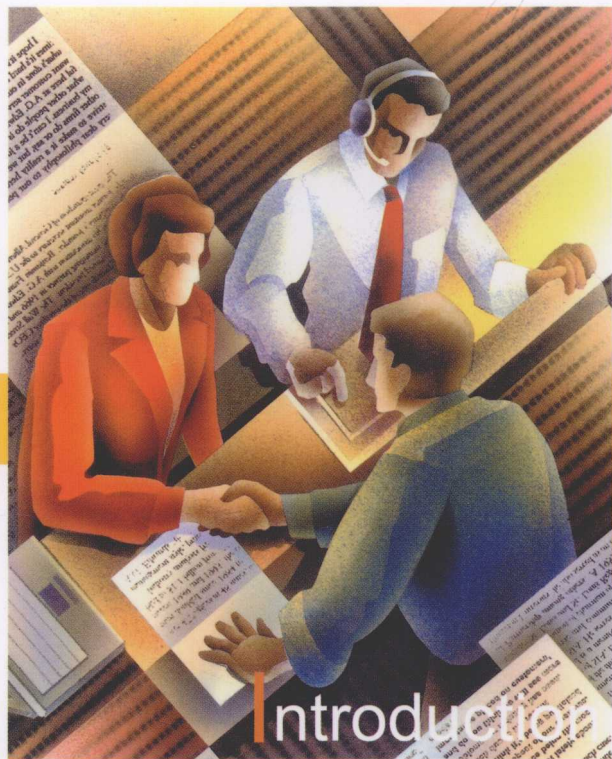


大学英语立体化网络化系列教材·拓展课程教材



Introduction to Business English

商务英语入门

陈惠惠 田杰 刘玉君 主编



北京大学出版社
PEKING UNIVERSITY PRESS

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前言

近年来,世界经济一体化的迅猛发展使得中外合资、外商独资等外向型企业不断涌入内地市场,随着地方企业对外交流需求日益增多,企业对具有较强的英语交际及实际应用能力的卓越外语人才需求极为迫切。越来越多的大学生希望涉足商务英语,以期能够在未来的社会竞争中更好地抓住机遇,迎接挑战,适应社会对优秀英语复合型人才的需求。同时,《国家中长期人才发展规划纲要(2010—2020年)》中明确指出,高等工程教育应需强化主动服务国家战略需求、主动服务行业企业需求的意识,竭力培养一大批能够适应和支撑产业发展、具有创新能力及国际竞争力的工程人才。

《商务英语入门》是高等学校英语拓展系列教程中大学英语后续课程,主要介绍商务英语礼仪与实践的相关知识,通过提供一些英语国家的文化背景知识、现代电子商务知识和面试、谈判事务、商务广告等,帮助学生提高语言的实际应用能力。

《商务英语入门》为商务英语的入门教材,主要内容为:商务英语内涵及意义,现代商务英语礼仪,商务英语广告,商务英语实践,商务英语会话,商务英语谈判及商务求职面试。通过本课程的学习,旨在培养学生掌握商务英语礼仪与实践的相关知识,了解现代商务英语的特点,提高商务英语实践方面的能力,帮助对商务英语感兴趣的学生积累基础知识,以便后续自学,以达到通识教育的目的。

本书具有以下特色:

- 内容章节丰富,实用性强。涵盖商务礼仪、商务广告、商务会话、谈判及求职。深入浅出地介绍商务领域的基础知识与理论,帮助学生了解实用商务知识,熟悉商务英语表达。提高学生对教材内容的兴趣,易于授课教师调动课堂气氛。

- 结构清晰明了,简明性强。每个章节包括章节目标、导入、课文A、课文B、案例分析、补充材料、注释、课后练习等等。方便学生查找课文内容及注

释,帮助学生理解教材内容。

- 文字阐述配有表格、图片等,直观、清晰地呈现商务知识,帮助学生更好地运用形象思维理清知识结构。

- 设有“案例分析”板块,并配有讨论题。通过阅读和分析真实的商业案例,进一步提高学生运用知识的能力,提高他们分析问题、解决问题的能力,增强他们对商业社会的了解。

本书共有六章,分别为商务英语概述、商务英语礼仪、商务英语广告、商务英语会话、商务英语谈判、求职就业六章。具体内容为:

- 商务英语概述: 简单介绍Business, Business English, Commercial English内涵及特点。

- 商务英语礼仪: 着重介绍商务场合得体的着装、待人接物及会话礼仪。

- 商务英语广告: 着重介绍商务广告的特点,优秀的广告创意及其简练的英语表达。

- 商务英语会话: 简单介绍商务会话的原则及商务场合正式的会话礼貌用语和会话技巧。

- 商务英语谈判: 简单介绍商务谈判的原则及案例分析。

- 商务求职面试: 着重介绍求职信、履历表的规范性及面试过程中需要注意的重要事项。

本书适合普通高等院校二、三、四年级本科学生使用,主要作为非英语专业学生达到四级水平以后的后续选修课程教材使用。建议授课教师两到三周讲授一个单元,着重讲授商务英语礼仪、广告及求职面试章节。希望教师以讲授商务理论、教授学生实践知识为主,辅助学习正式的商务表达。

全书由陈惠惠老师总体设计,田杰、刘玉君老师协助规范选材、格式等,编写凝聚了淮阴工学院商务英语课题组成员的共同努力。在编写校稿过程中得到了北京大学出版社黄瑞明编辑、郝妮娜编辑的大力支持,她们提出了许多中肯的修改意见,使得本书进一步完善和规范。在此,一并致谢。

编者

2015年9月

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Brief Introduction to Business English

Unit One

Objectives

To understand and appreciate the significance of business and business English.

To learn some theme-related words, expressions and sentences.

To learn the formal business expression through 7Cs principles.

To discuss and present ideas about business English.

Lead in

1. What activities do you think can be labeled as business activities? Have you ever been involved in any business activities before? If yes, please share your experiences with us.
2. What do you think is important for success in today's business world?

Text A

Business and Business English

Business

Business is the human activity related to material things. It is necessary for civilization. It is found in all societies, even the simplest ones. Business may include the production of goods: Making airplanes, building buildings and constructing paper boxes are examples of production. It can also provide the financing for these

activities. Lending money, trading stocks and bonds, and selling insurance policies relate to the securing of capital for business activities. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing and repairs. Business, then, is the activity of producing and distributing goods and services.

Commerce is the exchange of items of value between persons or companies. Any exchange of money for a product, service, or information is considered as a deal of commerce. Commerce has been a constant part of history.

E-commerce (electronic commerce), is online commerce versus real-world commerce. E-commerce includes retail shopping, banking, stocks and bonds trading, auctions, real estate transactions, airline booking, movie rentals—nearly anything you can imagine in the real world. Even personal services such as hair and nail salons can benefit from e-commerce by providing a website for the sale of related health and beauty products, normally available to local customers exclusively.

Business English

Business English is the English language especially related to international trade. It is a part of English for Specific Purposes and can be considered as a specialty within English language learning and teaching. Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In such cases, the object of the exercise is efficient and effective communication. The strict rules of grammar are

in such cases sometimes ignored, when, for example, a stressed negotiator's only goal is to reach an agreement as quickly as possible.

Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance,



and international relations. For others it refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on.

The Differences Between Business English and General English

In a broad sense, the content is different since the topics of business English will be related to the workplace or world of business. So instead of family and friends, a business English course book may contain topics like global business cultures, or a day in the life at the office. The skills may be business communication skills like delivering presentations rather than speaking in general. With the new titles like “Natural English” and “Skills for life”, the focus is changing as English’s role as the lingua franca to new heights. The demand for business English is now more than ever an instrumental demand for general English.

In today’s global economy, learners not only want the skills to read, write, listen to and speak English fluently, they also want to be able to communicate in a way which will be recognized and appreciated by their counterparts in the international arena. Instead of pair work and group work, students of business English will learn more through case studies, role play and simulation exercises. You are more likely to be a facilitator when learning meeting skills or a mediator when learning monitoring a negotiation.

Text B

Characteristics of Business English

Nick Brieger, professor of business English, believes that business English should include language knowledge, communication skills, professional content, management skills and cultural awareness, etc. Since it is one of the branches of English language and serves as ESP (English for Specific Purpose), business English has the common traits of common English as well as its unique characteristics in its vocabulary,

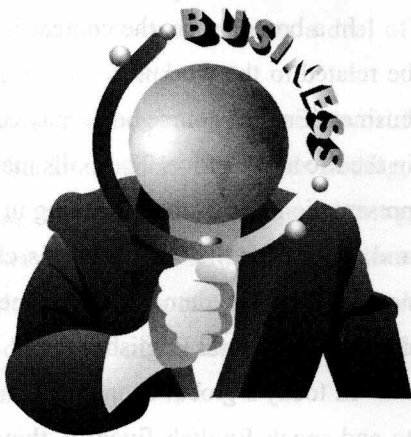
formality, concrete language and concise sentences.

In business English, we have 7Cs principles as Completeness, Correctness, Conciseness, Clearness, Concreteness, Courtesy and Consideration. For example, this corporation is specialized in handling the import and export business in electronic products and wishes to enter into business relations with you.

1. Completeness: Keep in mind the following guidelines to write completely.

1) Try to answer all questions asked.

Whenever you reply to a letter containing one or more questions, try to answer all of them stated or implied. If you have no information on a precise question at the moment, just say so clearly and sincerely, instead of leaving out the answer. If you have unfavorable news in answer to one or more questions, handle your reply with both tact and honesty. When your answer is no, be courteous and polite but firm.



2) Add something that may be of some use to your reader now or in the future.

3) Check for the 5W2H and any other essentials.

5W2H: Who, What, Where, When, Why, How, How much.

In a letter of ordering goods, we must tell clearly about What (What we want), When (When we need the goods), Whom and Where (to Whom and Where the goods to be sent), How (How payment will be made, How we would like them to be packed and shipped), How much (How much goods we need). For some letters, especially those that bring bad news, answering the question “why” is of vital importance.

2. Conciseness: Express ideas in the fewest words without sacrificing completeness and courtesy.

1) Omit trite expressions.

2) Avoid wordy statements and unnecessary repetition.

3) Remove all the irrelevant facts in your message.

Major causes of irrelevancy mainly include: not coming to the point, including information obvious to the reader, using big words to make an impression, being excessive polite, making too many unnecessary explanation, not revising the first draft of a long, complicated message.

3. **Consideration:** Keep in mind to consider and maximize benefit to others.
 - 1) Use “you” attitude instead of “we” attitude.
 - 2) Be aware of some notable exceptions where “you” attitude is not suitable.
4. **Concreteness:** Be specific, definite, and vivid rather than vague and general.
 - 1) Use specific facts and figures.
 - 2) Use verbs of action: Put action in verbs instead of nouns or infinitives.
5. **Clearness:** Keep writing clearly.
 - 1) Avoid using words or structures that cause ambiguity.
 - 2) Be careful of the position of the attributives.
 - 3) Be attentive to the position of nouns and pronouns.
6. **Courtesy:** Give the receiver a feeling of importance and satisfaction.
 - 1) Answer your mail immediately.
 - 2) Be sincere and naturally tactful, thoughtful and appreciative.
 - 3) Avoid using expressions that may irritate your reader.
7. **Correctness:** Choose the correct level of language, have a good command of both Chinese and English, and use only accurate facts, figures and words.
 - 1) Choose the correct level of language.
 - A. Formal: Top-level government documents and papers, dissertations and theses, international agreements, legal documents and other institutional writings.
 - B. Informal: Business letters, newspaper and magazine articles, publication for general use, and letters exchanged between friends and relatives.
 - 2) Have a good command of English. Figures and numbers should be correct.

From the above 7Cs principles, we can see that the final deal is the ultimate goal of writing business letters with clear, concise language and in a complete, correct and polite way to express the intention of the writer. In the writing process, we should not only ensure correct spelling, grammar, syntax, but also pay attention to sentence structure, choice of words and consider the reader's feelings.

7Cs correspondence principle as an important method of writing instruction can not only help writers write letters from the proposed specific standards of quality, but also further the writer's attitude and state of mind to put forward higher requirements.

Case Study

Case One:

Distinguish which expression is better according to the above mentioned 7Cs principles.

- 1) We cannot deliver the goods until May 1.

We can deliver the goods on May 1.

- 2) We regret to inform you that we deny your request for credit.

For the time being we can only serve you on a cash basis.

- 3) I am writing to you at this time to enclose in this letter a tentative plan for the forthcoming visit to California by our Director Mr. Neil next August when we might get together to discuss matters of mutual interest.

Here is a tentative plan for Mr. Neil's visit to California next August.

- 4) We hereby wish to let you know that we fully appreciate the confidence you have reposed in our products.

We appreciate your confidence in our products.

- 5) We would like to know whether you would allow us to extend the time of shipment for twenty days, and if you would be as kind as to allow us to do so, kindly give us your reply by cable without delay.

Please reply by cable immediately if you will allow us to delay the shipment until April 21.

- 6) We are happy to have your order for Gentlemen shirts, which we are sending today by CAAC Flight No. 345.

Your selection of Gentlemen shirts should reach you by Saturday, as they were shipped today by CAAC Flight No. 345.

- 7) You failed to enclose your pamphlet in the envelope.

The envelope we received did not have your pamphlet in it.

- 8) We will give a favorable consideration to your suggestions.

We will consider your suggestions favorably.

- 9) As instructed, we should send to your branch office in Shanghai 2 barrels of Turpentine Oil containing 25 gallons.

As instructed, we shall send to your branch office in Shanghai two barrels of Turpentine Oil each containing 25 gallons or containing 25 gallons each.

- 10) We are sending you in the enclosed list five samples of the goods for your market which we think suitable by air freight.

As in the enclosed list, we are sending you by air freight five samples of the goods which we think suitable for your market.

Case Two:

- 1) Omit trite expressions

Not This

Please don't hesitate to write to us

due to the fact that

during the year of 2003

in the city of London

in due course

for the reason that

in the event that

this is to advise you

from the point of view of

for a price of \$200,000

in accordance with your request

But This

Please write us

because

during 2003

London

soon

since; because

if

advise

as

for \$200,000

as you requested; as requested

- 2) Choose the correct level of language

Formal

anticipate

ascertain

deem

Informal

expect

find out

think (believe)

terminate end

endeavor try

interrogate ask

procure get

utilize use

3) Figures and numbers should be correct

A. \$2 or (and) above (over) 60 dozen or (and) up (upwards)

\$2 or (and) less (below) 60 dozen or (and) down (downwards)

2% or (and) more

an order for 50 gross or upward an order for not less than 50 gross

B. 5% up to 10% both inclusive over 5% up to 10% inclusive

any excess over 3% any amount over and above 3%

a sum exceeding 3% a sum above 3%

Case Three:

1) Try to answer all questions asked in the ordering letter.

Dear Sir or Madam,

Many thanks for your order of October 12.

After careful consideration, we have come to the conclusion that it would be better for you to approach another manufacturer for the products you desire. To produce the machine required according to your specifications would mean setting up special equipment at our factory. This would not only be impossible to accomplish before the end of this year, but would seriously interrupt our production schedule.

We are sorry not to be more helpful, but hope that you will understand our position. Please contact us again. We will be pleased to serve you in the future.

Yours sincerely,

Rocky

2) Try to appreciate the careful choices of formal business words and phrases.

Dear Sirs,

It is reported in a domestic newspaper that the Iranian Central Bank has

instructed the commercial banks to suspend their business of opening a new letter of credit as from the 3rd May for financial reason of foreign currency. Although it is said that this arrangement would be a temporary one and with establishment of new import policy this emergency arrangement would be lifted, we are much concerned about the outcome of this movement toward restriction of import to Iran and shall be obliged if you will kindly keep us well advised of development of this new arrangement especially in connection with import from France.

Yours sincerely,

David

Notes

1. People or Organizations Engaged in Business

company, firm, enterprise, joint-venture, corporation, individual company, collective factory, private company, conglomerate, manager, merchant, salesman, businessman

2. Places to Conduct Business Activities

market, department store, supermarket, stock exchange, hotel, restaurant, bank

3. Other Terms Frequently Used in Business Operation

sell, buy, goods, order, profit, interest, invoice, check, bill, consumer, customer

4. Professional Terms and Abbreviation

Insurance: Free from Particular Average, With Particular Average, All Risks

Terms of price: FOB (free on board), CIF (cost, insurance and freight), CFR (cost and freight)

Terms of payment: M/T (mail transfer), T/T (telegraphic transfer), D/D (demand draft),

D/P (documents against payment), D/A (documents against acceptance), L/C (letter of credit)

5. Formality

concur / come together, terminate or expiry / end, prior to or previous to / before, in view of / because of, certify / prove, in the nature of / like, along the lines of / like, for the purpose of / for, in the case of / if, on the ground that / since/because, with reference to or with regard to / about, etc.

Useful Words

1. appointment 约会, 约定
2. assignment 分配; 工作
3. colleague 同事, 同僚
4. receptionist 接待员
5. buyout/buy out 买进全部产权或股权; 收购全部
6. equity 公平; 公正; 扣除抵押、税金后的剩余财产价值
7. financier 财政家; 金融業者; 资本家; 投资者
8. franchise 经销权; 加盟权
9. prospectus 计划书; 说明书; 募股书
10. subsidiary 子公司

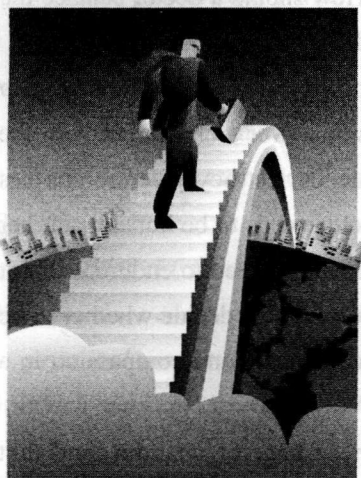
Useful Expressions

1. I've heard so much about you.
2. You've had a long day. You've had a long flight.
3. Distinguished / Honorable / Respected friends / Your Excellency: On behalf of the Beijing Municipal government, I wish to extend our warm welcome to the friends who have come to visit Beijing.
4. On behalf of the Beijing Municipal government, I wish to express our heartfelt thanks to you for your gracious assistance.
5. American businessmen are welcome to make investment in Beijing.
6. Your valuable advice is most welcome.
7. It's a rewarding trip!
8. As you have a tight schedule, I will not take up more of your time.
9. Thank you so much for coming. Please remember me to Mr. Wang.
10. If you want to be your own boss, you will probably encounter some rough patches along the road to the big rewards.

Supplementary Materials

Practical Wisdom: The Right Way to Do the Right Thing**Barry Schwartz**

We Americans are growing increasingly disenchanted with the institutions on which we depend. We can't trust them. They disappoint us. They fail to give us what we need. This is true of schools that are not serving our kids as well as we think they should. It is true of doctors who seem too busy to give us the attention and unhurried care we crave. It's true of banks that mismanage our assets, and of bond-rating agencies that fail to provide an accurate assessment of the risk of possible investments. It's true of a legal system that seems more interested in expedience than in justice. It's true of a workplace in which we fulfill quotas and hit targets and manage systems but wind up feeling disconnected from the animating forces that drew us to our careers in the first place. And the disenchantment we experience as recipients of services is often matched by the dissatisfaction of those who provide them.



Most doctors want to practice medicine well and keep up with the latest medical research, but they feel helpless faced with the challenge of balancing patients' needs with the practical demands of hassling with insurance companies, earning enough to pay malpractice premiums and squeezing patients into seven-minute visits. Most teachers want to teach kids the basics and at the same time instill a passion for learning, but they feel helpless faced with the challenge of reconciling these goals with mandates to meet targets on standardized tests, to adopt specific teaching techniques and to keep up with the ever-increasing paperwork. No one is satisfied—not the professionals and not their clients.

When we try to make things better, we generally reach for one of two tools. The