

跨入商界 商务英语系列丛书

TEA

办公通

*Practice Your  
Business English*

**OFFICE ROUTINE**



华东师范大学出版社

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## 致 读 者

《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》、《企业管理和营销》。

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。

《办公通》是丛书之一, 它包括作报告、商务信函写作、写简历、附信和面试五大日常工作的基础知识和基本技能, 其中前四项均附有标准范例供读者参考。每一章前面有中文导读, 原文中较生僻的单词和短语也作了相应的注解。

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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 Delhi, 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 1: **Office Routine** is the first book in the series. It covers the routine activities that support the thrust to performance in the company, including the skills to hold presentations, to write business letters, to write résumés and cover letters. The practice book also instructs the student how to conduct oneself during a job interview when seeking employment with another company.

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# ***I. Presentations***

导读:该章把英文报告细分为二十多个环节,并提供了各种典型的句型与句式,只要您细细研读,就一定能丰富您的口语表达方式,提高表达能力。正在准备商务英语报告的朋友们有福了!本章后附的三份报告的范例一定会给您启发,而最后一篇范例更是手把手地教您如何设计出一份得体的报告。

## **Greetings (问候语)**

### *Formal*

In the office:

Welcome to our company.

I'm pleased to be able to welcome you to our company.

I'd like to thank you for coming.

May I take this opportunity of thanking you for coming?

Out of the office:

I'm delighted / pleased / glad to have the opportunity to present...

I'm delighted / pleased / glad to be making this presentation.

I'm grateful for the opportunity to present...

I'd like to thank you for inviting / asking me / giving me the chance to...

It's my pleasant duty today to...

I've been asked to...

### *Informal*

I'm glad you could all get here.

Hello again, everybody. Thank you for being on time / making the effort to come today.

Let's get started, shall we?

## **Introducing a Subject (导入主题)**

The subject of my presentation is...

I shall be speaking today about...

My presentation concerns...

Today's topic is...

The main area that I intend to cover in this presentation is. . .

**Setting Time Limits (限定时间)**

I shall be speaking for about ten minutes.

My presentation will last for about ten minutes.

I won't take up more than ten minutes of your time.

I don't intend to speak for longer than ten minutes.

I know that time is short, so I intend to keep this brief.

**Selling the Presentation (推销报告)**

**What's in it for your audience?** (报告中为您的听众准备了些什么?)

I'm going to be speaking about something that is vitally important to all of us.

My presentation will help solve a problem that has puzzled people for years.

At the end of this presentation you will understand why this company has been so successful for so long.

I'm going to be talking about a product that could double your profit margins.

Over the next ten minutes you are going to hear about something that will change the way your companies operate.

**Dealing with Questions (应付提问)**

I'll be pleased to answer any questions you may have at the end of the presentation.

Please save your questions till the end.

If you have any questions, I'll be pleased to answer them at the end of the presentation.

If you need clarification on any point, you're welcome to ask questions at any time.

Can I come back to that point later?

That's a tricky question.

I'm afraid there's no easy answer to that one.

Yes, that's a very good point.

Perhaps we could leave that point until the questions at the end of the presentation.

I think we have time for just one more question.

### **Rephrasing** (换句话说)

Put another way, ...

Let me put that another way.

In other words, ...

Alternatively, you could say that...

To put it more bluntly / more concisely, ...

### **Clarification** (阐明)

I think I'll just rephrase that.

I'll try and put that more clearly / more simply.

Just in case that wasn't clear, I'll rephrase it.

Don't misunderstand me, what I mean is...

I'll just repeat that to make it clear.

### **Going into Detail** (讨论细节)

Let's focus on one aspect of this.

One point bears closer examination.

If we can concentrate on one aspect of this for a moment...

There is one detail that is worth focusing on.

Let's go into this in more detail.

Upon closer examination / investigation...

If we make an in-depth study of this...

Getting down to the *nuts and bolts*<sup>①</sup> of the thing...

### **Generalization** (概括)

Broadly / generally speaking, ...

With a few exceptions / without exception...

In general... By and large... On the whole... Overall... As a *rule of thumb*<sup>②</sup>...

---

① nuts and bolts: (*infml*) basic practical details (非正式)要点;基本组成部分

② rule of thumb: rough practical method of assessing or measuring sth., usually based on past experience rather than on exact measurement, etc. 单凭经验来做的方法;约略的估计



As a (general) rule, ... It is generally accepted that...

Usually / often / frequently it is the case that...

### **Bridging Two Points** (承接两个论点)

Having dealt with [A], I now want to move on to [B].

One point that follows from [A] is [B].

From [A], it follows that...

Despite what we said in [A], ... [B]...

One exception to [A] is... [B].

... and this leads us to ...

... which brings me to my next point.

... which leads me nicely into my next topic.

As regards [B], however, the situation is somewhat different.

### **Providing a Framework** (提供该报告整体结构)

#### **Signposting** (标识)

I'm going to examine these topics in the following order: (first, ...; next, ...; after that, ...; finally, ...).

I've divided my talk into five parts:...

I will deal with these topics in chronological order.

I want to start with this particular topic, and then draw some more general conclusions from it (... specifically, ... in a wider context).

These are (a number of) factors that may affect...

We have to take into account in any discussion of this subject the following considerations.

We all ought to be aware of the following points.

### **Introducing a Point** (导入一个论点)

The most important point to make is...

Another aspect to bear in mind is...

It must also be remembered that...

We mustn't forget that...

Now for something completely different.

This brings me to...

### Ending a Point (结束一个论点)

That is all I want to say about this point...  
This concludes what I want to say about...  
... which concludes what I want to say about...  
That *wraps up*<sup>①</sup> that point.  
That covers that area.  
So it can be seen that...  
So I've shown that...  
To conclude this point then, ...  
There's nothing left to say on this point, I think, so...

### Examples (实例)

A good example (of this) is...  
... for example, ...  
For instance, ...  
As an example (of this), ...  
To illustrate this, ...  
An illustration of this is...  
We can illustrate this by...  
We can demonstrate / show this by...  
This can be seen in the following illustration.  
Take X, for example.

### Adding a Minor Point (加入一个次要的论点)

In this context it is worth mentioning...  
As an extension of this...  
It's also true that...  
One further point to add is...  
If I can digress for a moment, ...  
Perhaps I might also mention that...  
As an afterthought, (how, what) about...

---

① wrap up: (*informl*) to complete or finish (a business arrangement, a meeting, etc.)(非正式) 结束

I'll just touch on one other point in passing.

Before we leave this subject, it's worth saying that...

**Returning to the Main Theme** (回到主题)

... but this is taking us away from the main theme.

To return to the main point / subject, ...

Picking up where we left off, ...

As I was saying before that digression / interruption, ...

To continue the main discussion, ...

Going back to what I was saying, ...

**Going Back to an Earlier Point** (回过头来谈前面的论点)

As I said earlier / before, ...

You may have been wondering why I said...

When I was talking about this point earlier I said...

In my introduction I said...

Five minutes ago I said...

You may have noticed that...

I mentioned earlier that...

Let me pick up a reference made earlier to...

**Introducing Overhead Pictures and Wall Charts** (介绍头顶上的照片和挂图)

If we look at this... we can see...

... as we will see in a moment on this overhead.

This is shown in diagrammatic form on this overhead.

This point can be made more clearly in visual form.

I have prepared an overhead to illustrate this.

I'll just put this on the overhead.

I think perhaps you can see this more clearly on the overhead.

Let's have a look at this transparency.

This overhead shows...

We can see on this overhead that...

Notice here that...

The figures in red indicate / show / stand for...

### Various Apologies (各种道歉)

I'm sorry if this is too simple for some of you.

I'm sorry if this seems a little over-technical.

I'm sorry to have gone on for so long.

I'm sorry if I have labored the point.

I'm sorry if this seems a bit superficial.

I'm sorry if my English is a little difficult to understand.

I'm sorry I don't know the exact word for this in English.

I'm sorry ... could you just bear with me for a moment while I check my notes.

I'm sorry. I'll just start that again.

Excuse my English.

### Vocabulary Extension (词汇扩展)

SUBJECT	- topic, issue, question, discussion
PRESENTATION	- talk, outline, summary, analysis
STEP	- stage, development, move, section, phase
POINT	- aspect, feature, factor, argument
IMPORTANT	- vital, significant, critical, serious, crucial, main
GOOD	- interesting, excellent, impressive, successful
BAD	- dreadful, terrible, appalling, disappointing, severe
DISCUSS	- deal with, examine, analyze
NOW	- currently
SOON	- presently
POSSIBILITY	- opportunity

### Summarizing (总结)

To summarize...

Briefly, then, ...

The main points, therefore, are...

If I can summarize what I have said (so far), ...

Thus we can see...

It must now be clear that...

I've attempted to explain here that...

So, to sum up: ...

To *recap*<sup>①</sup>, then, ...

### Closing (结束)

Finally...

By way of conclusion...

I hope I have made myself understood.

I hope you have found this useful.

I hope this has given you some idea / a clear idea / an outline of...

That was all I had to say on...

I hope I've managed to give you a clearer picture of...

If there are any questions, I'd be delighted to...

Thank you for your attention...

You have been a very attentive audience — thank you.

Let's break for coffee at this point.

I'm afraid that the clock is against us, so we had better stop here.

### Examples of Presentations (各种报告的范例)

#### Introduction 1 (recommendations from a study)

**PRESENTER:** Good morning. My name is Sarah Benson and, as you know, I work as a consultant for the LX Consulting Group. You've all been aware of the presence of myself and two of my colleagues over the past couple of weeks, and I'd like to thank you very much for your cooperation and understanding. What I'd like to do this morning is to present the results of our study on the consolidation of your computer activities in Europe. I'm going to be addressing three main points. First, I'll give you some background information about the LX project team which as many of you know, was set up three months ago to study levels of computer activity. Then, after outlining the objectives of the team, I'll go on to examine the current organization of your European data centers. Lastly, I'll explain our recommendations for maximizing the efficiency of those centers.

---

① *recap*: *vt & vi* informal form of *recapitulate*, to repeat (the chief points of something that has been said) 扼要重述

**Introduction 2** (treatments for chocolate addiction)

MASTER OF CEREMONIES: Good morning, ladies and gentlemen. It's my privilege today to introduce Dr Martin Roberts who is going to be talking to us about addiction. His specific area of interest is rather unusual, so perhaps I'd better let him introduce the subject in detail. Dr Roberts.

PRESENTER: Good morning. Before I get down to the serious business of the presentation, I'd just like you to think for a few seconds what these letters, C and A, stand for... No, it's not the famous store! In this case the letters stand for chocolate addiction, which is the subject of my presentation. My first point will be to define what chocolate addiction is — in the scientific sense, that is. Then, I'll give you some clinical data about chocolate addiction — this, I'm sure, will be of particular interest to those of you involved in the area of hyperactive children. And finally, I'll describe the treatment suitable for acute forms of addiction.

**Introduction 3** (future investments to improve the lighting in the tunnels)

PRESENTER: I imagine many of you here today have been to Italy on holiday. And no doubt, some of you have driven along the famous *Autostrada del Sole*<sup>①</sup>, and noticed the large number of tunnels which have been carved through the rock. In fact, here in Italy, we have about 300 km of tunnels. But, what about the lighting of these? Did you know, for example, that the total energy consumption for lighting this network of tunnels is equivalent to lighting a city the size of *Turin*<sup>②</sup>? But, in spite of all this investment, much of the lighting is inadequate, and is the cause of many car accidents. In fact, eight out of ten accidents in tunnels can be attributed to bad lighting, and many of these have fatal consequences. So, in my presentation today I'm going to explain the technical problems involved in lighting tunnels, and outline the investments we intend to make to improve efficiency and safety.

**Structuring a Presentation** (设计一份报告)

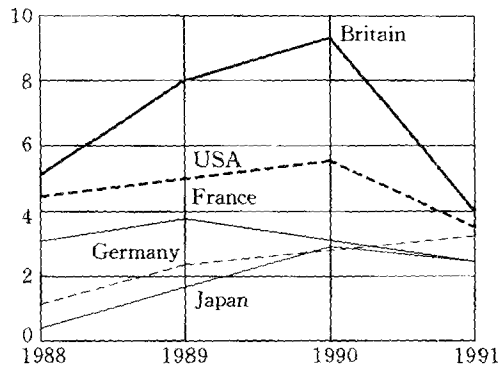
The graph below shows the changes in consumer prices in five major countries between 1988 to 1991.

---

① *Autostrada del Sole*: *n.* (意大利的)高速公路

② *Turin*: 都灵,意大利西北部城市

*Consumer prices % change on previous year*



Good morning, ladies and gentlemen. Today, I'm going to talk about changes in consumer prices in Britain, the United States, France, Germany and Japan during the period 1988 to 1991.

Notes

*Introducing Presentation*

First of all, let's look at a country whose price inflation was higher than anyone else's during this period.

*Introducing First Point*

As you can see from the graph, price inflation in Britain stood at around 5% in 1988, rising to almost 10% in 1990, before falling back to 4% in 1991.

*Referring to Visuals*

Now, if we turn to another large trading country, Japan, we can see that the situation is different. Price inflation in Japan was as low as 1% in 1988, and even though it subsequently rose, it was always well below 4%.

*Changing Topics*

Finally, let's look at Germany, the only country experiencing a rise in inflation in 1991. This rise from around 2% in 1990 to over 3% in 1991 was largely due to the extra costs of re-unifying East and West Germany.

*Introducing Final Topic*

In conclusion, we can observe that Britain had the highest rate of inflation of the five countries examined throughout this period, although the gap narrowed substantially in 1991.

*Conclusion*

**Exercise 1.** *Practice the opening phase of a meeting. Use the following information about the background of the issue and the objective of the meeting. Include a phrase to attract attention. Follow the example.*

Right, let's get started. As you may know, we have received a directive from HQ<sup>①</sup> in New York demanding a 5% reduction in costs over the next six months. So I've called this meeting firstly to identify possible areas of waste, and secondly to get some suggestions about where we should cut back.

Background	Objective
1. Directive from HQ demanding 5% reduction in costs over the next six months.	a. Identify areas of waste b. Come up with some suggestions concerning possible economies
2. Takeover of the company by a big international firm who want to streamline the business.	a. Ideas for improving efficiency in the department b. Introduction of new technology
3. Interviews have to be held for two vacant sales positions.	a. Define exactly what we are looking for b. Draw up a short-list of candidates
4. A trade delegation is arriving from Japan next month.	a. Agenda for the week b. Program of social events
5. Several complaints have been received about delivery delays.	a. Where exactly the delays happen b. The causes c. Solutions

---

① HQ: headquarters 的缩写, 总部



## Exercise 2. The Board meeting

*You have the task of reducing your company's operating costs by \$ 35,000. Using the information below, hold a meeting to decide which measures to take. Read through the alternatives below and decide which ones you are in favor of. Prepare your arguments so that you can propose them at the meeting.*

Name of company: West Switching Systems

Industry Sector: Engineering, export markets. Competitive.

Turnover 1994: \$ 4,550,000 (anticipated)

Employees: 130

---

### Estimated saving

1. Reduce the research and development budget
  - by 2%                      \$ 6,825
  - by 5%                      \$ 17,062
  - by 10%                     \$ 34,125
2. Reduce the staff training budget
  - by 5%                      \$ 3,250
  - by 15%                     \$ 9,750
  - by 25%                     \$ 16,250
3. Reduce temperatures in the plant to
  - 20 degrees                \$ 1,500
  - 17 degrees                \$ 3,500
  - 15 degrees                \$ 5,000
4. Reduce traveling costs by taking cheap flights — \$ 5,000
5. Introduce a car pool and take away company cars — \$ 15,000
6. Stop all local sponsorship (football teams etc.) — \$ 3,000
7. Stop giving out diaries and gifts to clients — \$ 3,500
8. Cancel the company Christmas party — \$ 5,000
9. Contract cleaning work out (outsource cleaning work) (reduce staff by 5) — \$ 5,000
10. Stop free coffee and tea and install pay machines — \$ 2,500