

如何获得理想的工作

简历与面试

口头商务沟通

同事沟通及客户沟通

书面沟通

商务沟通

跨文化商务沟通

危机沟通

商务沟通日日练

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Business English Communication

商务英语

沟通



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菲利普·布鲁斯(Phillip Bruce)，长期从事商务沟通研究，对跨文化沟通有其独到见解。记者出身，后来在政府及其他组织机构负责国际媒体关系工作。曾在航空业、市场营销、酒店业、项目管理、大型活动、零售及社区关系等多个领域担任商务沟通工作。

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内容提要

本书作者长期从事MBA教学，并在政府和媒体机构拥有多年丰富经验，针对跨文化背景和中国特殊的商务环境，对在求职沟通、客户沟通、同事沟通、上下级沟通、危机沟通、媒体沟通等情形下如何进行有效商务沟通作了详细的剖析，提出商务沟通的基本原则、技巧和建议。穿插的大量案例和练习以及附录中对文化差异的阐释，有助于读者快速掌握实务环境中的行动要领，提升处理沟通问题的能力。

本书以浅显易懂的英语为主要讲述语言，重在对内容和技巧的实际运用能力，适用于本科、MBA的教学，也可供在职人员进行修和培训使用。

Preface

序 言

The authors are all involved in teaching English for Business Communications at IMBA, MBA and undergraduate level both in Mainland China and the Hong Kong SAR. Although there are a number of texts available for students of the subject, most are written either for American or European students and not adapted to the Chinese environment. The case studies are therefore often difficult or not relevant to the Chinese students and are often insensitive to the particular needs of the non-English speaking customer. We believe that, having taught in China for a considerable number of years, we have something to offer which is unique and of considerable benefit.

本书作者均在中国内地或香港地区长期向本科生、MBA、IMBA学员教授《商务英语沟通》课程。虽然市场上已有许多有关《商务英语沟通》的教科书,但绝大多数是针对美国或欧洲学生而写,并不完全适用于中国的商务环境。因此,这些书中的案例通常晦涩难懂,非英语国家的学生较难理解其文化背景,不具针对性。我们相信,凭借多年在中国内地和香港的教学经验,本书提供的内容是鲜明、独特的,将给中国学生带来诸多收获。

There are three authors of this book. Two are native English speakers and one is Chinese. Such collaboration helps to ensure the right approach and the right level. For example, the native speakers might take certain factors for granted. Such a tendency

can be modified by the knowledge and understanding of the native Chinese speaker.

本书共有三位作者,两位来自以英语为母语的国家,一位是中国作者。中国作者针对中国的特殊环境,对所述内容做修正,这样的组合使本书的内容更具有针对性。

Although obviously we intend to write this book in English, some parts will be translated into Chinese to help the student grasp the essential information. There will also be a bilingual glossary of terms in the appendix to facilitate the understanding of key concepts.

本书以英语为主,每一章节末附有中文小结,对某些标题加以中译,以便使读者快速抓住要领。

The text begins at an appropriate level and becomes more demanding as we progress. The level of English is carefully designed to make sure that idiomatic terms are kept to a minimum and can be understood at undergraduate and post-graduate level. The vast majority of examples and exercises in this text are based on the kind of problems and challenges a Chinese student would experience rather than, as is the case in many other texts, foreign examples.

本书从适当的水平展开,层层深入。书中的英语经过仔细斟酌,通俗易懂,对本科生及研究生均适用。书中大量的案例与练习都来自中国学生经常遇到的问题及挑战,而非通常此类书中常用的国外案例的简单翻译。

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Introduction

导 言

Learning a language is one of the most challenging tasks a person can face. Today English is the language of international business and so the ability to listen, speak, read and write clear English is essential.

精通一门外语是极具挑战的事。当今世界,英语已成为国际商务用语。因此,掌握英语的听、说、读、写技能十分重要。

This is not a book about the technical aspects of English. We assume that you already have a good understanding of the language and that now, you wish to improve your practical skills. For that reason we will not be discussing grammar and language rules, but our focus is on helping you to use good, simple English in daily business.

本书不是一本英语语言的教科书。我们针对的是已经掌握一定英语水平的读者,致力于帮助他们提高英语的实际运用技巧。本书不讨论英语的语法和规则,而是着重于讲述在日常商务环境中,如何运用适当、得体、简单、通俗的英语进行沟通。

One problem to be faced is that there is no official body that decides what is and what is not acceptable in the English language. Other languages, such as French and Spanish, have distinguished groups that decide on language issues. However, English is

whatever its users want it to be and this makes the language extremely interesting, contributing to a huge diversity of accents, dialects and usages, all of which are English. So don't be discouraged if someone tells you that your English is bad. Keep on trying and you will be understood — that is what is important. After all, people who are native English speakers don't think about the rules — they just use the language.

至今,不存在一个官方组织负责对英语的各种用法进行规范和限制。其他语种,如法语、西班牙语,都有一个专门的组织进行严格的语言使用规范。每个使用者都可以自由表达自己的“英语”,由此产生了不同的口音、方言和表达方法,这正是英语的独特魅力之处。因此,当别人说你的英语不好时,千万别气馁,坚持使用它,之后你将明白,这才是真正重要的地方。因为那些以英语为母语的人从来不考虑它的语法,他们只是使用它来交流。

This book is about *communication in business*, using English. We want to make sure that you can effectively communicate your written and spoken messages and ideas and that you can understand what other people speaking English wish to communicate to you. You will have a lot of fun as you build your knowledge and confidence and, of course, there are real rewards in terms of career development and earning power for those who have the confidence to speak English in international business activities.

本书的内容围绕商务环境中的英语交流,旨在帮助读者更有效、更自如地用英语书写和表达自己的想法,同时充分理解对方用英语传递的信息。通过本书,读者可以增强英语表达的技巧与自信,从而有益于您的职业生涯,使您在国际商务活动中更加自信自如地用英语沟通。

In each chapter we give useful information together with *exercises*, hints, *essential advice* and examples. This book, together with plenty of practical experience, will really help you improve your skills in English for Business Communication.

书中的每一章都配有众多练习、技巧提示、重要建议和案例。通过书中大量的案例实践和训练,您将在英语商务沟通技巧上实现真正的飞跃。

Chapter One

How to Apply for the Ideal Job

如何申请理想的工作

One of the most important steps in business is the preparation of an application for a job, so that is the first thing that we will look at. This chapter will help you to improve your job application skills in general and will give you valuable insight into reading advertisements and writing application letters in particular.

1. First Steps (第一步)

The search for a good job can sometimes be long and difficult and you may become disappointed at the rejections you receive. Perhaps you feel you are the ideal candidate and you have the best qualifications and experience. Yet, still, you don't even get invited to an interview. So, what should be done to make the first important step towards well-paid and rewarding employment?

Writing a good enquiry about a job is vital to your chances of success. Most employers are looking not only for people who are technically and professionally qualified, but also for men and women who can communicate clearly and easily. Your first letter is an advertisement for yourself. In the job application process, this will be developed later with your résumé or curriculum vitae (see Chapter Two). Remember — the first words that the employer reads are going to shape his or her opinion of you.

We are assuming in each case that you are seeking a job with an employer that has asked for English language skills, perhaps an international company or a foreign company with extensive interests in other countries, and that the whole process will be carried out in English.

You will need to make sure that you understand the requirements of the job and the special qualities that the potential employer is looking for in applicants for employment. You will also need to practise your written and spoken English skills and, in particular, become familiar with any specialist terms that apply to the business sector in which the organisation operates. For example, information technology, medicine and engineering all make extensive use of specialist words and phrases.

In this chapter we are going to look at how to read and respond to job advertisements. Of course, you may hear about a job from another source, such as a friend already working in a company or someone you meet at a social occasion. However you may find out about the job, you must make sure that you are thoroughly familiar with the requirements and that your first letter is of the highest possible quality.

2. Reading Job Advertisements (解读招聘广告)

We will now consider in detail the way in which we must look at job advertisements (the same considerations also apply if you have heard about a job informally, from a friend, or through other contacts).

Newspapers, magazines and the Internet are filled with tens of thousands of job advertisements. In fact, the sheer number of

openings poses a problem as you start to select the job that is appropriate for you.

Let us emphasise the point that it is important that you apply only for the jobs that you are really qualified for and are likely to obtain. If you apply for jobs where you have no chance of success, you could get a reputation as a person who is neither serious nor professional. So study the text of the job advertisement very carefully.

As you read, ask yourself these questions.

2.1 Do I have the formal qualifications required?

These could be school certificates, undergraduate degrees, postgraduate degrees. Or they could be professional or technical qualifications.

2.2 Do I have the experience required?

If a job requires 10 years of experience and you have been working in the field for only two years, you are probably wasting your time in applying.

2.3 Am I really suited for the job?

If you are shy and like to work alone, then a job as a public relations officer for a large hotel is probably not for you. On the other hand, if you like excitement and unpredictability you will not be happy in a job that requires continuity and meticulous attention to detail. Do you think you will be happy doing a job that does not suit your character? Your job is a major part of your life and you have to be honest with yourself. Can you really handle the challenges of a particular job?