. These are divided into the *Tool Room*, *Works*

*stores, Press Shop, Machine Shops, Assembly Shop, Paint Shop, Inspection, Packing and Despatch Departments.* There is also the *Warehouse* where finished articles are stored *pending*, waiting for, sale.

The firm has a history of slow, steady growth. Hector Grant firmly believes that he knows the best way to run a business. However, his nephew Peter Wiles (son of Mr. Grant's sister), who joined the company six years ago and is Production Manager, and John Martin, appointed two years ago to be Sales Manager, are more adventurous. They want to treble Harper & Grant's business over the next few years and are certain that, with modern business techniques and increased exports, they can achieve this.

Modernising a business to increase its profitability and competitiveness is a complicated affair. It requires a management team which is aware of such aids and tools of efficiency as electronic data processing, O.R. (Operational Research), D.C.F. (Discounted Cash Flow), budgetary control, corporate planning, P.E.R.T. (Project Evaluation and Review Technique), automation, etc. We shall be dealing with some of these words and expressions as the series goes along. Business management is a rapidly developing science (some call it an art), and new techniques and words, very often of American origin, are used more and more in every day business conversation.

A small business cannot possibly afford to have on its staff experts in every modern management technique. It usually hires expert advice from outside consultants and bureaux. On the other hand, it is important that members of a firm's management are aware of the more sophisticated techniques they might call on to solve particular problems. Inevitably while this changeover from the old way to the new is taking place, there are often difficulties and conflict. But Harper & Grant Ltd., like their rivals, must get right up to date and enlarge their business, or they will be outpaced by a firm whose business organisation is better than their own.



## 哈珀-格兰特公司的历史

---

哈珀-格兰特股份有限公司是安布罗斯·哈珀与温格特·格兰特两人在42年前创办的。温格特·格兰特已在几年前去世，他的儿子赫克托·格兰特现在也50多岁了，担任公司常务董事。安·哈珀现任公司的董事会主席，他已年迈，处于半退休状态，但仍定期到公司视事，参加董事会会议。

该公司是以制造办公室用的钢质废纸箱起家的。因为吸烟人数日益增多，用钢制废纸箱要比用藤条或麦秆编织的老式废纸篓安全得多，不易酿成火灾（奇怪的是，现在虽然不再用废纸篓了，可人们仍沿用纸篓、纸箱这两种叫法）。现任常务董事的父亲老格兰特生前好不容易争到一份大金额合同，向政府各部门的办公室供应钢制废纸箱，为公司奠定了基础。他生前总说，运气、机遇决定着生意的成败。据说，拿破仑每当委任某军官以重任前总要问问这名军官的运气。老格兰特在这方面有点像拿破仑。他常提起这么一件往事，说在得到那份合同前的一星期，一个政府部门办公室里的废纸篓不慎起火，火势迅速蔓延，烧毁了许多仅存一份的政府文件。

哈珀-格兰特公司从制造废纸箱转而生产办公室用的其他设备，如办公桌、椅、小橱及其他公文柜和订书机之类的小件。如今，公司产品目录上已有50种不同的产品。公司的所有产品的用材几乎都是冲压钢板。钢板先从南威尔士的一家钢厂运抵公司，然后用机器切割成需要的规格，冲压成形后，把两块钢板加热熔化焊接起来，或者在钢板上钻孔，用铆钉或螺栓把两块钢板固定。工厂由多个生产办公桌、

公文柜的大车间组成,这些大车间和部门包括工具间、储存库、冲压间、机械加工间、装配间、喷漆间、检验科、包装发运科等。全厂还有一所成品库,用来存放待销的产品。

公司曾经历了一个缓慢的稳步发展过程。赫·格兰特坚信自己有一套经营办法。而他的外甥——六年前到公司任职,现任公司生产部经理的彼得·怀尔斯和两年前被任命为公司销售部经理的约翰·马丁,却更有魄力。他们两人想在今后几年内使哈珀-格兰特公司的营业额骤增两倍,并且深信,只要凭借现代化的经营管理方法和推行增加出口的方针,定能达到这一目的。

使企业现代化,从而达到增加利润、增强竞争力的目的,是一件复杂的事情。要做到这一点,需要有这样一个经理班子:他们应当熟悉电子数据处理、运筹学、现金流量贴现、预算控制、公司计划、项目评估方法和自动化等这类提高效益的手段和方法(这些名词和术语,有些是我们在学习课文时要学的)。企业管理是一门当前正迅速发展的学科(有人称它为艺术)。这些从美国引入的新方法和新术语,目前正越来越成为企业中人们的日常话题。

对一家小型企业来说,是无法配齐熟悉各种现代管理技术的专家的,所以通常要向企业外的咨询公司和机构聘请专家来提供咨询。另外一个很重要的方面,是公司的经理们也应当熟悉那些复杂的、可用来解决实际问题的管理方法。当一种陈旧的管理方式向新型的管理方式转变时,往往不可避免地会出现困难,引起冲突。哈珀-格兰特公司,像它的竞争对手一样,必须迎头赶上,拓展本公司的业务,否则就会落在那些善于经营管理的公司的后面了。

## 注释

1. to keep an eye on... —to watch carefully

ex. Please keep an eye on the baby for me.

2. to land—to obtain, to gain

ex. He landed a valuable prize.

3. irreplaceable documents 指仅此一份的文件, 丢失后就无法获得第二份了。
4. to treble—to cause to become 3 times as great in size, number or amount.
5. electronic data processing 电子数据处理
6. operational research (O. R) 运筹学
7. discounted cash flow (D. C. F. ) 现金流量贴现法
8. project evaluation and review technique 项目评估方法

## Unit 1

### New Markets are Vital

---

In this episode, the Managing Director<sup>1</sup>, Hector Grant, has to make a decision about allowing his young Sales Manager<sup>2</sup>, John Martin, to go on an expensive fact-finding tour of a country in Africa called Abraca.

First we hear John Martin discussing with Peter Wiles, the Production Manager<sup>3</sup>, an article he has just read in *The Times* newspaper about the recent discovery of oil in Abraca. He thinks that the firm should find out whether it would be possible to export to Abraca, and in particular to the capital city, Djemsa, where a lot of new government offices are shortly to be built. He wants to go there at once and try to open up a new market<sup>4</sup>. Hector Grant (or H.G. as his staff generally call him, using his initials) remembers a disastrous attempt a few months ago to export to a country in South America when the firm lost a lot of money. He is inclined to be cautious, a bit worried about the difficulties involved, and the expense. So we discover some of the points which have to be considered by a firm wishing to export.

(In Peter Wiles's office)

- JOHN MARTIN Hello, Peter! Have you seen the article in *The Times* this morning about Abraca? It says here that income *per capita*<sup>1</sup> is rising fast.
- PETER WILES I can't keep up with all these newly independent countries. Is Abraca the country that's just found a lot of oil? 5
- JOHN That's the one. Apparently they're going to build a lot of new offices in the capital, Djemsa, and I think it might be a good market for our furniture and office equipment.
- PETER Ah, the export market. Well, you know what H.G.'s views are on that! 10
- JOHN But we must export more, Peter. You really must try and help me to convince Mr. Grant that we're crazy not to look for more foreign business. Will you back me up?
- PETER Yes, of course I will; but you know what the boss thinks about exports. He thinks it's all a big waste of time and 15 money for very little profit. Anyway, I'll do what I can.

*(In Hector Grant's office)*

SECRETARY Mr. Martin to see you, Mr. Grant.

(ELIZABETH  
CORBY)

HECTOR GRANT Oh yes, ask him to come in, please, Elizabeth.

JOHN Good morning, H.G.

GRANT Ah, John, I've been thinking about this scheme of yours to  
sell our products to Abraca. 20

JOHN Oh, I'm glad.

GRANT Yes, it's all very well to say we should export more, but is  
the expense worth it? Look what happened over our  
attempt to break into that South American market. 25

JOHN That was because we had that labour trouble at the time  
and we weren't able to meet our delivery dates<sup>2</sup>. But we  
can't let that one failure stop us from trying to break into  
a new market.

GRANT You say Abracan imports are going to rise rapidly. Well, 30  
let's have some figures. What are the difficulties? Who are  
our likely competitors? What about tariffs<sup>3</sup>?

JOHN There are tariffs on certain products, but the Board of  
Trade<sup>4</sup> assure me that our office equipment would not be  
liable for duty<sup>5</sup>. 35

GRANT What about shipping facilities? It seems there are few  
direct sailings, and a lot of goods have to be trans-  
shipped<sup>6</sup> via Rotterdam. And then there's all this red  
tape<sup>7</sup> involved in getting an import licence<sup>8</sup>.

JOHN Well, if I find an agent<sup>9</sup> in Abraca to act for us we can get 40  
him to sort out the import licence.

GRANT Have you considered what channels of distribution<sup>10</sup> are  
needed within the country?

JOHN I'll have to find out, but we might be able to sell direct to  
government departments and oil companies. Maybe we  
should have a field survey<sup>11</sup> to find out exactly how the  
firms in Abraca prefer to buy their products. 45

GRANT Field surveys are too expensive.

JOHN Oh, I don't agree, Mr. Grant. As you see from my pre-  
liminary desk research, Abraca is a young, rich, expand- 50  
ing country. I'm convinced that we can work up a big  
demand for our goods there.

GRANT I'm sorry, John. On balance, I don't think it's quite the

right time for this probe<sup>12</sup>. I don't want the expense of sending you out there. You've got plenty to do in the 55 home market.

JOHN

But surely we ought to go ahead now. Why wait and let somebody else get there first? We can't live on our old markets for ever!

GRANT

Let's say we have a different way of looking at things. 60

JOHN

I'm sorry, Mr. Grant, but I do feel strongly about this. If this is really your policy, then I must think about leaving the firm.

GRANT

You're being very foolish, John.

JOHN

Perhaps I am. But as our opinions differ so much about the future of the firm, perhaps I'd better go somewhere a little more forward-looking. I'm sorry, H.G.



JOHN: 'Perhaps I'd better go somewhere a little more forward-looking.'