

BUSINESS  
ENGLISH



高职高专工作过程导向系列规划教材·商务英语类

# 商务英语综合 3

主编 / 粟景妆



冶金工业出版社

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商务英语系列总主编：粟景妆

# 商务英语综合3

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## 内容简介

本书共10个单元,内容主要涉及营销贸易有关工作,包括定价策略、促销、商务广告、网上销售、商务谈判、售后服务、保险与索赔、服务贸易、国际会展、物流管理。每个单元都是一个相对完整的主题和工作过程,所有的教学活动和练习都围绕单元主题和工作过程来展开。根据商务活动的特点,提供真实的商务场景,力求使学生通过切合实际的学习过程打下一定的基础,在日常或涉外商务工作时更加熟练地掌握和使用英语。

每个单元通过认识和熟悉工作流程导入教学,然后是相关商务听力、汇报、阅读和商务技能的学习。中间穿插形式多样的工作任务和教学活动,如采用讨论、角色扮演、项目、案例、任务等方法,设置仿真工作情境,让学生运用所学知识和技能解决工作问题。整体编排层层递进,前面的学习为后面的角色扮演、案例学习、完成工作任务等实践型交际训练打下了基础。

本书实用性强,适合作为高职高专院校商务英语及国际贸易类专业的教材,供二年级第一学期或相应程度的学生使用,也适合作为对涉外商务活动感兴趣人士的自学参考书。

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# 前 言

《商务英语综合(1-4)》是为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划,加快高等职业教育改革与发展的意见》(教高[2006]14号)和《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件精神,根据当前高等职业教育教学实际,结合当前社会经济发展趋势对商务英语人才培养提出的更高要求,在充分研究现有相关教材的基础上,打破传统的教材编写理念,以培养职业能力为核心,以工作实践为主线,以工作过程(项目)为导向,重新序化课程内容,采用案例、项目、任务驱动等模式进行编写,将陈述性知识穿插于程序性知识之中,做到陈述性(显性)知识与程序性(默会)知识并重,突出实用性和实践性,接近真实岗位和工作需要,实现理论与实践一体化。

这是一套完全由从事商务英语教学一线老师编写的高职高专商务英语综合教材。旨在通过以商务工作过程(项目)为导向、以英语为交流工具的技能训练,培养和提高学生的商务英语综合运用能力,能运用所学知识正确、得体、自然地进行商务交际,熟练地从事各种商务活动。

本套教材的编写,遵循如下原则:

(1) 遵循以工作过程为导向,“工学结合”的原则,融英语听、说、读、写、译技能和商务操作技能为一体。

(2) 遵循开放性原则,给学生主动学习和教师发挥创造性、结合当地实际开发课程资源提供空间和机会。

(3) 根据建构主义和语言学习理论,遵循习得与学习有机结合的原则。

(4) 遵循知识、能力和素质培养相协调原则。

(5) 遵循基础知识与专业技术相结合,理论与实践相结合的原则。

(6) 遵循贴近市场,注重时代性和普适性原则。

本套教材具有如下特点:

(1) 以工作过程为导向,以工作任务为主线。按照工作过程来设计单元内容。

(2) 真实的商务场景,实用的商务知识,体验式的学习方式。

(3) 选材时代性强,贴近时代前沿。编写前对国际商务活动的最新变化以及相关政策进行了充分调研,在选材上参考国内外最新的教研成果和近几年出版的相关教材,文本和案例来自近几年国内外的商务活动实践,使教学内容贴近商务活动的实际,具有鲜明的时代特征。

(4) 通用性强,在组织编写过程中注重不同学校不同专业的教学要求。语言简洁流畅,通俗易懂,不仅适用于商务英语专业的学生,对其他商务专业的学生也能适用。

(5) 融商务操作技能与语言交际能力为一体。在编写中突出培养学生的实际工作能力,所有内容尽可能贴近真实工作任务。通过各种商务情境,将商务操作技能与语言交际能力融为一体。





(6) 立体化教材，配有教学课件和光盘，便于教师备课、授课和学生课外自主学习。

(7) 传统与创新兼顾。从体例设计到选材内容、训练类型等都在博取众家之长的基础上有所创新。创新体现在各个方面，如编写理念、选材内容、教材体例、项目和活动设计等。

(8) 注重教材的“五结合”与学生的“五力”发展。即：语言知识与语言功能相结合；语言学习与文化学习相结合；语言能力与交际能力相结合；语言训练与素质培养相结合；语言交际能力与社会生存能力相结合；最终达到英语知识和能力+中西文化知识和交流能力+人才综合素质和文明素养，从而实现学生投入人力资源市场后具有“五力”：国际竞争力，即在国际社会的跨文化沟通、交流、合作、竞争等所需要的语言交际能力；在现代社会的生存能力和工作能力；为我国各领域建设的贡献力；学生自我发展和可持续发展力。

(9) 在练习设计方面，注意合作学习与自主学习相结合，学习任务与社会任务相结合，人际、人机与人网相结合。例如：要求学生自主组成团队，自主认领专题，自主分工选材、群体合作设计、组织课堂活动、在教学全过程中自主合作寻找知识、筛选信息、利用信息、交换信息、共建和分享成果。再如：师生共同策划、讨论，求解、取证，获得解决问题的成功感。例如，采用差异分析，案例分析，错误分析等方法，培养学生与不同文化背景的人交往时应有的跨文化交际意识和能力。还可以让学生到网络、媒体、企业、社会等真实环境经历语言做事的过程，交付应用语言完成的任务。任务成果形式包括口头和书面，有电子版也有文本形式。

本套教材共分4册，配有光盘和教学课件。每册10个单元，共40个单元。内容涉及商务文秘、企业管理、营销贸易和金融投资等领域内容。每个单元都是一个相对完整的主题或工作过程。所有的教学活动和练习都围绕单元主题或工作过程来安排。

单元具体教学活动和练习如下：

ACTIVITIES (活动名称)	PURPOSE (宗旨)
Learning Goal (学习目标)	单元学习目标，使教师和学生了解该单元的教学任务，从而更好地完成单元教学任务，达到教学要求和目标。
Diagram (工作流程图)	单元项下的工作流程图，让学生对将要学习进行的工作有一个总体的、清晰的了解。
Listen for It (听力训练)	要求学生听完与本单元工作任务相关的电话交谈内容后填写电话记录，既训练学生的认知型技能，又培养学生的工作技能。
Oral Report (口头表达)	根据听力材料中的内容向有关人员做口头汇报或布置有关工作，为学生提供在真实工作语境中独立运用语言的机会。
Learn to Do (学做事情)	通过阅读一篇有关单元项下的工作任务的策略和技巧的文章；让学生既掌握完成工作任务的技巧和策略，又提高阅读能力及巩固认知型的语言和词汇。
Try to Do (解决问题)	采用讨论、角色扮演、项目、案例、任务等方法，设置仿真工作情境，让学生运用所学知识和技能解决工作问题。
Tips (小贴士)	给学生介绍一些在商务实际工作中实用的技巧、经验和提示。
Resources (资源链接)	给出一些对学生学习、完成工作任务或知识拓展有用的资源链接，让他们课后能更深入、更广泛地掌握完成单元工作任务的方式和相关语言的运用。

本套教材既适合高职高专商务英语和国际贸易类专业的学生，也适用于对商务活动感兴趣的人士。

《商务英语综合教程（1~4）》由粟景妆任总主编，并负责统稿和审阅。

《商务英语综合教程3》由粟景妆任主编，马健美、平丽芳、苏玲、郭晓辉任副主编，张进伟参加编写。

由于编者水平所限，书中如有不足之处敬请使用本书的师生与读者批评指正，以便修订时改进。如读者在使用本书的过程中有其他意见或建议，恳请向编者（bjzhangxf@126.com）踊跃提出宝贵意见。

编者





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## Learning Goal

### Objectives

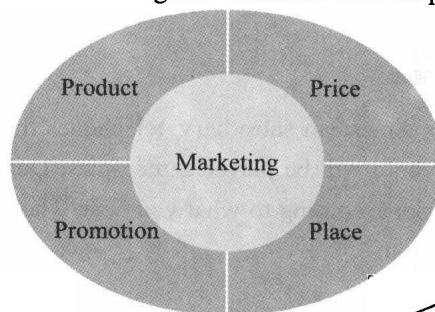
After finishing learning this unit, you will be able to:

1. Get to know “4Ps” principles of marketing.
2. Understand price decisions.
3. Be familiar with the steps for pricing.
4. Be able to price a new product or service.

## Diagram

### 1. “4Ps” Principles of Marketing

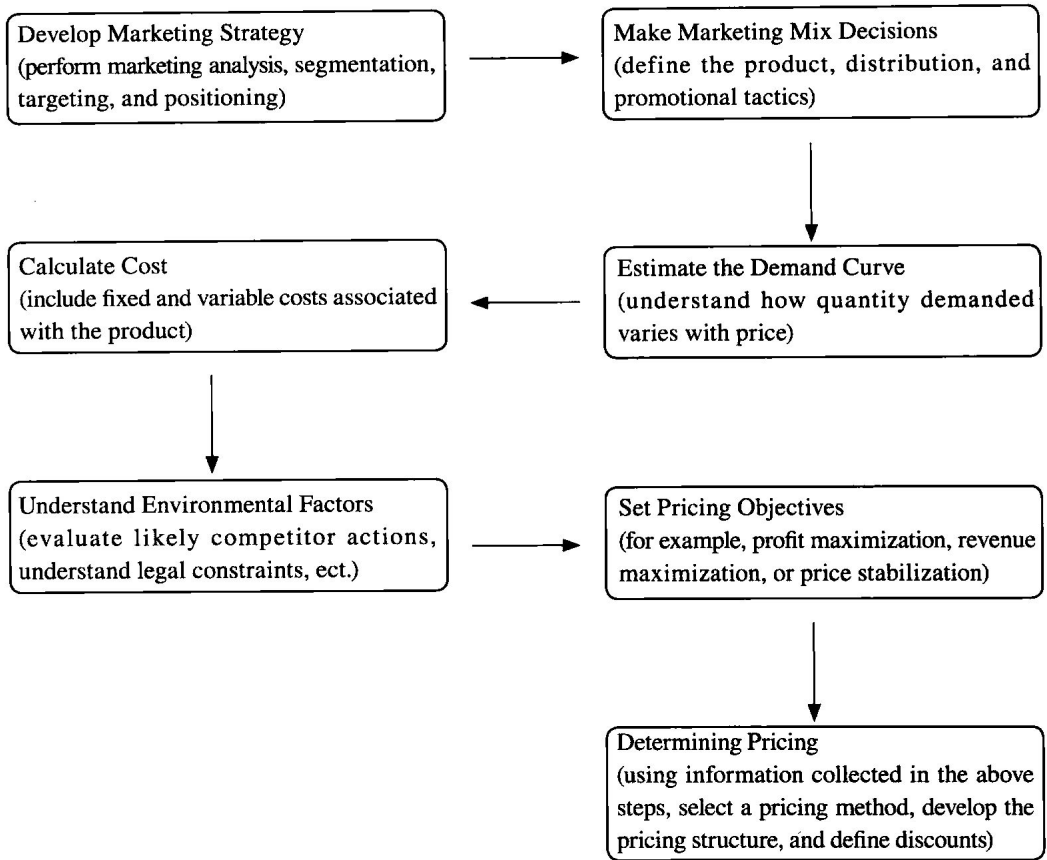
This chart shows us that Price is one of the four major elements for a company to achieve its marketing strategy. Pricing is an important strategic issue because it is related to product positioning. Furthermore, price affects other marketing mix elements such as product features, channel decisions, and promotion.



### 2. Diagram of Price Decisions



### 3. Steps for Pricing a New Product



## Listen for It

The PA to the Head of Nikon's American subsidiary, telephones the Marketing Manager, to ask for the information on price. The record will be played three times. During the second play, you are required to fill in the following blanks according to what you hear. The third play is for you to check your writing. Now the record will begin.

### Telephone Message

To:	
From:	
Tel:	
Message:	1. Product: _____ 2. Arguments and Aims: Some people want to _____ to earn _____, while others prefer a _____ to gain _____ 3. Time of Launching: _____ 4. Final Price: _____





## Oral Report

Imagine you work in the Marketing Department. Make an oral report to Mr. Rubin in the Pricing Conference to point out which pricing strategy is suitable for DV5100 and tell him why. Then using the following evaluation form, try to evaluate your own act as if you were evaluating one of your classmates.

### Evaluation Form

Criteria	Yes	No
1. Have you positioned the product?		
2. Have you calculated the costs of the product?		
3. Have you set the pricing objectives?		
4. Have you considered the competitors' prices?		
5. Did you speak fluently?		
6. Did you speak logically?		

## Learn to Do

### Text

#### Pricing Strategy as Part of Your Internet Marketing Plan

When you go down to your local grocery store, you'll probably find Jif<sup>®</sup> peanut butter, and maybe Planter's<sup>®</sup>, and then perhaps a store brand, and possibly a generic brand (though generics are pretty well gone). For some product categories the store brand products are actually manufactured by the name brand companies. Yet each has a different price, and each product has a different price strategy. These are marketing decisions, pure and simple. The 4Ps of Marketing are elements of the marketing mix that you can control. Price is one of the key elements in a winning marketing mix.

You can't do business on the Internet without having a pricing strategy. And though it may seem pretty simple on the surface, your company's pricing strategy can easily mean the difference between thriving and going bankrupt. A lot of factors are involved.

One of the first questions you need to answer is what are your site visitors like? Are they bargain hunters? Or do they look for excellence in customer service? Or shop for products based on their prestige value? Another important question is what does it cost you to purchase (or produce) and market this product or service? Your price will have to be above your costs—most of the time. Here are some pricing objectives you need to consider:

#### To maximize short-term profits

Here you try to squeeze as much money out of sales of the product as possible, even though fewer customers may make a purchase. Your strategy may be a charge premium prices for website design services. You end up with fewer customers, but then dealing with a lot of customers multiplies your problems. And you can make more profit off each customer. Or you may need to maximize profits in order to satisfy an impatient boss or investor.

### To gain market-share

The other main strategy is to price your service lower to gain market-share. You may want to maximize the number of subscribers to your online Internet access business, even though you don't make as much on each customer. But you know that later you'll be able to sell these subscribers other services such as web hosting, e-commerce, website design, DSL, and a host of others once they get comfortable with you. You don't make as much early, but you plan to make money later with "back end" sales.

Though the above objectives are the key ones to understand, there are two others may also figure in.

### To survive

Survival is a worthy goal. Sometimes companies lower prices so they can generate enough revenue to survive short term. But this isn't a very good long-term strategy.

### To help society

You don't have to make as much money as possible, unless making money is your only goal. For example, I really want to keep my consulting services priced within reach of small businesses. I long to see small businesses thrive; that's part of what makes me tick. But I also want to charge better-funded companies a more appropriate fee for the more extensive services I render them. The way I do this is to offer a standard product or service, and an economy service at a lower price, but with clear limitations.

## New Words

1. ® = registered	adj.	注册的, 登记过的
2. generic	adj.	[商业] 非商标的, 不注册的, 不受商标注册保护的; 非专利的
	n.	无注册商标产品
3. manufacture	vt.	(大规模) 生产, 制造
	n.	制造、编造; 制品、产品
4. prestige	n.	威望, 威信
5. squeeze	v.	挤出, 压榨出
6. market-share	n.	市场份额, 市场占有率
7. subscribers	n.	(收费电视等的) 用户
8. DSL=Digital Subscriber Line		数字用户专线

## Phrases and Expressions

1. price strategy = pricing strategy	定价策略, 产品价格策略
2. marketing mix	营销组合, 销售组合(指产品、定价、推销的综合销售策略)
3. bargain hunters	到处寻找便宜货的人
4. short-term profits	短期利润
5. premium price	溢价
6. end up with	以……而告终、以……而结束
7. make money	赚钱, 发财

# Try to Do



## Develop Language Skills

### I. Answer the following questions according to the text.

1. What kind of products will you buy, registered ones or generics? Why?

\_\_\_\_\_

2. What should you do if you want to maximize short-term profits?

\_\_\_\_\_

3. How to gain market-share?

\_\_\_\_\_

### II. Choose the best answer to complete each of the following sentences.

1. \_\_\_\_\_ is the only revenue generating element amongst the 4ps, the rest being cost centers.

- A. Product
- B. Price
- C. Promotion
- D. Place

2. \_\_\_\_\_ is related to product positioning.

- A. Product
- B. Price
- C. Promotion
- D. Place

3. \_\_\_\_\_ is not one of the pricing strategies.

- A. Premium Pricing
- B. RRP
- C. Economy Pricing
- D. Price Skimming

4. If you want to price the product which is unique, you may use \_\_\_\_\_.

- A. premium pricing
- B. penetration pricing
- C. economy pricing
- D. price skimming

5. If you want to gain market share, you may use the strategy of \_\_\_\_\_.

- A. premium pricing
- B. penetration pricing
- C. economy pricing
- D. price skimming

6. Supermarkets often take the advantage of \_\_\_\_\_.

- A. premium pricing
  - B. penetration pricing
  - C. economy pricing
  - D. price skimming
7. Businesses usually give the customers who purchase in large quantities \_\_\_\_\_ discount.
- A. cash
  - B. seasonal
  - C. quantity
  - D. promotional
8. \_\_\_\_\_ means a short-term discounted price offered to stimulate sales.
- A. cash
  - B. seasonal
  - C. quantity
  - D. promotional
9. Some customers requested us to \_\_\_\_\_ our price because they considered it too high.
- A. put down
  - B. get down
  - C. take down
  - D. bring down
10. In case you can make a reduction \_\_\_\_\_ 5% \_\_\_\_\_ your price, we may make the deal with you.
- A. of, of
  - B. by, by
  - C. of, in
  - D. for, for

### III. Fill in each of the following blanks with the proper form of the word given in brackets.

1. Price \_\_\_\_\_ (discriminate) exists whenever consumers in different countries are charged different prices for the same product.
2. Price discrimination involves \_\_\_\_\_ (charge) whatever the market will bear.
3. Price discrimination can help a company \_\_\_\_\_ (maximize) its profits.
4. Consumers with \_\_\_\_\_ (limit) incomes tend to be very price conscious; they have less to spend, so they look much more closely at price.
5. In general, the more \_\_\_\_\_ (compete) there are, the greater consumers' bargaining power will be.
6. A firm may charge a \_\_\_\_\_ (high) price for its product in a country where competition is limited than in a country where competition is intense.
7. A firm needs to consider how its global rivals will respond to changes in its \_\_\_\_\_ (price) strategy before making those changes.
8. Pricing \_\_\_\_\_ (decide) around the world need to be centrally monitored.
9. Most developed nations have \_\_\_\_\_ (regulate) designed to promote competition and to restrict



monopoly practices.

10. If a firm raises its prices above those of its competitors, consumers will switch to the competitors' \_\_\_\_\_ (produce).

#### IV. Translate the following phrases into English.

1. 定价策略 \_\_\_\_\_
2. 营销决定 \_\_\_\_\_
3. 销售组合 \_\_\_\_\_
4. 声望价值 \_\_\_\_\_
5. 定价目标 \_\_\_\_\_
6. 溢价 \_\_\_\_\_
7. 赚钱 \_\_\_\_\_
8. 利润最大化 \_\_\_\_\_
9. 市场份额 \_\_\_\_\_
10. 长期战略 \_\_\_\_\_

#### V. Translate the following sentences from English into Chinese.

1. A higher or lower price can dramatically change both gross margins and sales volume.  
\_\_\_\_\_
2. Use competitors' retail (or wholesale) prices as a benchmark for your own prices. Price slightly below, above or the same as your competitors, depending on your positioning strategies.  
\_\_\_\_\_
3. A good pricing strategy would be the one which could balance between the price floor (the price below which the organization ends up in losses) and the price ceiling (the price beyond which the organization experiences a no demand situation).  
\_\_\_\_\_
4. Small and medium-sized enterprises usually rely on Price to carry the weight for its "little brothers" - Product, Place, and Promotion - in the firm's marketing battles.  
\_\_\_\_\_
5. Premium pricing (also called prestige pricing) is the strategy of consistently pricing at, or near, the high end of the possible price range to help attract status-conscious consumers.  
\_\_\_\_\_

#### VI. Translate the following sentences from Chinese into English.

