

跨入商界 商务英语系列丛书



清晰表达

*Practice Your
Business English*

**CLARITY IN
BUSINESS
EXPRESSION**



华东师范大学出版社

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《跨入商界——商务英语系列丛书》是为英语非母语的商界人士度身定制的商务英语入门丛书。首批推出四本：《办公通》、《清晰表达》、《企业运作》、《企业管理与营销》。

这套丛书从 TEA 出版有限公司引进。TEA 是一家以 ELT(English Language Teaching)出版物为特色的专业出版公司,主要出版工具书、外语教材、语法、口语等方面的图书和音像制品。《跨入商界——商务英语系列丛书》原名 *Practice Your Business English*,短小精悍,实用性强。丛书浓缩了与商务有关的办公、金融、进出口贸易、营销及公关等各领域必须掌握的基本技能。在选材上,丛书注重内容的“真实性”和材料的“新颖度”,力求奉献给读者原汁原味的商务英语精粹;在编写体例上,丛书将主题细分,每个单元 2~3 面,根据实际需要安排讲解、实例或练习,便于读者利用零星时间学习,时时有所收获;丛书还采用了“人性化设计”,对读者在商务活动中有可能遇到的疑难问题及时地提出参考建议。例如在《办公通》第五章“面试”(Interview)中,编者详细地介绍了取得成功的经验和技巧,如怎样在电话中打动对方获得面试机会,面试过程中怎样展现自我,面试结束后怎样再努力等等,十分周到与细致,颇有实用价值。

因此,本丛书特别适合有意从事涉外商贸的读者在短时间内速成商务英语,适合业务繁忙的商界人士业余“充电”,也可供大学生、教师以及广大英语爱好者了解商务英语基础知识。

考虑到中国读者的阅读习惯,我社作了一些必要的翻译和注解,希望读者能更方便地使用本书,从而以更高的效率掌握商务英语。

《清晰表达》是丛书之一,它主要通过丰富的练习来帮助读者掌握容易混淆的商务英语短语和习语,书中提供了大量在欧美商务人士中流行的俚语、俗语和惯用法,仔细研读并在日常交际中使用它们,一定会让您的口语增色不少。本书在第一部分第十八节还专门讲解了英式英语和美式英语之间的差异。书中绝大部分练习都给出了较为详细的注解。

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INTRODUCTION

This series consists of four practice books designed for upper-intermediate learners of English working in the business world, where a command of written and spoken English is essential. The series provides instruction on writing résumés and business letters, as well as how to give presentations. It also discusses and explains terms and expressions encountered in banking, finance, marketing, management and public relations. The techniques employed in the series are varied. A key is also included in each book, allowing the student to do the exercises independently.

The authors proceed from the principles of “novelty and authenticity”, universally recognized in teaching methods. The majority of examples and exercises are based on a wide variety of authentic sources, providing the student with the most accurate material possible. The following are the main sources of reference used in the compilation of the series:

1. *Business Listening Tasks* by Patrick Hanks and Jim Corbett. Cambridge University Press, 1986.
2. *Business Reports in English* by Jeremy Comfort, Rod Revell and Chris Stott. Cambridge University Press, 1984.
3. *Case Studies in International Business* by Christine Über Grosse and Robert E. Grosse. Prentice Hall Regents, 1998.
4. *A Complete Book of Business Letters*. Gaurav Publishing House, New Dehli, 1995.
5. *Effective Business Writing, Strategies and Suggestions*. Harper & Row Publishers Inc., NY, 1989.
6. *Key Words in Business* by Bill Mascull. Collins Cobuild, 1996.

Practice Book 2: *Clarity in Business Expression* is the second book in the series. It is concerned with business related word style; it aims to give practical and detailed guidance to blunt the effects of ambiguousness in meaning, often challenging for the non-native speaker.

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I. General Lexis

1. Confusing Words [1]

If you use a word in the wrong way, learn from your mistake. Find out what the correct word or expression should be and then use both the correct and incorrect words in sentences so that you can understand and remember the differences.

Exercise 1. *Choose the correct word for each sentence.*

1. She works for an *advertisement* / *advertising* agency.
2. How will the increase in interest rates *affect* / *effect* your sales?
3. My bank manager has agreed to *borrow* / *lend* me another \$ 2,000.
4. We've had to *cancel* / *postpone* the meeting until next Monday.
5. These machines are *controlled* / *inspected* at least once a day.
6. My plane was *delayed* / *postponed* by an hour due to computer failure.
7. Before coming here, I studied *economics* / *economy* at university.
8. I am *interested* / *interesting* in their new camera.
9. She applied for *a job* / *work* as a personnel officer.
10. Some employees have a long *journey* / *travel* to work every day.
11. The cost of *life* / *living* has gone up again.
12. Please send precise *measurements* / *measures* when ordering.
13. We expect prices to *raise* / *rise* by at least five per cent.
14. We only exchange goods if you produce a *receipt* / *recipe*.
15. I must *remember* / *remind* the boss about that meeting this afternoon.
16. Can you *say* / *tell* the difference between these two products?
17. The company is extremely *sensible* / *sensitive* to any criticism.
18. There's some more paper in the *stationary* / *stationery* cupboard.

2. Word Formation [1]

Exercise 2. *Complete each sentence with the correct derivative of the word in capital letters. In some cases you will have to make a negative by using the prefix il-, mis-, or un-.*

1. EMPLOY

In an area of high _____, people are desperate to find jobs.
Every _____ of the firm is entitled to a 10% discount.
Her _____ gets very angry if she uses the phone too much.
I'm looking for temporary _____ during the summer holidays.

2. ENGAGE

The line is _____ so I'll have to try again later.
Cancel all my _____ for the rest of the day, please.

3. EXPENSE

It's _____ to send the goods by air, but they're needed urgently.
They offered her 15,000 pounds, plus _____.
Unfortunately, _____ on the project was much more than expected.
His _____ claims are being looked at by the Chief Accountant.

4. EXPLAIN

If you read the _____ leaflet, everything should become clear.
We're waiting for an _____ of his behavior in the meeting.

5. EXTEND

We've decided to approve their request for _____ credit.
Could I speak to Miss Charles, please? I think it's _____ 272.
The factory was _____ damaged in the fire.
I agree with her, to some _____.

6. FINANCE

Her _____ adviser is convinced the project will be a success.
If the company is _____ sound, we might consider taking it over.

7. GROW

There is a _____ awareness of the need to improve productivity.
The government is worried about the _____ in public expenditure.

8. IMPRESS

It's important to create a good _____ when meeting clients.
The results from our new French subsidiary are very _____.
I'm afraid she was _____ by our presentation.

9. INDUSTRY

In this high-tech world, _____ espionage is on the increase.
Mr Frederics, a prominent _____, will head the committee of inquiry.

In some of the more _____ countries, pollution is a big problem.

10. INFLATE

I've no intention of paying such _____ prices!

At the moment, _____ is running at 20%.

The government must take steps to halt the _____ spiral.

11. INFORM

Please let me know if you need any more _____.

I enjoyed her talk. It was very _____.

I'm afraid you've been _____. She no longer works for us.

12. INSTRUCT

The boss has left _____ that she's not to be disturbed.

I can't make head nor tail of this _____ manual!

13. INTRODUCE

The chairman made some _____ remarks and then she gave her talk.

I'd like to welcome Jane Phipps, who, I'm sure, needs no _____.

14. INVEST

These shares have given me a good return on my _____.

Small _____ were advised to hold on to their shares.

15. KNOW

We need somebody with a good working _____ of French.

Our company is virtually _____ abroad.

She's obviously very _____ as far as marketing is concerned.

16. LEGAL

It's _____ to sell such goods without a proper permit.

They questioned the _____ of the company's action.

3. Word Partnerships [1]

Exercise 3. Match each verb on the left with a noun on the right to form common partnerships. Use each word once only. Write your answers in the boxes.

—General Lexis—

- Set 1**
- | | |
|-------------|--------------------|
| 1. address | a. a client |
| 2. arrange | b. a demonstration |
| 3. consider | c. an employee |
| 4. fire | d. an invoice |
| 5. keep | e. a meeting |
| 6. pay | f. an order |
| 7. place | g. a proposal |
| 8. phone | h. a record |

1	2	3	4	5	6	7	8

- Set 2**
- | | |
|-------------|--------------|
| 1. build | a. agreement |
| 2. cash | b. a check |
| 3. dispatch | c. costs |
| 4. express | d. disputes |
| 5. postpone | e. a factory |
| 6. reach | f. goods |
| 7. reduce | g. a meeting |
| 8. settle | h. thanks |

1	2	3	4	5	6	7	8

Now complete each sentence by using a suitable expression from above.

1. They hope to _____ by employing fewer staff.
2. Could you _____ so we see exactly how it works?
3. It's not always easy to _____ between management and staff.
4. They're going to _____ on some vacant land nearby.

4. Choose the Adverb [1]

As you study English, notice how some adverbs form common partnerships with other words. For example:

Each product is thoroughly tested. *This process is widely used.*

If you want to use English in a natural way, you should note down and learn expressions like this.

Exercise 4. *From the following list choose a suitable adverb to complete each sentence. Use each adverb once only.*

absolutely	correctly	fully	tactfully
actively	eventually	satisfactorily	temporarily
considerably	favorably	specially	virtually
conveniently	financially	strictly	widely

1. Our new office is _____ located in the middle of town.
2. I hope the negotiations will be concluded _____.
3. This credit card is _____ accepted, so I take it everywhere.
4. Make sure you're _____ insured when you go to the States.
5. The accountant had to check that the company was _____ sound.
6. You have been _____ selected to try out our latest product.
7. I'm sure the government's policy will _____ cause a recession.
8. Get this software _____ free when you buy one of our computers.
9. Entry to this part of the factory is _____ limited.
10. Production methods vary _____ from firm to firm.
11. Make sure the envelope is _____ addressed.
12. The switchboard is _____ out of order, but it'll be soon fixed.
13. The tableware they produce is _____ unbreakable.
14. She learned how to deal _____ with people who complained.
15. Our sales figures compare _____ with those of our competitors.
16. Staff should be _____ encouraged to show initiative.

5. Word Groups

Remember that grouping together words connected with the same topic can help you to learn them. As you come across new vocabulary, see if you can think of other words that could be used in the same context.

Exercise 5. *Put each of the words below into the correct list. Some words*

could go into more than one list but use each word once only and put it into the category with which it is most commonly associated. Can you think of any more words to add to each list?

actuary	dumping	picket	speculate
bears	embargo	policy holder	stock exchange
claim	export	premium	strike
closed shop	judge	program	sue
compatible	legal	shares	tariff
data	mediate	software	trial

1. Computers

2. Industrial relations

3. Insurance

4. International trade

5. Investing

6. The law

6. Important Adjectives

Spelling is often a problem in English. It is a good idea to make lists of words you find difficult to spell and test yourself regularly on them. When you have done the exercise below, make two lists with the words and see how many more examples you can think of.

Exercise 6. *Is an “a” or an “e” missing in the following words?*

confid __ nt	depend __ nt	perman __ nt
consist __ nt	domin __ nt	reluct __ nt
const __ nt	effici __ nt	redund __ nt
conveni __ nt	extravag __ nt	relev __ nt
curr __ nt	insolv __ nt	signific __ nt

Now complete the following sentences by using one of the adjectives above. Use each adjective once only.

1. I'm _____ that we'll reach our target without any difficulty.
2. You should be familiar with the regulations _____ to your work.
3. We must process these orders in a more _____ way.
4. Unfortunately, the accounts show the company is _____.
5. Short-term measures aren't enough. We need a more _____ solution.
6. The advertising campaign had a _____ effect on their sales.
7. One hundred workers were made _____ when the factory closed.
8. You couldn't get a more _____ location than next to the station!
9. The figures need _____ updating as we get more information.
10. I hope interest rates don't stay at the _____ level much longer!
11. The company fell unexpectedly from its _____ market position.
12. I wish they had a more _____ policy on discounts. You never know where you are with them!
13. It was _____ to spend so much on the press reception.
14. He's _____ to invest any more money at the moment.
15. We are _____ on overseas suppliers for most of our components.

7. Two-word Expressions

Sometimes in English two words are used together to make a common expression, for example:

credit card

departure lounge

Sometimes you will find these expressions listed separately in a dictionary and sometimes they are included in the definitions of one, or both, of the words.

You need to learn the expressions as complete phrases.

1. You should _____ an additional policy covering you against accidental damage.
2. We had to _____ extra staff during the holiday season.
3. When all the transport costs have been _____ into _____, we have, in fact, suffered a loss.
4. Sales really _____ after the product had been mentioned on television.
5. A good sales rep can _____ over 500 pounds a week.
6. If my phone rings, could you _____ the _____ for me?
7. We must _____ to see that we don't lose our market share, as a result of this increased competition.
8. If the boss is ill, who'll _____ the _____ at the meeting?
9. He didn't seem to _____ the threat of redundancy very _____.
10. Don't _____ this _____, Angela. I'm just thinking aloud.
11. In 1988 we were _____ by a large multi-national company.
12. If the account is not settled within seven days, we shall be obliged to _____ the matter _____.
13. Mrs Jenkins has been appointed to _____ of our Canterbury branch.
14. I'm not sure if there is a market for this kind of product, but you don't get anywhere without _____ a _____ now and again.
15. They decided not to _____ the option, so we had to look around for other potential purchasers.

9. Expressions with *In*

Remember to keep looking for examples of words which combine together to form common expressions. There are several expressions in English using prepositions. If you look up one of these expressions in a dictionary you will sometimes find it under the preposition. Often, however, you have to look under the noun.

Here are some expressions with *in*. Make sure you understand them before doing the exercise.

in accordance with	in debt	in the process of
in advance	in due course	in round figures
in arrears	in error	in stock
in circulation	in a position to	in transit

Exercise 9. Put the correct expressions from the above list into the following sentences. Use each expression once only.

1. We regret that we are not _____ extend you any more credit.
2. We have sold your car _____ your instructions.
3. The government wants to reduce the amount of money _____.
4. He is heavily _____, because he hasn't been paid for the last job he did.
5. _____ it was 8,000 pounds; the exact figure was 7,985 pounds.
6. You'll receive half the payment _____ and the rest when the work has been completed.
7. We have over 500 carpets _____ in our warehouse.
8. The goods were sent _____. We apologize for any inconvenience this may have caused.
9. You should receive the information _____, so please try and be patient.
10. They are _____ installing a new computer-controlled system, so your order might be delayed.
11. They took him to court because he was 14 months _____ with the rent.
12. The goods were damaged _____ from the factory to the warehouse.

10. Colour Idioms

Exercise 10. Complete each sentence with the correct colour.

1. His supervisor gave him a _____ look when he turned up late for the third time this week.
2. I must be on some kind of _____ list because I have a lot of difficulty getting credit.
3. We're waiting for the _____ light from head office to launch our pub-

- licity campaign.
4. Local residents protested when they heard a factory was going to be built in a _____ belt area.
 5. I won't believe we've got the contract until I see it down in _____ and _____.
 6. Among the _____ goods, washing machines are our best sellers.
 7. There were several _____ faces when these so-called financial experts found that they had been tricked!
 8. We need to cut through all the _____ tape and speed up the decision-making process.
 9. That's a bit of a _____ area. It's difficult to say who exactly has responsibility for recruitment.
 10. The company found itself several thousand pounds in the _____ after spending so much on improving its production line.
 11. They're looking for a _____ knight to help them fight the takeover bid.
 12. Then, out of the _____, she offered me a job managing her new restaurant. You can imagine my surprise.
 13. We have to roll out the _____ carpet for him as he's one of our best customers.
 14. The _____ revolution has meant that food exports have increased dramatically in the past few years.

11. *Make or Do?*

Exercise 11. Complete each sentence with the correct form of **make** or **do**.

1. There's a rumor going round that the Fellys are going to _____ a bid for Squash International.
2. Please _____ your best to get these typed before 5 o'clock.
3. Who shall I _____ the check out to?
4. If we don't get some orders soon, we'll have to _____ some of our workers redundant.
5. I'm afraid you'll have to _____ without the other photocopier, until we can get the part we need from the suppliers.
6. We've been _____ business with them for over thirty years now.
7. Considerable progress has been _____, and we hope to put some con-

crete proposals to our members tomorrow afternoon.

8. The bank has decided to _____ extra provisions against bad debts this year.
9. They've been _____ a roaring trade since they decided to advertise on local television.
10. We have _____ a considerable profit on the sale of that land.
11. I've got all these invoices to _____ before I can go home.
12. The business was so run-down when she took it over that nobody expected her to _____ such a success of it.
13. Something as simple as changing the size of the lettering on the packet can _____ all the difference to your sales.
14. Increasing production will _____ even more demands on machinery which is already breaking down at an alarming rate.
15. They could _____ with some computer paper in the wages office.
16. We've _____ away with the old system of clocking in.
17. A customer has _____ a complaint about one of our salespeople.
18. In fact, Gravers have _____ us a favor by launching their product first. We can learn from their mistakes.

*When you have checked your answers, underline each expression with **do** or **make** to help you to remember them.*

12. Word Formation [2]

Remember to keep looking for words that are formed from the same basic word. Make lists of these words and test yourself. Try to use the words in sentences. This will help you to remember them.

Exercise 12. *Complete each sentence with the correct derivative of the word in capital letters. In some cases you will have to make a negative form by using the prefix **dis-** or **un-**.*

1. MANAGE

Since the _____ buy-out, profits have risen sharply.

The _____ Director sent a letter to every member of staff.

It makes sense to break the task up into _____ steps.