



全国高等院校经济管理类



专业基础课系列规划教材



商务英语

阮绩智◎主编



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全国高等院校经济管理类专业基础课系列规划教材

商务英语

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内 容 简 介

本书共分为 15 个单元,内容包括国际商务的主要活动和环节。每单元由听、说、读、写、词汇与注释、语言重点、练习和词汇扩展几部分组成。练习按以学生为中心的教学模式编写,包括对话、讨论、演讲、中译英及角色扮演等。每单元的听、说、读、写有机结合,突出口语交际能力的培养。学生通过真实模拟商务活动的实践,既获得了语言技能的提升,又学到了商务知识,同时还提高了商务沟通能力及业务能力。

本书可用作高校英语、经贸及电子商务等专业的专业英语教材,也可用作国际商务师、外销员等专业技术人员职业资格考试的备考用书,对于从事国际商务工作和有一定英语基础并有志从事国际商务工作的人员也是一本颇具实用性和参考性的商务英语指导书籍。

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前 言

中国加入 WTO 标志着中国对外开放进入到一个全新的阶段,也是中国经济逐渐融入世界经济的重要里程碑。作为一个发展中国家,在加入了 WTO 这个国际经贸大家庭后,中国面临着一个十分艰难的发展机遇和严峻的挑战。逼人的形势对从事或即将从事国际商务活动的人员的专业知识和外语素质提出越来越高的要求。为了适应新形势的需要,目前高等院校都开设了有关国际商务的课程,而旨在培养既懂英语又懂国际商务的复合型人才的商务英语课程更加受到广泛重视,并且作为商务课程的主干课被相关院校普遍开设。本书的编写正是基于此需求。本课程是为了培养高等院校英语+专业(如国际贸易、国际金融、市场营销、电子商务及商务管理等)和专业+英语等复合型国际商务人才而专门开设的专门用途英语。

作为一本专门用途的商务英语教材,本书力求真实地反映国际商务所涉及的主要活动和环节,并注重训练国际商务活动中的各种相关语言表达方式和方法,培养商务交际活动中必要的语言综合基本技能,突出口语能力的训练,使学习者有效、快捷地提高商务英语技能。同时,本着“在商务环境中学习语言,通过语言提高商务知识和技能”的宗旨,本书提供各种商务英语情景及商务文化背景,让学习者有充分的机会将商务知识与技能和语言知识与技能融会贯通,为有效地从事国际商务沟通奠定良好的基础。

本书依据功能和情景相结合的原则选材和编写,突出语言交际功能和使用功能,注重语言技能与商务知识的密切结合,既重视语言和专业知识的输入,又强调语言综合技能的培养,突出语言的实践性,书中每一选题都来自商务活动,通过真实模拟商务活动场景,让学习者得以进入商务实践,引导学习者在不同的商务交际场合进行有效的商务沟通,在实践中获得技能的提升。本书具有以下主要特点。

1. 全面性。本书包括了国际商务主要活动和环节,如申请工作、公司、商务电话、商务旅行、商务会议、商务演示、建立商务关系、询价与报价、价格磋商、支付条款、包装与运输、投诉与理赔、营销与销售、全球化及电子商务等。语言材料都经过精选,强调材料的新颖性、规范性及实用性。此外,各单元语言要点和词汇扩展列出大量相关常用表达法和词汇,帮助学习者举一反三,言之有物。

2. 多样性。本书是语言综合技能的训练,突出听、说技能的培养。听、说、读、写各方面均精心设计了形式各异的练习。练习按以学生为中心的教学模式编写,包括对话、讨论、演讲、中译英及角色扮演等。练习紧密联系单元主题内容,模拟显示商务交际情景,以帮助学习者通过练习熟练掌握所学的内容以及各种表

达法,并在此基础上自由发挥,从而提高语言的准确性和流利程度。

3. 实用性。本书各单元的选题都紧扣当今国际商务活动,听、说、读、写等技能有机结合,为学习者提供大量真实和实用的语言输入和语言模仿机会,为学习者掌握用英语表达自己的技能打下坚实的基础。学生通过商务交际活动,既能掌握语言技能,又学到了商务知识,同时真正提高了商务沟通能力及业务能力。

4. 针对性。本书由具有长期从事大学国际商务英语教学及国际商务工作实践经验的教师编写,课程内容和语言方面都经过精选和实践,针对中国学生及商务活动特点而设计,并充分考虑到教学对象、学生需求及学习时数等诸多的教与学的一般因素,力求快捷高效、重点突出且学以致用。

本书共分 15 个单元,单元开始都设有学习目标,方便学生和教师掌握各单元学习重点。每单元由 Listening Task、Speaking Task、Reading Task、Writing Task、Vocabulary & Notes、Language Focus、Follow-up Practice 和 Vocabulary Extension 等几个部分组成,每单元教学学时为 6 学时。在使用过程中,教师可以根据学生和课时等具体情况对单元内容和练习进行取舍。

本书可作为高校英语、经贸和电子商务等专业的复合型专业英语教材,也可用作国际商务师和外销员等专业人员职业资格考试的备考用书,对于从事国际商务活动人员和有一定英语基础并有志从事国际商务工作的人员也是一本颇具实用性和参考性的商务英语指导书籍。

本书配有外籍专家录制的 MP3 光盘和录音文本,使用方便。为了便于教师授课和参考,本教程配有教学课件和练习答案,如有需要者请与科学出版社联系。

在编写过程中,编者参考了国内外近年来出版的许多有关书籍和资料,获益良多。编者在此谨对所参考的教材和专著的作者表示衷心的感谢。

阮绩智主编本书并且负责全书的策划工作。参加本书编写的还有张金萍、关兵、姬定中、李勇、王吉民、李旭霞、俞斌、沈瑞和聂剑锋,他们分别参编了部分单元的部分内容。

由于水平有限,错误疏漏之处在所难免,恳切广大读者不吝赐教,以便今后进一步修改完善。

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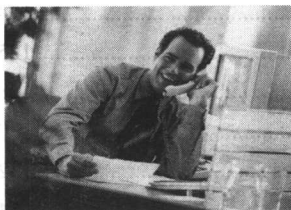
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公 司



商务电话

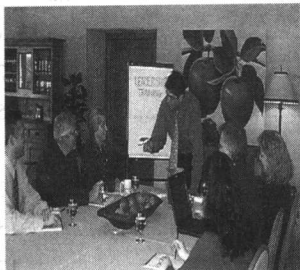


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建立商务关系



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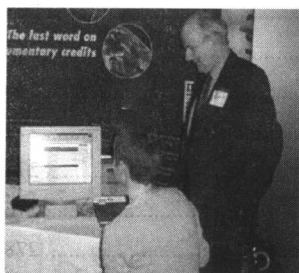


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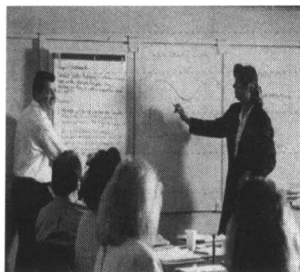


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Unit 1 Applying for a Job

Learning Objectives

- Preparing for a job interview
- Talking about educational background, qualifications, experiences and special skills
- Writing a curriculum vitae and a letter of application

1.1 Listening Task

1.1.1 Listen to the passage and answer the following questions.

- 1) Why is it suggested that one should concentrate on well-known companies when looking for a job?

- 2) What are the three ways to contact the companies you are applying for?

- 3) Why do you use these ways to contact the companies?

- 4) Why is the job interview crucial for getting a good job?

- 5) What is the company concerned with in a job interview?

- 6) What are the three stages of the typical interview?

- 7) What should a person do in an interview?

1.1.2 Listen to the dialogue and complete the form below.

Position applied:	
Title: Mr / Miss / Ms	Age:
First name:	Surname:

Address:	Tel:
Education:	
Qualifications:	
Present position:	
Date and time of the first interview:	

1.2 Speaking Task

1.2.1 Dialogue

Mr Tony Johnson, the manager of Export Department, is interviewing Ms Linda White who is applying for the post of secretary.

- Tony: Please sit down, Ms White.
- Linda: Thanks.
- Tony: Well. I think you probably have a fair idea what sort of job you've applied for.
- Linda: Yes, it was very clearly explained in the advertisement for applications.
- Tony: I see from your application that you've had quite a lot of experience as a secretary already.
- Linda: Yes, I've been a secretary for five years in three different firms.
- Tony: You've changed firms quite often.
- Linda: Yes, I wanted to get more interesting work—that's why I'm applying for this post.
- Tony: Good. Now, perhaps you would tell me what sort of qualities you'd look for in your secretary if you were in my shoes.
- Linda: Well, to start off with, I'd say she needs to be pretty hard-working.
- Tony: Yes, as a matter of fact, I'm new to this post myself, but so far I certainly haven't had too much time on my hands. Anything else?
- Linda: I've learnt that the secretary of an export manager has to be able to do a lot of things on her own initiative.
- Tony: Quite right. By the way, do you like travelling?
- Linda: Oh, yes, especially abroad, and I speak French and German fairly fluently.
- Tony: Excellent. You'd probably have to come along with me to conferences and things on the Continent from time to time.

- Linda: I'd like to do that very much.
- Tony: Now I see from the report that Personnel Department sent me that you did reasonably well in the shorthand and typing test, and very well indeed in the intelligence test. I suppose you'd be able to handle report writing – summaries, keeping minutes at meetings and so on.
- Linda: Yes, I've had to do quite a lot of that kind of work, and I seem to have a better memory than average.
- Tony: Yes, I can see that from your test results, and you'd certainly need it as my secretary because my memory's like a sieve. And what about planning the manager's day?
- Linda: I'm used to doing that, and to seeing that he doesn't forget his appointments.
- Tony: That's sounds fine. By the way, how do you feel about sharing an office room with your boss? We're a bit short of space here as you can see.
- Linda: From the secretary's point of view I think it's much better – there's not much chance of her superior forgetting to let her know about important matters.
- Tony: Yes, I rather agree. Well, thank you very much, Ms White, and you'll be hearing from us in the next few days.
- Linda: Thank you and I certainly hope the answer will be favorable.



Answer the following questions

- 1) What does Ms White do at the moment?
- 2) Why does she want to change the present company?
- 3) What did Ms White say about the qualities a secretary should have?
- 4) What did the report sent by Personnel Department say about Ms White?
- 5) What do you think of Ms White's replies at the interview?
- 6) Do you think Ms White will get the job? Give your reasons.

1.2.2 Dialogue

Miss Jones comes to see Mr Smith, the personnel manager, for the job interview.

- Smith: Good morning, Miss ...
- Jones: Miss Jones.

- Smith: Miss Jones, yes, right. You'd like to join our team, I gather.
- Jones: Yes, I would.
- Smith: That's very good. Now, I'd like to know a little bit about you. Perhaps you could tell me a little bit about your background.
- Jones: Oh yes, right. Well, I left school at 18 and for the first two years I went to Gibsons, which is an engineering firm. After that, I wanted to do a course, so I did a one-year full-time PA course. Then I went back to Gibsons. I stayed there for two years and then moved on to my present company, which is Europa Marketing. Mr Adair, the marketing director, offered me a job because Gibsons had worked quite a lot with Europa Marketing. And I've been with them for three years now, first working with the Marketing Director and now with the Sales Director.
- Smith: That's all very interesting, Miss Jones. Um, can you tell me what you enjoyed most at school? What was the course that you enjoyed most?
- Jones: Ah, foreign languages I liked best. We did French and German.
- Smith: And are you quite fluent in those now?
- Jones: Yes, a bit rusty now, but obviously the more travel I can do, the more I can use foreign languages, and I'd like to learn another language. I'd like to add Italian as well.
- Smith: Good, that might be very useful. Now, tell me a little bit about the work you're doing at present.
- Jones: Well, Europa Marketing is a marketing and public relations company and they do consultant work for companies operating in the UK and European markets. Our clients come from all over the world. We deal with some of them by post but most of them come to our offices at least once during a project. I assist the sales director by arranging these visits, setting up meetings and presentations and I deal with her correspondence. I've not been able to go with her on any of her trips abroad, but I've been to firms in this country several times on my own to make these arrangements.
- Smith: It sounds as if you're very happy there, Miss Jones. I'm curious why you'd like to leave them and join our company.
- Jones: Well, I know that Anglo-European has a very good reputation. And I feel that I would have more scope for personal development in your company and that the work will be more challenging for me. I might be

able to possibly travel and use my foreign languages. At the moment most of my work is rather routine secretarial-type work, but I like to have more challenges in my life.

Smith: Very good. Now, I have no more questions.

Jones: I wonder if I can ask some questions if you don't mind.

Smith: Oh, no, I don't mind at all.

Jones: I'd like to know if I get this job with Anglo-European, would I be able to work abroad in one of your overseas branches?

Smith: Yes, certainly. Our staff regularly do six-month placements in other branches.

Jones: That's good. That's what I am interested in.

Smith: Well, time is pressing on, I'm afraid, so thank you very much for coming to see me and we'll be in touch with you before the end of the week.

Jones: Good. Thank you for seeing me.

Smith: Goodbye.

Jones: Bye.



Answer the following questions

- 1) What is the applicant's educational background?
- 2) What does she do at present?
- 3) How did the applicant describe her foreign language ability?
- 4) Why does the applicant want to leave the present company and join Anglo-European?
- 5) Why does the applicant want to work abroad in one of the overseas branches?
- 6) Do you think the applicant is a right person for this company? Why or why not?

1.3 Reading Task

PRE-READING QUESTIONS FOR PAIR WORK

- 1) How many interviews have you attended? What were they for?
- 2) Did you think they were good interviews or bad interviews? What made them good or bad?

- 3) Did you prepare for the interview? If you did, then how did you prepare for it?
- 4) Do you think it is necessary to prepare for an interview? Why or why not?
- 5) If you think preparation is necessary what should the preparation involve?
- 6) What do you think are the effective ways of impressing the interviewer?

How to Make Your Job Interview Successful

Handling job interviews is probably the most critical part of the whole job searching process. There are articles upon articles of advice on interviewing, from how to answer certain questions to how to dress — right down to the color of your socks! It can seem overwhelming, but remembering a few key points can help make your interview successful.

1. Research

Find out a little bit about the company you want to work for. Visit the location in person if it is a store or building open to the general public. Visit the company's website and talk to anyone you might know who works there. What kinds of products or services does the company make or sell? What types of people work there? What are the typical hours this position requires? What are some of the day-to-day tasks that the job involves?

Make notes of things you want more information about and ask the employer about them at the end of your interview. Researching a company and the position makes you stand out in an interview. It shows that you are really interested in working there.

2. Practice

It sounds funny — and it looks even funnier — but practicing out loud for your interview will help you sound more polished and concise and less nervous in the actual interview. List a few key things you want the employer to know about you, and review common interview questions. Formulate answers to those questions and answer them out loud while looking at yourself in the mirror. This exercise prevents you from rambling in the interview and sounding unpolished and unsure. It also helps you discover what really does make you the best candidate for the job!

3. Dress to make a good first impression

In an interview, first impressions do matter. The best way to ensure a good first impression is to dress smart. If you are interviewing for a job in an office, it is usually best to wear a dark-colored, conservative suit (for both men and women). If you are interviewing for a job where the dress code is more casual (at a factory or a construction site, for example), nice slacks and a collared button-down shirt with a tie for men and a nice dress or blouse and slacks or skirt for women are usually

appropriate. You should avoid wearing excessive jewelry, perfume, and flamboyant clothes. Good personal hygiene is also important.

If you are unsure what to wear, you should always go with the most conservative, professional option. Most experts agree it is better to be overdressed than dressed too casually. What you are wearing tells employers a lot about how serious you are about getting the job.

4. Be conscious of good interview etiquette

This list could go on forever — there is literally an endless array of “dos” and “don’ts” for an interview — and not everyone agrees on every aspect of that list. There are, however, some basic “interview etiquette” tips that are important to remember.

Be on time for your interview. This is, perhaps, the most important. Employers expect employees to arrive on time to work. They may see a person who is late to an interview, when he or she is supposed to be showing his or her best side, as someone who will have difficulty arriving on time to work or meeting deadlines if hired.

Be aware of your body language. When shaking hands, make sure your grip is firm and confident. Have good posture, but avoid appearing like you’re as stiff as a cardboard cutout. Even the most experienced professionals get nervous in an interview — it’s normal. However, if you appear too nervous, the interviewer might draw the wrong conclusions about your ability to do the job — especially if it involves interacting with people! Conversely, make sure you don’t slouch — this could give the impression that you are lazy or uninterested in the position. Maintain eye contact with your interviewer to convey confidence. When speaking, be polite and professional and avoid using slang and profanities. The more confident and polished you appear the more likely you are to leave the interviewer with a positive impression of you.

Keep the interview positive. Avoid making negative remarks about any previous jobs or employers. Also, refrain from complaining about any job-related tasks or responsibilities you were given in a previous position. Employers want to hire someone who is positive, enthusiastic, and able to meet and deal with challenges.

5. Be prepared to ask the interviewer questions

This is where your research comes in. Employers want to know if you’re truly interested in the position. They also want to know that you have all the information you need to make a decision, if offered the job. It isn’t a good idea to turn the tables and “interview” the interviewer, but it is a good idea to go into the interview with a few questions in mind. This is your chance to ask additional questions about the business,

the position, the requirements, and the expectations of the person who will fill the position.

6. Follow up with a thank-you note

Make sure you let the interviewer know how pleased you were to have the chance to interview with him or her. Immediately after the interview, send the interviewer a thank-you note, thanking him or her for taking time to interview you. This is not only proper etiquette and a common display of appreciation, but it also allows you to reaffirm one or two key points of the interview. It also lets the interviewer know how interested you are in working for the company. Being polite and professional always makes a good impression.

All of this advice comes down to three important things to remember when you're interviewing: being prepared, professional, and polite is the best way to make the right impression!



Answer the following questions

- 1) Why do you need to do some research before an interview?
- 2) What sort of information do you need about the company you are applying for?
- 3) What is the proper way of dressing for a job interview?
- 4) According to the passage, what is meant by good interview etiquette? Can you add more?
- 5) Why is it necessary for a job candidate to prepare some questions?
- 6) What should you do after the interview?

1.4 Writing Task

Employment-related Letters — Curriculum

Vitae and Application Letter

Employment-related letters include application letter and personal data (curriculum vitae). The research for a promising career position can be rather competitive. In applying for a job, an application package (a combination of curriculum vitae and application letter) will be requested. These letters have to convince the reader that you deserve to be granted the thing you asked for.

A curriculum vitae often shorten as CV or résumé (in American English) is a summary of an applicant' personal data, educational background, work experience and job qualification. A CV is the equivalent of an advertisement in which the applicant